

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

63RD ANNUAL CONFERENCE



*New Orleans,
Louisiana*

“Polls for the Public Good”

MAY 15-18, 2008 • SHERATON NEW ORLEANS

WAPOR 61ST ANNUAL CONFERENCE MAY 13-15, 2008



AAPOR 63RD ANNUAL CONFERENCE MAY 15-18, 2008

WAPOR 61ST ANNUAL CONFERENCE MAY 13-15, 2008 NEW ORLEANS, LOUISIANA

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Registration/Information Desk

The AAPOR registration and information desk is located in the Napoleon Foyer. All meeting attendees must check in at the registration desk to pick up their Final Program, name badge, conference tote bag, and other meeting materials prior to attending sessions or social events. Tickets will be included in your registration packet for admittance to all the meals.

Registration hours are as follows:

Wednesday, May 14	12:00 p.m. – 8:00 p.m.
Thursday, May 15	7:00 a.m. – 5:00 p.m.
Friday, May 16	7:30 a.m. – 4:30 p.m.
Saturday, May 17	7:30 a.m. – 3:00 p.m.
Sunday, May 18	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 and the exhibit hall, and are required for all social events as well. 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

TUESDAY, MAY 13, 2008

WAPOR COUNCIL MEETING

Tuesday
9:00 AM – 5:00 PM
Room: Estherwood

WAPOR REGISTRATION DESK OPEN

Tuesday
5:00 PM – 7:00 PM
Room: Bayside, 4th Floor

WAPOR WELCOME COCKTAIL

Tuesday
7:00 PM – 9:00 PM
Room: Oak Alley



WEDNESDAY, MAY 14, 2008

8:00 AM – 5:00 PM WAPOR REGISTRATION DESK OPEN
Room: Bayside, 4th Floor

8:00 AM – NOON AAPOR EXECUTIVE COUNCIL MEETING
Room: Grand Couteau

9:00 AM – 10:00 AM WAPOR PLENARY SESSION
Room: Oak Alley

10:00 AM – 10:30 AM WAPOR REFRESHMENT BREAK
Room: Bayside Foyer

WAPOR CONCURRENT SESSIONS A

Wednesday
10:30 AM – NOON
Room: Bayside A WAPOR: SOCIAL ISSUES IN PUBLIC OPINION AND POLICY I

Is American Foreign Policy Responsive to Foreign Public Opinion? The Case of Iran
Foad Izadi, Louisiana State University (USA)

Is the Public Opinion Relevant to the Decision Making of International Investors?
Marcia Cavallari Nunes, IBOPE Inteligencia (Brazil)
Marcelo Coutinho, IBOPE Inteligencia (Brazil)

Influencing Public Policies in Achieving Peace in Divided Societies: The Sri Lankan Case Study
Pradeep Peiris, Social Indicator (Sri Lanka)

Kashmir and Sri Lanka Peace Polls
Colin Irwin, Institute of Irish Studies, University of Liverpool (UK)
Yashwant Deshmukh, Team C-Voter Foundation (India)
Pradeep Peiris, Social Indicator (Sri Lanka)

Wednesday
10:30 AM – NOON
Room: Bayside B WAPOR: INFORMATION AND MEDIA COVERAGE

The Effects of Terrorism Coverage on Spanish Population: Proposing a Model of Information Processing
Ubaldo Cuesta, University Complutense of Madrid (Spain)
Tania Menendez, University Complutense of Madrid (Spain)

Perceived Effects and Political Correlates of Entertainment Programming Exposure
Michael Xenos, University of Wisconsin-Madison (USA)
Patricia Moy, University of Washington (USA)

International Newspaper Coverage of Muslim Immigration: A Community Structure Approach
Joshua B. Wright, The College of New Jersey (USA)
Garret Dimarco, The College of New Jersey (USA)
Danny Giovenco, The College of New Jersey (USA)
John Pollock, The College of New Jersey (USA)

Public Opinion Told by the Box Office of Chinese Commercial Film Home and Abroad
Dr. Zhouxiao, Journalism School of Fudan University (China)

“It’s 100 percent American:” Penetration, Credibility and Effectiveness of Al Hurra TV among Lebanese Youth
Yasmine T. Dabbous, Louisiana State University (USA)
Khaled Nasser, Louisiana State University (USA)

Wednesday 10:30 AM – NOON Room: Bayside C	WAPOR: ELECTIONS/VOTING BEHAVIOR I French Polls of 2007: Did Things Change After the 2002 Catastrophe? Claire Durand, Université de Montréal (Canada) Adrien Jouan, Université de Montréal (Canada) But Why Are Most of the Voters Absent? Overseas Absentee Voting Behaviors in the Philippine Elections Edson C. Tandoc, Nanyang Technological University (Singapore) Kavita Karan, Nanyang Technological University (Singapore) Political Participation: The Case of Brazil Márcia Cavallari Nunes, IBOPE Inteligência (Brazil) Marcelo Coutinho, IBOPE Inteligência (Brazil) Transparent Elections, Abstention of Voters: Implication of the Voting Behavior in the Process of Democratization Abdelkrim Marzouk, Al Akhawayn University (Morocco)
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WAPOR LUNCH (meal included with registration)

Wednesday
NOON – 1:30 PM
Room: Oak Alley

AAPOR REGISTRATION DESK OPEN

Wednesday
NOON – 8:00 PM
Room: Napoleon Registration

AAPOR GOLF OUTING

Wednesday
1:00 PM
TPC Louisiana (pre-registration required)
Sponsored by Marketing Systems Group

WAPOR CONCURRENT SESSIONS B

Wednesday 1:45 PM – 3:15 PM Room: Bayside A	WAPOR: SOCIAL ISSUES IN PUBLIC OPINION AND POLICY II Chair: Patricia Moy, University of Washington (USA) Do Societal Views on the Role of the State in the Economy Explain a Country's Economic Model?: An Analysis of the Mexican and the American case Francisco Abundis, Parametria SA de CV (México) Irina Alberro, COLMEX (México) Sandra J. Ley, Parametria SA de CV (México) How the World Wants to be Governed: The Role of Public Opinion Steven Kull, University of Maryland (USA) The Decade of the Roma: Creating Research Driven Strategies to Improve the Lives of the Roma Svetlana Logar, Strategic Marketing Group, SMMRI (Serbia) Sharon Felzer, World Bank (USA) Trinidad & Tobago's 'Vision 2020': The Prime Minister's Vision to Achieve Developed Country Status by 2020; An 18 Year Research Programme to Support His Goal for His Country Robert Worcester, Market & Opinion Research International (UK) Mark Gill, MORI Caribbean (Trinidad & Tobago) Senator Lenny Saith, Government of Trinidad & Tobago (Trinidad & Tobago) Hate Crime Victimization in Contemporary Europe: An Analysis of Self-Reported Victimization from the 2005 International Crime Survey Allan McCutcheon, University of Nebraska – Lincoln (USA)
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Wednesday 1:45 PM – 3:15 PM Room: Bayside B	<p>WAPOR: OLD AND NEW EXPRESSIONS OF PUBLIC OPINION</p> <p>Chair: Pablo Parás, Data-OPM (México)</p> <p>When Starbucks Meets the Forbidden City: A Study of the Public Opinion Formation on the Internet in Mainland China Chen Liu, The Chinese University of Hong Kong (Hong Kong)</p> <p>The Dark Side of the Blog: Analyzing Dynamics of Blog Use and Their Impact on Political Participation Homero Gil de Zuniga, University of Texas – Austin (USA)</p> <p>Does the Spiral of Silence Begin at Home? How Willingness to Argue Among Family and Friends Affects Behavior in Public Spaces Ken Blake, Middle Tennessee State University (USA) Robert O. Wyatt, Middle Tennessee State University (USA)</p> <p>Silencing Political Opinions in a Post-Electoral Context Eulalia Puig-i-Abril, University of Wisconsin – Madison (USA) Hernando Rojas, University of Wisconsin – Madison (USA) Tricia Olsen, University of Wisconsin – Madison (USA)</p>
Wednesday 1:45 PM – 3:15 PM Room: Bayside C	<p>WAPOR: ELECTIONS/VOTING BEHAVIOR II</p> <p>Chair: Claire Durand, Université de Montréal (Canada)</p> <p>Brown's Gamble – The British General Election of 29 November 2007 Colin McIlheney, PricewaterhouseCoopers (Ireland)</p> <p>Hungary's "Black Sunday" of Public Opinion Research: The Anatomy of a Failed Election Forecast Tamás Bodor, State University of New York at Albany (USA)</p> <p>The Role of Research in Shaping the Successful Trade Union Campaign for the 2007 Australian National Election Andrew Bunn, Essential Media Communications (Australia)</p> <p>Emotional Investment and Perspective: A Study of the 2006 Connecticut Senate Election Chris Kowal, University of Connecticut (USA)</p>

AAPOR SHORT COURSES (pre-registration required)

Wednesday 2:30 PM – 6:00 PM Room: Maurepas	<p>NEW! Earn PRC Contact Hour Credits</p> <p>Multidimensional Scaling: Theory and Applications for Public Opinion Research – William G. Jacoby Educational grant sponsored by Pew Research Center</p>
Room: Borgne	<p>So What Have We Discovered? Analysis and Interpretation of Cognitive Interviews – Gordon Willis and Kristen Miller Break sponsored by e-Tabs Educational grant sponsored by Pew Research Center</p>

WOMEN OF THE STORM TOUR (pre-registration required)

Wednesday 3:00 PM – 5:00 PM	Will depart from front drive of hotel
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WAPOR REFRESHMENT BREAK

Wednesday 3:15 PM – 3:45 PM Room: Bayside Foyer
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WAPOR CONCURRENT SESSIONS C

Wednesday
3:45 PM – 5:15 PM
Room: Bayside A

WAPOR: PUBLIC OPINION AND POLITICS IN LATIN AMERICA

Chair: Mitchell Seligson, Vanderbilt University (USA)

Food Security and Democracy: First National Measurement of the ELCSA in Mexico
 Pablo Paras, Data-OPM (Mexico)

Exploring Populist and Authoritarian Values in Latin America: Venezuela in Comparative Perspective
 Orlando J. Perez, Central Michigan University (USA)

Criticizing the Political System in Latin America: A Comparative Analysis of Perceived Expressive Tolerance

Hernando Rojas, University of Wisconsin-Madison (USA)
 Eulalia Puig-i-Abril, University of Wisconsin-Madison (USA)
 Tricia D. Olsen, University of Wisconsin-Madison (USA)

What do we Measure When we Ask Attitudes Towards Corruption In Latin America? The Different Effects of Same Question Wording in Argentina, Uruguay, and Mexico

Gabriela Catterberg, Universidad de Bologna (Buenos Aires)
 Alejandro Moreno, ITAM (Mexico)
 Ignacio Zuasnabar, Equipos MORI (Uruguay)

Wednesday
3:45 PM – 5:15 PM
Room: Bayside B

WAPOR: TRUST, TOLERANCE AND SOCIAL CAPITAL

Chair: Homero Gil de Zúñiga, University of Texas – Austin (USA)

Talk That Helps or Hurts? Interaction Effects of Discussion and Media Use on Social and Political Trust
 Sebastián Valenzuela, University of Texas – Austin (USA)

Confidence in Australian Institutions 1984-2003

Ken Reed, Deakin University (Australia)
 Betsy Blunsdon, Deakin University (Australia)

Social Capital and Democratic Governance in Thailand

Thawilwadee Bureekul, King Prajadhipok's Institute (Thailand)
 Robert B. Albritton, University of Mississippi (USA)

Social-Democratic Tolerance across Forty-Seven Nations

George Franklin Bishop, University of Cincinnati (USA)
 Dmytro Poznyak, University of Cincinnati (USA)

To What Extent do European Citizens Feel Their Voice Counts in The EU? A Case Study of Political Representation in a Transnational Institution
 Chris Levy, TNS Opinion (Belgium)

Wednesday
3:45 PM – 5:15 PM
Room: Bayside C

WAPOR: CROSS NATIONAL RESEARCH AND PUBLIC OPINION

Chair: Brian Brim, Pew Forum on Religion and Public Life (USA)

What Drives Support for Extremism? Findings from Six Predominantly Muslim Nations

Richard Wike, Pew Global Attitudes Project (USA)
 Greg Smith, Pew Forum on Religion & Public Life (USA)

The Impact of Satisficing among Reluctant Respondents on Cross-Cultural Survey Equivalence

Olena Kaminska, University of Nebraska – Lincoln (USA)
 Allan L. McCutcheon, University of Nebraska – Lincoln (USA)
 Jacques Billiet, Katholieke Universiteit Leuven (Belgium)

African Coverage of Progress and Responsibility in Fighting AIDS: A Cross-National Community Structure Approach

John C. Pollock, The College of New Jersey (USA)
 Paul D'Angelo, The College of New Jersey (USA)
 Rowena Briones, The College of New Jersey (USA)
 Danielle Catona, The College of New Jersey (USA)
 Genevieve Faust, The College of New Jersey (USA)
 Meghan Higgins, The College of New Jersey (USA)
 Brian Keefe, The College of New Jersey (USA)
 Dominique Sauro, The College of New Jersey (USA)

Effect of Response Formats on Self-reported Personality Items Across Countries
Randall K. Thomas, Harris Interactive (USA)
Joanna Allenza, Harris Interactive (USA)
Susan Behnke, Harris Interactive (USA)

WAPOR COCKTAILS (cash bar)

Wednesday
6:00 PM – 7:00 PM
Room: Oak Alley

WAPOR AWARD BANQUET (meal included in registration)

Wednesday
7:00 PM – 9:00 PM
Room: Oak Alley

AAPOR DESSERT WELCOME RECEPTION

Wednesday
8:00 PM – 11:00 PM
Room: Napoleon Foyer



THURSDAY, MAY 15, 2008

7:00 AM – 5:00 PM	AAPOR REGISTRATION DESK OPEN
Room: Napoleon Registration	
8:00 AM – NOON	WAPOR REGISTRATION DESK OPEN
Room: Bayside, 4 th Floor	
8:00 AM – 11:30 AM	AAPOR SHORT COURSES (pre-registration required) NEW! Earn PRC Contact Hour Credits
Room: Oak Alley	Advanced Sampling Methods – J. Michael Brick <i>Break sponsored by D3 Systems, Inc.</i> <i>Educational grant sponsored by Pew Research Center</i>
Room: Nottoway	Statistics 901 (AKA Statistics for the Professional Non-Statistician) – Colm O'Muircheartaigh <i>Educational grant sponsored by Pew Research Center</i>
AAPOR CONCURRENT SESSIONS A	
Thursday	
8:00 AM – 9:30 AM	AAPOR/WAPOR JOINT SESSION: WORLD PUBLIC OPINION
Room: Napoleon D3	Chair: Steven Kull, University of Maryland Discussant: Alvin Richman, Washington D.C.
	Perspectives on Class Structure and Economic Equality: A Comparison of the Mexican and the American General Social Surveys Francisco Abundis, Parametria Irina Alberro, El Colegio de Mexico Sandra J. Ley, Parametria
	Public Optimism in Afghanistan John L. Richardson, D3 Systems, Inc.
	Who are 'Most People' in the Generalized Trust Question? Patrick Sturgis, University of Surrey Patten Smith, Ipsos MORI
Thursday	CITIZENS AND THEIR GOVERNMENT
8:00 AM – 9:30 AM	
Room: Napoleon C2	Chair: Patrick Murray, Monmouth University Discussant: John Russonello, Belden, Russonello & Stewart
	Citizen Satisfaction Surveys and Output Measures: Why Improved Outputs Do Not Necessarily Lead to Higher Satisfaction Richard L. Clark, Carl Vinson Institute of Government, University of Georgia Terrance Adams, School of Public and International Affairs, University of Georgia David Edwards, City of Atlanta, Mayor's Office
	What Americans Want from Government in the Next Administration: The Nature of Public Opinion and the Political Culture in the United States in 2007 Cliff Zukin, Rutgers University
	Trinidad & Tobago's 'Vision 2020': A Research Programme to Support Prime Minister Patrick Manning's Goal to Achieve Developed Country Status in 18 Years Sir Robert Worcester, MORI Mark Gill, MORI Caribbean Senator Lenny Saith, Government of Trinidad & Tobago
	Feeling Empowered Online?: The Relationship between Media Use and Political Efficacy among College Students Kyurim Kyoung, University of Wisconsin – Madison

Thursday, May 15

<i>Thursday</i> 8:00 AM – 9:30 AM Room: Borgne	ONLINE AND MOBILE DEVICE SURVEYS Chair: Anthony M. Salvanto, CBS News Discussant: Fran A. Featherston, National Science Foundation Computing Metrics for Online Panels Mario Callegaro, Knowledge Networks Charles DiSogra, Knowledge Networks How Visual Composition of Web Pages Influences Survey Response Taj Mahon-Haft, Social and Economic Sciences Research Center Don A. Dillman, Washington State University Experiments in Visual Survey Design for Mobile Devices Andy Peytchev, RTI International Craig Hill, RTI International The Impact of the Spacing of the Scale Options in a Web Survey Courtney Kennedy, Michigan Program in Survey Methodology Roger Tourangeau, The Joint Program in Survey Methodology Fred Conrad, University of Michigan Mick Couper, University of Michigan Cleo Redline, The Joint Program in Survey Methodology
<i>Thursday</i> 8:00 AM – 9:30 AM Room: Napoleon D 1-2	PANEL ATTRITION Chair: Debra Miller, University of Nebraska Discussant: David R. Johnson, Pennsylvania State University Are We Keeping the People We Used to Keep? Changes in Correlates of Panel Survey Attrition over Time Kristen Olson, University of Nebraska – Lincoln Lindsey Witt, University of Nebraska – Lincoln Understanding the Mechanism of Panel Attrition Michael Lemay, Joint Program in Survey Methodology We Know Where You Live: The Impact of Movement on Differential Panel Survey Attrition Edward M. English, NORC Catherine Haggerty, NORC Colm O'Muircheartaigh, NORC Potential Duplicates in the Census: Methodology and Selection of Cases for Follow-up Leah B. Marshall, U.S. Census Bureau
<i>Thursday</i> 8:00 AM – 9:30 AM Room: Napoleon C3	POLLS FOR THE PUBLIC GOOD I Chair: Eileen O'Brien, Energy Information Administration Discussant: James G. Wolf, Indiana University Survey Research Center Surveying for Health Policy Making: The Case of Health Information Technology Catherine DesRoches, Massachusetts General Hospital David Blumenthal, Institute for Health Policy Putting Survey Data and Information into the Hands of Those Who Can Use It: Dissemination Strategy of the California Health Interview Survey E. Richard Brown, UCLA Center for Health Policy Research Moving Community Bond Issues to the Ballot and Beyond: Lessons from the Trenches Fred Solop, Northern Arizona University James Bowie, Northern Arizona University Are Polls Good for the Voter? And Why? Claire Durand, Universite de Montreal John Goyder, University of Waterloo

<i>Thursday</i>	PUBLIC ACTIVISM AND ENGAGEMENT
8:00 AM – 9:30 AM	
Room: Napoleon C1	Chair: Gerald Kosicki, The Ohio State University Discussant: Floyd Ciruli, Ciruli Associates
	Polls as Measures of Civic IQ Doris A. Graber, University of Illinois
	Measuring Political Sophistication: An IRT Approach Cengiz Erisen, Stony Brook University
	Measuring Civic Engagement on College Campuses Don Levy, Siena Research Institute
	Volunteerism as Resource-Based and Its Relationship to Types of Community Service Performed by College Students James Griffith, National Center for Education Statistics

WAPOR SESSION A

<i>Thursday</i>	WAPOR: VALUES, RELIGION AND TECHNOLOGY
8:00 AM – 9:30 AM	
Room: Bayside A	Chair: Analucía Cordova, ADA- Auditoría Democrática Andina (Ecuador)
	It's Not Always about Abortion: The Varying Role of Religious Beliefs, Information and Values in Public Attitudes toward Biotechnology Carolyn L. Funk, Virginia Commonwealth University (USA)
	Science, Religion, and Development: A Cross-National Analysis from the World Values Survey Jon D. Miller, Michigan State University (USA) Ronald Inglehart, University of Michigan (USA)
	Measuring Religion & Public Life in Africa Brim J. Grim, Pew Forum on Religion & Public Life (USA)
	National Pride in Specific Domains Tom W. Smith, NORC/University of Chicago (USA)
	Responsibility Frames in the News about New Voting Technology Michael Traugott, University of Michigan (USA) Caitlin Brown, University of Michigan (USA) Hoon Lee, University of Michigan (USA) Erica Williams, University of Michigan (USA)

AAPOR REFRESHMENT BREAK

<i>Thursday</i>	
9:30 AM – 10:00 AM	
Room: Napoleon Foyer	

WAPOR REFRESHMENT BREAK

<i>Thursday</i>	
9:30 AM – 10:00 AM	
Room: Bayside Foyer	

AAPOR CONCURRENT SESSIONS B

Thursday
10:00 AM – 11:30 AM
Room: Borgne

AAPOR/WAPOR JOINT SESSION: MEDIA COVERAGE OF POLLS AND SURVEY RESEARCH

Chair: Michael Xenos, University of Wisconsin – Madison
Discussant: Audience Members

Survey Research in the Media
Tibor Toth, University of Delaware

Another Day, Another Poll: Trends in Media Coverage of Polls/Surveys in the Election Realm and in the Non-Election Realm
Sara Zuckerbraun, RTI International

The Changing Face of News Reporting In Egypt: Media, Sources, and Trust
Karl G. Feld, D3 Systems, Inc.
Veronica A. Gardner, D3 Systems, Inc.
Janet Lee, D3 Systems, Inc.

Listening to a Billion Voices: How Public Opinion Influences India's Journalists
Bridgette P. Colaco, Troy University
Jyotika Ramaprasad, Southern Illinois University

Media Performance in Polls Reporting in the Chinese Societies
Weng Hin Cheong, University of Macau

Thursday
10:00 AM – 11:30 AM
Room: Napoleon D3

CELL PHONES I

Chair: Cliff Zukin, Rutgers University
Discussant: Audience Members

Wireless-Mostly Households: Estimates from the 2007 National Health Interview Survey
Stephen J. Blumberg, National Center for Health Statistics
Julian V. Luke, National Center for Health Statistics

Statistical Foundations of Cell-Telephone Surveys
Kirk Wolter, NORC/University of Chicago
Phil Smith, NCIRD
Stephen Blumberg, National Center for Health Statistics

Predicting Survey Bias in a Brave New Mobile World: Using the Behavioral Theory of Lifestyle Adoption to Model and Predict Cellular-Only and New Communications Technology Substitution Coverage in the U.S.
Patrick Ehlen, CSLI, Stanford University
John Ehlen, Applied Econometrics West

Calculating Response Rates for Cell Telephone Surveys
Martin Barron, NORC at the University of Chicago
Meena Khare, Centers for Disease Control and Prevention
Zhen Zhao, Centers for Disease Control and Prevention

Latent Class Modeling in Survey Methods: Estimation of the Cell Phone Only Population
Mohammad Albaghail, Shook, Hardy & Bacon

Thursday
10:00 AM – 11:30 AM
Room: Napoleon C1

MANAGING INTERVIEWERS AND INTERVIEWER EFFECTS

Chair: Dianne Rucinski, University of Illinois – Chicago
Discussant: Jaki S. McCarthy, U.S. Department of Agriculture

Training and Monitoring Interviewers in Administering CAPI Event History Calendar Instruments
Yfke Ongena, University of Twente
Wil Dijkstra, Vrije Universiteit Amsterdam
Jan Smit, Vu University Medical Center

Measuring and Enhancing Interviewers' Performance Using CATI Features
Mahmoud A. El Kasabi, IDSC-Public Opinion Poll Center

Introducing New Techniques or Technology: Issues Affecting Data Collector Adaptation
Gregg Stickeler, ISA
Nancy A. Lyon, RAND

Do Different Interviewing Techniques and Different Interviewer and Respondent Characteristics Impact the Quality of Retrospective Reports?
Ipek Bilgen, University of Nebraska – Lincoln

Thursday
10:00 AM – 11:30 AM
Room: Napoleon C3 QUESTIONNAIRE FORMAT AND DESIGN ISSUES

Chair: Jeremy E. Morton, RTI International
Discussant: Audience Members

Effects of Using a Grid Versus a Sequential Questionnaire Design on the ACS Basic Demographic Data
John Chesnut, U.S. Census Bureau

Improving the Quality of School-based, Self-administered Surveys
Charlotte Steeh, Independent Consultant

Anna Teplinskaya, Office on Smoking and Health, Centers for Disease Control and Prevention
Darylema Williams, Office on Smoking and Health, Centers for Disease Control and Prevention

Employing the Right Measure: Response Format Effects on the Measurement of Employment
Randall K. Thomas, Harris Interactive
Susan Behnke, Harris Interactive
Jonathan D. Klein, University of Rochester

Unresolved Issues with Multiple-Answer Questions
Jolene D. Smyth, University of Nebraska – Lincoln

First Things First: Effects of Response Format on Priority of Issues
Randall K. Thomas, Harris Interactive
Regina Corso, Harris Interactive
David Krane, Harris Interactive

Thursday
10:00 AM – 11:30 AM
Room: Napoleon C2 SURVEYS AND HEALTHCARE I

Chair: Jeannette Ziegenfuss, University of Minnesota
Discussant: Diane R. Burkum, Battelle Centers for Public Health Research and Evaluation

Health Care Policy Preferences and New Mexicans' Valuations of a Public Good
Amy S. Goodin, UNM Institute for Public Policy
Amelia A. Rouse, UNM Institute for Public Policy
Gabriel R. Sanchez, UNM Department of Political Science
Richard Santos, UNM Department of Economics
Robert Berrens, UNM Department of Economics

Social Determinants of Health Media Use and Cancer-Related Beliefs in a National Sample
Kasisomayajula Viswanath, Dana-Farber Cancer Institute
Leland K. Ackerson, Dana-Farber Cancer Institute

Online Interactive Cancer Communications Services and Positive Health Outcomes in Women with Breast Cancer
Patricia A. Hernandez, University of Wisconsin – Madison
Hernando Rojas, University of Wisconsin – Madison

Perceptions of Health Care Reform Among 18⁺ Louisiana Residents: Challenges and Opportunities
Joanne Binette, AARP
Brittne M. Nelson, AARP

<i>Thursday</i> 10:00 AM – 11:30 AM Room: Napoleon D 1-2	THE EFFECT OF INVITATIONS ON SURVEY PARTICIPATION Chair: Ekua Kendall, Arbitron, Inc. Discussant: Douglas Currihan, RTI International E-mail and Postcard Invitation Designs to Maximize Web-Survey Responses Rates Michael D. Kaplowitz, Michigan State University Frank Lupi, Michigan State University Mick Couper, University of Michigan Laurie Thorp, Michigan State University Instant Messaging: Applicability for Contacting Potential Web Respondents? Christopher J. Cox, University of North Florida Paul G. Harwood, University of North Florida Mark Swanhart, University of North Florida When is the Best Time to Invite a Respondent? An Analysis of E-mail Invitation Timing and Response to a Web Survey Jennifer Sinibaldi, University of Michigan Sue Ellen Hansen, Institute for Social Research Use of FedEx: Early, Late or Never? Duston Pope, Market Strategies
<i>Thursday</i> 10:00 AM – 11:30 AM Room: Maurepas	ROUNDTABLE II: NEW HAMPSHIRE PRE-PRIMARY POLLS AND THE ACTUAL VOTE OUTCOME Chair: Michael W. Traugott, University of Michigan
WAPOR CONCURRENT SESSIONS B	
<i>Thursday</i> 10:00 AM – 11:30 AM Room: Bayside A	WAPOR: SURVEY RESEARCH METHODS Chair: Nick Moon, GfK NOP (UK) What do the Questions Actually Measure? Ambiguity in Family-Work Attitudes Questions from the ISSP Paula Wright, La Trobe University (Australia) Assessing Numerical Ideological Scales: A Case Study in the Mexican Context René Bautista, University of Nebraska-Lincoln (USA) Marco A. Morales, New York University (USA) Francisco Abundis, Parametría SA de CV (Mexico) Sandra Ley, Parametría SA de CV (Mexico) Treating Translation as a Scientific Component of Cross-National Research Tom W. Smith, NORC/University of Chicago (USA) Survey Research in Emerging Democracies: The Case of Belarus Oleg Manaev, University of Tennessee (USA) Causal Effects or Causal Mechanisms? Types of Rationalities as Explanation of Attitudes towards Law Rodolfo Sarsfield, CIDE, (Mexico)
<i>Thursday</i> 10:00 AM – 11:30 AM Room: Bayside B	WAPOR Roundtable Discussion: The Expansion of Cross-National Surveys: New Opportunities, New Challenges Chair: Pippa Norris, Harvard University (USA) The Comparative Study of Electoral Systems David Howell, University of Michigan (USA) The Latinobarometro and the Global Barometers Marta Lagos, Directora Latinobarometro (Chile) The Afrobarometer Carolyn Logan, Deputy Director, Afrobarometer, Michigan State University (USA) Comparing the Expansion of Cross-National Surveys Pippa Norris, Harvard University (USA)

AAPOR LUNCH (Core Meal for AAPOR attendees, WAPOR only attendees can purchase a separate ticket)

Thursday
11:45 AM – 1:15 PM
Room: Grand Ballroom

AAPOR CONCURRENT SESSIONS C

Thursday
1:30 PM – 3:00 PM
Room: Napoleon D3

AAPOR/WAPOR JOINT SESSION: FORMATION OF PUBLIC OPINION

Chair: Patrick Sturgis, University of Surrey
Discussant: Audience Members

Revisiting "The Voice of the People": An Evaluation of the Claims and Consequences of Deliberative Polling
Laurel Gleason, The Ohio State University

Effects of Deliberation Setting on Opinion Change and Subsequent Willingness to Engage in Political Talk
Michael Xenos, University of Wisconsin – Madison

Eunkyung Kim, University of Wisconsin – Madison

Public Opinion and the War on Terrorism 2001-2007
Gerald Kosicki, The Ohio State University

Teaching Democracy to Students
Karen Buerkle, RTI International

Practical Democratic Theory: Revising Berelson's Original Theory to Promote Scholarly Synthesis and Action
Jason Rittenberg, University of Illinois at Urbana – Champaign

Thursday
1:30 PM – 3:00 PM
Room: Napoleon C2

COGNITIVE INTERVIEWS

Chair: Julie Paasche, Nustats, LLC
Discussant: Kristin J. Stettler, U.S. Census Bureau

The Influence of Personal Identity on Respondents' Interpretations of Survey Questions
Stephanie Willson, National Center for Health Statistics

Identification of Cultural and Linguistic Issues among Spanish, Tagalog, Cantonese and Mandarin-Speaking Respondents through Cognitive Interviewing for a Telephone Administered Occupational Injury Survey

Holley Shafer, San Francisco State University Public Research Institute
Diane M. Godard, San Francisco State University Public Research Institute
Robert Newcomer, University of California, San Francisco
John Rogers, San Francisco State University Public Research Institute

Comparability of Meaning in Public Opinion Questions: Results from Cognitive Interviews
Nate Ramsey, University of Cincinnati

That Didn't Make any Sense, but Let's Move on: Issues with Scripted Probes in Cognitive Interviewing
Jennifer Edgar, Bureau of Labor Statistics
Kathy Downey, Bureau of Labor Statistics

Thursday
1:30 PM – 3:00 PM
Room: Maurepas

ELECTIONS AND VOTING

Chair: Lois Timms-Ferrara, University of Connecticut
Discussant: Patricia Moy, University of Washington

Measuring Voters' Values in the American National Election Studies
Joshua Pasek, Stanford University
Matthew DeBell, Stanford University
Jon A. Krosnick, Stanford University

Public Opinion About Electronic Voting: Experimental Studies of How Voters' Knowledge Affects Their Beliefs About E-Voting
Frederick G. Conrad, University of Michigan
Michael Traugott, University of Michigan

Generic Congressional Polls and House Seats in Presidential Election Years

Joseph Bafumi, Dartmouth College

Robert Erikson, Columbia University

Christopher Wlezien, Temple University

Time for a Change? A Forecast of the 2008 Presidential Election

Helmut Norpoth, Stony Brook University

Thursday

1:30 PM – 3:00 PM

Room: Napoleon D 1-2

PANEL: "ALTERNATIVE PRACTICAL MEASURES OF REPRESENTATIVENESS OF SURVEY RESPONDENT POOLS"

Chair: Robert M. Groves, University of Michigan

Panelists:

J Michael Brick, Westat and Joint Program in Survey Methodology

Tom Smith, NORC

James Wagner, University of Michigan

Thursday

1:30 PM – 3:00 PM

Room: Borgne

RESPONSE I: PREDICTING NON-RESPONSE

Chair: Adam Safir, Bureau of Labor Statistics

Discussant: John Goyder, University of Waterloo

Cultural Associations with Survey Response in the 2000 Census

Geon Lee, University of Illinois at Chicago

Timothy P. Johnson, University of Illinois at Chicago

Predictors of Nonresponse to 2007 Medicare CAHPS Survey

David J. Klein, RAND Corporation

Marc N. Elliott, RAND Corporation

Decomposing the Processes Leading to Differential Nonresponse and Nonresponse Bias

Annelies G. Blom, GESIS-ZUMA

Using Response Rate Prediction to Tailor Contact Strategies in a Face-to-Face Survey

Stephanie Ecmam, NORC and Joint Program in Survey Methodology

Colm O'Muircheartaigh, University of Chicago

Thursday

1:30 PM – 3:00 PM

Room: Napoleon C3

SURVEY RESEARCH IN THE AFTERMATH OF HURRICANE KATRINA I

Chair: Nick Synodinos, University of Hawaii at Manoa

Discussant: Scott Keeter, Pew Research Center

Working for the Public Good: Attitudes toward State and Local Government Employment After Katrina, Rita and the I-35W Bridge Collapse

Evans Witt, PSRAI

Jonathan Best, PSRAI

Jennifer Su, PSRAI

Reconstituting Community: Recovery in Greater New Orleans since Hurricane Katrina

Frederick Weil, LSU

The Use of Lottery-Type-Game Items to Examine Charitable Giving After Katrina: A First Look at Using Games in Online Panel Research

Christina Fong, Carnegie Mellon University

Poom Nukulkij, Knowledge Networks

Surveying in New Orleans After Hurricane Katrina: Methodological Challenges and Creative Solutions to Finding a Representative Sample of People Living in an Area with a Rapidly Changing Population

Mollyann Brodie, Kaiser Family Foundation

Claudia Deane, Kaiser Family Foundation

Elizabeth Hamel, Kaiser Family Foundation

Melissa Herrmann, ICR – International Communications Research

Lori Robbins, ICR – International Communications Research

Rebuilding the Nielsen Sample in New Orleans After Katrina

Bob Palutis, The Nielsen Company

Thursday	THE INFORMED CONSENT CHALLENGE
1:30 PM – 3:00 PM	
Room: Napoleon C1	<p>Chair: Michael Lemay, Joint Program in Survey Methodology Discussant: Janice Ballou, Mathematica Policy Research</p> <p>Reluctant Consenters – What Do Respondents Really Mean When They are Slow to Agree to Participate in Research Studies? Anne B. Ciemnecki, Mathematica Policy Research Karen A. CyBulski, Mathematica Policy Research</p> <p>The Impact of Active Consent Procedures on Nonresponse and Nonresponse Error in Youth Survey Data: Evidence from a New Experiment Matthew Courser, Pacific Institute for Research and Evaluation Paul Lavrakas, Research Consultant David Collins, Pacific Institute for Research and Evaluation Paul Ditterline, Pacific Institute for Research and Evaluation</p> <p>The Impact of Changes in Informed Consent Language Erin B. Foster, NORC/University of Chicago Marcie Cynamon, National Center for Health Statistics</p> <p>Effects of Informed Consent Language on Response Rates and Respondent Perceptions and Interpretations. Mindy Anderson-Knott, University of Nebraska – Lincoln Stacia Jorgensen, University of Nebraska – Lincoln</p>

Thursday	PANEL: "THE AAPOR REPORT ON GUIDELINES FOR USING CELL PHONES IN SURVEYS"
1:30 PM – 3:00 PM	
Room: Nottoway	<p>Chair: Charlotte Steeh, Independent Consultant Discussant: Trent Buskirk, St. Louis University Panelists:</p> <ul style="list-style-type: none"> Sampling – Linda Piekarski, Survey Sampling International Nonresponse – Anna Fleeman, Arbitron, Inc. Legal and Ethical – Donna Gillin, CMOR Measurement – Chuck Shuttles Weighting – John Hall, Mathematica Policy Research, Inc.

COMMITTEE MEETING

Thursday	
3:00 PM – 6:00 PM	
Room: Oak Alley	SPIG: Interviewer Respondent Interaction

WAPOR BUSINESS MEETING

Thursday	
3:00 PM – 4:00 PM	
Room: Bayside A	

IN THE EXHIBITS AREA

Thursday	EXHIBIT HALL OPEN: Software, Technology & Books
Room: Napoleon AB	
3:00 PM – 6:00 PM	
3:00 PM – 4:00 PM	AAPOR REFRESHMENT BREAK
3:00 PM – 4:00 PM	AAPOR MEET THE AUTHORS Pippa Norris <i>Driving Democracy: Do Power-Sharing Regimes Work?</i> (Cambridge University Press, forthcoming) F.J. Scheuren Wendy Alvey <i>Elections and Exit Polling</i> (to be published by Wiley in June 2008)

Thursday
3:00 PM – 4:00 PM

JOINT AAPOR/WAPOR POSTER SESSION I

1. Face-Off with Iran II: American and Foreign Publics' Attitudes Toward a U.S.-Iranian Confrontation Over Iran's Nuclear Program
Alvin Richman, Retired (former senior opinion analyst in U.S. State Department)
2. Measuring Attentiveness to Current Events in a Mixed Mode Experiment
Robert Suls, Pew Research Center for the People and the Press
Juliana M. Horowitz, Pew Research Center for the People and the Press
3. How Much Is It Worth to You? A Meta-Analysis of the Impact of Incentives on Study Participation
Martin Barron, NORC at the University of Chicago
4. Finding What You Want in the Blogosphere: How Motivations Shape Readers' Blog Usage
Aaron S. Veenstra, University of Wisconsin – Madison
Ben Sayre, University of Wisconsin – Madison
Kjerstin Thorson, University of Wisconsin – Madison
5. Teaching Public Opinion With a Data Base Project
Thomas R. Marshall, University Of Texas – Arlington
6. Establishment Respondents as Survey Managers: Analyzing Recruitment of Local Data Providers to Evaluate an Organizational Model of Survey Response
Alfred Tuttle, U.S. Census Bureau
7. Developing Surveys for Unique Populations: Louisiana Juvenile Justice Program's Access to Care Survey
Lisa Moses, LSUHSC, Juvenile Justice Program
Lisa Evans, LSUHSC, Juvenile Justice Program
8. Conducting Qualitative Research Within a Quantitative Survey Research Context
Jake Bartolone, NORC
Sharon Hicks-Bartlett, NORC
9. Previous U.S. Presidential Elections: A Comparative Analysis of Different Survey Organizations
Lois Timms-Ferrara, The Roper Center at University of Connecticut
Marc Maynard, The Roper Center at University of Connecticut
10. Using Data Mining Techniques to Examine Reporting Errors in Surveys
Jaki S. McCarthy, USDA National Agricultural Stat. Service
11. Public Opinion Research in Developing Countries: Papua New Guinea
Stephen Hornbeck, D3 Systems, Inc.
12. In-Person Recruitment of a Panel to Measure Internet Usage
Michael W. Link, The Nielsen Company
Susan Baylis, The Nielsen Company
Rosemary Holden, The Nielsen Company
Dinaz Kachhi, The Nielsen Company
13. Political Parties and Political Alienation Evidence from Survey Research in Morocco
Audra K. Grant, RAND Corporation
Abdelkrim Marzouk, Al Akhawayn University
14. Using Radio Sawa to Influence Public Opinion in the Middle East: An Examination of Credibility and Effectiveness Among a Hostile Audience
Thomas B. Christie, University of Texas – Arlington
Andrew M. Clark, University of Texas – Arlington
15. Journalists as Custodians of The Public: Journalists' and Politicians' Perceptions on the Role of the Media in Covering Terrorism
Mario García Gurrionero, University Complutense of Madrid
Marisa García Guardia, University Complutense of Madrid
María Gil Casares, University Complutense of Madrid
16. Equality and Price Controls: An Analysis of Public Attitudes in Five Nations
Nate Breznau, University of Nevada, Reno

AAPOR PLENARY – CO-SPONSORED WITH TULANE UNIVERSITY

Thursday

4:00 PM – 5:45 PM

Room: Grand Ballroom

"Polls for the Public Good: Making Use of Public Opinion in the Aftermath of Katrina"

Introduction: Dr. Scott Cowen, President of Tulane University

Moderator: Walter Isaacson, President and CEO of the Aspen Institute

Panelists: Ray Nagin, Mayor of New Orleans

Mitch Landrieu, Lt. Governor of Louisiana

Donald E. Powell, Federal Coordinator of Gulf Coast Rebuilding

Dr. Norman C. Francis, President of Xavier University and Chair of the Louisiana Recovery Authority

AAPOR NEW MEMBER /ALL CHAPTER RECEPTION

Thursday

6:00 PM – 7:00 PM

Room: Armstrong Ballroom

Reception co-sponsored by Arbitron and Confirmit

New member drink tickets sponsored by The Nielsen Company

AAPOR PUB CRAWL

Thursday

9:00 PM – 12:00 AM

Thursday, May 15



FRIDAY, MAY 16, 2008

7:00 AM – 8:00 AM Room: Grand Chenier	COMMITTEE MEETINGS: Academic Survey Research Organizations (ASRO) & National Network of State Polls
Room: Nottoway	AAPOR Committee Reviewing the Pre-Election Polls
7:00 AM – 9:00 AM Room: Napoleon AB	AAPOR CONTINENTAL BREAKFAST (in the exhibit hall) Sponsored by Survey Sampling International
7:00 AM – 5:00 PM Room: Napoleon AB	EXHIBIT HALL OPEN: Software, Technology & Books
7:30 AM – 4:30 PM Room: Napoleon Registration	AAPOR REGISTRATION DESK OPEN
8:00 AM – 11:30 AM Room: Oak Alley	AAPOR SHORT COURSES (pre-registration required) NEW! Earn PRC Contact Hour Credits Modeling a Likely Electorate (The Art and Science of Finding Those Elusive Likely Voters) – Robert P. Daves <i>Educational grant sponsored by Pew Research Center</i>

AAPOR CONCURRENT SESSIONS A

Friday 8:00 AM – 9:30 AM Room: Napoleon D3	CELL PHONES II Chair: Steven J. Blumberg, National Center for Health Statistics Discussant: Audience Members The Effects of Excluding Cell-Only Respondents on Understanding Religion in the United States Gregory A. Smith, Pew Research Center Dan Cox, Pew Research Center Allison Pond, Pew Research Center Does Including Cell-Only Households in an RDD Survey Change the Estimates? The Case of the American Customer Satisfaction Index Barbara E. Bryant, Ross School of Business/University of Michigan Reg Baker, Market Strategies International Cell Phone Respondents are Different: Preliminary Findings on Differences in Internet Use between Those Interviewed by Cell Phone and by Land-line Evans Witt, PSRAI Lee Rainie, Pew Internet and American Life Project Jonathan Best, PSRAI Jennifer Su, PSRAI Measuring Health in RDD Surveys: Are Estimates that Exclude the Cell-Only Population Accurate? Naomi Freedner, Macro International, Inc. Leigh Ann Holterman, Macro International, Inc. Kristie Hannah, Macro International, Inc. Health Policy Concerns and Policy Preferences: A Comparison of Landline RDD and Cell Phone Only (and Mainly) Samplings in New Jersey Cliff Zukin, Rutgers University Joel Cantor, Rutgers University Susan Brownlee, Rutgers University John Boyle, SRBI
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Friday	FORMULATION AND MODIFICATION OF PUBLIC OPINION ON KEY ISSUES
8:00 AM – 9:30 AM	
Room: Napoleon C3	<p>Chair: Dennis Lambries, University of South Carolina Discussant: Audience Members</p> <p>The Message or the Messenger: A Test of Public Reactions to Political Communication Regarding the War in Iraq Christopher P. Borick, Muhlenberg College Institute of Public Opinion</p> <p>The Local Factor: The Impact of the Local Press Room in Shaping Public Opinion Itay Gabay, University of Wisconsin – Madison Amnon Cavari, University of Wisconsin – Madison</p> <p>The Media Psychology of International Conflict: Anti-Americanism and Islamophobia Erik C. Nisbet, Cornell University Yasamin Miller, Survey Research Institute, Cornell University</p> <p>About “Face:” Punching Signal through Noise the “Old-Fashioned Way” Stephen E. Everett, Everett Group LLC H. A. White, Everett Group LLC Robert P. Daves, Everett Group LLC</p> <p>The Role of Public Education in Influencing Satisfaction with a City: Analysis of Public Opinion Survey Responses T. David Jones, Wright State University Katie Dempsey, Wright State University Brittany Sumler, Wright State University</p>
Friday	INCENTIVES
8:00 AM – 9:30 AM	
Room: Napoleon C1	<p>Chair: Lisa Lee, NORC Discussant: Audience Members</p> <p>Incentives in Private Sector Surveys Barbara C. O’Hare, Arbitron, Inc.</p> <p>The Use of Incentives for Academic and Grant-Funded Surveys Sandra H. Berry, RAND Corporation Megan Zander-Cotugno, RAND Corporation</p> <p>Use of Incentives in Federal Surveys Diane K. Willimack, U.S. Census Bureau Brian Harris-Kojetin, U.S. Office of Management and Budget</p> <p>Incentives in Physician Surveys: An Experiment Using Gift Cards and Checks Sean O. Hogan, RTI International Melanie LaForce, RTI International</p> <p>It Got Their Attention: Use of Prepaid Incentives on a Survey of Primary Care Physicians Katherine Ballard LeFauve, Abt Associates, Inc. Carol Simon, Abt Associates, Inc. Lauren Smith, Boston University</p>
Friday	PANEL STUDIES
8:00 AM – 9:30 AM	
Room: Maurepas	<p>Chair: John P. Robinson, University of Maryland Discussant: Audience Members</p> <p>Factors Leading to Successful Tracking and Retention of Homeless and Unstably Housed HIV Positive Longitudinal Study Participants Jeremy Morton, RTI International Noelle Richa, RTI International Maria DiGregorio, RTI International Barbara Bibb, RTI International Daniel Kidder, Centers for Disease Control and Prevention Angela Aidala, Columbia University</p>

Panel Attrition and Nonresponse Bias in the Health and Retirement Study (HRS)
Sonja Zniel, University of Michigan – Institute for Social Research

Who Moves?: The General Social Survey Panel Study
Jibum Kim, NORC
John Sokolowski, NORC
Ned English, NORC
Hee-choon Shin, NORC
Tom W. Smith, NORC

The Impact of Tracing Variation on Response Rates within Panel Studies
Christine Clark, RTI International
Jennifer Wallin, RTI International
Kathleen A. Considine, RTI International
Sarah Harris, RTI International
Barbara Bibb, RTI International
Leyla Stambaugh, RTI International

Why Participate? Perspectives from Respondents 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
Barry Radler, University of Wisconsin – Madison

<p>Friday 8:00 AM – 9:30 AM Room: Napoleon D 1-2</p>	<p>PRIVACY AND DISCLOSURE</p> <p>Chair: Charlotte Steeh, Independent Consultant Discussant: Mary Losch, University of Northern Iowa</p> <p>Synthetic Data for Small Area Estimation Mandi Yu, University of Michigan Trivellore E. Raghunathan, University of Michigan</p> <p>To Whom Does "Privacy" Really Matter? Dinaz Kachhi, The Nielsen Company Michael W. Link, The Nielsen Company</p> <p>An Experimental Study of Disclosure Risk, Disclosure Harm, Incentives, and Survey Participation Mick P. Couper, University of Michigan Eleanor Singer, University of Michigan Frederick G. Conrad, University of Michigan Robert M. Groves, University of Michigan</p>
<p>Friday 8:00 AM – 9:30 AM Room: Borgne</p>	<p>REVISITING THE LIKERT SCALE</p> <p>Chair: David Dutwin, International Communications Research Discussant: Allan L. McCutcheon, University of Nebraska</p> <p>Easy isn't Difficult: Using Meta-Analysis to Compare Positive Likert Scales, Negative Likert Scales and Semantic Differential Scales Naomi Kamoen, Utrecht University Bregje Holleman, Utrecht University Huub van den Bergh, Utrecht University</p> <p>Psychometric Properties of Measurements Obtained With Interval Level Ratings Scales Fanney Thorsdottir, Social Science Research Institute</p> <p>The Quest for Culture-Free Measurement: A Possible Alternative to the Likert Scale Rebecca C. Quarles, QSA Integrated Research Solutions Xenia P. Montenegro, AARP</p> <p>Response Order Effects in Rating Scales Neil Malhotra, Stanford University Jon A. Krosnick, Stanford University</p>

- Friday SURVEYS AND HEALTHCARE II**
8:00 AM – 9:30 AM
Room: Napoleon C2 Chair: Colleen K. Porter, University of Florida
Discussant: Audience Members
- Assessing the Impact Social Desirability on Medicaid Reporting
Dianne Rucinski, Institute for Health Research and Policy
- Monitoring State-Level Uninsurance, 1997-2006
Jeanette Ziegenfuss, University of Minnesota
- Health Insurance Measurement: A Synthesis of Cognitive Testing Results
Joanne Pascale, U.S. Census Bureau
- Household Medical Expenditure Data: A Comprehensive Report of the Completeness and Accuracy of Survey Responses
David Kashihara, Agency for Healthcare Research and Quality
Diana Wobus, Westat
- Up in Smoke?: Effects of Response Format on Cigarette Smoking Self-Report
Joanna Allenza, Harris Interactive
Jonathan D. Klein, University of Rochester
Randall K. Thomas, Harris Interactive

AAPOR REFRESHMENT BREAK (in Exhibit Hall)

Friday
9:30 AM – 10:00 AM
Room: Napoleon AB

AAPOR CONCURRENT SESSIONS B

- Friday CELL PHONES III**
10:00 AM – 11:30 AM
Room: Napoleon D3 Chair: Charles D. Shuttles, The Nielsen Company
Discussant: Audience Members
- Households with Past Landline Interruption: Can They Be Used as Surrogates for Cell-Phone-Only Households?
Anna Fleeman, Arbitron, Inc.
- Practical Steps to Conducting Cellular Telephone Surveys
Cynthia Howes, NORC
Angela DeBello, NORC
Kirk Wolter, NORC
Karen Wooten, CDC
- The Accidental Cell: A New Mitofsky-Waksberg Experiment and Analysis of CBS News' Cell Phone Respondents in National Surveys
Anthony M. Salvanto, CBS News
- Assessment of Bias in the National Immunization Survey-Teen: Benchmarking to the National Health Interview Survey
Margrethe Montgomery, National Opinion Research Center
Nidhi Jain, Centers for Disease Control
James A. Singleton, Centers for Disease Control
Meena Khare, National Center for Health Statistics
- A New Hue of the "Cell Phone Only" Landscape: Demographic Characteristics of Landline Cord Cutters New to Cell-Phone Only
Kumar Rao, Gallup Organization
Trent D. Buskirk, St. Louis University
Courtney Kennedy, Program in Survey Methodology, University of Michigan

<p>Friday</p> <p>10:00 AM – 11:30 AM</p> <p>Room: Maurepas</p>	<p>MEDIA MEDIATION AND PUBLIC OPINION</p> <p>Chair: Gladys Lang, University of Washington Discussant: Kurt Lang, University of Washington</p> <p>Public Opinion and the Bush Tax Cuts: The Media's Role in Defining the Public Good Martha Crum, Graduate Center, City University of New York</p> <p>Public Opinion on Public Interest: Radio Audience Perceptions of Localism & Diversity Benjamin J. Bates, University of Tennessee Mark D. Harmon, University of Tennessee Glenn T. Hubbard, University of Tennessee Steve McClung, Florida State University Todd Chambers, Texas Tech University</p> <p>The Impact of Online Satire News during the 2006 Midterm Election Jocelyn Landau, Annenberg School for Communication</p> <p>Sticking Together Online: Political Participation and Ideologically Homogeneous Blog Consumption Aaron S. Veenstra, University of Wisconsin – Madison Ben Sayre, University of Wisconsin – Madison Kjerstin Thorson, University of Wisconsin – Madison</p>
<p>Friday</p> <p>10:00 AM – 11:30 AM</p> <p>Room: Napoleon D 1-2</p>	<p>MODE OF DATA COLLECTION AND HEALTH SURVEYS</p> <p>Chair: Caroline Roberts, City University London Discussant: J. Michael Dennis, Knowledge Networks</p> <p>Differential Reporting of the Timing of Recent Cancer Screening: An Examination of the Effect of Mode of Data Collection Michelle L. Rogers, Brown University Melissa A. Clark, Brown University William Rakowski, Brown University, Katherine E. Tsubota, Brown University</p> <p>The Effects of Survey Mode, Patient Mix, and Nonresponse on CAHPS® Hospital Survey (HCAHPS) Scores Marc N. Elliott, RAND Corporation Alan M. Zaslavsky, Harvard Medical School William G. Lehrman, CMS Elizabeth Goldstein, CMS Katrín Hambarsoomians, RAND Corporation Megan K. Beckett, RAND Corporation Laura Giordano, HSAG</p> <p>Same Respondents, Same Questions; Different Modes, Different Responses Jason D. Stockdale, RTI International Vanessa Thornburg, RTI International Arnie Aldridge, RTI International</p> <p>Telephone Interviews with Community-Dwelling Older Adults: Response Rates and Interview Duration Melissa A. Clark, Brown University, Center for Gerontology and Health Care Research Michelle L. Rogers, Brown University, Center for Gerontology and Health Care Research Susan M. Allen, Brown University, Center for Gerontology and Health Care Research</p>
<p>Friday</p> <p>10:00 AM – 11:30 AM</p> <p>Room: Napoleon C3</p>	<p>PRIMARY PRE-ELECTION POLLS</p> <p>Chair: Jennifer Agiesta, Washington Post Discussant: Phil Meyer, University of North Carolina</p> <p>Methods, Contexts, and Multi-Party Races: The Impact of Survey Methods and Electoral Conditions in U.S. Presidential Primary Elections Chase H. Harrison, Harvard University</p> <p>RBS vs. RDD Performance in a Low Turnout Primary Election Patrick Murray, Monmouth University Polling Institute Timothy MacKinnon, Monmouth University Polling Institute</p>

Voting, Polarization, and Primary Elections: A Representational Public Opinion Perspective
 Natalie M. Jackson, University of Oklahoma

Cell Phones in Primary Pre-Election Surveys
 Jeff Jones, The Gallup Poll

Friday 10:00 AM – 11:30 AM Room: Borgne	RESPONSE II: METHODOLOGICAL BRIEFS A Comparison of Estimates from Ignorable and Non-Ignorable Missing Data Models for Estimating a Population Proportion from a Sample Survey Richard Griffin, U.S. Census Bureau Assessing the Value of a High Response Rate in an Organizational Survey Catherine Hoegeman, University of Arizona Mark Chaves, Duke University Gathering Data from Non-Responders Jennifer H. Childs, U.S. Census Bureau Measurement Errors in Interviewer Observation of Housing Units and Neighborhood Characteristics Carolina Casas-Cordero, Joint Program in Survey Methodology Frauke Kreuter, Joint Program in Survey Methodology Assessing the Pattern of Completes in BRFSS Using Current Interview Period Mohamed G. Qayad, Centers for Disease Control and Prevention Design and Implementation of an Area Probability Sample to Explore Nonresponse Bias in an RDD Surveys David M. Grant, UCLA Sunghee Lee, UCLA J. Michael Brick, Westat Royce J. Park, UCLA W. S. Edwards, Westat
Friday 10:00 AM – 11:30 AM Room: Napoleon C1	SAMPLING ISSUES: HOUSEHOLD SURVEYS Developing and Testing Strategies for Adaptive Sampling in a Door to Door Survey through Computer Simulation Mark W. Andrews, Macro International, Inc. Pablo Diego-Rossel, Macro International, Inc. Ronaldo Iachan, Macro International, Inc. Geoframe™: A New Method of Field Enumeration Leslie Athey, RTI International Joseph McMichael, RTI International Brian Evans, RTI International Victoria Albright, RTI International A Robust Half-Open Interval Procedure to Supplement the Coverage of Household Sampling Frames Based on Residential Mailing Addresses Jamie L. Ridenhour, RTI International Joseph P. McMichael, RTI International Vincent G. Iannacchione, RTI International David B. Cunningham, RTI International Evaluating the Use and Effectiveness of the Half-Open Interval Procedure for Sampling Frames Based on Mailing Address Lists in Urban Areas Joseph P. McMichael, RTI International Susan Mitchell, RTI International Kristine Fahrney, RTI International Wanda Stephenson, RTI International

<i>Friday</i> 10:00 AM – 11:30 AM Room: Napoleon C2	TRANSLATION ISSUES IN SURVEY RESEARCH Chair: Claire Durand, Universite de Montreal Discussant: Susan M. Gabbard, Aguirre Division of JBS International Assessing the Quality of Survey Translation Janet A. Harkness, University of Nebraska – Lincoln Kathleen Kephart, University of Nebraska – Lincoln Beth-Ellen Pennell, University of Michigan Ana Villar, University of Nebraska – Lincoln Testing the Functional Equivalency of Spanish Translations on the 2006 General Social Survey Tom W. Smith, NORC Translation Tools for Multilingual Survey Karl Dinkelmann, University of Michigan Institute for Social Research Peter P. Mohler, GESIS-ZUMA Beth-Ellen Pennell, University of Michigan Institute for Social Research Janet Harkness, University of Nebraska – Lincoln & ZUMA Guidelines for Best Practice in Cross-Cultural Survey Kristen Alcser, University of Michigan Institute for Social Research Beth-Ellen Pennell, University of Michigan Institute for Social Research
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AAPOR LUNCHEON & PRESIDENTIAL ADDRESS (Core Meal)

Friday
11:45 AM – 1:45 PM
Room: Grand Ballroom

COMMITTEE MEETING

Friday
11:45 AM – 1:45 PM
Room: Grand Couteau

WOMEN OF THE STORM TOUR (pre-registration required, box lunch included)

Friday
11:45 AM – 1:45 PM
Will depart from front drive of hotel

AAPOR CONCURRENT SESSIONS C

Friday
2:00 PM – 3:30 PM
Room: Napoleon C1

ASSESSING DATA QUALITY
Chair: Terry Richardson, U.S. Government Accountability Office
Discussant: Audience Members

Measuring Data Quality for Telephone Interviews
Ryan King, U.S. Census Bureau

Using Computer Audio-Recorded Interviewing to Assess Interviewer Coding Error
Matthew Strobl, RTI International
Kristine Fahdney, RTI International
Mai Nguyen, RTI International
Barbara Bibb, RTI International
Rita Thissen, RTI International
Wandy Stephenson, RTI International
Susan Mitchell, RTI International

Paralinguistic Measures of Response Error in Cognitive Assessments in a Survey Interview
Dana Garbarski, University of Wisconsin – Madison
Jennifer Dykema, University of Wisconsin
Nora Cate Schaeffer, University of Wisconsin – Madison
Douglas W. Maynard, University of Wisconsin – Madison

Using Statistical Trends to Detect Interviewer Falsification in the NLSY97
 Jodie A. Daquiane, NORC/University of Chicago
 Kanru Xia, NORC/University of Chicago

CARI: A Tool for Improving Data Quality Now and the Next Time
 Wendy Hicks, Westat
 Brad Edwards, Westat
 Karen Tourangeau, Westat
 Lauren Harris-Kojetin, National Center for Health Statistics
 Abigail Moss, National Center for Health Statistics
 Brett McBride, Westat

Friday **ATTITUDES TOWARDS IMMIGRATION**
2:00 PM – 3:30 PM
Room: Napoleon C3 Chair: Ana Villar, University of Nebraska-Lincoln
 Discussant: Kate Stewart, Belden, Russel & Stewart

The Influence of Perceived Threats & Racial Ambivalence on Attitudes toward Hispanic Immigration
 Todd K. Hartman, Stony Brook University

Blog Framing: The Impact of Partisan Blog Posts on Discourse Concerning Immigration
 Mark Hungerford, University of Washington

Beliefs about the Negative Effects Immigrants Have on Society
 Kate Dalton, NORC/University of Chicago
 David C. Wilson, University of Delaware

Immigration and Support for Public Services
 Max Neiman, Public Policy Institute of California
 Eric McGhee, Public Policy Institute of California

Friday **CELL PHONES IV**
2:00 PM – 3:30 PM
Room: Napoleon D3 Chair: Robert Oldendick, University of South Carolina
 Discussant: Thomas Guterbock, University of Virginia

Landline and Cell Phone Usage Patterns Among Young Adults
 Douglas B. Curran, RTI International
 David J. Roe, Survey Sciences Group
 Jason D. Stockdale, RTI International

Coverage Bias in Surveys Excluding Cell Phone Only Adults: Evaluation of Bias and Effectiveness of Post-Survey Adjustments
 Andy Peytchev, RTI International
 Lisa Carley-Baxter, RTI International
 Michele Lynberg Black, Centers for Disease Control and Prevention

Evaluating the Characteristics of Landline User's Intention to Switch to Cell Phone Only Use for Weighting Adjustments
 Michael Sanderson, New York City Department of Health and Mental Hygiene
 Stephen Immerwahr, New York City Department of Health and Mental Hygiene
 Donna Eisenhower, New York City Department of Health and Mental Hygiene
 Kevin Konty, New York City Department of Health and Mental Hygiene

A Test of Short versus Long Cell Phone Interviews
 Jeff Jones, The Gallup Poll

Friday	METHODOLOGICAL BRIEFS I
2:00 PM – 3:30 PM	
Room: Napoleon D 1-2	
	Chair: George Bishop, University of Cincinnati
	Discussant: Audience Members
	The Effect of Meter Decals on Improving Compliance Among Younger Demographics
	Arianne Buckley, Arbitron, Inc.
	Viola Penn, Arbitron, Inc.
	Using Record of Call Data to Compute Overall Response Rates
	James R. Chromy, RTI International
	Putting a Profile of Asset Value Nonresponse to Work
	Ryan A. Hubbard, Westat
	Conducting a Telephone Survey of Households at Risk of Financial Exclusion
	Tom Anderson, UK Office for National Statistics
	Roeland Beerten, Office for National Statistics
	Louise Morris, Office for National Statistics
	Nonresponse and Sample Selection Bias in Estimating Desired Fertility
	Alemayehu A. Ambel, Macro International, Inc
	"For Example": How Different Example Types in Online Surveys Influence Frequency Estimates
	Matt Berent, Intuit
	Jon Krosnick, Stanford University
Friday	QUESTIONNAIRE DESIGN
2:00 PM – 3:30 PM	
Room: Napoleon C2	
	Chair: Jordan Lin, U.S. Food and Drug Administration
	Discussant: Audience Members
	Constructing the "Disagree" Meaning: A Model of Response Error Caused by Unstable Meaning of the "Disagree" Response Option
	Paula Wright, School of Social Sciences, La Trobe University
	Forced Choice vs. Open-Ended Versions of the Field of Bachelor's Degree Question in the 2007 ACS Content Test
	Mary Frances E. Zelenak, U.S. Census Bureau
	David A. Raglin, U.S. Census Bureau
	Mary C. Davis, U.S. Census Bureau
	According to Form: Response Format and the Measurement of Political Attitudes
	Susan J. Behnke, Harris Interactive
	Randall K. Thomas, Harris Interactive
	What a Difference a 'Don't Know' Makes: An Experiment in the Measurement of Organ Donor Registration
	Kimberly Downing, University of Cincinnati
	Misook Gwon, University of Cincinnati
	Ashley Kanotz, University of Cincinnati
	Eric Rademacher, University of Cincinnati
	Accentuate the Negative! How Contrastive Questions Differentiate Between Pro and Con Attitudes
	Bregje Holleman, Utrecht Institute for Linguistics OTS, Utrecht University
	Jos V. Berkum, Utrecht Institute for Linguistics OTS, Utrecht University
	Steve Janssen, Department of Psychology, University of Amsterdam
	Jaap Murre, Department of Psychology, University of Amsterdam
Friday	RESPONSE III: BIAS ISSUES
2:00 PM – 3:30 PM	
Room: Borgne	
	Chair: Young Chun, American Institutes for Research
	Discussant: Audience Members
	Comparative Bias in Surveying Ethnic Populations
	David Dutwin, ICR – International Communications Research
	Melissa Herrmann, ICR – International Communications Research
	Russ Tisinger, ICR – International Communications Research

An Evaluation of Nonresponse Bias in a Public Housing Survey

Lisa Lee, NORC

Catherine Haggerty, NORC

Michelle Ernst, NORC

Kenneth Rasinski, NORC

Assessment of Bias for the VHA Survey of Enrollees

Randal ZuWallack, Macro International, Inc.

Leslyn Hall, Macro International, Inc.

Ignorability: A Next Generation Study

John Goyder, University of Waterloo

Claire Durand, Universite de Montreal

Use of an Area Probability Sample Survey to Explore Nonresponse and Noncoverage Bias in an RDD Survey

Sunghee Lee, UCLA Center for Health Policy Research

David M. Grant, UCLA Center for Health Policy Research

Royce J. Park, UCLA Center for Health Policy Research

J Michael Brick, Westat

Friday**2:00 PM – 3:30 PM****Room: Maurepas****THE HILLARY EFFECT: GENDER AND PRESIDENTIAL POLITICS**

Chair: Nancy Belden, Belden, Russonello & Stewart

Discussant: Audience Members

Hillary Clinton, Gender and Electoral Viability: An Experimental Analysis

Krista Jenkins, Fairleigh Dickinson University's PublicMind Poll

Dan Cassino, Fairleigh Dickinson University's PublicMind Poll

Peter Woolley, Fairleigh Dickinson University's PublicMind Poll

Is America Ready for a Woman President?

Kathleen Tobin Flusser, Marist Institute for Public Opinion

Gender, Cultural Issues, and Voting in Presidential Elections

Nikki L. Graf, University of Wisconsin – Madison

Is Hillary Clinton 'Just Another Female Candidate'? A Test of Gendered Coverage of the 2000 New York Senate Race

Sarah Oliver, University of California – Santa Barbara

Meredith Conroy, University of California – Santa Barbara

Gender and Race of Interviewer Effects in Polling About the 2008 Democratic Presidential Candidates

Sarah L. Dutton, CBS News

Jennifer De Pinto, CBS News

Fred Backus, CBS News

IN THE EXHIBITS AREA**Friday****AAPOR REFRESHMENT BREAK****Room: Napoleon AB****3:30 PM – 4:30 PM****3:30 PM – 4:30 PM****AAPOR MEET THE AUTHORS**

Edith D. de Leeuw

Joop J. Hox

Don A. Dillman Eds

International Handbook of Survey Methodology (Lawrence Erlbaum Associates/Taylor & Francis, 2008)

Patricia Gwartney

The Telephone Interviewer's Handbook: How to Conduct Standardized Conversations (Jossey-Bass, 2007)

Michael W. Traugott

Paul J. Lavrakas

The Voter's Guide to Election Polls (Rowman & Littlefield, January 2008)

Friday AAPOR POSTER SESSION II

3:30 PM – 4:30 PM

- 1. Gutenberg Revisited: A Comprehensive Analysis of the Use of New Media by American Adults**
Jon D. Miller, Michigan State University
Eliene Augenbraun, ScienCentral, Inc.
Linda G. Kimmel, Michigan State University
Julia Schulhof, ScienCentral, Inc.
- 2. Making Terrorism Salient During Presidential Campaigns: The Effects of Priming 9/11 on Candidate Evaluations**
Jocelyn Landau, Annenberg School for Communication
- 3. How the Technological Tail Wags the Research Dog: Computer Assisted Personal Interviewing and Question Recycling**
Julie C. Gibbs, University of Surrey
- 4. Community Collaboration: Designing Survey Research in Partnership**
Don Levy, Siena Research Institute
- 5. Correlates of Consent to Physical Measurements in the 2006 Health and Retirement Study**
Joseph W. Sakshaug, Institute for Social Research, University of Michigan
Mick P. Couper, Institute for Social Research, University of Michigan
Mary Beth Ofstedal, Institute for Social Research, University of Michigan
- 6. Comments On Weighted And Unweighted Response Rates**
Frank Potter, Mathematica Policy Research, Inc.
- 7. Conducting Survey Research among Physicians and other Medical Professionals – A Review of Current Literature**
Timothy S. Flanigan, RTI International
Emily McFarlane, RTI International
Sarah Cook, RTI International
- 8. Genetic Algorithms in Complex Sample Design**
Benjamin T. Phillips, Steinhardt Social Research Institute, Brandeis University
- 9. Trends in American Sleep Patterns: 1965-2005**
John P. Robinson, University of Maryland
Steven Martin, University of Maryland
- 10. One in Eight High School Biology Teachers is a Creationist**
Eric Plutzer, Penn State University
Michael B. Berkman, Penn State University
- 11. Survey Research in Emerging Democracies (The Case of Belarus)**
Oleg Manaev, School of Journalism and Electronic Media, UT, Knoxville
- 12. Report on the Survey of AAPOR's Current and Former Members**
Carl Ramirez, U.S. Government Accountability Office
Adam Safir, Bureau of Labor Statistics
David J. Roe, Survey Sciences Group, LLC
Sara Showen, Survey Sciences Group, LLC
- 13. The SABA's Political Navigation Charts**
Salvador Armando Borrego Alvarado, Saba Consultores (Mexico)
Margarita Riojas Charles, SABA Consultores (Mexico)
Laura Monica Borrego Garza, SABA Consultores (Mexico)

AAPOR CONCURRENT SESSIONS D

Friday

4:30 PM – 5:45 PM

Room: Napoleon C3

ADVANCE LETTERS AND REMINDER COMMUNICATIONS

Chair: Diane K. Willimack, U.S. Census Bureau
Discussant: David J. Roe, Survey Sciences Group, LLC

"Carrot" or "Stick" Approach to Survey Reminder Cards: What Do Cognitive Respondents Think?
Laurie Schwede, U.S. Census Bureau

Can Pre-recorded Automated Telephone Messages Serve as Reminders to Increase Response to Self-administered (Mail or E-Mail) Surveys?
Marla D. Cralley, Arbitron Inc.
Diana Buck, Arbitron, Inc.

Modifying Advance Letter Formats to Improve Readability and Response Rates

Elizabeth Welch, NORC

Enyinnaya Adighibe, NORC

Nidhi Jain, Centers for Disease Control and Prevention

First Mailings vs. Follow-up Mailings: Do the Same Strategies Have the Same Effects?

Emily McFarlane, RTI International

Joe Murphy, RTI International

Murrey Olmsted, RTI International

Friday ADVANCES IN DATA ANALYSIS**4:30 PM – 5:45 PM****Room: Napoleon C1**

Chair: Matt Berent, Intuit

Discussant: Audience Members

Using Predictive Marginals to Produce Standardized Estimates

Kathryn Spagnola, RTI International

Michael Witt, RTI International

How to Use the 2006 Public Use Microdata Sample with Replicate Weights

B D. Garrett, U.S. Census Bureau

Michael D. Starsinic, U.S. Census Bureau

Planned Missingness with Multiple Imputation: Enabling the Use of Exit Polls to Reduce Measurement Error in Surveys

Marco A. Morales, New York University

Rene Bautista, University of Nebraska-Lincoln

American Community Survey Sample Profile

Alfredo Navarro, U.S. Census Bureau

Edward Castro, U.S. Census Bureau

Friday CELL PHONES V**4:30 PM – 5:45 PM****Room: Napoleon D3**

Chair: Mario Callegaro, Knowledge Networks

Discussant: Linda Piekarski, Survey Sampling International

Who Needs RDD? Combining Directory Listings with Cell Phone Exchanges for an Alternative Telephone Sampling Frame

Thomas M. Guterbock, University of Virginia

Abdoulaye Diop, University of Virginia

James M. Ellis, University of Virginia

John Lee P. Holmes, University of Virginia

Trung K. Le, University of Virginia

Surveying Voters with Cell Phone Listings from Registration-Based Voter Samples in California

Mark DiCamillo, Field Research Corporation

Dual Frame (Landline and Cell RDD) Estimation in a National Survey of Latinos

David Dutwin, ICR – International Communications Research

Courtney Kennedy, University of Michigan

Dale Kulp, Marketing Systems Group

Scott Keeter, Pew Research Center

Maximizing Response Rates on Both Landline and Cell Surveys Through Strategic Use of Caller ID

James Dayton, Macro International, Inc.

Naomi Freedner, Macro International, Inc.

Friday 4:30 PM – 5:45 PM Room: Borgne	RESPONSE IV: METHODOLOGICAL BRIEFS Chair: Robert M. Groves, University of Michigan Discussant: Audience Members Combined Strategies to Increase Early Response Rates Melissa Cominole, RTI International Jeff Franklin, RTI International Peter Siegel, RTI International Individual vs. Organizational Appeals in an Establishment Survey: Effects on Cooperation and Data Quality Dianne Rucinski, Institute for Health Research and Policy Effect of Caller ID and Interviewer Characteristics on Response Rates Michelle A. Cantave, REDA International, Inc. Elham E. Alldredge, REDA International, Inc. Amy L. Djangali, REDA International, Inc. The Role of Cash Incentives in Online Panelist Motivations: Experimental Results on Unit Response and Satisficing Eric Taylor, Western Wats, Inc. An Examination of the Best Method for Leveraging Large Cash Incentives Justin T. Bailey, Nielsen Media Research Michael W. Link, Nielsen Media Research Respondent Incentives: Do They Alter Data Quality or Study Findings? Alicia M. Frasier, NORC/University of Chicago Tracie E. Carroll, NORC/University of Chicago Jessica E. Gruber, NORC/University of Chicago Kathleen S. O'Connor, National Center for Health Statistics, CDC
Friday 4:30 PM – 5:45 PM Room: Maurepas	SURVEY RESEARCH IN THE AFTERMATH OF HURRICANE KATRINA II Chair: Evans Witt, PSRAI Discussant: Allen Barton, University of North Carolina, Chapel Hill An Application of the Political Performance Model at the Local Level: New Orleans Before and After Hurricane Katrina Alicia N. Jencik, University of New Orleans An Analysis of the Aftermath of Hurricane Katrina: Results from Three Surveys Gary Langer, ABC News Daniel M. Merkle, ABC News Longitudinal Interpretations of Social Perceptions of the Aftermath of Hurricane Katrina: Race, the Different Faces of Catastrophe and Understanding the Public Good Michael Dawson, University of Chicago William C. McCready, Knowledge Networks A National Experiment Examining the Effects of Political Orientation and the Salience of Race and Location on Self-reported Charitable Giving after Hurricane Katrina Linda J. Skitka, University of Illinois-Chicago Elizabeth Mullen, Stanford University, Graduate School of Business William C. McCready, Knowledge Networks
Friday 4:30 PM – 5:45 PM Room: Napoleon D 1-2	SURVEYING ETHNIC AND LANGUAGE MINORITIES Chair: Ana Villar, University of Nebraska-Lincoln Discussant: Audience Members Issues in Identifying Indigenous Mexicans and Central Americans in Surveys Susan M. Gabbard, Aguirre Division of JBS International Edward Kissam, Aguirre Division of JBS International James Glasnapp, Aguirre Division of JBS International Jorge Nakamoto, Aguirre Division of JBS International Daniel Carroll, U.S. Department of Labor

Reaching Linguistically Isolated People: Findings from a Telephone Survey Using Real-time Interpreters
Shaohua S. Hu, Centers for Disease Control and Prevention
Ali H. Mokdad, Centers for Disease Control and Prevention

Native American Response Patterns in Comparison to Other Minority Populations
Rashna Ghadially, NORC
Adish Jain, NORC

Examining Educational Attainment using the American Community Survey
Angelina N. KewalRamani, Education Statistics Services Institute (ESSI)

The Changing Face of Respondents
Brian M. Evans, RTI International
Leticia Reed, RTI International
Chris Ellis, RTI International

COMMITTEE MEETINGS

Friday
6:00 PM – 7:30 PM Academic Survey Research Organizations (ASRO)
Room: Grand Chenier
6:00 PM – 8:00 PM SPIG: Interviewer Respondent Interaction
Room: Nottoway



Friday, May 16

SATURDAY, MAY 17, 2008

7:00 AM	AAPOR FUN RUN/WALK Sponsored by CfMC
7:00 AM – 8:00 AM Room: Oak Alley	AAPOR PROFESSIONAL DEVELOPMENT BREAKFAST (pre-registration required) Sponsored by Pew Research Center How to Write Effective Grant Proposals for Survey Projects Cheryl Eavey, National Science Foundation Jon Krosnick, Stanford University Quin Monson, Brigham Young University
7:00 AM – 8:00 AM Room: Nottoway Room: Grand Chenier Room: Grand Couteau	COMMITTEE MEETINGS: Heritage Committee Academic Programs in Survey Methods Multi-Lingual Issues in Surveys
7:00 AM – 9:00 AM Room: Napoleon AB	AAPOR CONTINENTAL BREAKFAST (in the exhibit hall) Sponsored by Oxford University Press
7:00 AM – 2:30 PM Room: Napoleon AB	EXHIBIT HALL OPEN: Software, Technology & Books
7:30 AM – 3:00 PM Room: Napoleon Registration	AAPOR REGISTRATION DESK OPEN

AAPOR CONCURRENT SESSIONS A

Saturday 8:00 AM – 9:30 AM Room: Napoleon D3	CELL PHONES VI Chair: Andy Peytchev, RTI International Discussant: Barbara Bryant, University of Michigan Pilot Development of a Smartphone-Enabled Full-Probability Panel Craig A. Hill, RTI International Paul Biemer, RTI International Derek Coombs, RTI International Joe Eyerman, RTI International Andy Peytchev, RTI International My Cell Phone's Ringing, "Caller Unknown," Now What? Usage Behavior Patterns Among Recent Landline Cord Cutters Who Have Become Cell Phone Only Users Trent D. Buskirk, St. Louis University Kumar Rao, The Gallup Organization Olena Kaminska, University of Nebraska The MacroPoll Wireless Experience: Development and Lessons Learned. John D. Austin, Macro International, Inc. Randy Zullwack, Macro International, Inc. Andy Dyer, Macro International, Inc. James Dayton, Macro International, Inc.
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Saturday 8:00 AM – 9:30 AM Room: Napoleon C1	MODE EFFECTS I Chair: Norman Trussell, The Nielsen Company Discussant: Don A. Dillman, Washington State University Do Respondents Really have Preference for Interviewing Mode? Wei Zeng, University of Nebraska – Lincoln Olena Kaminska, University of Nebraska – Lincoln Allan L. McCutcheon, University of Nebraska – Lincoln Mode Effects in the U.S. Consumer Expenditures Quarterly Interview Survey Adam Safir, Bureau of Labor Statistics Karen Goldenberg, Bureau of Labor Statistics
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Predictors and Barriers to Collecting Data from Early Childhood Educators Using the Web

Margaret Caspe, Mathematica Policy Research
 Kathy Sonnenfeld, Mathematica Policy Research
 Cassandra Meagher, Mathematica Policy Research
 Susan Sprachman, Mathematica Policy Research, Inc
 Giuseppe Scaturro, Mathematica Policy Research

Offering Respondents a Choice of Survey Mode: Use Patterns of an Internet Response Option in a Mail Survey

Robin J. Gentry, Arbitron, Inc.
 Cindy D. Good, Arbitron, Inc.

Saturday PUBLIC POLICY AND PUBLIC OPINION

8:00 AM – 9:30 AM

Room: Napoleon C2

Chair: Eric Plutzer, Pennsylvania State University

Discussant: Audience Members

Altruism and Organ Donation: A Different Approach to Understanding Organ Donation Attitudes and Behavior

Kimberly Downing, University of Cincinnati, Institute for Policy Research

Sputnik at 50: An Analysis of Public Attitudes Toward Space Exploration, 1957-2007.

Jon D. Miller, Michigan State University
 Roger Launius, Smithsonian Air and Space Museum

A Reason to Believe: Examining the Factors that Determine Individual Views on Global Warming

Christopher P. Borick, Muhlenberg College Institute of Public Opinion
 Barry Rabe, University of Michigan

Youth and Global Warming: The Effects of Online Communication on Opinion, Action and Urgency

Rachel I. Vallen, University of Wisconsin – Madison
 Jill E. Hopke, University of Wisconsin – Madison
 Keith J. Zukas, University of Wisconsin – Madison
 Emily E. Carpenter, University of Wisconsin – Madison
 Susannah R. Brooks, University of Wisconsin – Madison

Using a Telephone Survey to Assess “Willingness to Pay” for Access to Public Lands: A National Application and Extension of Contingent-Valuation Methodology

David Aadland, University of Wyoming
 Bistra Anatchkova, University of Wyoming
 Burke Grandjean, University of Wyoming
 Jason F. Shogren, University of Wyoming
 Benjamin Simon, U.S. Department of the Interior
 Patricia A. Taylor, University of Wyoming

Saturday QUESTIONNAIRE DESIGN FROM THE RESPONDENT'S PERSPECTIVE

8:00 AM – 9:30 AM

Room: Napoleon D 1-2

Chair: Jennifer H. Childs, U.S. Census Bureau

Discussant: Keith Neuman, Environics Research Group

Does Length Matter? The Effect of Interview Duration on Data Quality in Telephone Interviews

Caroline E. Roberts, Centre for Comparative Social Surveys, City University
 Gillian Eva, Centre for Comparative Social Surveys, City University
 Peter Lynn, Institute for Social and Economic Research, University of Essex

Examining the Effects of Updating Response Ranges in a Federal Survey

Vincent Welch, NORC
 Kristy Webber, NORC
 Kimberly Williams, NORC

The Accuracy of Global vs. Decomposed Behavioral Frequency Questions

Paul C. Beatty, National Center for Health Statistics
 Aaron Maitland, Joint Program in Survey Methodology

The “Professional Respondent” Problem in Web Surveys

Douglas Rivers, Stanford University and YouGov/Polimetrica

Saturday 8:00 AM – 9:30 AM Room: Borgne	<p>RESPONSE V: METHODOLOGICAL BRIEFS</p> <p>Item Refusal Conversion: Effective Reduction of Item Non-Response to Questions on Age and Income Stephen Immerwahr, New York City Department of Health and Mental Hygiene</p> <p>Item Non-Response and Imputation in a Cross-National Survey on Retirement Confidence: One Size Does Not Fit All Robert H. Prisuta, AARP Sibora Gjecovi, AARP</p> <p>Changes in Survey Response Rate Reporting in the Professional Literature Over the Past Five Years Timothy Johnson, University of Illinois Linda Owens, University of Illinois</p> <p>And Stay Out! The Effect of Access Impediments on Nonresponse Bias in Household Surveys Jennie Pearson, University of Nebraska – Lincoln Kristen Olson, University of Nebraska – Lincoln An Liu, University of Nebraska – Lincoln</p> <p>How Much is Enough? The Impact of Extensive Telephone Follow-Up on CAHPS® Hospital Survey Results Roger Levine, American Institutes for Research Christian Evensen, American Institutes for Research Steven Garfinkel, American Institutes for Research</p> <p>From Household to Business and Back Again: The Impact of Telephone Number Churn on RDD Response Rates Heather M. Morrison, NORC Whitney E. Murphy, NORC Robert H. Montgomery, NORC Stephen J. Blumberg, NCHS</p>
Saturday 8:00 AM – 9:30 AM Room: Napoleon C3	<p>SURVEYING RESPONDENTS WITH DISABILITIES</p> <p>The Validation of Self Identifiers For Persons with Mobility Impairment and Experience with Relevant Substantive Items: Field Test Results Patricia M. Gallagher, University of Massachusetts – Boston Vickie Stringfellow, Boston Beyond Deanne Dworski-Riggs, University of Massachusetts – Boston Melissa Atherton, Center for Health Policy & Research</p> <p>Using Multiple Survey Modes in a Study of Individuals with Disabilities Virginia M. Lesser, Department of Statistics – Survey Research Center Kate Hunter-Zaworski, National Center for Accessible Transportation Lydia Newton, Department of Statistics – Survey Research Center Danny Yang, Department of Statistics – Survey Research Center</p> <p>Factors that Influence Self-Report of Disability Status by Adolescents Heather Ridolfo, University of Maryland Aaron Maitland, University of Maryland</p> <p>How Do People With Chronic Health Conditions Decide on an Overall Health Self-Rating? Using Cognitive Interviews to Assess Measurement Quality Janice Ballou, Mathematica Policy Research, Inc. Susan Goold, University of Michigan Brian Roff, Mathematica Policy Research, Inc. Carrie Thiessen, Institute of Health Policy Joel Weissman, Institute for Health Policy</p>

AAPOR REFRESHMENT BREAK (in Exhibit Hall)

Saturday
9:30 AM – 10:00 AM
Room: Napoleon AB

AAPOR CONCURRENT SESSIONS B

Saturday
10:00 AM – 11:30 AM
Room: Maurepas

DUAL FRAME DESIGNS

Chair: Mark W. Andrews, Macro International
Discussant: Charles DeSogra, Knowledge Networks

A Dual-Frame Design for National Immunization Survey

Hee-Choon Shin, NORC/University of Chicago
Noelle-Angelique M. Molinari, CDC/CCID/NCIRD
Kirk M. Wolter, NORC/University of Chicago

Reducing the Relative Coverage Bias Caused by the Mobile-Only Population. Effects of a Dual Frame Sampling Approach on Data Quality in Telephone Surveys

Marek Fuchs, University of Kassel

Costs and Benefits of Full Dual Frame Telephone Survey Designs

Scott Keeter, Pew Research Center
Michael Dimock, Pew Research Center
Courtney Kennedy, University of Michigan
Jonathan Best, Princeton Survey Research Associates International
John Horrigan, Pew Internet & American Life Project

Supplementing a National Poll with Cell Phone Only Respondents

Randal ZuWallack, Macro International, Inc.
Jeri Piehl, Opinion Research

Saturday
10:00 AM – 11:30 AM
Room: Napoleon C1

METHODOLOGICAL BRIEFS: MODE ISSUES

Chair: Timothy Johnson, University of Illinois-Chicago
Discussant: Audience Members

Does the Inclusion of Mail and Web Alternatives in a Probability-Based Household Panel Improve the Accuracy of Results?

Bryan D. Rooney, Washington State University
Don A. Dillman, Washington State University
Steve Hanway, Gallup

Effects of Mode on Extreme Answers

An Liu, University of Nebraska – Lincoln
Olena Kaminska, University of Nebraska – Lincoln
Jennie Pearson, University of Nebraska – Lincoln
Allan McCutcheon, University of Nebraska – Lincoln

In-person Conversions for Mailed Questionnaires

Ryan McKinney, Arbitron, Inc.

Comparing a National Mail Survey to a Random Digit Dial Survey for the Health Information National Trends Survey

David Cantor, Westat
Daifeng Han, Westat

The Effects of Interview Mode on Census Coverage

Martine Kostanich, U.S. Census Bureau

Saturday 10:00 AM – 11:30 AM Room: Napoleon C3	<p>QUESTION DESIGN IN POLITICAL SURVEYS</p> <p>Chair: Matt Berent, Intuit Discussant: Dhavan V. Shah, University of Wisconsin-Madison</p> <p>Moderators of the Name-Order Effect: The 2004 Presidential Election in Ohio</p> <p>Daniel T. Blocksom, Stanford University Daniel Schneider, Stanford University Jon A. Krosnick, Stanford University</p> <p>Results of the 2006 ANES Voter Turnout Experiment</p> <p>Allyson L. Holbrook, Survey Research Laboratory, University of Illinois at Chicago Jon A. Krosnick, Stanford University</p> <p>Party Hardy: Effects of Response Format on U.S. Political Party Identification</p> <p>Regina Corso, Harris Interactive Randall K. Thomas, Harris Interactive David Krane, Harris Interactive</p> <p>Response Order, Party Choice, and Evaluations of the National Economy: A Survey Experiment</p> <p>Patrick Sturgis, University of Surrey Martin Choo, University of Surrey Patten Smith, Ipsos MORI</p> <p>A Contrast and Comparison of Voter Identification Studies: Which Study is Right? The Limitations and Challenges of Survey Research to Answer Public Policy Questions about Implementing New Voting Regulations.</p> <p>Kimberly Hilsenbeck, NuStats, LLC Vassia Gueorguieva, American University Center for Democracy and Election Management Sarah Park, NuStats, LLC Alison Prevost, American University Center for Democracy and Election Management</p>
Saturday 10:00 AM – 11:30 AM Room: Borgne	<p>RESPONSE VI: NON-RESPONSE ISSUES</p> <p>Chair: Micheline Blum, Baruch College Discussant: Audience Members</p> <p>Testing MIDA to Deal with Survey Nonresponse</p> <p>Tom W. Smith, NORC</p> <p>Supplemental Sampling Frame Data as a Means of Assessing Response Bias in a Hierarchical Sample of University Faculty</p> <p>A. Lauren Crain, HealthPartners Research Foundation Brian C. Martinson, HealthPartners Research Foundation Emily A. Ronning, University of Minnesota Dana McGree, HealthPartners Research Foundation Melissa S. Anderson, University of Minnesota Raymond De Vries, University of Michigan</p> <p>Design and Implementation of an In-field Follow-up Study to Evaluate Bias in an RDD Survey</p> <p>Mary Hagedorn, Westat Wendy Van de Kerckhove, Westat Priscilla Carver, Westat J. Michael Brick, Westat Jill Montaquila, Westat</p> <p>A Comparison of Listed and Unlisted Households on Nonresponse and Measurement Error</p> <p>Ting Yan, NORC/University of Chicago Chao Xu, NORC Meena Khare, CDC Phil Smith, CDC</p> <p>Bias Estimation and Findings from an In-Field Follow-up Study Designed to Evaluate Bias in an RDD Study</p> <p>Wendy Van de Kerckhove, Westat Jill M. Montaquila, Westat J Michael Brick, Westat</p>

Saturday 10:00 AM – 11:30 AM Room: Napoleon D 1-2	SURVEYING IN A CHANGING TELEPHONE ENVIRONMENT Evaluating Efficiency and Effectiveness of Cell Phone Samples Sudeshna Sen, NuStats, LLC Johanna Zmud, NuStats, LLC Carlos Arce, NuStats, LLC Relative Costs of a Multi-frame, Multi-mode Enhancement to an RDD Survey Sherman Edwards, Westat Michael Brick, Westat David Grant, UCLA Center for Health Policy Research Experiment on Use of Internet Cell Phone Only Panelists to Supplement RDD Samples Chintan Turakhia, Abt SRBI, Inc. Mark A. Schulman, Abt SRBI, Inc. Seth Bohinsky, Abt SRBI, Inc. Biases in RDD Sampling: A 21st Century Digital World Reassessment Dale W. Kulp, Marketing Systems Group J. Michael Brick, Westat Mansour Fahimi, Marketing Systems Group
Saturday 10:00 AM – 11:30 AM Room: Napoleon C2	THE IMPACT OF DIFFERENT SURVEY METHODS AND MODES Responsive Design for Household Surveys: Illustration of Management Interventions Based on Survey Paradata Robert M. Groves, University of Michigan Nicole Kirgis, University of Michigan Emilia Peytcheva, University of Michigan James Wagner, University of Michigan William Axinn, University of Michigan William Mosher, National Center for Health Statistics Which Sampling Frame is Better?: An Analysis of Two List Samples in the National Immunization Survey-Adult Ashley Amaya, NORC at University of Chicago Gary Euler, Centers for Disease Control and Prevention Meena Khare, Centers for Disease Control and Prevention Julian Luke, Centers for Disease Control and Prevention RDD vs. Site Test: Mode Effects on Gathering a Household Roster and Alternate Addresses Elizabeth Nichols, U.S. Census Bureau Jennifer H. Childs, U.S. Census Bureau Kyra Linse, U.S. Census Bureau Combining Mail and Internet Methods to Conduct Household Surveys of the General Public: A New Methodology? Don A. Dillman, Washington State University Jolene D. Smyth, University of Nebraska Leah M. Christian, University of Georgia Allison O'Neill, Washington State University
Saturday 10:00 AM – 11:30 AM Room: Napoleon D3	VOTER DECISION-MAKING Have You Made Up Your Minds Yet? Undecided Voters in the New Hampshire Primary Andrew Smith, University of New Hampshire David Moore, University of New Hampshire

Economics in the News, in Campaign Ads, and in Attitudes
Rosanne Scholl, University of Wisconsin – Madison

Voter Decisionmaking, Issues, and Uncertainty
Stuart Kasdin, University of California – Santa Barbara

AAPOR LUNCH (Core Meal)

Saturday
11:45 AM – 1:15 PM
Room: Grand Ballroom

COMMITTEE MEETINGS

Saturday
11:45 AM – 1:15 PM
Room: Evergreen Public Opinion Quarterly Advisory Committee
Room: Nottoway Endowment Committee
Room: Grand Chenier Chapter Representatives
Room: Grand Couteau Standards Committee
Room: Oak Alley Education Committee

IN THE EXHIBITS AREA

Saturday
Room: Napoleon AB

1:15 PM – 2:15 PM DESSERT BREAK
ANNUAL BOOK SALE

1:15 PM – 2:15 PM AAPOR MEET THE AUTHORS

AAPOR Book Award Winner:
Robert M. Groves and Mick P. Couper
Nonresponse in Household Interview Surveys (John Wiley & Sons, Inc., New York, NY 1998)

Meet the New POQ Editors
Jamie Druckman, Northwestern University
Nancy Mathiowetz, University of Wisconsin – Milwaukee

Saturday
1:15 PM – 2:15 PM AAPOR POSTER SESSION III

1. Changing Public Opinion in Wartime: Motion Pictures and War Support During World War II
Michael Morzenti, State University of New York at Stony Brook

2. Priming Using Respondents from Online Panels: Experiments, Problems and Solutions
William McCready, Knowledge Networks
Sergei Rodkin, Knowledge Networks
Linda J. Skitka, University of Illinois – Chicago

3. Internet Access Panels and Public Opinion and Attitude Estimates
Linda B. Piekarski, Survey Sampling International
Michal Galin, Mediemark Research & Intelligence, LLC
Julian Baim, Mediemark Research & Intelligence, LLC
Martin Frankel, Baruch College, CUNY
Konstantin Augemberg, Mediemark Research & Intelligence, LLC
Sue Prince, Survey Sampling International, LLC

4. Incentives as Signals in a Game: A Theoretic Model of Survey Participation
Kevin Wang, RTI International

5. Reassessing the Measurement of the Fear of Crime
Jonathan Jackson, London School of Economics

6. Electric Personalities – Segmenting the Public on Drivers of Electricity Conservation Behavior
Bob Collins, Ontario Power Authority

7. Building a Segmentation Model to Target the 2010 Census Communications Campaign
 Nancy Bates, U.S. Census Bureau
 Mary H. Mulry, U.S. Census Bureau
8. Capturing Feedback from Military Generals During Wartime: What Works?
 Larry Luskin, Macro International, Inc.
 Andrew Dyer, Macro International, Inc.
 Christopher Fultz, Macro International, Inc.
 Lt. Col. Gregory Wilson, Defense Logistics Agency
9. IT and Activity Displacement: Behavioral Evidence from the U.S. General Social Survey (GSS)
 John P. Robinson, University of Maryland
 Steven Martin, University of Maryland
10. Use of Conjoint Research to Help Determine Appropriate Sentences for Driving Offences
 Nick Moon, GfK NOP Social Research
11. Measuring Customer Satisfaction and Loyalty: Improving the 'Net-Promoter' Score
 Daniel Schneider, Stanford University
 Matt Berent, Intuit Corp
 Randall Thomas, Harris Interactive
 Jon Krosnick, Stanford University
12. Why Text Mine?
 James Parry, SPSS Inc.
 Sarah Tomashek, SPSS Inc.
13. Using the ESRC Question Bank: An Online Resource Developed for the Social Survey Research Community
 Julie C. Gibbs, University of Surrey
14. How Effective are Last Year's Survey Nonresponse Adjustments? An Examination of Nonresponse Adjustments Over Time
 Wei Zeng, University of Nebraska – Lincoln
 Krsiten Olson, University of Nebraska – Lincoln

AAPOR CONCURRENT SESSIONS C

- Saturday**
2:15 PM – 3:45 PM
Room: Borgne
- CALL SCHEDULING AND OPTIMIZATION OF RESPONSE RATES
 Chair: Joanne Pascale, U.S. Census Bureau
 Discussant: Audience Members
- Analyzing Sequences of Contacts
 Frauke Kreuter, Joint Program in Survey Methodology
 Ulrich Kohler, Wissenschaftszentrum Berlin WZB
- The Seasonality Effect: Does Time of Day Matter?
 Brian F. Head, North Carolina State Center for Health Statistics
 Robert L. Woldman, North Carolina State Center for Health Statistics
- Correlation Between Number of Telephone Survey Dial Attempts and Response Rates
 Shaohua S. Hu, Centers for Disease Control and Prevention
 Ali H. Mokdad, Centers for Disease Control and Prevention
- Understanding Survey Data Collection Through the Analysis of Paradata at Statistics Canada
 Francois Laflamme, Statistics Canada
- Saturday**
2:15 PM – 3:45 PM
Room: Napoleon D3
- CELL PHONES VII
 Chair: Anna Fleeman-Elhini, Arbitron, Inc.
 Discussant: Linda Piekarski, Survey Sampling International
- An Evaluation of Potential Bias in the NIS and NIS-Teen Estimates due to Noncoverage of Wireless Only Households
 Meena Khare, NCHS/CDC
 Abera Wouhib, NCHS/CDC
 James A. Singleton, Centers for Disease Control and Prevention (CDC)

Comparison of Cell Phone and Landline Surveys: A Design Perspective

Lisa R. Carley-Baxter, RTI International

Andy Peytchev, RTI International

Michele L. Black, CDC

Sampling & Weighting Cell Phone Samples to Supplement RDD Surveys

J. Michael Brick, Westat

W. Sherman Edwards, Westat

Sunghee Lee, UCLA Center for Health Policy Research

"R U in the Network?!" Using Text Messaging Interfaces as Screeners for Working Cell Phone Status

Trent D. Buskirk, St. Louis University

Kumar Rao, The Gallup Organization

Mario Callegaro, Knowledge Networks

Zac Arens, University of Maryland

Darby Miller Steiger, The Gallup Organization

Saturday COGNITIVE INTERVIEWS II

2:15 PM – 3:45 PM

Room: Maurepas

Chair: Stephanie Wilson, National Center for Health Statistics

Discussant: Audience Members

Inter-rater Reliability for Coding Cognitive Interviews

Jennifer Edgar, Bureau of Labor Statistics

Kathy Downey, Bureau of Labor Statistics

Do You See What I See?: Using Visual Methods To Probe Respondent Understanding

George R. Carter, U.S. Census Bureau

Developing Questionnaire Items to Measure Identity Theft

Theresa DeMaio, U.S. Census Bureau

Jennifer Beck, U.S. Census Bureau

Reducing the Number of Cognitive Interviews by Adding Other Cognitive Methods of Testing

Patricia Houle, Statistics Canada

Survey Question Evaluation: Comparing Latent Class Analysis, Cognitive Interviews, Expert Reviews, and Traditional Measures of Validity and Reliability

Ting Yan, NORC/University of Chicago

Frauke Kreuter, Joint Program in Survey Methodology, Institute for Social Research

Roger Tourangeau, Joint Program in Survey Methodology, Institute for Social Research

Saturday METHODOLOGICAL BRIEFS II

2:15 PM – 3:45 PM

Room: Napoleon C3

Chair: Mick P. Couper, University of Michigan

Discussant: Audience Members

Validating Check-All and Forced-Choice Question in a Paper Survey of Provincial Park Campground Users

Brian W. Dyck, Ministry of Environment, British Columbia

Danna L. Moore, Washington State University

Response Patterns in a Long Question Grid in a Mail Survey Questionnaire

Olena Kaminska, Gallup Research Center, University of Nebraska – Lincoln

Kumar Rao, Gallup Organization

Enhancing Validity and Reliability of Data Gathered by Paper-Administered Personal Interview Questionnaires

Dawn Norris, U.S. Census Bureau

Elizabeth Nichols, U.S. Census Bureau

Jennifer H. Childs, U.S. Census Bureau

Does Behavior Coding Help Determine Which Questionnaire Version is Best?

Martha S. Kudela, Westat

Kerry Levin, Westat

Gordon Willis, National Cancer Institute

Salma Shariff-Marco, National Cancer Institute

Nancy Breen, National Cancer Institute

Mode, Measurement, and Mayhem: A Closer Look at Measurement Error in a Mixed Mode Study
Kathleen M. Kephart, University of Nebraska – Lincoln
Olena Kaminska, University of Nebraska – Lincoln
Kumar Rao, Gallup Organization
Ipek Bilgen, University of Nebraska – Lincoln

Saturday RACIAL IDENTIFICATION AND ATTITUDES
2:15 PM – 3:45 PM
Room: Napoleon D 1-2 Chair: Charlotte Steeh, Independent Consultant
Discussant: Murray Edelman, Rutgers University

Social Desirability and Racial Framing of Barack Obama and the Hypothetical Black President
David Wilson, University of Delaware
Darren W. Davis, University of Notre Dame

Race Identification Across Multiple Respondent Types
Keith R. Smith, RTI International
Leyla Stambaugh, RTI International
Karen Morgan, RTI International
Heather Ringeisen, RTI International

2008 Seymour Sudman Student Paper Award Winner
Social Desirability Bias in Estimated Support for a Black Presidential Candidate
Jennifer A. Heerwig, New York University
Brian J. McCabe, New York University

Saturday REFUSAL CONVERSIONS
2:15 PM – 3:45 PM
Room: Napoleon C1 Chair: Nora Cate Schaeffer, University of Wisconsin-Madison
Discussant: Mary Hagedorn, Westat

The Costs and Benefits of Refusal Conversion in RDD Household Telephone Surveys
Andrea Werner-Leonard, Population Research Laboratory
Donna L. Fong, Population Research Laboratory

An Experiment in Converting Refusals for a Large National RDD Telephone Survey of Persons with Chronic Illnesses
Amanda E. Maull, Pennsylvania State University's Survey Research Center
David Johnson, Pennsylvania State University

Hang Ups During Introduction and Possible Intervening Variables
Diana Buck, Arbitron, Inc.
Courtney Mooney, Arbitron, Inc.

What Makes Respondents Change their Minds about Participating?: Comparing Converters to Stable Refusers in an In-Person Survey of Older Adults
Jessica E. Gruber, NORC/University of Chicago

Saturday SAMPLING AND WEIGHTING ISSUES
2:15 PM – 3:45 PM
Room: Napoleon C2 Chair: James W. Stoutenborough, University of Kansas
Discussant: Michael Link, The Nielsen Company

Evaluating the Potential Contributions of a Web-based Convenience Sample to the Accuracy of a Probability Sample
Marc N. Elliott, RAND Corporation
Amelia Haviland, RAND Corporation

Comparing the Results of Probability and Non-probability Telephone and Internet Survey Data
Rui Wang, Stanford University
Jon Krosnick, Stanford University

Representativeness in Online-Surveys Through Stratified Sample
Joerg Blasius, University of Bonn

Mall-Intercept vs. Online Panel: Does Sample Source for an Experimental Study Matter?
Chung-Tung J. Lin, FDA

AAPOR MEMBERSHIP & BUSINESS MEETING

Saturday
4:00 PM – 5:30 PM
Room: Grand Ballroom DE

AAPOR PRESIDENT'S RECEPTION

Saturday
6:00 PM – 7:00 PM
Room: Napoleon Foyer

Meet and mingle with President Nancy Mathiowetz and the AAPOR Executive Council.
Sponsored by Marketing Systems Group

AAPOR AWARDS BANQUET – Plated Dinner (Core Meal)

Saturday
7:00 PM – 9:30 PM
Room: Grand Ballroom

Wine sponsored by Knowledge Networks
Centerpieces sponsored by CBS
PowerPoint presentation sponsored by The Roper Center for Public Opinion Research

AAPOR APPLIED PROBABILITY

Saturday
9:30 PM – 2:00 AM
Room: Gallier AB



SUNDAY, MAY 18, 2008

Sunday, May 18

AAPOR REGISTRATION DESK OPEN

8:00 AM – 10:15 AM
Room: Napoleon Registration

AAPOR CONCURRENT SESSIONS A

Sunday
8:30 AM – 10:00 AM

Room: Borgne

RESPONSE VII: LENGTH, FRAMING AND DESIGN ISSUES

Chair: Jennifer Edgar, Bureau of Labor Statistics
Discussant: Nick Moon, GfK NOP Social Research

A Dynamic Model of the Tradeoff Between Telephone Interview Length and Screening Success
Robert Montgomery, NORC

Measuring the Effect of Interview Length on Telephone Survey Cooperation
Gillian Eva, Centre for Comparative Social Surveys, City University
Caroline Roberts, Centre for Comparative Social Surveys, City University
Peter Lynn, Institute for Social and Economic Research, University of Essex

The Framing of the Survey Request, Topic Interest and the Joint Effect on Response Rates
Cong Ye, University of Maryland

Upfront and Personal: Effects of Demographic Item Placement on Respondent Refusal to Telephone Surveys
Jeniece T. Williams, Baylor University
Elizabeth L. Embry, Baylor University

Sunday
8:30 AM – 10:00 AM

Room: Nottoway

NEW FRONTIERS IN VIRTUAL INTERVIEWING

Chair: Adam Gluck, Arbitron, Inc.
Discussant: Jon Krosnick, Stanford University

Virtual Interviews on Mundane, Non-Sensitive Topics: Dialog Capability Affects Response Accuracy More than Visual Realism Does
Frederick G. Conrad, University of Michigan
Michael F. Schober, New School for Social Research
Matthew Jans, University of Michigan
Rachel A. Orlowski, University of Michigan
Daniel Nielsen, University of Michigan

How Animated Agents Affect Responses in Open-Ended Interviews about Alcohol Use
Natalie K. Person, Rhodes College

Social Cues Can Affect Answers to Threatening Questions in Virtual Interviews
Laura H. Lind, New School for Social Research
Michael F. Schober, New School for Social Research
Fred G. Conrad, University of Michigan

When Encouraging Looks Go Too Far: Using Virtual Humans to Understand the Role of Rapport in the Survey Interview
Brooke Foucault, Northwestern University
Joaquin Aguilar, Northwestern University
Justine Cassell, Northwestern University
Peter Miller, Northwestern University

Sunday 8:30 AM – 10:00 AM Room: Napoleon D 1-2	EFFECTS OF INCENTIVES Chair: Beth-Ellen Pennell, University of Michigan Discussant: Andy Zuckerberg, Gallup Organization Effects of Incentives, Advance Letters, and Telephone Follow-up in RDD Recruitment for a Consumer Research Panel Kumar Rao, Gallup Organization Darby M. Steiger, Gallup Organization Olena Kaminska, University of Nebraska – Lincoln Allan McCutcheon, University of Nebraska – Lincoln The Effect of Promised Incentives on the Response Rates of a Mail Survey Anna Fleeman, Arbitron, Inc. Prepays, Promises, and Postpays – Additional evidence on what helps response rates Tom Barton, Mathematica Policy Research Karen Cybulski, Mathematica Policy Research Barbara Lepidus Carlson, Mathematica Policy Research The Effect of Varying Incentives on Survey Results in an Age-Targeted Telephone Study Erin Wargo, NORC Ned English, NORC
Sunday 8:30 AM – 10:00 AM Room: Maurepas	ELECTION CAMPAIGN DYNAMICS Chair: Wendy Scattergood, St. Norbert College Discussant: Peter J. Woolley, Farleigh Dickinson University Campaign Microtargeting and Presidential Voting in 2004 Sunshine Hillygus, Harvard University J.Q. Monson, Brigham Young University Examining Effects of Political Ads on Voter Support: OLS and Heckman Models of Candidate Evaluations and Partisan Voting Dhavan V. Shah, University of Wisconsin – Madison Hyunseo Hwang, University of Wisconsin – Madison Nam-jin Lee, University of Wisconsin – Madison Melissa R. Gotlieb, University of Wisconsin – Madison Rosanne Scholl, University of Wisconsin – Madison Aaron Veenstra, University of Wisconsin – Madison Emily Vraga, University of Wisconsin – Madison Ming Wang, University of Wisconsin – Madison Itay Gabay, University of Wisconsin – Madison Advertising and Views of Party Difference: Changes Through the Election Cycle Aaron S. Veenstra, University of Wisconsin – Madison Emily K. Vraga, University of Wisconsin – Madison Douglas M. McLeod, University of Wisconsin – Madison Longitudinal Tracking of Voter Perceptions During the 2007-2008 Election Cycle Using a Probability-Based Internet Panel Trevor Tompson, The Associated Press Michael Lawrence, Knowledge Networks, Inc. Stefan Subias, Knowledge Networks, Inc.
Sunday 8:30 AM – 10:00 AM Room: Napoleon D3	METHODOLOGICAL ISSUES IN HEALTH SURVEYS Chair: Shaohua Sean Hu, Centers for Disease Control and Prevention Discussant: Audience Members On a Wing, a Prayer, and a Phone Number: Using Minimal Household Data to Locate Young Mobile Respondents Keeshawna Brooks, NORC Kari L. Nysse-Carris, NORC Jennifer Satorius, NORC/The University Of Chicago Kathleen O'Connor, National Center for Health Statistics/CDC

Challenges in Developing a New Approach to the Survey Measurement of Disability

Roeland Beerten, UK Office for National Statistics

Fiona Glen, Office for National Statistics

Amanda Wilmot, Office for National Statistics

Tom Howe, Office for National Statistics

Measuring the Adoption of Health Information Technology in the United States: Bringing Consistency to Survey Approaches

Sherman Edwards, Westat

Sid Schneider, Westat

Suzie Burke-Bebee, OASPE, U.S. DHHS

Ritu Agarwal, Robert H. Smith School of Business, University of Maryland

Corey M. Angst, Mendoza College of Business, University of Notre Dame

Daniel Sangria, Westat

A Comparison of Medical Condition Estimates Based on Condition-Specific Questions vs. Conditions Associated With Reporting of Medical Events or Health Problems: Medical Expenditure Panel Survey, 2004

Frances M. Chevarley, AHRQ/DHHS

Anita Soni, AHRQ

CATI Event History Calendar and Conventional Questionnaire Methods: Retrospective Reports of Health Status

Robert F. Belli, University of Nebraska

Ipek Bilgen, University of Nebraska

Sunday PUBLIC BELIEFS: CREATIONISM, EVOLUTION AND SCIENCE**8:30 AM – 10:00 AM****Room: Napoleon C3**

Chair: Dan Cox, Pew Forum on Religion & Public Life

Discussant: Carolyn L. Funk, Virginia Commonwealth University

Evolution, Public Opinion, and American Politics

George F. Bishop, University of Cincinnati

Stars in Their Eyes? Beliefs About Astrology, Science and Pseudoscience in Europe

Nick Allum, University of Essex

Public Understanding and Support for Genetics Research

James Wolf, Survey Research Center

2007 DC-AAPOR Student Paper Competition Winner**The Scientific American: A Casualty of the Culture Wars?**

Carl Gershenson, University of Chicago

Sunday SIMULATION, IMPUTATION AND OTHER ANALYTIC TECHNIQUES**8:30 AM – 10:00 AM****Room: Napoleon C2**

Chair: Kathryn Spagnola, RTI International

Discussant: Colm O'Muircheartaigh, University of Chicago

Testing the Limits of Multiple Imputation in Public Opinion Research: Creating Responses to a Question that was Never Asked

James W. Stoutenborough, University of Kansas

Improving the Efficiency of Web Survey Experiments

Samantha Luks, YouGov Polimetrix

Doug Rivers, YouGov Polimetrix

The Survey Simulator: An Estimation Tool for Telephone Interviewing

John D. Rogers, Public Research Institute, San Francisco State University

Optimizing Sample Allocation According to Interviewer's Experience in a RDD Telephone Survey

Chao Xu, NORC

Gary Euler, CDC

- Sunday** WEB SURVEYS OF COLLEGE STUDENTS
8:30 AM – 10:00 AM
Room: Napoleon C1 Chair: Bryan D. Rookey, Washington State University
Discussant: John Kennedy, Indiana University

Worth the Weight?: The Benefits and Pitfalls in Applying Survey Weights to Web Surveys of College Undergraduates
Joel D. Bloom, The University at Albany, SUNY

Mode Effects and Non-Response Bias in an Undergraduate Student Satisfaction Survey: Results from a Randomized Experiment Comparing Telephone and Web Administration
Scott Beach, University of Pittsburgh
Donald Musa, University of Pittsburgh
Patricia Beeson, University of Pittsburgh
Carrie Sparks, University of Pittsburgh

Graduate vs. Undergraduate Student Respondent Behavior Differences in Web Surveys
Sara A. Showen, Survey Sciences Group, LLC
David Roe, Survey Sciences Group, LLC
Daniel Eisenberg, University of Michigan

Rate of Response in Web-Based Data Collection as a Factor of Author of E-mail Invitation
Ananda Mitra, Wake Forest University

AAPOR CONCURRENT SESSIONS B

- Sunday** ADDRESS-BASED SAMPLING
10:15 AM – 11:45 AM
Room: Napoleon C2 Chair: Robert Montgomery, NORC
Discussant: Mark A. Schulman, Abt SRBI, Inc.

Addressing the Cell Phone-Only Problem: Cell Phone Sampling Versus Address Based Sampling
Michael W. Link, The Nielsen Company
Gail Daily, The Nielsen Company
Charles D. Shuttles, The Nielsen Company
Christine Bourquin, The Nielsen Company
Tracie Yancey, The Nielsen Company

“Neither Snow nor Rain nor Heat nor Gloom of Night”: A Large-Scale Mixed-Mode Approach to Utilizing Address Based Sampling
Charles D. Shuttles, The Nielsen Company
Michael W. Link, The Nielsen Company
Gail Daily, The Nielsen Company
Christine Bourquin, The Nielsen Company
Tracie Yancey, The Nielsen Company

Identifying Cell-Phone-Only Households Using an Address-Based Sample Frame
Anna Fleeman, Arbitron, Inc.
Nicole Wasikowski, Arbitron, Inc.

Transitioning to Address Based Sampling: Results from Nielsen’s TV Ratings Survey Pilot
Gail Daily, The Nielsen Company
Tracie Yancey, The Nielsen Company
Michael Link, The Nielsen Company
Christine Bourquin, The Nielsen Company
Charles D. Shuttles, The Nielsen Company

Sunday 10:15 AM – 11:45 AM Room: Napoleon D3	LANGUAGE AND CULTURE ISSUES IN SURVEY RESEARCH Customizing Survey Methods to the Target Population – Innovative Approaches to Improving Response Rates and Data Quality among Hispanics Brian M. Evans, RTI International Rosanna Quiroz, RTI International Leslie Athey, RTI International Michelle O'Hegarty, Centers for Disease Control and Prevention Joe McMichael, RTI International Victoria Albright, RTI International Language of Administration as a Cause of Measurement Error Emilia Peytcheva, University of Michigan Explaining Differences in Inter-Coder Reliability between English and Spanish Language Behavior Coding Research Patricia L. Goerman, U.S. Census Bureau Jennifer H. Childs, U.S. Census Bureau Non-English Speakers' Opinions on a Multilingual Brochure and Perceived Changes in their Survey Response Behavior. Anna Y. Chan, U.S. Census Bureau Yuling Pan, U.S. Census Bureau
Sunday 10:15 AM – 11:45 AM Room: Napoleon C3	LESSONS LEARNED FROM THE RATINGS GAME: REPORTS FROM ARBITRON AND NIELSEN The Role of New Technology and its' Effect on Best Practices Methodology Ekua Kendall, Arbitron, Inc. Using RFID Technology to Passively Measure Print Readership: An Analysis of Arbitron's Lab and Field Tests Adam Gluck, Arbitron Pat Pellegrini, Arbitron, Inc. Transitioning from Self-Reports to Self-Installed Electronic Audience Measurement Norman Trussell, The Nielsen Company Lorelle Vanno, The Nielsen Company Elizabeth Mattheiss, The Nielsen Company Justin Bailey, The Nielsen Company Michael Link, The Nielsen Company The Meter Accessory Test: A Split Sample Comparison of Daily Response Rate in Panels Adam Gluck, Arbitron, Inc.
Sunday 10:15 AM – 11:45 AM Room: Napoleon D 1-2	RELIGION AND ETHNICITY Cross-Survey Analysis of the Prevalence and Characteristics of Low Incidence Religious Groups in the United States Liz Tighe, Brandeis University David Livert, Penn State University – Lehigh Valley Len Saxe, Brandeis University Melissa Barnett, Brandeis University How Much Do Americans Like Jews?: Using the Feeling Thermometer to Measure Social Attitudes Sid Groeneman, Groeneman Research & Consulting

Two Approaches to Measuring Evangelical Protestants

Dan Cox, Pew Forum on Religion & Public Life

Greg Smith, Pew Forum on Religion & Public Life

Allison Pond, Pew Forum on Religion & Public Life

Trends in Religion and Civic Engagement in the United States: 1972–2006

Tom W. Smith, NORC

Sunday **RESPONSE VIII: EXPERIMENTAL TESTS**

10:15 AM – 11:45 AM

Room: Borgne

Chair: Joel Bloom, The University at Albany, SUNY

Discussant: Karen Goldenberg, Bureau of Labor Statistics

Response Rate and Coverage Bias Experiments from a Recurring Health Care Study

Colleen Carlin, Market Strategies International

Daniel Zahs, Market Strategies International

Less is More? Examining the Results of a Social Security Number Experiment in a Federal Survey

Kristy Webber, NORC

Vincent Welch, NORC

Kimberly Williams, NORC

Brianna Groenhout, NORC

Turning the Tables: Use of Caller-ID Signaling to Improve Response to a Multi-Stage Dual-Mode Survey

Kimberly D. Brown, The Nielsen Company

Michael W. Link, The Nielsen Company

Kyle D. Vallar, The Nielsen Company

Charles D. Shuttles, The Nielsen Company

Testing the Effects of Multiple Manipulations on Print and Online Survey Response Rates: Lessons Learned at Consumer Reports

Meredith Bachman, Consumer Reports (Consumers Union)

Donato Vaccaro, Consumer Reports (Consumers Union)

Sunday **USING POLLS FOR THE PUBLIC GOOD II**

10:15 AM – 11:45 AM

Room: Napoleon C1

Chair: Christopher P. Borick, Muhlenberg College

Discussant: Audience Members

Public and Leader Perceptions of the Role of the United Nations in Enhancing the International Public Good

Gregory G. Holyk, University of Illinois – Chicago

Reservoirs of Goodwill in School Bond Approval

David B. Hill, Hill Research Consultants

Polls for the Public Good: Communicating the Value of Research

Julie L. Paasche, NuStats, LLC

Johanna P. Zmud, NuStats, LLC

Mia Zmud, NuStats, LLC

Tim Lomax, Texas Transportation Institute

Joseph Schofer, Northwestern University

Using Student Opinion Research to Inform and Build School Reforms: Insights from the Student Connection Census in Chicago Public Schools

Young Chun, American Institutes for Research

Kimberly Kendziora, American Institutes for Research

Linda Hamilton, American Institutes for Research

Ebony Walton, American Institutes for Research

Sunday **PANEL ON “THE AMERICAN VOTER REVISITED”**

10:15 AM – 11:45 AM

Room: Maurepas

Chair: Helmut Norpoth, Stony Brook University

Panelists:

Michael Kagay, The New York Times (ret.)

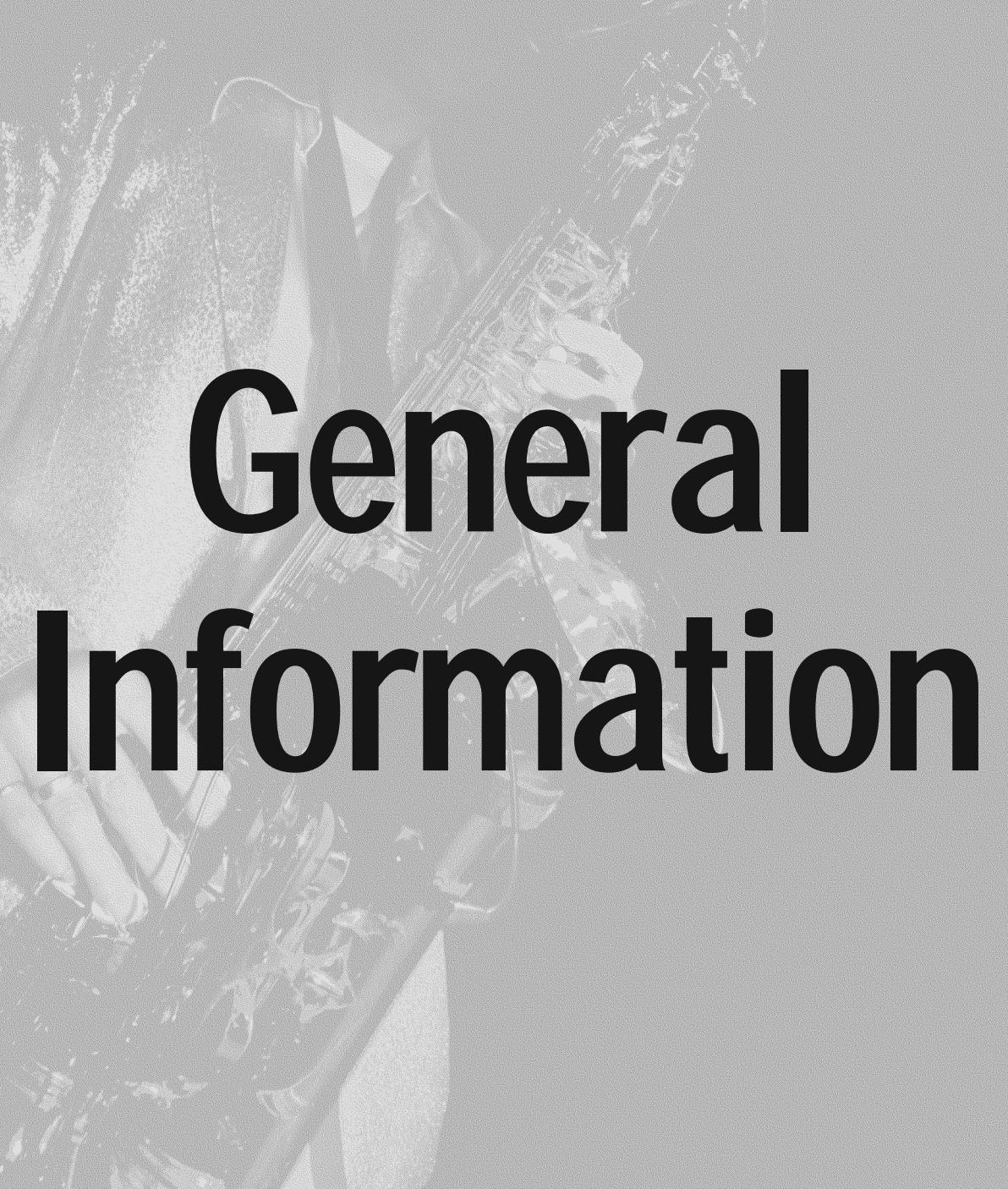
Kathleen Frankovic, CBS News

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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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Seymour Sudman Student Paper Award

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.

Winners: Jennifer Heerwig, New York University and Brian McCabe, New York University, *Social Desirability Bias in Estimated Support for a Black Presidential Candidate*

Honorable Mention: Julianna Sandell Pacheco, Pennsylvania State University, *Political Socialization in Context: The Effect of Political Competition on Youth Voter Turnout*

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: Robert M. Groves and Mick P. Couper, *Nonresponse in Household Interview Surveys* (John Wiley & Sons, Inc., New York, NY 1998)

AAPOR Policy Impact Award

Recognizes outstanding research that has had a clear impact on improving policy decisions, practice, or discourse, either in the public or private sectors.

Winner: Medical Expenditure Panel Survey (MEPS) Team, a part of the federal government's Agency for Healthcare Research and Quality.

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.

Winner: Mick Couper, the award recognizes Mick's role in introducing and advocating the use of paradata as a key tool in understanding respondent behavior.

AAPOR Award for Exceptionally Distinguished Achievement

The Association's highest honor, in recognition of lifetime achievement and outstanding contribution to the field of public opinion research.

Winner: To be announced at the Saturday evening banquet

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Macro International, Inc. – New York, NY
Marketing Systems Group – Ft. Washington, PA
NORC – Washington DC, DC
Oxford University Press – Cary, NC
Pew Research Center – Washington DC, DC
RTI International – RTP, NC
SPSS, Inc. – Chicago, IL
Survey Sampling International – Fairfield, CT
Survey Sciences Group – Ann Arbor, MI
The Nielsen Company – New York, NY
The Roper Center for Public Opinion Research – Storrs, CT
VOXCO – Montreal, QC
Western Wats – Orem, UT

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Cambridge University Press – New York, NY
Guilford Publications – New York, NY
Harvard University Press – Cambridge, MA
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A

Abt SRBI, Inc. Cambridge, MA
Affordable Samples, Inc. Old Greenwich, CT
Anderson, Niebuhr & Associates, Inc. Arden Hills, MN
Applied Research Northwest Bellingham, WA
ASDE Survey Sampler, Inc. Gatineau, Quebec, Canada

B

Bauman Research & Consulting, LLC Glen Rock, NJ
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C

California Survey Research Services, Inc. Van Nuys, CA
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Cornell University, Survey Research Institute Ithaca, NY

D

D3 Systems, Inc.	Vienna, VA
Data Recognition Corp.	Maple Grove, MN
Davis Research, LLC	Calabasas, CA
DMS Research	Lewisville, TX

E

E.R.M.R., Inc.	Montreal, Quebec, Canada
Ernst & Young Quantitative Economics & Statistics Group	Washington, DC

F

Field Research Corp.	San Francisco, CA
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G

GlobeScan, Inc.	Toronto, Ontario, Canada
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H

Harker Research	Raleigh, NC
Hollander, Cohen & McBride, Inc.	Baltimore, MD

I

ICF International	Fairfax, VA
ICR/International Communications Research	Media, PA
IHR Research Group	Tustin, CA
Indiana University, Center for Survey Research	Bloomington, IN
Information Specialists Group, Inc.	Minneapolis, MN
Interviewing Service of America	Van Nuys, CA
Investigaciones Sociales Aplicadas, S.C.	Mexico, DF, Mexico
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K

Kent State University, Survey Research Lab	Kent, OH
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M

Macro International	Calverton, MD
Market Strategies International	Alexandria, VA
Marketing Systems Group	Ft. Washington, PA
MarketWise, Inc.	Charlotte, NC
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N

Norman Hecht Research, Inc.	Syosset, NY
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O

O'Neil Associates, Inc.	Tempe, AZ
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P

Padilla Speer Beardsley	Minneapolis, MN
Pennsylvania State University, Survey Research Ctr.	University Park, PA
Polimetrix	Palo Alto, CA
Princeton Survey Research Associates International (PSRAI)	Princeton, NJ
Pulse Train, Ltd.	Guildford, Surrey, United Kingdom

Q

QSA Integrated Research Solutions	Alexandria, VA
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R

RAND Survey Research Group	Santa Monica, CA
Renaissance Research & Consulting	New York, NY
Research Support Services	Evanston, IL
RTI International.	Durham, NC

S

San Francisco State University, Public Research Institute.	San Francisco, CA
Scientific Telephone Samples.	Foothill Ranch, CA
Social Weather Stations	Quezon City, Philippines
SPSS Inc.	Chicago, IL
Stony Brook University, Center for Survey Research	Stony Brook, NY
Survey Sampling International, LLC	Fairfield, CT
Survey Sciences Group, LLC	Ann Arbor, MI

T

TNS North America Polling & Social Research	Horsham, PA
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U

University of Arkansas, Survey Research Center	Fayetteville, AR
University of California – Berkeley, Survey Research Center	Berkeley, CA
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University of Chicago – NORC	Chicago, IL
University of Connecticut, Roper Center for Public Opinion Research	Storrs, CT
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W

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SHORT COURSES

New! Earn PRC Contact Hour Credits

Date: Wednesday, May 14, 2008

Time: 2:30 – 6:00 p.m.

Cost: \$120.00

MULTIDIMENSIONAL SCALING: THEORY AND APPLICATIONS FOR PUBLIC OPINION RESEARCH

This short course will examine multidimensional scaling (MDS), with particular attention to its use as a research tool for analyzing public opinion data. The basic objective of MDS is to produce a “map” of stimuli, based on information about the “proximities” among those stimuli. Multidimensional scaling methods have many potential applications in public opinion research. They are commonly used to estimate the cognitive structures underlying survey responses, using respondents’ perceptions of the similarities among a set of objects (e.g., political candidates, issue positions, and so on). The MDS can be adapted to represent respondent preferences among a set of stimuli. It can also be generalized to show individual differences across subsets of respondents.

This short course is intended for a general audience of public opinion researchers. It does not assume any prior experience with MDS or familiarity with advanced statistical skills (i.e., beyond basic regression analysis) of any kind. The course presentation will rely on intuition and graphical displays rather than rigorous mathematical or statistical treatments. It will use an ongoing, easy-to-understand, example (drawn from the field of public opinion) to explain and illustrate the methodology.

Specific topics to be covered include the following: The basic idea of MDS; the general estimation procedure; interpretation of output; different varieties of MDS; and software for performing MDS (although the examples used in the short course will rely primarily upon SPSS). Upon completion of the course, participants should be able to use MDS techniques immediately in their own research.

INSTRUCTOR:

William G. Jacoby is Professor in the Department of Political Science at Michigan State University and Director of the ICPSR Summer Program in Quantitative Methods of Social Research at the University of Michigan. Professor Jacoby received his Ph.D. from the University of North Carolina at Chapel Hill. His areas of interest include political behavior (attitude structure, voting behavior, ideological thinking and value orientations in public opinion) and quantitative methods (measurement and scaling techniques, statistical graphics). Professor Jacoby’s work has appeared in such outlets as the *American Journal of Political Science* and the *Journal of Politics*. Most recently, he is a co-author (along with Michael S. Lewis-Beck, Helmut Norpoth, and Herbert F. Weisberg) of *The American Voter Revisited* (2008, University of Michigan Press, forthcoming). He offered an earlier version of this course at the 2006 regional PAPOR conference.

Date: Wednesday, May 14, 2008

Time: 2:30 – 6:00 p.m.

Cost: \$120.00

SO WHAT HAVE WE DISCOVERED? ANALYSIS AND INTERPRETATION OF COGNITIVE INTERVIEWS

Procedures for the conduct of cognitive interviews to pretest survey questionnaires—in particular, think-aloud and verbal probing—have received considerable attention, and are fairly well developed. However, appropriate procedures for summarizing, processing, analyzing, and interpreting the results of cognitive interviews are less clear, and are carried out in many ways. In this short course, we will review the major issues presented when one is faced with the prospect of using cognitive interviewing data to make recommendations and to modify survey questions.

In particular, we cover issues of (a) Standards of evidence – how much, and what type of evidence do we need to confidently make conclusions concerning item function, especially when multiple groups are being interviewed (as for a comparative/cross-cultural investigation); (b) Scope of analysis, concerning the degree to which strictly empirical results can be supplemented by expert opinion; and (c) Packaging, concerning optimal ways to present the findings to clients or colleagues.

The course will involve hands-on exercises, and group discussion, to complement instructor-based presentation, and is geared toward researchers and pretesting practitioners who already have some experience conducting cognitive interviews. A degree of two-way interaction is expected, in which participants can contribute their own experiences and expertise, so that in addition to learning new analysis techniques, participants will assist in helping to guide future developments within this important area.

INSTRUCTORS:

Gordon Willis, Ph.D., is a Cognitive Psychologist at the National Cancer Institute, National Institutes of Health. He has conducted cognitive interviews for more than 20 years, and has taught several previous short courses on this topic. Dr. Willis has conducted methodological studies of pretesting effectiveness, and has written the text “Cognitive Interviewing: A Tool for Improving Questionnaire Design” (Sage, 2005). Recently he has been engaged in the application of cognitive interviewing and other pretesting methods to cross-cultural and comparative studies, and focuses on means for establishing cross-cultural comparability of survey measures.

Kristen Miller, Ph.D., is a methodologist in the Question Design Research Lab at the National Center for Health Statistics. She leads the QBANK effort, an inter-agency sponsored database housing cognitive testing reports from the federal statistical agencies. Her research interests include the impact of culture and social structure in question response and bridging qualitative and quantitative methodologies to improve question design.

SHORT COURSES

Date: Thursday, May 15, 2008
Time: 8:00 – 11:30 a.m.
Cost: \$120.00

ADVANCED SAMPLING METHODS

Although standard sampling methods such as systematic, stratified, and multi-stage sampling are important and handle many practical cases, there are situations that require different sampling methods. The goal of the course is to discuss more advanced sampling techniques that may be useful in surveying populations when standard methods are insufficient. Two sampling techniques that will be covered are two-phase sampling and dual frame sampling. Two-phase sampling is used in sampling rare populations, when the sampling frame does not identify members of the rare group that are of special interest in the survey. Dual frame sample designs have become more common, and are often used when no single frame is complete. Many cell phone surveys have been using them for this reason. The other topic that will be briefly covered is sampling over time, including longitudinal sample designs. For each method, the basic sampling and estimation theory will be outlined, applications will be discussed, and major issues and error sources associated with the methods will be described.

Prerequisite: To appreciate the more advanced sampling methods, attendees should be familiar with stratified and multi-stage sample designs, basic weighting methods, and concepts such as sample allocation, oversampling, design effect, effective sample size, nonresponse, and noncoverage error.

INSTRUCTOR:

J. Michael Brick, Ph.D., is a Vice President and senior statistician at Westat and a Research Professor at the Joint Program in Survey Methodology at the University of Maryland. He has more than 30 years experience in sample design and estimation in sample surveys. He has given previous short courses at AAPOR on sampling and weighting for sample surveys and nonresponse bias analysis. He is currently a member of the Executive Council of AAPOR and a fellow of the American Statistical Association.

Date: Thursday, May 15, 2008
Time: 8:00 – 11:30 a.m.
Cost: \$120.00

STATISTICS 901 (AKA STATISTICS FOR THE PROFESSIONAL NON-STATISTICIAN)

This non-technical short course will help participants better understand common statistical methods often applied in the public opinion field. The intent is to aid “non-statisticians” and those who have not had any recent formal statistical training to interpret results and better understand conclusions drawn from common statistical inference approaches. The course will use real life examples to explore topics such as, but not be limited to, interpreting results from simple descriptive statistical tests involving means and proportions, analysis of categorical data, ordinary least squares (OLS) regression, and logistic regression (with a special focus on interpreting the often confusing odds ratio). In addition, the course will discuss the most appropriate situations in which to use various statistical approaches. At the end of the course, participants should have more confidence in their own critical reading of articles in POQ or analytical survey reports produced by organizations or scholars, and be able to determine what the results of statistical inference analysis really mean or imply about the underlying concept being measured in any survey.

INSTRUCTOR:

Colm O'Muircheartaigh is a Senior Fellow in the National Opinion Research Center (NORC) and a Professor in the Irving B. Harris Graduate School of Public Policy Studies at the University of Chicago. He has been teaching and carrying out surveys since 1968. He has taught a variety of short courses focusing on sampling and measurement at AAPOR conferences over the past 20 years.



SHORT COURSES

Date: Friday, May 16, 2008

Time: 8:00 – 11:30 a.m.

Cost: \$120.00

MODELING A LIKELY ELECTORATE (THE ART AND SCIENCE OF FINDING THOSE ELUSIVE LIKELY VOTERS)

This non-technical short course will review the literature about modeling a likely electorate. It also will review different sampling techniques currently in use, and discuss when they are appropriate or inappropriate, along with strengths and shortcomings of each. The course will examine the major ways of modeling a likely electorate, including weighting, likely voter screening questions, and combinations of the two, and discuss the strengths and shortcomings of each. The course will use examples of likely voter models drawn mainly from media, academic, and other public polls.

Intended audience:

- Junior and mid-level public opinion researchers who need to model a likely electorate
- Market research generalists who need to learn about election polling
- Senior researchers who want new ideas about how to model a likely electorate
- Survey research students who want to learn more about pre-election poll questionnaire design
- Journalists, bloggers, and others who write about pre-election polls

INSTRUCTOR:

Rob Daves is the principal researcher at Daves & Associates Research, and director of national studies for The Everett Group. He is the author of four book chapters, a journal article, and more than a dozen conference papers on media polling methods. Daves was the director of the Star Tribune Minnesota Poll for 20 years before starting his own research consulting business in 2007, and has been conducting public opinion polling and media research for nearly 3 decades. He has a master's degree in journalism from the University of North Carolina at Chapel Hill. He is past president of the AAPOR and was a member of a team that won the Innovator's Award in 2003.

Saturday, May 17, 2008

7:00 – 8:00 a.m.

PROFESSIONAL DEVELOPMENT BREAKFAST

How to Write Effective Grant Proposals for Survey Projects

This professional development seminar will cover the basics of how to write a successful grant proposal across a variety of funding sources. Participants will be presented with tips and advice for the proposal writing process. The discussion will help to provide an understanding of not only how to construct the ideal proposal but also include a look at the essential factors which determine whether or not a project gets funded. Topics to be covered include:

- How to find sources of funding and understanding who reviews applications
- How to write a good proposal
- How to avoid common errors
- How to most effectively incorporate feedback

Breakfast will be provided for this free roundtable. Pre-registration is required and space is limited (see registration form).



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NOTES



Conference Abstracts

NOTES

WEDNESDAY, MAY 14, 2008 – 10:30 AM – 12:00 PM

WAPOR: Social Issues in Public Opinion and Policy I

***Is American Foreign Policy Responsive to Foreign Public Opinion? The Case of Iran.* Foad Izadi, Louisiana State University (fizadi1@lsu.edu).**

The present study attempts to address the state of pro-American attitudes and policy positions in Iran. Using hierarchical OLS regression, the study addresses the influence of the international broadcasting aspect of U.S. public diplomacy on such attitudes, above and beyond individual level demographic factors. In this study, I develop the two scales of pro-American attitudes and pro-American policy positions based on individuals' responses to 11 relevant questions on a 2006 Zogby International poll of 810 Iranians. I consider the influence of individual level demographic factors and satellite TV use. Thus, my research questions are as follows:RQ 1: Is there a statistically significant difference of means between satellite users and non-users on the two scales of pro-American attitudes and pro-American policy positions (policy positions that are in line with the United States foreign policy)? RQ 2: What is the unique effect of satellite TV use on the degree of pro-American attitudes above and beyond the predictive effect of individual level demographic variables?RQ 3: What is the unique effect of satellite TV use on the degree of pro-American policy positions above and beyond the predictive effect of individual level demographic variables?The study's results indicate that both satellite users and non-users display pro-American attitudes score less than half of the possible scores. This suggests that pro-American feelings are not strong among the Iranian public, even among the satellite users. Nevertheless, the evidence from this study indicates that the availability of satellite as a channel of pro-American news and views is related to an improvement in pro-American attitudes and pro-American policy positions. However, the low R square change values for the satellite effect show that other independent factors may play a more important role in this regard. This finding has important implications for U.S. public diplomacy in Iran and shows the complex nature of

***Is the Public Opinion Relevant to the Decision Make of International Investors?* Marcia Cavallari Nunes, IBOPE Inteligencia (Brazil) (marcia.cavallari@ibope.com.br); Marcelo Coutinho, IBOPE Inteligência and Center for Studies on Propaganda and Ma.**

The idea of this paper is to study if there is any correlation between the amount of investments and the level of confidence that the public opinion has towards institutions' country. We will focus mainly in Brazil, Russia, India and China.Traditionally, the institutions' strength and the relationship between the citizens to them in a country were considered important indicators to explain economic development. However, the increase of the free movement of the capital from the early 90's shows that the speculative capital started to play an important role in the development' s country process. The overall objective of our research is to discover if the financial investors take into account the variables of the Public Opinion to distribute their investments in each country or whether if they just consider these data as peripherical information to decide how to invest.We will analyze the public opinion surveys towards the optimism about the economical situation of the country, the perception of the country's development, the level of confidence of the institutions like justice, federal government, congress, media, leaders, etc.., among others and the flow of investment and expertise of international investors on a particular country.The study will be developed through extensive survey of secondary data on indicators of international investment in emerging countries, correlating them with others that indicate the strength of its institutions, and results of public opinion surveys that deal with the public's perceptions on the economy, credibility the institutions, corruption, etc. We will compare the emerging countries, preferably the components of the BRIC, to understand the relationship between these data and the degree of economic modernity and the volume of foreign investment received.

***Influencing Public Policies in Achieving Peace in Divided Societies: The Sri Lankan Case Study.* Pradeep Peiris, (pnpeiris@gmail.com).**

Sri Lanka is one of South East Asia's oldest democracies and is considered, also, to be a good example of the transition of power from imperial to democracy. However, an ethnic conflict that began in the late 1970's and over a quarter of a century of hostilities between the Liberation Tigers of Tamil Eelam and the Sri Lankan Government has caused the nation to lag behind all other South Asian nations in terms of social, economic and political development. In this context, achieving peace has become the number one priority of successive regimes and all other policies have been influenced by the same move toward finding peace. In 2001, the government of Sri Lanka initiated a comparatively successful round of peace negotiations with the LTTE by signing a Ceasefire Agreement (CFA). Since then, the enthusiasm of the main protagonists oscillated once toward a stage where compromise was acceptable and later to a state of aggression. The last six years of the peace initiative exemplified the enormity of the need for understanding the sentiments of the public as it could be a considerable impediment in pursuing peace in an ethnically divided society. In this regard, this paper attempts to explore the role of public opinion in pursuing a lasting peace in Sri Lanka. In his analysis, the author proposes to use the public opinion research on the peace process that has been conducted by Social Indicator-The Centre for Policy Alternatives, Sri Lanka. The Peace Confidence Index, a quarterly survey on the peace process, was initiated in 2001 in order to gauge the changing trends in public opinion with regards to the peace process. The survey, which is now in its 27th wave, has been conducted amongst a randomly selected sample of 1800 across the country and has been widely quoted

***Kashmir and Sri Lanka Peace Polls.* Colin Irwin, Institute of Irish Studies, University of Liverpool, United Kingdom (colin.irwin@liverpool.ac.uk); Yashwant Deshmukh, Team C-Voter Foundation (yashwant@teamcvoter.com); Pradeep Peiris, Social Indicator (pradeep@cpasocialindicator.org).**

Kashmir is arguably both one of the most important conflicts to resolve in the world and one of the most complex. Pakistan and India have fought numerous wars over the disputed territory of Kashmir, they are both nuclear powers and Kashmir itself is as diverse as its region stretching from the Buddhist communities of the Himalayas to the Muslim Valley at Shrinagar and largely Hindu south centred on Jammu. In collaboration with the Team CVoter Foundation of Delhi a peace poll was completed on the Indian side of the Line of Control between October 2007 and March 2008.Sri Lanka is arguably an island paradise blessed with an abundance of natural resources, resourceful people and temperate tropical climate. But following independence in 1948 nationalistic aspirations and discrimination have driven a wedge between the minority Hindu Tamil population in the North and East and majority Buddhist Sinhalese population in the South and

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West resulting in 30 years of bloody civil war. In collaboration with Social Indicator in Colombo a peace poll was completed across the island between February and April 2008. This paper reviews the qualitative methods used to develop the research instruments, sampling methods, practical and political difficulties, and preliminary results. Topics covered include the problems that lay at the heart of these two conflicts and solutions with a focus on, for example, security, the economy, education, humanitarian issues, human rights, discrimination, good governance, peace building, negotiations and constitutional reform. Finally comparisons are made between these two polls and other peace polls that used the same research methods in Northern Ireland, Bosnia Herzegovina, Kosovo and Serbia.

Public Opinion as Private Opinion: The Case of Mass-Observation. Murray Goot, Macquarie University (murray.goot@hmn.mq.edu.au).

WAPOR: Information and Media Coverage

The Effects of Terrorism Coverage on the Spanish Population: Proposing a Model for Information Processing. Ubaldo Cuesta, University Complutense of Madrid (Spain) (comunicacionaudiovisual@hotmail.com); Tania Menendez, University Complutense of Madrid (taniamh82@yahoo.es); Marisa Garcia Guardia, University Complutense of Madrid (mgarciaguardia@hotmail.com).

This paper looks at the cognitive and emotional effects of terrorism coverage on the population. It is based on a longitudinal analysis with a quantitative and qualitative approach: a survey was conducted with Spanish people plus a panel focus group along one year. The paper attempts to look at emotional and cognitive effects of terrorism coverage, and at how these effects evolve along time. It also shows how news frames affect public perceptions of terrorism. Approach for analysis is based upon the cognitive-processing model suggested by Higgins (1996), which seeks to explain the effects of media messages through a process in which an audience member's pre-existing knowledge is activated and used in the process of making subsequent judgments. Using the terms of availability and applicability, suggested by this author, this paper offers a model for analyzing how Spanish citizens process information on terrorism. More specifically, the model proposed for the analysis suggests that attention and perception, coding and categorization, and inferences and judgements, are the elementary process to build up the social knowledge of terrorism. Research shows how effects depend on the extent to which the information contained in the message resonates with that contained in individual's political schemas: people's reaction to terrorism is moderated by individual political predispositions, as well as by cognitive evidence.

Perceived Effects and Political Correlates of Entertainment Programming Exposure. Michael Xenos, University of Wisconsin-Madison (xenos@wisc.edu); Patricia Moy, University of Washington (pmoy@u.washington.edu).

The literature concerning individual-level impacts of mass media use has documented many effects that span cognitive, affective, and behavioral outcomes. With each election, the reach of politically oriented content also increases; citizens today glean political information from traditional outlets such as newspapers and television, but also from newer sources like late-night comedy and programs like The Daily Show. Research on the political effects of entertainment media has shown that political knowledge, trust, and engagement differ depending on media use, with these relationships moderated by demographics and political cognitions. These studies illustrate how such shows not only entertain viewers, but also affect political attitudes and behavior. Despite these findings, research on the broader effects of entertainment programming can benefit from understanding how viewers perceive such content. Specifically, understanding viewer perceptions can help us to better model the effects of such content on attitudes, learning, and behavior. Drawing on the robust patterns emerging from the third-person perception literature, we explore relatively unexamined political correlates of infotainment consumption. Specifically, we ask: (1) To what extent do individuals differ in how they perceive infotainment to influence one's trust in government and to promote political learning among others or themselves? (2) To what extent do these differences hinge on one's media use and sociodemographics? To answer our research questions, we analyze data collected October 22-29, 2007. Telephone interviews were conducted with a random sample of 601 adults in Washington State regarding the gubernatorial race and respondents' media use and political attitudes.

International Newspaper Coverage of Muslim Immigration: A Community Structure Approach. Joshua Wright, The College of New Jersey (wright8@tcnj.edu).

A study compared hypotheses connecting variations in international demographics with differences in international newspaper coverage of Muslim immigration using an extended form of the "community structure approach" developed in nationwide and international studies by Pollock and others (1977, 1978, 1994-2002, 2007). Three hundred and seventy articles of $>=250$ words (9/11/2001 to 9/11/2007) were acquired from 15 newspapers representing every major region of the world drawn from NewsBank/LexisNexis and analyzed using content and statistical analyses. A "prominence" score (placement, length, headline size, and graphics), and a "direction" (favorable, unfavorable, or neutral) were assigned to each article – Scott's Pi was used as a test of inter-coder reliability. A standardized method for scoring headline sizes was created to enable more valid scoring given current news database limitations. Prominence scores and directions were combined yielding a positive or negative "Media Vector" for each newspaper. "Muslim immigrants as invaders," "Muslims as victims," East-West relationship improvement" and "East-West relationship deterioration" were common themes in coverage and used as secondary frames. Articles were thus coded again, using Victim-Neutral-Invader, and Improvement-Neutral-Deterioration schemes. Nations' media vectors ranged from 0.3362 to -0.5984 for the Favorable-Neutral-Unfavorable (FNU) coding scheme; from 0.1952 to -0.2154 for Victims-Neutral-Invaders (VNI); and from 0.2044 to -0.5124 for Improvement-Neutral-Deterioration. Pearson correlation results revealed two variable clusters, Privilege and Vulnerability, significantly correlated with coverage for FNU and VNI; ultimately, 22 significant variables were identified. "Terawatt Hours of Electricity per 1M Residents" was most significant for both schemes (e.g., for FNU, $r = -.0.663$, $p = .004$). This variable accounted for 43.9% of the variance in FNU reporting and 62.1% of the variance in VNI. The notable power of energy variables suggests a new community structure hypothesis linking "consumption and sustainability" variables and international coverage.

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Public Opinion Told by the Box Office of Chinese Commercial Film Home and Abroad. Dr. Zhouxiao, Journalism School of Fudan University (zhouxiao@fudan.edu.cn).

The public opinion from consumer market told by box office of public cultural content products like commercial film has more authenticity and universality among its diversified express forms with more freedom. The box office data of Chinese commercial films from 1998 to 2007 tells a lot of reliable, comprehensive and complex public opinions based on different economics, cultures and polities in mainland China, Hong Kong, Taiwan and other areas over the world. By analyzing these box office data and texts on mostly related websites, the author found some interesting public opinions on cultural exchange brought by Chinese film as following: 1. more entertainment and less politics 2. more real life story less formalistic sermon 3. more localization less internationalization 4. more individualism less collectivism and authoritarianism 5. more directly feeling express less opinion concealing 6. more culture communication than culture identity But the most outstanding fact is the rapid and successful development of co-production Chinese commercial films made by mainland China and Hong Kong, especially after 2004, which enrich the public opinion on Chinese cultural exchange and convergence with more color and freedom.

"It's 100 percent American:" Penetration, Credibility and Effectiveness of Al Hurra TV Among Lebanese Youth. Yasmine Dabbous, Manship School of Mass Communication, Louisiana State University (ydabbo1@lsu.edu); Khaled Nasser.

This research is designed to study the penetration, credibility and effectiveness of Al Hurra TV among Lebanon's youth. Broadly known as the U.S. answer to "the barriers of hateful propaganda (...) in the Muslim world" (President George W. Bush, as cited in Reagan, 2004, Feb. 9), Al Hurra—Arabic for the Free One—is a non-commercial news station broadcasting in Arabic from Springfield, Virginia. It constitutes the most expensive American public diplomacy initiative after September 11, 2001. The station was established with a 62-million-dollar budget and has required U.S.\$562 millions to cover broadcasting expenses in 2006 alone. Based on a survey administered in June 2007 to 378 students in seven Lebanese universities representing the country's cultural and sectarian make-up, this research found that-Al Hurra's penetration among Lebanese youth is low.-Al Hurra does not improve the U.S. image among the Lebanese youth.-Al Hurra's credibility level among Lebanese youth is low.-Muslims are less likely than Christians to watch Al Hurra.-Al Hurra is more likely to improve America's image among Christians than among Muslims. Study results provide implications about American public diplomacy initiatives in the Arab World in general, and in Lebanon in particular. The study is also significant because it provides some insight about the role of sectarian and political affiliation in determining public opinion in Lebanon.

WAPOR: Elections/Voting Behavior I

French Polls of 2007: Did Things Change After the 2002 Catastrophe? Claire Durand, Université de Montréal (claire.durand@umontreal.ca); Adrien Jouan, Université de Montréal (Adrien.Jouan@umontreal.ca).

The French Presidential election of 2002 stands as an election where the error of estimation of vote intention had dramatic consequences, giving way to the extreme-right leader Jean-Marie Le Pen to become the contender of Jacques Chirac in the second round of the election. The main question asked in this paper is whether the trauma from this event had an impact on pollsters' work. The data comes firstly from the polls published from January first till the second-round election and, secondly, from the technical information filed by pollsters at the French Survey Commission charged with controlling election polls. The presentation examines whether estimation was better in 2007 than in 2002 and whether there are indications that pollsters changed their methods. It concludes that, though there are indications that at least some pollsters changed their methods, estimates in 2007 were no better than in 2002. French pollsters' main problem is still estimating Le Pen's share of the vote. In similar situations around the world as well as in France, pollsters tend to say that the problem lies with respondents not telling the truth. However, research has shown that most of the time sampling may explain part of the problem. The paper will try to hint at the reasons for the underestimation of Le Pen using data from the French election panel of 2002.

But Why Are Most of the Voters Absent? Overseas Absentee Voting Behaviors in the Philippine Elections. Edson Tandoc, Nanyang Technological University (etandocjr@pmail.ntu.edu.sg); Kavita Karan, Nanyang Technological University (tkavita@ntu.edu.sg).

The Philippines ratified into law the Overseas Absentee Voting (OAV) in 2003 to enable the more than eight million Overseas Filipino Workers (POEA, 2004) to take part in the national elections. The right to vote is fundamental duty in most democracies including the Philippines (Berinsky, Burns, & Traugott, 2001). The OAV is considered as a milestone in legislation, recognizing the importance of Filipinos outside the country, as they are the strongest forces in sustaining the economy through their remittances. The political exercise was first implemented in the 2004 Presidential Elections and of the 359,297 who had registered as voters, about 77 percent proceeded to cast their vote, making election officials optimistic about the next elections (Tiangco, 2007). However, the second time the OAV was implemented in the 2007 Midterm Elections, the number of registered absentee voters increased to more than half a million, but the turnout of actual voters was only 15 percent (National Tally Sheet, 2007). In Singapore, for instance, where there are 120,000 Filipinos, only 5,527 (20.6%) voted out of the 26,835 registered voters (Balana, 2007). This latest result in the absentee voting puts into question the usefulness of the major exercise as enabled by the government for its overseas citizens. There is an available avenue for them to participate in the electoral exercise, but why are most Filipinos outside the Philippines not taking advantage of it? This study examines the importance of the OAV for Filipinos and, through a survey of 200 Filipinos residing in Singapore and in-depth interviews with election officials, investigates the factors for non-participation in the absentee voting. A pilot survey done on over 50 citizens yielded important results on factors like lack of information and political interest, logistic and social factors, among others for the low voter turnout.

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Political Participation: The Case of Brazil. Márcia Cavallari Nunes, IBOPE Inteligência (Brazil) (marcia.cavallari@ibope.com); Marcelo Coutinho, IBOPE Inteligência and Center for Studies on Propaganda and Marketing (Marcelo.Coutinho@ibope.com.br).

With the development of the so-called Web 2.0, some research has been done in the usage and impact of blogs and community sites (Facebook, MySpace, Orkut) on the electoral process. Most of those studies focus on the American and European electoral scene, and few of them follow the usage of this type of site for more than a few days/users. Since Brazil is one of the leading countries of time spent on the Internet at home and on the usage of community/content creation sites, according to Nielsen//NetRatings, we developed a research on the use of Orkut (the most popular community site in Brazil) during the presidential election of 2006. We followed 118 communities with more than 1.000 members each one (a total of 1.531.000 members). Our findings are that this type of site was used for a small fraction of the electors with Internet access, but they were an important channel for electors that have a higher involvement with politics in general or distrusted the traditional media coverage of the electoral process. Most of the communities that we followed were on the negative side for the main candidates. We also did an analysis of the 60 most viewed videos about the campaign on YouTube, showing a high proportion of negative coverage of both candidates.

Transparent Elections, Abstention of Voters: Implication of the Voting Behavior in the Process of Democratization.
Abdelkrim Marzouk, Al Akhawayn University (a.marzouk@awi.ma).

In Morocco political parties are seen as major social agents of change. Although political parties in Morocco have increased significantly in their numbers since the 1990s, their system of function has remained questionable by different politicians and the civil society. Their role in the political life along with the palace role have not been easy to understand which engendered a lot of fuzziness in decision making and did impede a real change. The 33 Political parties in Morocco represent divergent political views ranging from those of the extreme left, to more moderate and conservative Islamist orientations. These parties were faced in 2007 with major concerns of electoral participation of the citizens. The lower vote turnout dropped to 37% which was considered as the lowest in the political history of Morocco which suggests very limited public trust or unfamiliarity with political parties and different programs. To examine the views of Moroccans in many political aspects of the country (political, social, and economic) and their attitudes towards the parliamentary elections in September 2007 Al Akhawayn University in Ifrane launched in summer 2007 a pre-election public opinion survey based on a random sample of 1114 households respondents in four major urban and rural regions in Morocco totaling 10,000,000 people namely Casablanca, Rabat, Fez, and Meknes. The survey addressed the following main questions: How familiar are Moroccan citizens with current political parties and major issues in development? What attributes and views do Moroccans associate with political parties? To what extent do Moroccans trust political parties? Are Moroccans interested in politics and political participation? What sort of government do Moroccan's prefer for their country? The early findings of the survey emphasize the unsatisfaction of Moroccans with current economic and political conditions and governance in addition to a significant emerging mistrust of political parties.

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WAPOR: Social Issues in Public Opinion and Policy II

Do Societal Views on the Role of the State in the Economy Explain a Country's Economic Model?: An Analysis of the Mexican and the American case. Francisco Abundis, Parametria (fabundis@parametria.com.mx); Irina Alberro, COLMEX (Mexico); Sandra J. Ley, Parametria SA de CV (Mexico).

Several surveys conducted in Latin America show that its citizens are disillusioned with the market economy. Some would even support an authoritarian government, if such regime could solve their country's economic problems. When compared to other Latin Americans, Mexicans do not show the same level of disappointment. However, when compared to their American counterparts, Mexicans are definitely more state-prone. Based on the first General Social Survey in Mexico, launched by Parametria and El Colegio de Mexico, this paper explores Mexicans' views on economic equality and the existing economic models. We aim to answer two separate, but related questions. First, how do Mexicans' opinions differ from the Americans' views on the role the state in the economy? Second, does each country's economic model respond to its citizens' views? Following the tradition in the analysis of public opinion, this paper will analyze if politicians lead or follow public opinion. Comparing the Mexican and American cases will help evaluate how much public opinion contributes to our understanding of the degree of state intervention in the economy.

How the World Wants to be Governed: The Role of Public Opinion. Steven Kull, University of Maryland (skull@pipa.org).

This paper will analyze the findings of a poll of 20 nations (from all continents) exploring public attitudes on fundamental questions about governance with special emphasis on the role that public opinion should play in government decisionmaking. In addition it will go into greater depth exploring Muslim attitudes on governance, analyzing in-depth polls of Iran and Pakistan. Public views of broad principles to be explored include: –the value of democracy and the role of elections –the 'will of the people' as a source of legitimacy—the 'Burkian' thesis that the influence of the public should be limited to elections—the role of polls in government decisionmaking In addition public assessments of their own country's government will be explored including:—general confidence in government decisionmaking –perceived levels of democratic representativeness—perceived and desired influence of various social groups –perceived and desired influence of public opinionThe relationship between confidence in government and perceptions of democratic representativeness will be explored. Findings from other surveys, including the World Values Survey will be incorporated into the analysis. Muslim attitudes about governance will be given special attention through the analysis of polling in Muslim countries, especially in-depth polls conducted in Iran and Pakistan. A key question to be explored is how support for an Islamic state and Shar'ia relates to support for democracy.

The Decade of the Roma: Creating Research Driven Strategies to Improve the Lives of the Roma. Svetlana Logar, Strategic Marketing Group, SMMRI, Belgrade, Serbia and World Bank (svetlana@smMRI.com); Sharon Felzer, World Bank (sfelzer@worldbank.org).

For centuries the Roma population of Europe has faced the most severe forms of discrimination. According to research, Roma are the most impoverished ethnic group in the Central and South East Europe. The economic and political transition from communism to democracy and market economies has made things even more difficult for the CSEE Roma. In 2005, nine CSEE countries (Bulgaria, Croatia, Czech Republic, Hungary, Macedonia, Montenegro, Romania, Serbia, and Slovakia), along with the support from the European Union, the World Bank and the Open Society Institute (OSI) announced the "Decade of the Roma": an effort to initiate concrete programs to improve the lives of Roma. Initiators of the "Decade of Roma" recognized that without a general supportive climate, individual social programs are doomed to fail. The World Bank and the OSI sponsored a nine country survey effort to help better understand attitudes of the non-Roma and Roma, in order to help shift attitudes and behaviors toward the Roma. The aim of the survey was not just to document what is well known – the high level of negativity that exists towards the Roma. Rather, in addition it set out to identify windows of opportunity for changing deeply rooted stereotypes that thwart opportunity for the Roma to improve their lives. This presentation will summarize: Findings related to the challenges faced by the Decade of the Roma Initiative; opportunities for those promoting greater acceptance and integration of the Roma; and finally, 'lessons learned' – how findings from a public opinion study of this nature could have been better utilized and incorporated into communication strategies and policy making.

Trinidad & Tobago's 'Vision 2020': A Research Programme to Support Prime Minister Patrick Manning's Goal to Achieve Developed Country Status in 18 Years. Sir Robert Worcester, MORI (rmworcester@yahoo.com); Mark Gill, MORI Caribbean (markgill@moricaribbean.com); Senator Lenny Saith, Government of Trinidad & Tobago (IkSaith@cablenett.net).

During Trinidad & Tobago's General Election in 2002, the then Leader of the Opposition, the Hon. Patrick Manning, the former Prime Minister, made as his principal campaign promise that his 'Vision 2020' would set out to bring his country up to developed world standards by the year 2020, then 18 years away. After attending a conference the year before at Wilton Park in England, the British Government's Retreat Centre, he had decided that if elected he would enlist the use of social research to help guide and track his progress both among the people and the civil service of his country. After winning the 2002 election, he invited Professor Robert Worcester to lead a research team to build a programme of research and consulting for his government. Dr. Lenny Saith, Minister for Administration and Information, now the Senior Minister (after Patrick Manning's Government's successful re-election in 2007) in the Office of the Prime Minister, has driven the programme since its inception. Thus the social research programme with the citizens of Trinidad & Tobago was begun. To date ten waves of a 'citizen's panel' (baseline 4,500 face to face interviews), and in parallel a staff survey programme of the entire civil service, was commissioned along with other research along the way. All of the general public work, including a separate World Values Survey analysis, is now in the public domain. This will be reported for the first time at this conference. Senator Saith will be co-presenter of the paper along with Sir Robert Worcester, Research Director for the project, and Mr. Mark Gill, the Project Manager. This program of research could be a model for all developing countries embarking on such a far sighted visionary goal.

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Hate Crime Victimization in Contemporary Europe: An Analysis of Self-Reported Victimization from the 2005 International Crime Survey. Allan McCutcheon, University of Nebraska-Lincoln (allan_mccutcheon@gallup.com).

Recent research indicates that the increasing heterogeneity of Europe over the past two decades has been accompanied by a sharp rise in anti-foreigner sentiment among the populations in many European nations (see e.g., Semyonov et al. 2006, Alba et al., 2004). Most of the research on prejudice and hostility toward outsiders has focused on the sentiments of the majority populations; relatively less has focused on those who have been the targets of the hostility. Of the available research studies focusing on the victims of hate crimes, relatively few have examined the self-reports of the victims outside of official records, which are widely held to be incomplete (see e.g., Green et al. 2001). This paper focuses on an analysis of self-reported victims of hate crimes in 18 EU nations from the 2005 International Crime Survey (ICS). Preliminary investigation indicates that hate crime victims in Europe are most likely to be immigrants, or children of immigrants, are substantially more likely to be members of ethnic minorities, and much more likely to self-identify as Islamic or Jewish than as Christian. The evidence also indicates that hate crime victimization is most likely to occur within one's own self-defined neighborhood, and thus increases sharply the respondents' fear of crime and future victimization. The 2005 EU ICS is a representative RDD national sample of adults from each of 20 EU nations; self-reports of hate crime victimization were obtained in all but two of the nations (Estonia and Poland).

WAPOR: Old and New Expressions of Public Opinion

When Starbucks Meets the Forbidden City: A Study of the Public Opinion Formation on the Internet in Mainland China. Chen Liu, The Chinese University of Hong Kong (lchiuen@gmail.com).

Compared with public opinions on political and public issues in the West, which aims at influencing the government's policy, public opinions in Mainland China take less affects on the state, but pay more attentions to culture and foreign issues. Additionally, because of the authoritarian regime in China and the introduction of the Internet to the public in the past decade, the formation of public opinion is to some extent a different process from the existing model that is based on the Western democratic experiences. The current study chooses a case of a web campaign on Starbucks in Beijing's Forbidden City to explore the formation process of public opinion in Mainland China. Early last year, following a China Central Television host's personal blog, many Chinese netizens urged Starbucks to withdraw its outlet from the Forbidden City because its existence spoils Chinese culture. Several months later, Starbucks Corp. closed its store in Beijing's Forbidden City. By using in-depth interviews as well as textual-analyzing online discussions, the present study tries to answer: Why is Starbucks accepted in all other places but the Forbidden City? How does the public opinion form about the issue through the Internet in Mainland China? The study finds that nationalism is one of the most important dynamics in Chinese public opinion, particularly when the issue is about culture and foreign force. Meanwhile, I would argue that after the shared issue emerges, there are no collective opinion and actions which are essential in the Western model of public opinion process. Instead, the social elite, represented by the central television host in the case, plays the key role, triggering and pushing the proceeding of the event. We conclude that it in fact indicates unequal individual opinions in the event, beneath which the unequal power relationship exists.

The Dark Side of The Blog: Analyzing Dynamics of Blog Use and Their Impact on Political Participation. Homero Gil de Zuniga, University of Texas – Austin (hgz@mail.utexas.edu).

Title: The dark side of the Blog: Analyzing dynamics of blog use and their impact on political participation
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ABSTRACT
Past research has largely evaluated the influence of people's traditional media use on political attitudes and behavior. This trend of research clearly identified news consumption to be positively related to political participation. More recently, studies have also assessed the effect of digital media use on explaining political participation. Uses of traditional sources of information online also predict political engagement whereas general blog use only accounts for increased political engagement in the virtual setting. Thus, scholars have provided no evidence on the effect of blog use over political participation in the offline setting, preventing academics from labeling the Internet as a fully developed democratic tool. But more importantly, there is little evidence on what patterns of blog use predict political participation. This paper argues that engaging in more active uses of blog will have a greater impact on fostering political involvement than engaging on less active type of blog activities. Relying on national survey data collected in the summer of 2006 in Colombia, this investigation tries to build on this trend of research and intends to shed some light on how distinct uses of Internet blogs have divergent effects on the democratic process, in particular, predicting the voting behavior in the presidential elections. Findings indicate that engaging in a more active use of blogs (i.e., writing comments) will be positively related to offline political participation; whereas a rather passive use of blogs (i.e., just visiting and lurking) does not yield any positive empirical effect on participation. Thus, it is argued that Internet may have indeed advanced – if not reached its full potential – as a democratic tool. Implications of findings

Does the Spiral of Silence Begin at Home? How Willingness to Argue Among Family and Friends Affects Behavior in Public Spaces. Ken Blake, Middle Tennessee State University (kblake@mtsu.edu); Robert Wyatt, Middle Tennessee State University (rwyatt@mtsu.edu).

To better understand the relation between the spiral of silence and those micro environments where people talk about politics most often – among family and friends – we conducted a random experiment as part of a statewide survey. Subjects were randomly assigned to imagine talking with a group of family members, with a group of friends, or in a public waiting room among strangers. The issue was whether the U. S. decision to enter the Iraq war was a mistake. In the waiting-room condition, about half who thought they were in the majority and half who thought they were in the minority said they would argue with an opponent. Among family and among friends, both those in the perceived micro majority and minority were more willing to express their opinion. But a reluctance-to-argue gap was also evident: More than half in the perceived minorities (59% friends; 56% family) were willing to speak out, compared to about eight in 10 in the perceived majorities (79% friends; 82% family). More importantly, when asked about arguing in the public waiting room after being reminded of either familiar environment, fewer in the perceived micro minority (44% friends; 40% family) were willing to argue than those in the waiting-room-

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only condition, while those in the perceived majority were more willing to argue (64% friends; 65% family). Thus, being in the perceived majority among familiars emboldened respondents while being in the perceived minority restrained them. Many other factors in addition to fear of isolation might be proposed to account for this effect in familiar environments. Clearly, we know little about how micro environments operate in the willingness-to-argue portion of spiral of silence theory. And we know even less about how micro environments are translated into the larger realm of public opinion formation.

Silencing Political Opinions in a Post-Electoral Context. Eulalia Puig-i-Abril, University of Wisconsin – Madison (epabril@wisc.edu); Hernando Rojas, University of Wisconsin-Madison (hrojas@wisc.edu); Tricia Olsen, University of Wisconsin-Madison.

According to Noelle-Neumann's spiral of silence theory, people constantly evaluate the climate of opinion around them, in order to avoid the potential social isolation that expressing an unpopular opinion may entail. Yet, despite its intuitive appeal and the extensive interest that this theory has generated, the empirical validation of it suggests that, for the most part, expression inhibitions due to perceived climates of opinions are modest at best. This study seeks to reexamine expression inhibition in the context of a society in crisis (Colombia) and addresses some of the limitations pointed out by previous critiques. A plausible explanation for the lack of robust results in spiral of silence studies is that social sanctions in robust democracies (precisely those that are better equipped to protect the rights of minority opinions), might not be perceived as severe as those elsewhere. In addition, instead of relying in the "quasi statistical" sense put forward by Noelle-Neumann for people to make inferences about the opinion climate, we rely on the clear signal about the real distribution of opinions that an electoral result provides; we go beyond hypothetical situations to test for behavior in real political conversation settings; and, we examine adverse climate of opinion side by side with psychological differences that can also contribute to expression inhibition. The study relies on a national probability survey collected in 2006 to represent Colombia's adult urban population. Data collection took place approximately one month after the national election for president in 2006, and was surveyed by a local professional polling firm that generated 1,009 face-to-face completed responses, for a response rate of 84%. Our results show that, after controlling for demographics, media use, political interest, past political conversation, and perceptions of physical safety, an adverse public opinion context reduces the likelihood of someone expressing their political views after the election.

WAPOR: Elections/Voting Behavior II

Brown's Gamble – The British General Election of 29 November 2007. Colin McIlheney, PricewaterhouseCoopers (anne.mcilheney@hotmail.com).

'For what if history to work, there has to be a real chance that things could have turned out differently because of forces beyond human control ..'. Steven Ambrose – D-Day Fails in 'What If' edited by Robert Cowley 1999The morning of 29 November was unseasonably warm but wet in large parts of the United Kingdom. After months of fevered speculation the newly installed Prime Minister, Gordon Brown had decided to go to the country to attempt to get a clear endorsement for his leadership.. the government had started the election campaign with a clear lead in the polls but this had dramatically narrowed as election day dawned. The focus for this paper is the campaign, the pre-election polls, and the results of the election day itself. The conclusions will summarize the dramatic outcome of the election and to outline what key factors influenced the choice made by the British electorate.

Hungary's "Black Sunday" Of Public Opinion Research: The Anatomy of a Failed Election Forecast. Tamás Bodor, State University of New York at Albany (tb7734@albany.edu).

Since the development of scientific sampling, pollsters have been able to predict the outcome of electoral races with high accuracy. Still, from time to time there are notable examples of failed election forecasts that shake the credibility of opinion polling in the eyes of the public. The devastating failure of the 2002 Hungarian pre-election polls is commensurate with the prominent 1948 United States (McDonald, Glynn, Kim, & Ostman, 2001) and the 1992 British (Moon, 1999) forecasts that also called the wrong winner. After the 2002 Hungarian national elections, similar to the investigations following the American and British fiascos, significant efforts were taken to reveal and analyze the causes that made virtually all polling institutes underestimate the votes for the challenger Socialist Party and overestimate the popularity of the incumbent Young Democrats. Since noteworthy evidences of methodological errors were not identified, pollsters and scholars suggested that the ultimate cause of the inaccuracy was beyond the realm pollsters were able control when striving to develop an accurate forecast (Gallup-Hungary, 2002; Tóth, 2002). Post-election investigations put it forward that an unusually large group of respondents refused to reveal its voting preference to the pollsters. Within this group, the supporters of the Socialist Party were represented in disproportionately high numbers. As for the fundamental causes of this response bias though, pundits have not been able to come up with theoretically informed accounts. The proposed study scrutinizes the 2002 Hungarian case through the theoretical lenses of the spiral of silence. A secondary analysis of pre-election Gallup survey data centers on the operationalization of the spiral of silence's key variables such as opinion expression and one's minority/majority issue standing. The results indicate that the Hungarian case, similarly to the 1948 U.S. case, is remarkably consistent with the spiral of silence theory (McDonald et al. 2001).

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The Role of Research in Shaping the Successful Trade Union Campaign for the 2007 Australian National Election.
Andrew Bunn, Essential Media Communications (andrew@essentialmedia.com.au).

After more than 11 years in Government, the conservative Liberal Party was defeated by the Labor Party in the recent Australian Federal (National) election held on 24 November 2007. The election was unique in recent Australian political history for a number of reasons. The economy was growing strongly, interest rates were relatively low, unemployment was at record lows and (based on most research) the Government was generally perceived to be doing a good job of running the country. Yet the Government was defeated. In 2005 the Government introduced radical industrial relations laws which shifted the balance of power in industrial negotiations from unions and workers to employers. The preferred mechanism for establishing wages and conditions was shifted from industry awards and collective agreements to individual contracts. Under this new form of individual contracts employers were able to reduce workers wages and conditions. The unions – through their peak body, the Australian Council of Trade Unions – mounted an unprecedented campaign against the Government through free media, grassroots campaigning and mainstream media advertising. It was widely perceived by media and political commentators that this campaign was critical in the defeat of the Government. This paper describes use of research in developing and conducting the campaign run by unions through the ACTU. Research was integral to identifying key issues of concern, targeting voter segments, developing key messages and creating advertising. The research also shows how and why voters shifted their votes and clearly demonstrates the effectiveness of the union campaign.

Emotional Investment and Perspective: A Study of the 2006 Connecticut Senate Election. **Chris Kowal, University of Connecticut (christopher.kowal@uconn.edu).**

This study was designed to develop an understanding into motivation and emotion individuals may acquire for candidates in highly contested political campaign. The C4 Scale (Competence, Credibility, Compassion, and Charisma Scale) was utilized and tested to measure socio-emotional responses and perspectives from students at the University of Connecticut prior to the November 2006 Connecticut Senate election, a highly contested and historical election between the Democrat's candidate, Ned Lamont, the Republican's candidate, Alan Schlesinger, and the long term incumbent running as an independent, Joseph Lieberman. H1: There is a positive correlation between the political conservatism, support for the war and support for Lieberman.H2: There is a positive correlation between the political liberalism, opposition for the war and support for Lamont.H3: Supporters of Lamont will perceive him to be charismatic because of his perceived energy, charm, and sexiness.H4: Supporters of Lieberman will perceive him to be charismatic because of his perceived power, potency, and vigor.H5: Supporters of Lamont will perceive him to be more compassionate and credibleH6: Supporters of Lieberman will perceive him to be more competent because of his intelligence and experience.In October 2006, 546 University of Connecticut students responded to an online survey containing the C4 Scale, voter intention, and social and moral emotions. Analysis suggests that supporters of Lieberman were highly motivated by his perceived power, charm, and experience.

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WAPOR: Public Opinion and Politics in Latin America

Food Security and Democracy: First National Measurement of the ELCSA in Mexico. Pablo Paras, (pp@dataopm.net).

The paper describes the methodology and results of the first national measurement of the Latin American and Caribbean Food Security Scale (ELCSA for its Spanish acronym) in Mexico. It shows the percentage of household in Mexico living under food secure and food insecure (mild, medium, critical) conditions and analyzes their behavior by key demographics in order to validate it (according to the expected behavior confirmed elsewhere). Previous versions of the ELCSA, a fifteen question index developed in the USA, have been tried in Mexico (Paras and Perez 2004) with success showing a valid and reliable behavior. However this will be the first time that the new standard will be tested nationally with the added value of being incorporated into the Americas Barometer which allows to analyze the causal impact of the ELCSA into key democratic constructs such as tolerance, system support, social capital, crime and corruption.

Exploring Populist and Authoritarian Values in Latin America: Venezuela in Comparative Perspective. Orlando Perez, Central Michigan University (perez1oj@cmich.edu).

The government of Hugo Chavez in Venezuela has sought to transform the country's political and economic system. Supporters of the regime argue that Chavez is building participatory democratic institutions that deepen democracy and enhance public access to the political process. Opponents accuse Chavez of eliminating all institutional checks to executive power and promoting an authoritarian populist regime that relies on plebiscitarian mechanisms dominated by the executive. Chavez has proposed constitutional reforms that would enhance the president's powers. Has Chavez's institutional transformation altered the values of Venezuelan citizens? To what extent do Venezuelans' values and conception of democracy vary from others in Latin America, particularly nations whose system is closer to the liberal democratic model? This paper explores these questions by using LAPOP surveys in 2006 and 2008.

Criticizing the Political System in Latin America: A Comparative Analysis of Perceived Expressive Tolerance. Hernando Rojas, University of Wisconsin-Madison (hrojas@wisc.edu); Eulalia Puig-i-Abril, University of Wisconsin-Madison; Tricia Olsen, University of Wisconsin-Madison.

Having the possibility of criticizing the political system, or speaking-out against perceived injustice or to offer alternative courses of action, is central to the democratic process. And while this "freedom of expression" requires legal, political and social institutions that protect/enhance the right of citizens, and particularly of those in the minority, to speak-out, an important dimension of this notion is the perception of the citizens themselves as to whether they can engage in criticism; that is, whether they perceive expressive tolerance within the national political system. The original spiral of silence theory, as well as some of its reformulations, offers interesting insights to some of the mechanisms underlying expressing non-mainstream opinions. This paper incorporates the central tenet of spiral of silence theory (perceived minority versus majority position) as an antecedent to the construct being posed here of perceived expressive tolerance. Thus, we expect that citizens that consider they are part of the majority will also perceive increased expressive tolerance in the system. However, we argue that a host of additional individual level indicators, as well as macro social level variables, also contribute to perceptions of expressive tolerance. This study relies on the secondary analysis of the 2005 Latinobarometro conducted in 19 countries. Our results show that while the overall mean for the sample is above the mid-point of a 5-point index designed to measure whether people perceived that in their respective country people could criticize and speak out without restrictions ($M=3.6$, $SD=1.2$), there are significant differences between countries. This study explores the antecedents of perceived expressive tolerance both at the individual level and at the macro level, compares differences among countries, and explores correlates and potential consequences of perceived expression tolerance.

What Do We Measure When We Ask Attitudes Towards Corruption in Latin America? The Different Effects of Same Question Wording in Argentina, Uruguay, And Mexico. Gabriela Catterberg, Universidad de Bologna (gabriela.catterberg@undp.org); Alejandro Moreno, ITAM Mexico (amoreno@itam.mx); Ignacio Zuasnabar, Equipos MORI (izuasnabar@equipos.com.uy).

In 2004, we conducted a survey of attitudes towards corruption in Argentina and Mexico (corruptómetro), and we found that the two societies have several similarities in their individual determinants of permissiveness towards corruption and attachment to the law. However, a new survey conducted in Uruguay in 2007 using the same questionnaire provided radically different attitudes. Is this simply because Uruguayans, unlike Argentinians and Mexicans, are much less exposed to corruption, or because the way we measure attitudes towards corruption does not export properly even in culturally similar societies? If the latter, what then explains this paradox? In this paper we analyze the effects of question wording that, regardless of how effective it was in Argentina and Mexico to construct an index of attachment to the law, simply does not work in Uruguay. To validate our findings, we also analyze the same country samples included in the most recent wave of the World Values Surveys. Using that comparative dataset, we also expand the number of Latin American cases in the analysis. Our findings not only have implications for the comparative study of attitudes towards corruption, a crucial topic in new democracies, but also for a more general comparative study based on survey research.

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WAPOR: Trust, Tolerance and Social Capital

Talk That Helps or Hurts? Interaction Effects of Discussion and Media Use on Social and Political Trust. Sebastián Valenzuela, University of Texas at Austin (sebastianvalenzuela@mail.utexas.edu).

This study examines the influence of discussing public affairs on the relationship between media use and social and political trust. Using moderated multiple regression analysis of data from the 2002-2003 European Social Survey, the analyses show that among individuals with higher exposure to newspapers and television news, frequency of discussion was negatively associated with social and political trust. The negative role of conversation was particularly strong for individuals with low levels of life satisfaction and political interest. Conversely, among individuals who seldom discuss public affairs, exposure to newspapers and television was positively related to both forms of trust. These results suggest that traditional media use and political talk can trigger a 'spiral of cynicism,' and that conversations among citizens fall short of the ideals of democratic deliberation. The Internet, on the other hand, had a positive impact on both forms of trust, an effect that was not affected by talk. Implications of these findings for democratic theory and directions for future research are also discussed.

Confidence in Australian Institutions 1984-2003. Ken Reed, Deakin University (ken.reed@deakin.edu.au); Betsy Blunsdon, Deakin University (betsy.blunsdon@deakin.edu.au).

The level of public confidence in a society's institutions affects the resources that need to be devoted to managing risk and uncertainty. Lower levels of confidence leads to increased demands for greater regulation by voters, more litigation by consumers, higher levels of surveillance and public scrutiny of activities by citizen groups, increased risk for investors and lower levels of commitment from employees. Previous studies have reported a decline in the public's confidence in institutions in Australia and elsewhere. This paper examines changes in the level of institutional confidence in Australia between 1984 and 2003. The principal aim of the paper is to disaggregate the general trend of decline in confidence, into parts concerned with changes within different social groups, parts concerned with specific institutions, and parts concerned with the evaluation of specific institutions by particular groups. The study analyses data from three national sample surveys undertaken in 1984, 1996 and 2003. The general trend is estimated by constructing a general scale of public confidence from ratings of nine types of institution. We employ regression analysis to predict changes in confidence over the period, taking into account changes in the composition of the population. We use correspondence analysis to analyse and visualise changes in levels of confidence in specific institutions by particular social groups. The results confirm a general trend of declining confidence in institutions in Australia over the period. The exception to this trend is an increase in confidence in trades unions. We also find strong and consistent differences by age, with older people having lower levels of confidence than younger people. We discuss the differences between certain institutions to argue that some aspects of declining confidence reflect a 'crisis of legitimacy' (e.g. the decline in confidence in government), while others are tied more closely to historical events in Australia (e.g. the

Social Capital and Democratic Governance in Thailand. Thawilwadee Bureekul, King Prajadhipok's Institute, Thailand (bureekul@truemail.co.th); Robert Albritton, University of Mississippi (ralbritt@olemiss.edu).

Social capital is considered to be a significant new road to the development and strengthening of democracy. This paper looks at how social capital can be empirically measured in Thailand and how it affects Thailand governance system. The author uses data from King Prajadhipok's Institute surveys on democratization and value change in Asia to help explain social capital stock and its changes in Thailand. This paper, therefore, looks at how social capital can be empirically measured in Thailand and how it affects Thailand governance system. The data for this analysis was obtained in a probability sample of eligible voters in Thailand during 2003, 2005, 2006 and 2007. The procedure is a three-stage probability sample based upon clusters of legislative districts, then of voting units (precincts), followed by a systematic sampling of voters in the selected voting units. This process produced a true probability sample of the Thai electorate. It represents one of the few (if not the only) probability-based samples of the Thai population for political and social attitudes. Here, we present the data that characterizes the Thai population across the kingdom in their attitudes toward democracy, indicating the level of attitudinal consolidation of democratic values among the Thai people which social capital, trust and civil engagement are included as factors supporting democracy. Robert Putnam's concept on social capital is applied here. Social capital is described as "network (associations within civil society), norms and trust" that enable participants to act together more effectively to pursue shared objectives. The macro level of analysis is used by considering the linkages among associational life, civil engagement, trust, governance and politics. Some general influences are investigated as to their impacts on social capital, such as education, income, gender, marriage and family and media, in order to test if Putnam's conception of social capital

Social-Democratic Tolerance across Forty-Seven Nations. George Bishop, University of Cincinnati (bishopgf@email.uc.edu); Dmytro Poznyak, (poznyak@ukr.net).

Over the past fifty years or so, since the seminal investigation of tolerance by Samuel Stouffer (1955), the study of people's "willingness to grant political freedoms to those who are different" has become well-established in the social, political and psychological literatures. This research agenda, however, suffers from persistent problems, among which Sullivan (1982) identifies as the methodological issues of content-biased measures and failure to provide an exhaustive analysis of predictors. Notwithstanding numerous previous studies, cross-cultural differences in tolerance have yet to be fully explored. Most studies to date have focused either on one country at a time or on a small handful of nations, making it difficult to provide systematic explanations of how both macro- and micro-individual level variables interact to affect political tolerance across societies. Based on survey evidence from forty-seven nations representing different types of societies available in the World Values Survey (WVS), we provide a systematic cross-national ranking of nations in social-democratic tolerance and develop multivariate predictor models of tolerance for different types of societies. In addition, we examine differential predictors of tolerance at the individual national-level, as well as for a set of nations combined, based on Inglehart's materialism – post-materialism scale. In contrast to Inglehart, we argue that social-demographic factors and survival—self-expression and materialism – post-materialism indices for individuals and societies are not the best predictors of tolerance. Rather, we contend that the best predictors of tolerance are

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macro-level characteristics such as modernization, the secularism of a given society, the prevailing political culture, and individual-level characteristics such as political involvement/participation, organizational involvement, satisfaction with life, interpersonal trust, and respect for others.

To What Extent do European Citizens Feel Their Voice Counts in The EU? A Case Study of Political Representation in a Transnational Institution. Chris Levy, TNS Opinion (chris.levy@tns-opinion.com).

The concept of 'representation' is central to the study of the relationship between citizens and their authorities, with the nation-state under democracy forming the traditional framework for explorations of this concept. However, contemporary issues such as environmental protection, energy supply and terrorism are increasingly seen as lying beyond the remit of the nation-state alone and thus require greater cross-border cooperation within the framework of formal international institutions. With the importance of these actors, a thorough examination needs to be made of the degree to which citizens see them as able to adequately advance and protect their interests. A second present-day issue is that of 'direct' and 'indirect' democracy: with NGOs proliferating, many argue that citizens are increasingly bypassing the formal structures of democracy rather than expressing their interests through them. This paper will argue that while this may be true, formalised transnational institutions are mandated with a clear remit that covers the types of issues outlined above. This paper will explore these points through the example of the European Union and from the perspective of EU citizens themselves. The bi-annual Eurobarometer poll offers clear and comprehensive quantitative data covering views on the extent to which citizens feel their own voice and that of their country is heard at EU level. Using these results, the paper will outline the current state of opinion concerning this issue and recent evolutions in results: More specifically how have the expansion to 27 Member States and the proposed Reform Treaty affected Citizens' perceptions of the democratic linkages between themselves and the EU?

WAPOR: Cross National Research and Public Opinion

What Drives Support for Extremism? Findings from Six Predominantly Muslim Nations. Richard Wike, Pew Global Attitudes Project (rwike@pewresearch.org); Greg Smith, Pew Forum on Religion & Public Life.

Terrorism continues to be a major concern of publics throughout much of the world, and over the last few years many scholars have investigated the causes of terrorist violence. Writers such as Mia Bloom, Martha Crenshaw, and Robert Pape have added considerably to our understanding of the factors that lead individuals to become terrorists, while others such as Ethan Bueno de Mesquita, Christine Fair, Simon Haddad, and Alan Kreuger have begun to discover the factors that drive public support for terrorism and extremist groups. Drawing on the work of these authors and others, this paper will explore a number of hypotheses related to public support for terrorism and Islamic extremist organizations. We will use data from the 2007 Pew Global Attitudes Survey and will focus on six predominantly Muslim nations from the greater Middle East: Egypt, Jordan, Kuwait, Lebanon, the Palestinian territories, and Turkey. The Pew survey was conducted in each of these countries in April-May 2007 with nationally representative samples. All interviews were conducted face-to-face and sample sizes ranged from 500 to 1,000. The paper will employ multivariate analysis and will examine at least four different dependent variables: support for suicide bombing; confidence in Osama bin Laden; and views of both Hamas and Hezbollah. Independent variables will include: assessments of personal and national well-being; religiosity and religious beliefs; views toward government and national leaders; views toward the United States; views about democratic values; opinions on globalization; and demographics such as age, gender, and income. The paper should add to our understanding of the factors that drive support for terrorism and extremism in the Middle East.

The Impact of Satisficing among Reluctant Respondents on Cross-Cultural Survey Equivalence. Olena Kaminska, University of Nebraska-Lincoln (kaminol@gmail.com); Allan McCutcheon, University of Nebraska-Lincoln (amccutcheon1@unl.edu); Jaques Billiet, Katholieke Universiteit Leuven.

In current survey practice much attention is paid to achieving as high a response rate as possible. While high response rate may decrease nonresponse error, the influence of efforts to increase response rates on measurement error should also be taken into account; if reluctant respondents are less motivated to answer survey questions, they may provide answers of lower quality (Groves and Couper, 1998). In a cross-national comparison, we examine the bias that occurs if reluctant respondents differ in the amount of measurement error across countries. This may occur when different nationalities have different proportions of converted refusals, or when efforts for converting reluctant respondents differ across nations, either because of differences in the culture of survey organizations or because of budget differences. The current study investigates how satisficing among reluctant respondents influences cross-country equivalence. The data for this study comes from European Social Survey (ESS), second round, conducted in 2004/2005. Five countries with the number of converted refusals exceeding 150 are selected, including Estonia, Germany, Great Britain, Netherlands and Switzerland. Satisficing is assessed using two types of measures. The first measure is based on interviewer evaluation of respondent's effort in answering the questions. Alternatively, following Krosnick (1991), four measures of satisficing are created: don't know responses, straight responses, acquiescence (agreeing) and easy responses (including extreme and middle responses). The pairwise comparison for each two-country combination is conducted to evaluate the bias due to differential satisficing among reluctant respondents across countries. The potential implication of the results for cross-national studies and the ways to decrease the difference are discussed.

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African Coverage of Progress and Responsibility in Fighting AIDS: A Cross-National Community Structure Approach. John Pollock, The College of New Jersey (pollock@tcnj.edu); Paul D'Angelo, The College of New Jersey (dangelo@tcnj.edu); Rowena Briones, The College of New Jersey (briones2@tcnj.edu); Danielle Catona, The College of New Jersey (catona2@tcnj.edu); Genevieve Faust, The College of New Jersey (faust2@tcnj.edu); Meghan Higgins, The College of New Jersey (higgins9@tcnj.edu); Brian Keefe, The College of New Jersey (keefe2@tcnj.edu); Dominique Sauro, The College of New Jersey (sauro3@tcnj.edu).

A cross-national frame-building study of AIDS coverage in leading newspapers in twelve African nations compared hypotheses linking national (community) characteristics and coverage, using a "community structure" approach, exploring links between social structure and reporting on political and social change (See Tichenor, Donohue & Olien, 1980; Demers & Viswanath, 1999; Pollock, 2007). Two research questions were explored: How much variation in coverage of AIDS progress and community responsibility for AIDS is found among different African countries? What national-level demographics and other aggregate data are associated most consistently with that variation? A sample of all 250+ word articles on the topic 1999-2006 yielded 1690 articles. A preliminary, stratified random sample of 20 percent of those articles was analyzed, using multiple tests for intercoder reliability, combining article "prominence" and "direction" into a single-score "Media Vector" for each paper. Two master frames for AIDS coverage were analyzed. Regarding "progress" frames, eight of twelve Media Vectors were positive. Pearson correlations revealed higher infant mortality rates linked to media emphasis on progress ($r = .562$, $p = .029$). For "community responsibility" frames, all twelve African newspapers manifested favorable Media Vectors. Yet Pearson correlations revealed higher levels of vulnerability (poverty), stakeholders (AIDS incidence) and health access (female and male condom prevalence) all linked to less media emphasis on community responsibility fighting AIDS. Regressions revealed female condom use and AIDS incidence accounted for 83 percent of the community responsibility variance. The connection between high infant mortality and "progress" coverage may illustrate a "threshold" effect: Countries with devastatingly large proportions with AIDS may welcome any progress at all as hopeful. Linking both distress (poverty/AIDS incidence) and hope (female/male condom use) to coverage minimizing community responsibility suggests a similar "threshold" effect: Any immediate progress is far too little for the enormity of the pandemic, similar to putting a band aid on

Effect of Response Formats on Self-reported Personality Items Across Countries. Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); Joanna Allenza, Harris Interactive (jallenza@harrisinteractive.com); Susan Behnke, Harris Interactive (sbehnke@harrisinteractive.com).

A number of cross-national research projects have increasingly focused on comparing people's thoughts and attitudes across countries. While many social and political issues have been studied, less research has been done on whether respondents view themselves and their personalities differently. This study sought to expand our understanding of potential cross-national differences by exploring 45 different aspects of personality (e.g. novelty seeking, dependence, loneliness, need for cognition, etc.). Further, we were interested in how self-ratings might be affected by response format, employing 4 different scale types (Describe scale – Does not describe me at all – Describes me extremely well; Frequency scale – Never – Almost always; Bipolar agreement scale – Strongly disagree – Strongly agree; Unipolar agreement scale – Do not at all agree – Very strongly agree). We had respondents who were 18 to 64 years old from 8 different nations (Belgium, Canada, France, Germany, Italy, Spain, United Kingdom, U.S.) complete a web-based survey. Respondents were randomly assigned to one of 4 response formats and were randomly assigned to rate themselves on 16 of the 45 personality items. First, looking at the distributions for the different scale types, across countries we found that the frequency scale most resembled the bipolar agreement scale in terms of means across items. The describe scale and unipolar agreement scale had lower means and also very similar means. We sort through all of the results to look for patterns in the responses that will help advance our understanding for the bases in country differences in social and political attitudes.

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AAPOR/WAPOR Joint Session: World Public Opinion

Perspectives on Class Structure and Economic Equality: A Comparison of the Mexican and the American General Social Surveys. Francisco Abundis, Parametria (fabundis@parametria.com.mx); Irina Alberro, El Colegio de Mexico (ialberro@colmex.mx); Sandra Ley, Parametria (sley@parametria.com.mx).

Mexico is one of the countries where the disparity between the richest ten percent and the rest of the population is the greatest. This explains the high level of inequality in the country. In Latin America, inequality has resulted not only in social demonstrations, but also in civil wars and coups d'état. Mexico has not yet reached such extremes. However, instead, millions of Mexicans have reacted to this situation by leaving the country and immigrating (legally or illegally) to the United States. Interestingly, on the American side, inequality, measured through the Gini coefficient, has been rising in the last three decades. According to the U.S. Labor Department, if the trend continues, the American income gap could resemble the Mexican one 40 years from now. Although some similarities may exist in the inequality trend, views on class structure and social equality in both countries differ. Americans seem to be more positive than Mexicans in their evaluations. Could such differences explain Mexicans' social participation and trust in institutions? Using results from the first General Social Survey conducted in México by Parametria—one of the largest polling firms in Mexico—and El Colegio de México, this paper studies the differences between Mexicans' and Americans' opinions regarding equality in their respective countries. The comparison between both groups is done through the analysis of the latest information derived from the General Social Surveys for each country, with data never collected and published before for the Mexican case.

Public Optimism in Afghanistan. John Richardson, D3 Systems, Inc. (john.richardson@d3systems.com).

Six years after the Taliban were removed from power, Afghanistan continues to face many challenges: worsening security, perceptions of corruption, slow reconstruction and development progress, and continued Taliban violence. Despite these difficulties, Afghans have remained quite optimistic about their lives and the direction Afghanistan is moving in. However, Afghans' frustrations have begun to surface in reduced optimism about the future. These changes are more pronounced in some regions of the country than in others. D3 Systems, in cooperation with BBSS, founded the Afghan Center for Social and Opinion Research (ACSOR-Surveys) in Afghanistan in early 2003. ACSOR has since expanded its research activities to include a monthly omnibus of 2,000 respondents aged 18+ throughout all of Afghanistan's 34 provinces. This poster session seeks to examine the levels of optimism the people of Afghanistan have held about the future over time. This is accomplished by analyzing trend data that has been captured by ACSOR's monthly nationwide omnibus over the last two years. In addition to looking at how those levels have changed over time, this poster session aims to show how those levels have differed among various regions and ethnicities throughout the country. As fighting and reconstruction efforts continue in Afghanistan, it is important to note the regional variations in public opinion to better inform targeted international efforts. Deconstructing the trends over time is also useful to study what impact various regional actions may have had on moving public opinion amongst Afghans. By looking at when these changes in opinion occurred, and in which demographics, we can better inform public policy efforts in Afghanistan in the future.

Who are 'Most People' in the Generalized Trust Question? Patrick Sturgis, University of Surrey (p.sturgis@surrey.ac.uk); Patten Smith, Ipsos MORI (patten.smith@ipsos-MORI.com).

The notion of trust in a 'generalised other' is often taken as the attitudinal dimension of social capital. It is conventional to operationalise this type of 'thin' trust with the generalized trust question (GTQ), which is a single item taken from Rosenberg's 'faith in people' scale. The propensity to select the 'trusting' alternative of the GTQ has been shown to correlate with a host of favourable individual and societal characteristics and has, hence, been the focus of much academic and policy interest. A key assumption underlying the validity of any survey question, however, is that all respondents interpret its intended meaning in a consistent manner. Where this is not the case, between-group differences in marginal frequencies may reflect divergent question interpretation, rather than variation on the substantive dimension of interest. In this paper, we investigate such interpretational heterogeneity in the GTQ via verbatim 'thinkaloud' protocols on a national sample of the British public. We find systematic differences in the sorts of people who 'come to mind' as a function of both social group membership and whether a respondent reports being trusting. Our results suggest that apparent differences in generalised trust are at least partly the result of heterogeneity in question interpretation within the general public.

Citizens and Their Government

Citizen Satisfaction Surveys and Output Measures: Why improved outputs do not necessarily lead to higher satisfaction. Richard Clark, Carl Vinson Institute of Government, University of Georgia (clark@cviog.uga.edu); Terrance Adams, School of Public and International Affairs, University of Georgia (tadams11@uga.edu); David Edwards, City of Atlanta, Mayor's Office (DEdwards@AtlantaGa.Gov).

In Polling Matters, Frank Newport writes, "Polling provides us with a way of collecting and collating a distilled, summarized wisdom based on the input of the members of a society" (2004, p. 11). One way for governments to obtain this wisdom is through the use of citizen satisfaction surveys. With a number of scholars, politicians, and public administrators embracing the use of performance measurement as a way for governments to better serve their constituents, citizen satisfaction surveys have become an increasingly valued tool for performance measurement. They are intended to provide governments with direct feedback about the success of government services and initiatives, and to help governments to identify the services that are in most need of improvement. There is no consensus, however, that the data from these surveys actually reflect the quality and efficiency of government services. Stipak writes, "Overall satisfaction levels result from some unknown mixture of different perceptions, expectations, and types of evaluation processes" (1979, p. 49). This paper employs a broad citizen satisfaction survey with several iterations over a four year period in Atlanta, Georgia to examine the relationship between changes in satisfaction levels and non-attitudinal outcome measures of city services. The authors not only compare outcome measures to attitudinal

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changes but they also examine the role of race and length of time living in the city as intervening factors in shaping attitudes about city government. In addition, the authors contrast the broad citizen satisfaction survey with a more focused survey measuring attitudes about the building permitting process in the city of Atlanta. We find that views about municipal government are largely fixed and resistant to change in the absence of strong and direct experiential contact with government.

What Americans Want from Government in the Next Administration: The Nature of Public Opinion and the Political Culture in the United States in 2007. Cliff Zukin, Rutgers University (zukin@rci.rutgers.edu).

This paper is a meta-analysis of published public opinion studies. A research team at Rutgers read and distilled over 100 surveys conducted by academics, foundations, media organizations and interest groups with the end product of writing a synthetic essay on "The Next Social Contract." The Social Contact is commonly thought of as that Americans want from government, and what they are willing to give up to get those benefits. The project was funded by a grant from the New American Foundation, located in Washington, D.C. This paper begins by examining the nature of the political culture in the United States—the values that Americans share. It is argued that these values will frame the possibilities of the next social contract and set the boundaries of policy debate. The second section examines the state of public opinion in specific issue areas: education, social and retirement security, taxation and federal expenditures, health care, job satisfaction/security and the environment. The essay concludes with implications for the parameters of next social contract as we move into the 2008 general election campaign season.

Trinidad & Tobago's 'Vision 2020': A Research Programme to Support Prime Minister Patrick Manning's Goal to Achieve Developed Country Status in 18 Years. Sir Robert Worcester, MORI (rmworcester@yahoo.com); Mark Gill, MORI Caribbean (markgill@moricaribbean.com); Senator Lenny Saith, Government of Trinidad & Tobago (lksaith@cablenett.net).

During Trinidad & Tobago's General Election in 2002, the then Leader of the Opposition, the Hon. Patrick Manning, the former Prime Minister, made as his principal campaign promise that his 'Vision 2020' would set out to bring his country up to developed world standards by the year 2020, then 18 years away. After attending a conference the year before at Wilton Park in England, the British Government's Retreat Centre, he had decided that if elected he would enlist the use of social research to help guide and track his progress both among the people and the civil service of his country. After winning the 2002 election, he invited Professor Robert Worcester to lead a research team to build a programme of research and consulting for his government. Dr. Lenny Saith, Minister for Administration and Information, now the Senior Minister (after Patrick Manning's Government's successful re-election in 2007) in the Office of the Prime Minister, has driven the programme since its inception. Thus the social research programme with the citizens of Trinidad & Tobago was begun. To date ten waves of a 'citizen's panel' (baseline 4,500 face to face interviews), and in parallel a staff survey programme of the entire civil service, was commissioned along with other research along the way. All of the general public work, including a separate World Values Survey analysis, is now in the public domain. This will be reported for the first time at this conference. Senator Saith will be co-presenter of the paper along with Sir Robert Worcester, Research Director for the project, and Mr. Mark Gill, the Project Manager. This program of research could be a model for all developing countries embarking on such a far sighted visionary goal.

Feeling Empowered Online?: The Relationship between Media Use and Political Efficacy among College Students. Kyurim Kyoung, University of Wisconsin-Madison (kkyoung@wisc.edu).

Since its first introduction to the political science literature, 'political efficacy' has been extensively examined as a critical attitudinal construct that predicts citizens' participatory behaviors. However, what contributes to the development of citizens' efficacy feelings has been left largely unexplored. Drawing on the broad theoretical idea of human agency, this study looks into the concept of political efficacy within the context of renewed research interest in political socialization. More specifically, this study examines the roles of traditional news media and various types of Internet use in the development of young citizens' internal and external political efficacy. In addition, a concept of "Internet-specific political efficacy" is theoretically proposed and empirically tested as a new attitudinal phenomenon emerging in the new media era. Analysis of a student sample web-survey ($N=710$) indicates: 1) Two sub-dimensional indices of Internet-specific political efficacy are reliable and valid measures; 2) Political uses of the Internet uniquely contribute to increase in internal and Internet-specific political efficacy among college students, even after controlling for other possible explanatory variables including traditional news media use; 3) However, media use in general had a very limited role in increasing external political efficacy. Implications of the findings and limitations of the study are discussed.

Online and Mobile Device Surveys

Computing Metrics for Online Panels. Mario Callegaro, Knowledge Networks (mcallegaro@knowledgenetworks.com); Charles DiSogra, Knowledge Networks (cdisogra@knowledgenetworks.com).

There are many ways and different terminology used to compute metrics such as response rates for online panels. In a recent effort, the Advertising Research Foundation is promoting an online quality research council to work on different quality topics; one such topic addresses metrics for online panels. This paper starts by reviewing the different metrics proposed by survey and market research associations such as the European Society for Opinion and Marketing Research – (ESOMAR), the European Federation of Associations of Market Research Organizations (EFAMRO), the Interactive Marketing Research Organization (IMRO), and the International Organization for Standardization (ISO) for online data collection. We ground the discussion on the distinction between probability-based online panels and opt-in or access panels. After describing the data collection stages for a prerecruited probability-based web panel and for an opt-in panel, we propose some measures for response, refusal, attrition, and re-interview rates and the relevant formulas. We use concepts derived from existing AAPOR standards for web survey response rates. Complex design and weighted response rates are also addressed. We conclude with a discussion of which metrics can be used with a specific online panel (probability-based or opt-in) and debate the meaning of the different metrics and the relationship between response rates and survey quality.

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How Visual Composition of Web Pages Influences Survey Response. Taj Mahon-Haft, Social and Economic Sciences Research Center (tajmahal@wsu.edu); Don Dillman, Washington State University (dillman@wsu.edu).

It has been argued that the visual composition of web survey pages influences response rates, but there is little evidence that such effects are significant. In addition, many admonitions have been proposed for font selection, background color, and other features, but there is little experimental evidence that such features affect responses. Our purpose in this paper is to present results from an experiment in which three quite different web page designs were tested with regard to their impacts on response rates, early terminations, item omissions, subjective evaluations by respondents, amount of time spent answering, and measurement effects. Two web designs were created, which were theorized to create negative respondent reactions and compared with a control that had been successfully used in many previous surveys, and appeared to produce few if any volunteered negative reactions. The alternative designs used as a frame of reference Donald Norman's theory on emotional usability. One treatment was designed to create viscerally negative reactions while the second was designed to create behaviorally displeasing reactions. The attempt to create designs that might have a negative effect on response was undertaken in hopes of identifying elements that create barriers to achieving high response rates. The alternative designs were administered in a 29 question survey in February, 2007, to a random sample of Washington State University undergraduates, with 600 students assigned to each panel. We found that although item omissions, response time, and subjective reactions varied significantly across treatments, the final response rates (51-54%) were quite similar. Overall, the results suggest that visual composition of web survey pages may have less influence on response rates and measurement that has often been theorized. The results also suggest several important avenues for follow-up research.

Experiments in Visual Survey Design for Mobile Devices. Andy Peytchev, RTI International (apeytchev@rti.org); Craig Hill, RTI International (chill@rti.org).

Self administered surveys can be conducted over mobile web capable devices. The literature is scarce on design of mobile web surveys. Often, methods developed for an established mode of data collection are applied to a new mode. However, many of these methods may be inappropriate for this mode. Mobile web surveys have unique features, such as administration on devices with small screens and keyboards, different navigation, and can reach respondents in various situations, factors that can affect response processes and resulting survey estimates. While informed by findings from other modes, experiments are needed to develop methodologies for mobile web surveys. A probability sample was drawn and a household member randomly selected to participate in a mobile web survey panel. Ninety-two participants were provided with a smartphone with voice and Internet plans and asked to complete a short web survey every week. A series of design experiments were launched through the weekly surveys. Experiments address three major objectives. First, we test fundamental findings found robust across other modes, but whose impact may be diminished in mobile web surveys. Second, we test findings from experiments in (computer administered) web surveys. While mobile web surveys share much of the functionality of web surveys, such as the ability to present images and to control the number of questions per page, both situational and device differences can lead to lack of similarity. Third, experiments were devised that directly address the unique display, navigation, and input methods of the mobile device. We conclude with practical implications, cautions, and suggestions for future research.

The Impact of the Spacing of the Scale Options in a Web Survey. Courtney Kennedy, Michigan Program in Survey Methodology (ckkenned@umich.edu); Roger Tourangeau, JPSM (rtourang@survey.umd.edu); Fred Conrad, University of Michigan (fconrad@umich.edu); Mick Couper, University of Michigan (mcouper@umich.edu); Cleo Redline, JPSM (CRedline@survey.umd.edu).

Studies have shown that various features of the presentation of the response options can affect the distribution of the answers. For example, as work by Schwarz has shown, the numerical labels attached to the scale points can change the apparent meaning of the options; similarly, the colors assigned to the different scale points seems to affect the answers respondents give. In this study, we examine the impact of the spacing of the response options on their relative popularity. In a randomized experiment embedded in a Web survey, we systematically varied the spacing of the options in a series of items using a five-point agreement scale. For some respondents, the scale endpoints were given more space in the scale than the three middle points. For another group of respondents, the scale midpoint (indicating neutrality) was given more space. Finally, for a third group of respondents, the scale points were evenly spaced. We thought that giving an option more space would increase its visual prominence and that this increased prominence would increase the likelihood that respondents would select the option. The results are generally in line with the visual prominence hypothesis. When the extreme options were given more space, respondents were more likely to select; this effect was apparent for four of the six items (and in several analyses across items). The effect of giving the neutral midpoint more space was less clear; only one of the six items shows a significant increase in the popularity of the neutral response when that option was more prominent. This may reflect the relative rarity of such responses. This is one of several studies demonstrating the importance of the visual prominence of information in Web surveys.

Panel Attrition

Are We Keeping the People We Used to Keep? Changes in Correlates of Panel Survey Attrition over Time. Kristen Olson, University of Nebraska-Lincoln (kolson5@unl.edu); Lindsey Witt, University of Nebraska-Lincoln (witt_lindsey@yahoo.com).

While response rates for cross-sectional household surveys have declined systematically over the last four decades (Curtin, Singer, and Presser 2005; de Leeuw and de Heer 2002; Steeh 1981), change in panel survey attrition rates over these years is relatively unexplored. As survey response rates decline, correlates of survey participation may also be changing. For example, recent investigations of response rates in Finland have shown that response rates for men, young adults, and persons of lower educational levels have declined faster than for other groups (Tolonen et al. 2006). Although background variables are rarely available for respondents and nonrespondents in the U.S., panel studies provide an opportunity to study a rich set of correlates of survey participation and the changes in nonresponse bias due to panel attrition over time. In this paper, we look at changes in attrition rates in the American National Election Studies, a repeated

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survey with two separate panel designs – a two-wave pre-post election design and a multi-year panel design – implemented over multiple decades. We examine changes in attrition rates by three groups of variables: (1) sociodemographic and ecological characteristics of the respondent and household, (2) paradata recorded by the interviewer in the form of lister and contact observations, and (3) party affiliation and political and social attitudes recorded at the first interview. We find relatively little change in the pre-post election panel attrition rates from 1964 to 2004, but important changes in correlates of panel attrition over time. We compare correlates of the pre-post election to correlates of attrition in the multi-year panels. Finally, we discuss implications of the findings for managing and implementation of panel surveys and possible extensions to cross-sectional surveys.

Understanding the Mechanism of Panel Attrition. Michael Lemay, Joint Program in Survey Methodology (mlemay@survey.umd.edu).

Nonresponse is of particular concern in longitudinal surveys (panels). Cumulative nonresponse over several years can substantially reduce the proportion of the original sample that remains in the panel over time. The purpose of this research is to study the determinants of attrition in longitudinal surveys. Current research focuses on the characteristics of sample members at wave 1 to explain attrition in later waves. This ignores respondents' life events and changes that may have occurred between the 1st and nth wave as possible correlates of panel attrition. To address this issue, I will first present a framework to study the evolution of sample members' contact and response propensities over time. The goal is to determine how events that occur in the life of respondents (e.g.: job loss) and events that occur in the survey interview (e.g.: asking of sensitive questions) change response propensities as well as how they are related to attrition. This proposal will allow the testing of various competing hypotheses: (1) propensities remain constant over time and attrition is random; (2) propensities show a constant decline as a function of time-in-sample but attrition is random; (3) variation in propensities are related to life and interview events. Secondly, I will present some empirical results in support of using more than wave 1 characteristics in models predicting attrition. Data for this research comes from the Panel Survey of Income Dynamics (PSID), an ongoing longitudinal survey that began in 1968 and which core topics are income, employment, and health. The analysis is a replication and extension of previously published results by Fitzgerald, Gottschalk and Moffitt (1998) about attrition determinants in the PSID.

We Know Where You Live: The Impact of Movement on Differential Panel Survey Attrition. Edward English, NORC (english-ned@norc.org); Catherine Haggerty, NORC (haggerty-catherine@norc.org); Colm O'Muircheartaigh, NORC (colm@norc.org).

This paper presents data on three important issues in longitudinal surveys. The Making Connections study, conducted by the NORC and funded by the Annie E. Casey Foundation, has collected data on differential patterns of mobility by following 3600 households of varying composition and income in ten inner-city communities. We found differences in both the types of households that moved as well as those that were unlocatable, with the lowest-income households having the highest rates of relocation and presenting the greatest challenge to track. We present data on the differential difficulty of following different classes of movers; and, from the substantive survey data, we show the impact of neglecting to carry out comprehensive follow-up activities. This research considers the issue of how locating success impacts survey data in a panel study. We present a model that predicts two outcomes critical to longitudinal surveys: the types of households that can be expected to move from low-income neighborhoods, and how successfully they can be located. In addition, we analyze the marginal impact of locating effort by comparing the set of households that tend to be found easily to those that require more extensive effort. In so doing we explore the possibility of the introduction of bias by not locating movers, due to the net loss of certain household profiles. Our research is relevant to both the practitioners and users of longitudinal data. For practitioners, we inform the issue of locating with respect to what categories of households can be expected to move, while for users we quantify the issue of panel attrition and any resulting bias in the context of movement.

Potential Duplicates in the Census: Methodology and Selection of Cases for Followup. Leah Marshall, U.S. Census Bureau (leah.b.marshall@census.gov).

As the U.S. population becomes more mobile and people begin living in more complex living situations, there is greater opportunity for an individual to be counted in the census more than once. The Census Bureau uses computer matching programs to identify potential duplicates, but these potential duplicates need to be contacted to determine at which residence the person should be counted according to Census residence rules. This gives rise to a larger issue of how to select and follow up with these potentially duplicated individuals. Duplicates are not always necessarily pairs – some people could even be listed on three or four forms – which complicates processing. Also, a person may be duplicated between two housing units or between a housing unit and a group facility – another complication of processing as the Census Bureau counts people in these types of living quarters separately. People can sometimes also be duplicated, not because of a complex living situation, but because of problems with the Census Bureau's Master Address File. This paper describes the methodologies for selection and followup of potential duplicates in the 2010 intercensal tests. In particular, this paper contains an examination of findings from the 2004 Census Test and how these findings shaped the methodology and selection of duplicates in the 2006 Census Test. Findings from the 2006 Census test and how results from the 2006 Census Test then shaped the direction of the methodology and selection of duplicates in the 2008 Census Dress Rehearsal will also be discussed.

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Polls for the Public Good I

Surveying for Health Policy Making: The Case of Health Information Technology. Catherine DesRoches, Massachusetts General Hospital (cdesroches@partners.org); David Blumenthal, Institute for Health Policy (cdesroches@partners.org).

Health information technology (HIT) has the potential to improve health care by reducing medical errors, increasing adherence to clinical guidelines, improving documentation and reducing duplicative care. The federal government has invested considerable resources in increasing the adoption of HIT across the health care system. In order to determine the impact of this investment, it is critical to have precise measures of where the nation stands now in terms of HIT adoption. The findings of this survey, funded by the Office of the National Coordinator for Health Information Technology will provide these precise estimates of HIT use among physicians in solo and small group practices, in larger group practices, and among those serving a disproportionate share of "vulnerable populations" (e.g. the uninsured, racial minorities). The project consists of two primary research activities: an extensive review and rating of all extant survey data pertaining to physician adoption of HIT and the development and fielding of a national survey of physicians and practice managers. The survey is currently in the field. We expect to survey approximately 3,000 practicing physicians and practice managers. Because the survey will be used to set federal policy in the area of EHIT adoption, the research team developed a rigorous methodology that was based on extensive developmental and pilot work. The survey includes items measuring both the adoption and use of a comprehensive list of HIT functionalities that are thought to have an impact on quality of care. It also measures plans for future adoption, the impact of adoption on quality of care, and barriers and incentives to adoption. The project provides useful lessons both in measuring a phenomenon that is as rapidly changing as HIT and designing a survey for the express purpose of federal policy development.

Putting Survey Data and Information into the Hands of Those Who Can Use It: Dissemination Strategy of the California Health Interview Survey. E. Richard Brown, UCLA Center for Health Policy Research (erbrown@ucla.edu).

Most large health surveys, whether conducted by governmental or private organizations, have two limitations to the use of the data by policy audiences, advocacy and community groups, and many local health departments. First, such surveys rarely provide local-level data, which is often essential to policy development, planning and political engagement by local leaders and health agencies. Second, sponsoring organizations often provide limited channels of dissemination that restrict access to survey data. These limitations typically restrict use of data survey sets to people and organizations with significant technical abilities. In contrast, the California Health Interview Survey (CHIS), the largest state health survey in the nation, has several intentional characteristics that have resulted in extensive use by a wide range of constituencies. First, it includes data on many public health and health care access indicators for California's population, at local levels as well as statewide. Second, the UCLA Center for Health Policy Research has developed a multimode dissemination strategy to maximize use of CHIS data by democratizing access to survey data and also to analytic tools. These channels include: (1) easily accessible and free CHIS data files for persons with a technical analytic capacity; (2) fact sheets, briefs, and reports targeted to different technical levels of policy makers, advocates, and analysts; (3) an easy-to-use Web-based query system, AskCHIS, that enables non-technical users to conduct real-time, individually tailored analyses of survey data that were formerly available only to researchers; and (4) workshops throughout the state to promote awareness and capacity to use CHIS data by a wide range of organizations and individuals. The paper presents results from a study of how a variety of CHIS data users accessed the data, how they used the data, and the impact of the data in their work.

Moving Community Bond Issues to the Ballot and Beyond: Lessons from the Trenches. Fred Solop, Northern Arizona University (Fred.Solop@nau.edu); James Bowie, Social Research Laboratory, Northern Arizona University (James.Bowie@nau.edu).

It is widely accepted that public opinion polls play a critical role in election campaigns. Candidates chart a campaign course assisted by information about who is likely to vote and what they are likely to vote for. Municipalities also rely upon public opinion polls to shape community bond issues, to help put bond issues on local ballots, and to educate the public about the issues. The Social Research Laboratory at Northern Arizona University has worked on a variety of bond issues with city and county officials in Arizona. The list of issues includes protection of open spaces, parks and recreation issues, and transportation issues. This paper details lessons learned about how university research centers can work with municipalities to inform their interests in advancing bond issues, while not crossing over the line and advocating for those issues. This information is useful to publicly funded research units interested in working more closely with municipal concerns, as well as public opinion researchers interested in becoming more effectively involved with local issues.

Are Polls Good for the Voter? And Why? Claire Durand, Universite de Montreal (Claire.Durand@umontreal.ca); John Goyder, University of Waterloo (jgoyder@uwaterloo.ca).

In the context of Quebec election of 2007, two pre-election polls were conducted, with respective sample sizes of 1000 and 1053 and RR3 of 34% on each. Among the respondents to these polls, 209 come from converted refusals. More than 80% (1664) of these respondents agreed to a post-election poll where they were asked about their voting behaviour. In addition, a shortened version of the post-election poll was conducted among 1386 non-respondents to the pre-election polls, 401 of them being where the phone was always answered by an answering machine and 985 who were non-converted household refusals. All the respondents were asked whether they think polls were a very good, rather good, rather bad or very bad thing for the voters. In addition, they were asked in an open-ended question why they think polls are good or bad. Pre-election respondents were also asked whether they had looked at polls, whether they knew what the polls were telling, whether they believe that information was reliable (and why not). Other questions include the presumed influence of polls on voters, whether respondents relied on polls to know who is going to win and, in the post-election poll, whether they thought there had been too many polls during the campaign and whether polls made it more or less difficult for them to make their choice. These indicators of attitudes towards polls give us a new portrait of the role of polls during electoral campaigns since we relate these indicators to voting preference and to change in preference between the pre-election and post-election polls.

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Public Activism and Engagement

Polls as Measures of Civic IQ. Doris Graber, University of Illinois (dgraber@uic.edu).

Polls as Measures of Civic IQ The literature abounds with studies reporting that average Americans are woefully ignorant about politics. Allegedly, they know very little about current political happenings and even less about past political events. They do not understand how the political process works, let alone knowing specific provisions of the Constitution or major laws. They hold a lot of misconceptions and, more troubling, they care little about politics. If citizens are, indeed, political ignoramuses, it seems pointless to poll them about political issues and consider their views as serious inputs into the policy process. But what if citizens' answers to poll questions are sound and show that they take note of new information and change their opinions accordingly? To explore that possibility, this research traces the opinion development process. What explains public opinion shifts on important issues? Are these changes reasoned or haphazard? To answer these questions, we scrutinized time series of polls exhibiting major changes in opinions about complex policy issues. We explored the political scene preceding the changes, especially the thrust of news stories to which people were likely to be exposed. If changes of the political scene and the stories reporting them justified the change of opinion, we inferred that people had taken note of political developments – evidence of attention to and learning about politics – and that their opinion changes were thoughtful, based on evidence. Inferential reasoning is always hazardous. However, if it is based on numerous incidents that show the same patterns, the confidence level for the findings rises. This is why we tested the reasonableness of opinion changes in multiple policy areas. They include civil liberties concerns, the Iraq war, social security and Medicare developments, and global warming and other environmental issues. The proposed paper will report the findings and conclusions.

Measuring Political Sophistication: An IRT Approach. Cengiz Erisen, Stony Brook University (cerisen@ic.sunysb.edu).

A lot has changed since the late 1980s. The U.S. citizens are exposed to information everyday more than they have ever experienced in their lives. This paper primarily examines the consequences of this change on citizens' knowledge of politics. PEW Research Center has recently published a report on the public knowledge of current events. The report analyzes the data collected by Delli Carpini and Keeter (1996) at the end of 1980s and compares it to a recently finished survey for the same measurement items. The report concludes that despite the fact that there has been an increase in public's attentiveness to political information influenced by technological developments the American public is still unconcerned with politics and politically unsophisticated. Stemming from these findings, in this paper, I argue that political sophistication can have two different categories: One of which is the general political sophistication approach showing how one is informed about political events, issues, and concepts such as the mostly used factual questions. The other category that I propose is knowledge on issue-based (or domain-specific) information. The argument in this category is that if a researcher is interested in a certain topic, then some issue specific questions would assist to get at a better measure of the underlying trait. These questions would probably show a different aspect of political sophistication. This paper attempts to scrutinize the same goal across different datasets (NES, PEW, and survey experiment conducted at Stony Brook University) by employing different item response theory (IRT) models. The primary goals are twofold: First, I discuss what each IRT model (mainly, one, two, and three parameter models) presents on an underlying latent trait. Second, I argue that we need to consider issue-based specific measurement items if the task involves political sophistication at some degree.

Measuring Civic Engagement on College Campuses. Don Levy, Siena Research Institute (dlevy@siena.edu).

Most American colleges encourage and celebrate community service practiced by their students. In fact, the current presidential candidates have called for mandating in some cases or at least rewarding national service. This research presents findings from web-based surveys administered at two small liberal arts colleges both of which include service in their missions. This presentation demonstrates the effectiveness of email invitationing for web based survey research when directed at a unique and targeted population. In addition to supporting internet survey methods, this research shows how in the case of civic engagement, survey research can 1) debunk institutionally held myths, 2) construct new and more meaningful knowledge of an overused concept – community service, and 3) offer administrators both understanding and feedback with which they can make structural changes that can lead to realizing their stated mission. In this case, this research found that community service even when understood quite broadly is not practiced at anywhere near the stated or advertised rate. Additionally, the analysis of this data serves to construct a typology of service that includes 1) one time events, 2) continuing involvement and 3) truly collaborative civic engagement. Finally, respondents provided insight into the factors that both engender and obstruct service which through investigation leads to encouraging college administrators to create and support institutional pathways designed to assist students to live the stated mission.

Volunteerism as Resource-based and Its Relationship to Types of Community Service Performed by College Students. James Griffith, National Center for Education Statistics (james.griffith@ed.gov).

Practical and academic interest in community service has generated considerable research. Even so, several information needs still remain, such as the prevalence and persistence of community service among young adults, the types of community service performed, and the extent to which variables commonly associated with community service may vary by the types of service performed. To address these information needs, the present study examined survey data gathered from a nationally representative sample of college students (approximately 9,500), first as freshmen and then later as juniors. About half (48 to 50 percent) of the students at both points in time performed community service, of which about one-tenth (8 to 9 percent) was required by the student's college program. More prevalent forms of community service were service to religious organizations and working with children. Less prevalent forms were working in hospitals, nursing homes and soup kitchens, and helping the homeless. The majority of students continued community service from the first time period to the second time period. However, rates of community service in 2006 did not differ between students who performed community service required by their college program in 2004 and those students who were not required. When considering the type of community service performed, variables commonly correlated with community service showed different relationships. Community service requiring greater effort, such

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as neighborhood improvement and direct contact with the needy, were associated with organized group effort and support, such as membership in organizations, encouragement from family and friends. Social connections, in particular, secondary relationships in the form of campus organizations, were associated with fundraising, neighborhood improvement, and helping the homeless. In addition, both helping the sick and children in educational contexts were related to students' majors, indicating such service was part of students' college program of study.

WAPOR: Values, Religion and Technology

It's Not Always about Abortion: The Varying Role of Religious Beliefs, Information and Values in Public Attitudes Toward Biotechnology. Carolyn Funk, Virginia Commonwealth University (clfunk@vcu.edu).

Attention to public attitudes about new issues in biotechnology has been dominated by the issue of embryonic stem cell research. As such, considerable focus has been given to the role of beliefs about abortion and religious tradition underlying attitudes about stem cell research. Stem cell research is just one policy issue on the biotechnology horizon, however. This paper takes a more comprehensive look at public attitudes toward issues in biotechnology including genetic research, genetic testing, therapeutic cloning, embryonic stem cell research and non-embryonic stem cell research. The analysis is based on the VCU Life Sciences Surveys – a series of national RDD telephone surveys conducted from 2001 to 2007. This data is uniquely suited to explaining public attitudes over time and over topics in biotechnology. Multiple regression analysis is used to show the determinants of public support across each topic area. Prior research has often posited that policy attitudes about science are largely driven by knowledge and understanding about science. The present analysis shows that while knowledge and information play a role in public attitudes about biotechnology on most topics, other values and beliefs more commonly explain the lion's share of the variance. In addition, the analysis considers whether the correlation between science attitudes and partisan attachments has changed during this period of increasingly politicized debate about science in society. Discussion focuses on how these results illuminate a broader understanding of public attitudes toward biotechnology and the varying role of religious beliefs, information and other values in explaining these attitudes.

Science, Religion, and Development: A Cross-national Analysis from the World Values Survey. Jon Miller, Michigan State University (jdmiller@msu.edu); Ronald Inglehart, University of Michigan (rfi@umich.edu).

At the 2007 annual meeting of WAPOR, we presented a preliminary look at public acceptance of science and technology in 24 countries. In that analysis (which will shortly be submitted for publication with some additional countries), we examined several factors that predict attitude toward science and technology and found that religiosity was a strong – often negative – factor in numerous countries. In other countries, religiosity appears to have no impact on attitude toward science and technology. From this previous work, we note that the relationship between religiosity and attitude to science and technology differs by the level of development of the country, and by an individual's relative economic standing within a country. For the 2008 meeting, we propose a new analysis of (1) the contextual impact of economic development (at the national level) on individual attitude toward science and technology and (2) the impact of personal economic and educational standing within country, but looking carefully at the possible influence of broader contextual economic variables on individual variables in this context. In addition to the broad measures of religiosity, we have a sufficient number of Catholic and Islamic developing nations to explore the impact of particular religious traditions on the relationship between religiosity and attitude toward science and technology. A growing literature has documented public attitudes toward science and technology in Canada, Europe, the United States, and Japan (Miller, Pardo, and Niwa, 1997; Miller and Pardo, 2000). The 2005-2007 World Values Survey (WVS) collected responses to a set of five attitudinal items that measure attitudes toward the benefits of science and technology and toward some potential problems or concerns about the impact of science and technology. As reported in our 2007 paper and in our forthcoming article, the five items form a two-dimensional factor structure in developed nations, but only four of

Measuring Religion & Public Life in Africa. Brim Grim, Pew Forum on Religion & Public Life (bgrim@pewforum.org).

Title: Measuring Religion & Public Life in Africa
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ABSTRACT
The resurgence of religion across the globe is no longer a matter of debate. Even in so-called secular Europe, the presence of large numbers of Muslim immigrants has brought religion to the fore in public life. This global resurgence of religion has undermined previous academic assumptions that religion would recede and eventually disappear with the advent of modernization. Instead, religion remains a vital force that is significantly shaping world affairs in the 21st century. Despite this global resurgence of religion, there is still a lack of reliable, impartial information to help make sense of the scale and implications of this phenomenon. This is especially the case in Africa where reliable and current statistics are often hard to come by. I will address this information deficit by outlining three complementary ways to build a rich and multifaceted base of information on religion and public life in Africa. This approach is a variation of what I call the quanti-qualitative method (QQM), which involves the "the strategic incorporation of quantitative techniques into a qualitative method, to make the results more empirically transparent" (Grim et al. 2006:517). I describe the "triangulation" of three different types of information used to provide a richer understanding of religion and public life in Africa. First, I show how censuses, demographic surveys and public opinion surveys are used to develop well-sourced adherent estimates for countries. Second, I demonstrate how cross-national public opinion surveys are used to identify the type and intensity of attitudes, religious beliefs and reported behaviors among different demographic segments of countries. And third, I describe how deeper information on the regulation of religion and religious violence is obtained by coding major international reports.

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National Pride in Specific Domains. Tom Smith, NORC/University of Chicago (smitht@norc.org).

The world is primarily organized as nation states and national identity is an important component of people's social identity (Smith, 2006; Smith and Kim, 2006). National pride is a crucial aspect of people's national identity and helps to shape other dimensions of national identity such as what people define as the characteristics of a true, national member, support for nationalism, attitudes towards immigration and immigrants, and views on globalization. Moreover, domain-specific, national pride also helps to illuminate national character by revealing not only the overall level of national pride, but also by identifying what elements of society are objects of particular pride in each country. The International Social Survey Program (ISSP) has conducted studies on national identity in 1995/96 and 2003/04. Each of these studies included two batteries on national pride. The first set of items measured general national pride and the second domain-specific national pride. General analysis of these two scales is presented in Smith and Kim (2006). This paper extends that work by examining the cross-national differences in each of the ten dimensions that make up the domain-specific, national pride scale. This involves a more in-depth analysis of each domain, of how the level of national pride varies both across domains within a country and across countries within domains, and the different patterns of national pride that apply to particular clusters of countries (e.g. ex-colonies/new nations; ex-Socialist states, Western European democracies, and East Asian nations). Data and Measures. The first ISSP study of national identity in 1995/96 was carried out in 24 countries (counting the East and West German regions separately) and the second round was fielded in 34 countries (including the two German regions). Each survey is a probability sample of the national, adult population in each country. Full information about the ISSP national identity studies is available at www.issp.org.

Responsibility Frames in the News about New Voting Technology. Michael Traugott, University of Michigan (mtrau@umich.edu); Caitlin Brown, University of Michigan (); Hoon Lee, University of Michigan (); Erica Williams, University of Michigan.

The news coverage of recent American elections provides a unique opportunity to study their potential for media effects. One reason is because the boost in coverage that occurred as a result of the controversies that arose in conjunction with the 2000 election, the deliberations about HAVA, and then the focus on whether the reforms, especially the adoption of new voting technology were effective could affect basic attitudes about the electoral process. This includes perceptions about whether votes were being recorded accurately, whether new computerized voting devices provided adequate security, and whether there were ways that individual voter's identity could be determined or their vote choices uncovered. A second, perhaps more powerful effect could be the way that the construction of news stories about the electoral system might affect assessments of responsibility for the problems with the "old" system or the "new" system. This could occur because most citizens vote on only one kind of device at least across a series of elections, and relatively few of them experience any personal difficulty when they go to the polls or, increasingly when they vote before Election Day by means of early voting, absentee ballots, or by mail. Since their direct personal experience is limited in this way, most of what citizens know or learn about how the system of election administration functions in the United States is necessarily through the media. In addition to providing information and knowledge about how the system functions, the news stories are often constructed in a way that describes critical actors and their role in the process such that responsibility for the problems is assigned or can be inferred by readers or viewers. In this study, we are interested in the ways that such "framing" of the news can affect how citizens evaluate the functioning of the electoral system.

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AAPOR/WAPOR Joint Session: Media Coverage of Polls and Survey Research

Survey Research in the Media. Tibor Toth, University of Delaware (tibi@udel.edu).

Survey research and results obtained from surveys hold a prominent place in the decision-making process of firms, governments and policymakers. While a review of marketing reports along with technical and academic journals reveals a plethora of projects based on surveys, these projects and their results are often concealed from the general public. This is despite the fact participation of willing and informed respondents in surveys is essential to the validity and reliability of the collected data. Often, the only source of information for the general public about survey projects is the media. As more and more people turn to the internet for their news a question arises: "What is the picture of survey research that can be obtained online?" This paper will attempt to decipher the picture that English speaking internet users can obtain about survey research from online sources. A systematic review of a representative sample of articles for the year of 2007 with the keyword survey, published in online news databases will be performed. The sampled articles will be categorized on a number of dimensions – identifying sponsoring agency, type of survey project, access to original data, listing of confidence intervals etc.

Another Day, Another Poll: Trends in Media Coverage of Polls/Surveys in the Election Realm and in the Non-Election Realm. Sara Zuckerbraun, RTI International (szuckerbraun@rti.org).

The monitoring of public opinion plays an important role in accountability of elected officials in a democracy (Jacob and Shapiro, 1995). However, the high volume of poll reports, quasi-scientific surveys, and criticism of both in the media may have troubling consequences. There are structural reasons within the news organizations (Rosenstein, 1995) and within election campaigns (Jacobs and Shapiro, 1995) for heavy reporting and commissioning of polls. There is also evidence that this steady diet of poll reports increased survey refusals on the 2004 National Annenberg Election Survey (Stroud and Kenski, 2007). With such media saturation it is not surprising that some should feel negatively toward surveys and refuse to take part in them, and this is likely part of the puzzle of the declining response rates that have troubled our industry over the past few decades. My research takes initial steps to explore a distinction between polls in the election and politics realm and surveys for other research purposes, I examine the number of stories mentioning "poll" or "survey" in the New York Times, the Chicago Sun-Times and the NBC Nightly News in three periods: July – October 1991, 1999, and 2007. While it would be unfeasible to sample all media sources from which people receive news, which itself is evolving, I chose these outlets for their combined widespread audiences and mix of types. I chose these time periods because they span seasons and pre-date a presidential election by 13 months. I code each mention in terms of context (positive, negative, neutral) and realm. After quantifying these trends I put forth a conceptual framework that may explain how common exposure to surveys in the electoral realm shapes how respondents perceive and react to non-political survey research. This may help practitioners to better present the benefits of surveys to the public.

The Changing Face of News Reporting In Egypt; Media, Sources, and Trust. Karl Feld, D3 Systems, Inc. (Karl.Feld@d3systems.com); Veronica Gardner, D3 Systems, Inc. (Veronica.Gardner@d3systems.com); Janet Lee, D3 Systems, Inc. (Janet.Lee@d3system.com).

The first ever randomly sampled media measurement surveys of the populations of four major cities of Egypt indicate strong relationships between media type, its source or origin and how much it is trusted by the population. The implications for policymakers trying to influence the Egyptian population through public diplomacy are significant. The Media Development Program (MDP) of Egypt and D3 Systems, sponsored by USAID, completed the benchmarking wave of audience measurement surveys in greater Cairo/Giza and Alexandria in 2007 and Aswan and Al Minya in 2008. The research indicates that which media and news source consumers rely on and trust differs significantly between various cities. Most significantly many rely on international television broadcasts over domestic for certain types of news and most rely on Arabic-language not English sources. A small but influential portion of the population in some cities also relies on the Internet. In some places the Internet is used in combination with other news sources. In others it is a replacement for them as it is more trusted. Egypt faces the same problem as news outlets everywhere, but for different reasons. As with the U.S. and others of the industrialized world, news consumers are increasingly rejecting newspapers for other sources of media. In Egypt, as with most of the developing world, core consumers are using audio-visual sources as the replacement media. In Egypt this transition is increasingly driven by trust of the news source, especially amongst the younger generations. The surveys were conducted for MDP by a variety of Egyptian contractors with oversight by D3 Systems, Inc. of Vienna, Virginia, USA. Interviews were conducted in person, in Arabic, among a random sample of the population of each city. n sizes range from 3000 to 1500 with associated sampling margins of error. Giza was included in the Greater Cairo sample.

Listening to a Billion Voices: How Public Opinion Influences India's Journalists. Bridgette Colaco, Troy University (bridgettecolaco@gmail.com); Jyotika Ramaprasad, Southern Illinois University (jyotika@siu.edu).

This paper, modeled after Weaver and Wilhoit's (1996) and Shoemaker and Reese (1996) studies reports the results of a 2006 survey of job influences on Indian journalists that was conducted in four cities: Bangalore, Calcutta, Mumbai, and New Delhi. Indian journalists' rating of 25 influences resulted in seven factors: Personal Values/ Opinions, Political/ Religious Beliefs, Career Advancement, Media Routines, Organization, Public/ Government, and Extra Media influences, showing a similar structure to Shoemaker and Reese (1996) groupings. The factor Public/ Government dealt with influences from public opinion, audience, community, government position, government laws/ regulations/ government policy, government pressure, and government ideology. This is an important factor for the world's largest democracy where public opinion is vital especially during multi-party elections. This paper's contribution lies in the interesting find that respondents made finer discriminations in the individual – differentiating personal values from political and religious beliefs – and extra media – differentiating public opinion and government from other influences. Respondents also distinguished extra media influences that clustered around the public and government from other extra media influences such as competition, sources, advertisers, and technology. Advertisers, sources, technology, competition, and community, were the extra media factors that influenced journalists more than the audience and government. Age and work experience were related to two of the seven journalistic influences. The more experienced and older the respondents the less likely were they to be influenced by public opinions. Perceived importance of the journalistic profession is also

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related to public opinion. The more journalists are influenced by public opinion the more important they perceive their profession. Thus, India's journalists seem to be working toward the good of the public. Besides establishing a benchmark for much-needed communication research in India, this survey, to the best of the authors' knowledge, is the first of its kind in India.

Media Performance in Polls Reporting in the Chinese Societies. Weng Hin Cheong, University of Macau (anguswhc@umac.mo).

In modern societies, polls or public opinions surveys are indispensable elements in daily political life. Polls can be regarded as the reflection of evaluation on and a tool for surveillance of the society. They can also be used as the base for policy making as well as set the public communication agenda. Nowadays polls are conducted virtually in every society. Despite their prominence and popularity, polls are still not well understood. The prevalence of surveys and their frequent misuse make it compelling for the public being able to evaluate critically the claims that people make on the basis of surveys (Asher, 2004). Mass media play a crucial role in the process of disseminating such survey information. A list of essential facts that should be included in all reports on surveys and therefore known about a survey that is used in a media news story has been well documented based on the codes and standards set by five academic and professional associations: World Association for Public Opinion Research (WAPOR), American Association for Public Opinion Research (AAPOR), Council of American Survey Research Organizations (CASRO), European Society for Opinion and Marketing Research (ESOMAR), and National Council on Public Polls (NCPP). To name a few of them, in abbreviated form they are (WAPOR, 2002) 1. who commissioned the survey; 2. who conducted the survey; 3. when collect the data; 4. the universe the survey covers; 5. sampling method and procedures; 6. ample size; 7. data collection method; 8. the copy of questionnaire; 9. results for sub-samples vs. the whole sample; and 10. sampling error when applicable. When reporting poll results, the mass media are encouraged to disclose these elements in a news story. While the media performance in polls reporting in the west is critically challenged, it is also worthy of being examined and evaluated in the media from the four Chinese societies: mainland China, Hong Kong, Taiwan and Macao as poll results.

Cell Phones I

Wireless-Mostly Households: Estimates from the 2007 National Health Interview Survey. Stephen Blumberg, National Center for Health Statistics (sblumberg@cdc.gov); Julian Luke, National Center for Health Statistics (jluke@cdc.gov).

For the past 5 years, data from the National Health Interview Survey (NHIS) has provided the federal statistical system with the most up-to-date estimates of the prevalence of households that 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. Starting in 2007, the NHIS included questions to identify households who receive all or nearly all of their telephone calls on wireless telephones despite having working landline telephones. The size and characteristics of this population should be of interest to telephone survey researchers, for two reasons: 1) This population may be less likely to respond to a landline survey call, and therefore this population may be underrepresented in single-frame landline surveys and in dual-frame surveys that supplement a landline frame with a wireless frame that is screened for wireless-only households; and 2) this population may have characteristics similar to the wireless-only population, and when a sample of this population does participate in a landline survey, their data could be disproportionately weighted to account for noncoverage of the wireless-only population. This presentation will use 2007 NHIS data to describe the telephone ownership and use characteristics of U.S. households, and then will focus on the characteristics of households (and persons living in households) that have a landline telephone but receive nearly all calls on their wireless telephones. Finally, this population will be compared and contrasted with the wireless-only population.

Statistical Foundations of Cell-Telephone Surveys. Kirk Wolter, NORC/University of Chicago (wolter-kirk@norc.uchicago.edu); Phil Smith, NCIRD (pzs6@cdc.gov); Stephen Blumberg, NCHS (swb5@cdc.gov).

The size of the cell-telephone-only population has increased rapidly in recent years and, correspondingly, researchers have begun to experiment with sampling and interviewing of cell-telephone subscribers. We discuss statistical issues involved in the sampling design and estimation phases of cell-telephone studies. This work is presented primarily in the context of a nonoverlapping dual-frame survey in which one frame and sample are employed for the landline population and a second frame and sample are employed for the cell-telephone-only population. Additional considerations necessary for overlapping dual-frame surveys (where the cell-telephone frame and sample include some of the landline population) will also be discussed. We discuss the linkages that must be identified and made between the various sampling, estimation, and other intermediate units. We discuss the concept of usual place of residence, which links the person to the housing unit, and the concept of usual access to the telephone, which links the person to the cell-telephone line(s). We highlight the questions that must be asked and answered in both the landline interview and the cell-telephone interview in order to identify the critical linkages. We present estimators of population totals at both the household and person level, and we set forth the set of weights that are needed to support the unbiased estimator. We demonstrate a complete set of weighting steps, including adjustments for nonresponse (including inaccessibility) and calibration to known population totals. These sampling and estimation issues are applied to hypothetical cell-telephone supplements to the National Immunization Survey (NIS), which monitors the vaccination rates of children age 19-35 months and 13-17 years, and the National Survey of Children's Health (NSCH). Both surveys are nationwide, list-assisted random-digit-dialing surveys conducted by the National Opinion Research Center for the Centers for Disease Control and Prevention.

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Predicting Survey Bias in a Brave New Mobile World: Using The Behavioral Theory of Lifestyle Adoption to Model and Predict Cellular-Only and New Communications Technology Substitution Coverage in the U.S. Patrick Ehlen, CSLI, Stanford University (ehlen@stanford.edu); John Ehlen, Applied Econometrics West (jehlen@yahoo.com).

Growth in the U.S. cell-only population has sparked growing concern that telephone surveys of the general public in the United States will become increasingly subject to coverage bias. In addition, newer technologies like VOIP and Wi-Fi communications are rapidly changing the landscape of where people can be reached to answer surveys. While bias from excluding the U.S. cell-only population from survey samples has been minimal historically due to the relatively small size of this group and other factors, the experience in some European countries with high cell-only penetration (such as Finland) point to an increasing problem of potential bias in U.S. surveys. Though demographic weighting could be used to eliminate some of that bias, availability of weights that describe the various subpopulations lag behind the rapidly-changing cell-only population. Moreover, the absence of data on demographics by communications lifestyle complicates the problem of efficient sample design. However, we propose a reliable model that forecasts cell-only population size and demographics by positing that a stable behavioral process, the rate of habit retention, can be estimated from prior wireless lifestyle adoption in the U.S., which may also describe cell-only lifestyle adoption. Our model uses measures of incentive and habituation to test this assumption by predicting changes in the cell-only population size and age demographics. We then extend the model to address the changing demographic characteristics of the subpopulation that has both cell and landline and the subpopulation that uses only landline telephone service.

Calculating Response Rates for Cell Telephone Surveys. Martin Barron, NORC/University of Chicago (barron-martin@norc.org); Meena Khare, Centers for Disease Control and Prevention (mkhare@cdc.gov); Zhen Zhao, Centers for Disease Control and Prevention (zaz0@cdc.gov).

Though cell telephone and traditional landline telephone surveys have many similarities, cell telephone surveys include unique events that must be taken into account when calculating response rates. In addition, events common to both cell telephone and landline surveying may have different meanings (for example, the meaning of a ring-no-answer). Although AAPOR is currently developing response rate standards for cell telephones, they have not yet been released. This paper describes the operational issues of calculating response rates for the National Immunization Survey's (NIS) Cell Telephone Pilot. The NIS Cell Telephone Pilot is a cell telephone survey composed of approximately 49,300 cell telephone numbers in Illinois. The target population for the NIS Cell Telephone Pilot was mothers or female guardians with children between the ages of 19 and 35 months. The pilot was fielded during the second half of 2007 in preparation for possibly integrating cell telephone interviewing into the main NIS survey. The NIS is a nationwide, list-assisted random digit-dial (RDD) survey conducted by NORC at the University of Chicago for the Centers for Disease Control and Prevention to monitor the vaccination rates of children between the ages of 19 and 35 months. This paper discusses the advantages and disadvantages of calculating cell telephone response rates on a household-level versus person-level. We also discuss the differential meaning of events in a cell versus landline survey, and how final disposition codes are calculated based on those events. Our practical experience is meant to encourage discussion on developing a standardized method for calculating cell telephone response rates.

Latent Class Modeling in Survey Methods: Estimation of the Cell Phone Only Population. Mohammad Albaghal, Shook, Hardy & Bacon (mtalbaghal@hotmail.com).

The growing difficulties in telephone surveys should lead researchers to examine different ways to overcome these problems. Researchers could find alternate modes of surveys to employ, or to alter techniques in telephone surveys. Adding cell phones to survey samples does some of both. However, the prevalence and potential for the coverage error incurred by not including these depends on estimates that likely to come from surveys themselves. If the measure of prevalence also contains error, then estimates of coverage error become difficult to interpret and inaccurate. The Hui-Walter method for estimating the true prevalence and error rates (false positives and negatives) when two indicators but no gold standard is available provides a possible tool to assess measurement error in surveys. There are a number of assumptions placed on the data, which possibly may be violated in survey data. Still, the tests may provide an insight into which questions may be most flawed. It may still be necessary, however, to examine additional variables that are measured in the same survey context that may give clues which questions were the most flawed. This study continues initial research in the potential coverage error of cell phones and measurement error generally in surveys. More research should focus on accurate measurements of the cell only population, and the potential it has to bias results by not including it in survey samples. More work on the efficacy of methods such as the Hui-Walter and other latent class models to estimate measurement error in surveys is also worthwhile. It is possible that such assumptions made the models are untenable in a survey setting, and thus are inappropriate for this application. The potential benefits seem clear, however, and if barriers do exist, researchers should develop techniques to overcome them.

Managing Interviewers and Interviewer Effects

Training and Monitoring Interviewers in Administering CAPI Event History Calendar Instruments. Yfke Ongena, University of Twente (y.p.ongena@utwente.nl); Wil Dijkstra, Vrije Universiteit Amsterdam (w.dijkstra@mac.com); Jan Smit, Vu University Medical Center (jh.smit@vumc.nl).

Since Event History Calendar (EHC) interviewing is a relatively new method, not much is known yet about interviewer effects and effective interviewer training in administering EHCs. Although the amount of training given to EHC interviewers varies widely in studies that report application of EHCs, i.e., of equal length or slightly longer than training for conventional interviewing, we discuss how the content of an EHC interviewer training is different from conventional interviewer training. In order to make more use of the advantages of EHCs in stimulating recall, interviewers need to be trained in (more or less flexible) EHC specific techniques like cross-checking and cueing. However, administering an EHC also involves standardized behavior like exact reading of questions that introduce a timeline. In addition, interviewers should learn techniques that also apply in conventional interviews like how to cope with irrelevant talk, and avoiding suggestive behavior. These techniques are best learned by means of short role-plays, during which trainees can practice interviewing skills in interaction with

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others. Another skill that EHC interviewers have to learn is how fill out a complex data collection device like the EHC. This is best learned in individual practice by means of clear scripts describing a case. In our paper we discuss how we developed a training adapted to EHC interviews in a large-scale survey. The results of monitoring interviewers showed that it is important to monitor interviewers throughout the whole fieldwork period. Immediately after training, interviewer behavior was at an adequate level, but after interviewers had administered more interviews (without having obtained feedback about their performance) it started to decrease relatively quickly. After interviewers had received a first feedback report, their performance immediately improved, but again with more experience it started to decrease, until again feedback was given about their behavior.

Measuring and Enhancing Interviewers' Performance Using CATI Features. Mahmoud El Kasabi, IDSC-Public Opinion Poll Center (mkasapi@idsc.net.eg).

Public Opinion Interviewer is one of the most important factors in the process of the Public Opinion polls. The performance of the interviewers strongly affects the quality of the polls outputs. So capturing the odd performances and attempting to improve these performances are essential steps in order to improve the quality of the polls. This paper attempts to use the CATI features to develop an evaluation system for the interviewers' performance while conducting the interviews (efficiency of performance) as well as the overall integrity and commitment of the interviewer. Also the paper will test the ability of the 'Interviewer Performance Evaluation System' to improve the performance of the interviewers.

'Introducing New Techniques or Technology: Issues Affecting Data Collector Adaptation'. Gregg Stickeler, ISA (gstickeler@isacorp.com); Nancy Lyon, RAND (nlyon@nlyon.com).

Solid survey research depends upon interviewers being able to collect and record data without introducing bias. For a brand new interviewer conducting a CATI interview, he or she must learn how to enroll respondents in the project if it is not an on-going effort, give the interview in a non-biased way, manage the CATI instrument and deal with administrative tasks related to their job. Given that complexity, our general preference is for experienced interviewers who have demonstrated skills on previous projects. But when technology changes or we introduce a new technique, will more experienced interviewers find it more difficult to adopt new methods? To consider this question, we review call status records and interviewer comments from the RAND California Preschool Study Household Survey – RDD Sample. During this effort, over 70 interviewers from Interviewing Service of America were given a coding scheme for refusals in order to deal with the high level of disinterest resulting from a 3.5% incidence rate. This technique was new to the interviewers and not universally used when intended. This paper addresses possible factors contributing to adoption of this new technique as well as comments on an initial application of the findings for implementing new CATI software since the end of the project.

Do Different Interviewing Techniques & Different Interviewer and Respondent Characteristics Impact the Quality of Retrospective Reports? Ipek Bilgen, University of Nebraska- Lincoln (bilgenipek@yahoo.com).

Recent studies found that calendar interviewing (a.k.a. Event History Calendar or Life History Calendar) has often demonstrated higher data quality in retrospective reports than standardized interviewing (Belli, Shay and Stafford, 2001; Belli et al., in press). Therefore, Stafford and Belli (in press) and Stafford (in press) point out that Event History Calendar (EHC) is becoming more popular in diverse projects and likely to be emerged more in the future. Alternatively, one of the rationales that advocate the use of the standardized conventional interviewing is that this method is designed to reduce measurement error related to interviewer effects (Schober and Conrad, 1997). In order to shed light on these ideas, this study uses a nationwide sub-sample of 626 participants from the 2001 Panel Study of Income Dynamics (PSID) who were interviewed via telephone retrospectively about life course events by either randomly assigned Event History Calendar (EHC) or standardized conventional questionnaire (CQ) methods. To examine whether EHC and CQ retrospective reports differ in the quality of retrospective reports, experimental retrospective reports were validated against PSID reports provided annually on the same topics by the same respondents for a reference period of 14 years. The analyses also examine respondent and interviewer characteristics (such as race, gender and age) and the interactions of these variables on quality of retrospective reports. In addition, the analyses inspect the impact of interviewers' experience with different interviewing modes (e.g. with telephone, blaise or EHC interviews) on quality of retrospective reports. Preliminary findings revealed that, the discrepancy between retrospective reports and panel reports on average increases more in the CQ condition than in EHC condition over the reference period. Further findings regarding the impact of respondent and interviewer characteristics and the interactions of these variables on quality of retrospective reports will be presented and discussed in detail.

Questionnaire Format and Design Issues

Effects of Using a Grid Versus a Sequential Questionnaire Design on the ACS Basic Demographic Data. John Chesnut, U.S. Census Bureau (thomas.j.chesnut@census.gov).

The American Community Survey (ACS) has traditionally used a horizontal grid to collect basic demographic data items such as name, age, date of birth, ethnicity, race, and sex. In other words, the household member names are listed down the side of the page and the questions are listed across the top. The 2010 Census plans to use a sequential format where each person's data are in a distinct column, and within each column, the names are at the top and the questions are listed down the page. Ideally, the Census Bureau would like to be consistent in the wording and presentation of these questions between the ACS and the 2010 Census. Therefore, the ACS tested whether changing the layout for these questions affects response. More specifically, does changing from the grid to the sequential format affect data quality indicators and the response distributions for the basic demographic questions? The 2007 ACS grid-sequential test was designed to help determine which format to use for the basic demographic section of the 2008 ACS mail form. The data showed that the traditional ACS grid format for the basic demographic section of the mail form did not perform as well as the sequential format for select quality indicators. In addition, the sequential format did not produce major changes in the properties of the basic demographic response distributions as found with the grid format.

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Improving the Quality of School-based, Self-administered Surveys. Charlotte Steeh, Independent Consultant (steehc@bellsouth.net); Anna Teplinskaya, Office on Smoking and Health, Centers for Disease Control and Prevention (dzt5@cdc.gov); Darylema Williams, Office on Smoking and Health, Centers for Disease Control and Prevention (bhn8@cdc.gov).

Research on self-administered surveys stresses the importance of the format of the questionnaire. Very little attention has been given to evaluating the formats of self-administered surveys conducted in school settings where the ages of the respondents and their degree of cognitive sophistication must be taken into account. Generally, these surveys have required students to record their answers on a sheet that is separate from the questionnaire. Obviously this format leaves room for considerable error as respondents transfer their responses to the answer sheet. This paper describes a split-ballot experiment conducted by the Connecticut Department of Health during its 2007 administration of the Youth Tobacco Survey (YTS). The sample resulted in 2,272 middle school respondents and 2,031 high school respondents. The Youth Tobacco Survey is a school-based survey carried out by state departments of health with the guidance and support of the Office on Smoking and Health in the Centers for Disease Control and Prevention. Its purpose is to provide individual states with the data necessary to support the design, implementation, and evaluation of their comprehensive tobacco control programs. The experiment tests whether data accuracy can be improved by changing the questionnaire from a document with a separate answer sheet to a booklet that allows students to record their answers next to the questions. We hypothesized that using a booklet would reduce item nonresponse, increase student motivation, and provide a smoother flow so that the questionnaire can be completed more quickly. Our results were clear. When the booklet was used, item nonresponse remained stable and low throughout the questionnaire. With the comparable answer sheets, item nonresponse increased dramatically with survey length. Thus the use of the booklet format does improve data quality and precision. Qualitative evidence corroborates the empirical findings. These results apply to all school-based surveys still using answer sheets.

Employing the Right Measure: Response Format Effects on the Measurement of Employment. Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); Susan Behnke, Harris Interactive (sbehnke@harrisinteractive.com); Jonathan Klein, University of Rochester (Jonathan_Klein@urmc.rochester.edu).

Many people are employed concurrently in a full-time job as well as a part-time job. Some are self-employed and also have a job with an employer. As a result, many survey designers have typically adopted a multiple response. However, recent research (Smyth, Christian, Dillman, 2006, POQ; Thomas and Klein, 2006, JOS) demonstrated that multiple response formats yield lower endorsement rates. In the current study we compared 3 approaches to measuring employment – 1. the traditional multiple response approach, 2. using a sequential employment approach that first uses a Yes-No Grid to assess employment and then uses follow-up questions based on earlier responses (e.g. if not employed full-time, part-time, or self-employed ask if looking for work, not looking for work, or disabled), and 3. a single response format ('Which one best describes your employment status?'). In a series of monthly waves from October, 2006 to April, 2008 we had respondents complete a web-based survey using one of the randomly assigned employment response formats. We found significant differences in endorsement – the sequential format yielded higher values for every employment category and higher employment overall. Besides the primary findings we will also present additional results how these categories of classification affect job-related factors, including job satisfaction and number of hours worked.

Unresolved Issues with Multiple-Answer Questions. Jolene Smyth, University of Nebraska-Lincoln (jsmyth2@unl.edu).

Recent research has established that the long held assumption that check-all-that-apply and forced-choice question formats are functional equivalents is mistaken. A growing body of research indicates that the forced-choice format yields higher item endorsement rates within and across visual and aural modes. The reason for this difference appears to be that the forced-choice format encourages deeper processing of response options than does the check-all format. However, this research leaves a number of questions central to survey design and practice unanswered. Foremost among them is the issue of whether the check-all format is an acceptable alternative when there are few response items (i.e., response burden is low). Other questions have been raised repeatedly about how best to design multiple-answer questions. For example, should one use generic (i.e., yes/no) response options or more specific options that refer back to the central concept of the question (e.g., am a fan/not a fan)? Do the response items need to be randomized? How should the question be worded? And should we tell respondents in the question stem, especially on the telephone, how many items they will be asked to provide an answer for? In this paper I use experimental data from a series of surveys of random samples of undergraduate students (conducted from the spring of 2002 to the spring of 2007) to examine each of these practical design issues. The overall goal of this paper is to provide empirical evidence about when to use each format and how best to design multiple-answer questions.

First Things First: Effects of Response Format on Priority of Issues. Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); Regina Corso, Harris Interactive (rcorso@harrisinteractive.com); David Krane, Harris Interactive (dkrane@harrisinteractive.com).

One interest in polling is to find out what people believe should be national priorities. Often this is measured as a preference for increasing or decreasing spending on the issue. We were interested in comparing two response formats that can express priority preferences and track changes across waves. We had respondents complete a web-based survey in monthly waves from October 2006 to April 2008. For 34 different priorities (e.g., strengthening the military, ensuring the stability of the national retirement/pension systems (social security)), we randomly assigned respondents to either a 5 category 'increase spending a lot' to 'decrease spending a lot' scale or a response format that asked respondents to rate the importance of the priority. We randomly selected 11 of the 34 issues for any given respondent to evaluate. Analyzing across items, we found higher mean values for the spending response format than for the importance format. We will show that both formats picked up changes in public opinion due to a number of events, though across items and events, one format may be somewhat more sensitive to detect change across time.

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Surveys and Healthcare I

Health Care Policy Preferences and New Mexicans' Valuations of a Public Good. Amy Goodin, UNM Institute for Public Policy (asgoodin@unm.edu); Amelia Rouse, UNM Institute for Public Policy (amelia@unm.edu); Gabriel Sanchez, UNM Department of Political Science (sanchezg@unm.edu); Richard Santos, UNM Department of Economics (santos@unm.edu); Robert Berrens, UNM Department of Economics (rberrens@unm.edu).

Access to adequate and affordable health care is an issue receiving a lot of attention by both state and federal governments. In New Mexico Governor Bill Richardson established a task force to explore how to provide affordable access to health care and the result was a series of recommendations from a study conducted by Mathematica Policy Institute, and the University of New Mexico's Institutes for Public Health and Public Law, and the UNM Bureau of Business and Economic Research. These recommendations are not unlike many of the proposals emerging in other states. However, what was missing from the recommendations was a clear picture of how this issue plays out in the minds of New Mexicans. As a result, researchers at the University of New Mexico Institute for Public Policy and the Departments of Political Science and Economics received funding from the Robert Wood Johnson Center for Health Policy at the University of New Mexico for a collaborative effort to examine public preferences for the primary recommendations culminating from the aforementioned study. In addition to illustrating how New Mexicans evaluate the recommendations from the Governor's study involving single payer systems and the use of vouchers, we also present information about how New Mexicans value health care as a public good. Additionally, this study provides insight into perspectives on who should be covered under a state health care program and how much New Mexicans are willing to pay for such a program. These issues are analyzed across a variety of demographic, socio-economic and political measures with an emphasis on differences between White, non-Hispanic and Latino populations. From this perspective the authors believe this research provides a clear example of deploying survey research for the public good.

Social Determinants of Health Media Use and Cancer-Related Beliefs in a National Sample. Kasisomayajula Viswanath, Dana-Farber Cancer Institute (vish_viswanath@dfci.harvard.edu); Leland Ackerson, Dana-Farber Cancer Institute (leland_ackerson@dfci.harvard.edu).

Major racial/ethnic and socioeconomic disparities in cancer risk exist in the U.S. The purpose of this project is to determine whether racial and socioeconomic disparities exist in health media use and cancer-related beliefs. We used a sample of 5,178 U.S. adults taken from the 2003 Health Information National Trends Survey, a nationally-representative cross-sectional survey. The independent variables we examined were race/ethnicity, annual household income, individual educational attainment, and employment status. The dependent variables of interest were health information seeking, attention paid to and trust in health information from several different media sources, and cancer-related beliefs. The results indicated that there are substantial racial/ethnic and socioeconomic disparities in health media use, where high-SES groups are more likely to trust and pay attention to health information on the Internet, while, Spanish-speaking Hispanics and non-Hispanic blacks are more likely to pay attention to and trust health information from other media sources. High SES groups are more likely to believe that cancer risk is modifiable, while Spanish-speaking Hispanics and non-Hispanic blacks are less likely to believe this. These results indicate that health media use may be a pathway through which social characteristics influence cancer outcomes. We will discuss the importance of studying media use and beliefs to understand disparities in health outcomes and health status.

Online Interactive Cancer Communications Services and Positive Health Outcomes in Women with Breast Cancer. Patricia Hernandez, University of Wisconsin Madison (pahernandez@wisc.edu); Hernando Rojas, University of Wisconsin Madison (hrojas@wisc.edu).

Previous research indicates that women with breast cancer often cope with their diagnosis and treatment by participating in online interactive cancer communication services, in particular, social support groups. The current study examines the positive outcomes of women with breast cancer who use these services and in turn attempts to determine who uses the online support system. This study also explores whether satisfaction within the online support group results in improved health outcomes. The sample included 122 women within 61 days of breast cancer diagnosis. Participants were provided with a free computer with internet connection, and training in how to use an interactive cancer communication service called CHESS (Comprehensive Health Enhancement Support System). Data was collected by self administered surveys at pretest, two months, and four months, and CHESS use data was collected throughout the study. The online discussion group messages were analyzed by hand – coding with validity and reliability established. Our results show that women who spent more time in online discussion groups had higher levels of social support and health self efficacy after two months of using the support system. In terms of significant predictors of discussion group use, we find that education was only marginally significant. Contrary to what was hypothesized, there were no statistical differences between women who expressed satisfaction within the online interactive cancer communications services and women who did not express satisfaction. It is clear from previous studies involving the CHESS program and this present study that women benefit from online discussion groups; however, this study analyzed written expression of satisfaction and found no significant findings. Future research should further look at satisfaction and ways to measure it, so future CHESS participants can benefit from how others have used and gained the most advantages from online interactive communication services.

Perceptions of Health Care Reform Among 18+ Louisiana Residents: Challenges and Opportunities. Joanne Binette, AARP (jbinette@aarp.org); Brittnie Nelson, AARP (bnelson@aarp.org).

The Louisiana State University Health Care Services Division operates the entire Charity Hospital System and receives most of the state's federal Medicaid funding. Before Hurricane Katrina, critics argued that the Charity Hospital System was difficult to navigate and did not have enough money to provide effective care to low-income Louisiana residents. In 2005, Hurricane Katrina caused substantial damage to the New Orleans-area hospital, the largest hospital in the Charity Hospital System. This damage had profound, negative repercussions throughout the Charity Hospital System. The post-Katrina climate provides challenges as well as opportunities for the state of Louisiana to address health care reform issues, particularly health care funding. Rather than spend money rebuilding a system that was already broken, Louisiana legislators need to rebalance funding for health care in the state so that all Louisiana residents have access to affordable, quality

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health care. We conducted an RDD telephone survey of Louisiana residents age 18 and older that shows over half believe that health care in Louisiana is in a state of crisis or has major problems. The survey further measured Louisiana residents' support for health care reform in the state. This survey of 800 respondents had a sampling error of plus or minus 3.5 percent. Survey responses were weighted to reflect the actual distribution of age and gender for the population of residents age 18 and older in Louisiana.

The Effect of Invitations on Survey Participation

E-Mail and Postcard Invitation Designs to Maximize Web-Survey Responses Rates. Michael Kaplowitz, Michigan State University (kaplowit@msu.edu); Frank Lupi, Michigan State University (lupi@msu.edu); Mick Couper, University of Michigan (MCouper@umich.edu); Lauriethorp, Michigan State University (thorpl@msu.edu).

Web-based surveys increasingly are being used. However, web-based surveys present methodological challenges including lower response rates than other survey methods. This paper reports the results of a large-scale, full factorial experiment to test design features of e-mail and postcard invitations for maximizing web-survey response rates. A stratified, random sample of 13,584 students and faculty of a major U.S. public university received either a postcard or e-mail invitation to participate in a web-based campus sustainability survey. Using a full factorial design, the postcard and e-mail invitations were modified to vary such elements as their length (long/short), estimate of effort (about 10/less than 30 minutes), and subject line (authority/topic). Faculty response (28%/19%, e-mail/postcard) shows evidence of significant effects of design. Postcard invites reduced faculty response probability ($p=0.051$). Postcards that estimate survey effort at "about 10" minutes increased faculty response ($p=0.08$). Long e-mail invitations increased faculty response ($p=0.018$) as did e-mail invitation using the authority subject ("Vice President for Finance and Operations asks you to take a survey") as opposed to use of the "topic matter" subject ("Take a survey on campus environmental stewardship") ($p=0.022$). These results seem to increase the credibility of e-mail for faculty whereas postcards do not need these signals. Student response (14%/13%, e-mail/postcard) did not significantly differ across invitation modes ($p=0.36$) with invitations estimating effort at "about 10 minutes" increasing student response ($p<0.002$ for each). For students, time estimate of survey effort mattered. For faculty, e-mail invitations benefitted from being longer and from a person of authority apparently signaling some added legitimacy of the invitation. The results suggest that design elements of invitations to maximize response may have different effects on subsets of the target population.

Instant Messaging: Applicability for Contacting Potential Web Respondents? Christopher Cox, Public Opinion Research Lab, University of North Florida (pharwood@unf.edu); Paul Harwood, Public Opinion Research Lab, University of North Florida (pharwood@unf.edu); Mark Swanhart, Public Opinion Research Laboratory, University of North Florida (pharwood@unf.edu).

There is growing interest in utilizing the World Wide Web for data collection. The current Internet appliance of choice to contact potential respondents is email addresses. This paper examines the applicability of utilizing instant messaging appliances to contact potential survey respondents, instead of email. The study compares response and completion rates on WWW surveys via email and instant-messaging contact lists. With 37% of online users reporting that they have used IM as a tool to contact others, such analysis is relevant. Our research pays particular attention to the applicability of instant-messaging in reference to America's first digital generation- those individuals born between 1981- the year the IBM5150 was launched, and 1993 when Mosaic came online. With declining civic engagement among America's young, combined with the difficulties- both ethical and methodological- surrounding the use of cell phone surveys, the applicability of instant messaging as a tool to reach America's youngest adults is salient.

When is the Best Time to Invite a Respondent? An Analysis of Email Invitation Timing and Response to a Web Survey. Jennifer Sinibaldi, University of Michigan (jsinibal@umich.edu); Sue Ellen Hansen, Institute for Social Research (sehansen@isr.umich.edu).

In a web-based study of transplant surgeons, the time of day of the emailed survey invitation was randomly assigned to 1 of 3 time slots. These time slots were chosen to assure as much as possible that the email would be received during one of three segments of the workday: 1) before or at the start of the workday (5AM), 2) mid-day (12PM), or 3) at or after the close of the workday (7PM). Data collected from the respondents reveal whether the respondent was working or not when the email was sent, on what electronic device the email was read and what device was used to respond to the survey. A comparison of the respondents to the nonrespondents will determine whether any of the timings was more conducive to response over the others. In addition, analyses will determine whether respondents responded immediately or delayed their response and if this was influenced by the device on which the survey invitation was read. In a separate analysis, those who responded after the first reminder will be considered late responders and compared to early responders to explore differences between these two groups. Conclusions about best times to send an email invitation during a workday and response characteristics of early and late responders will be reported.

Use of FedEx: Early, Late or Never? Duston Pope, Market Strategies (Duston.Pope@marketstrategies.com).

The use of pre-notification letters as a tool to increase response rates for mail and web surveys has been widely researched and shown to have a significant impact on response rates. The same can be said for the use of non-standard mailing techniques including FedEx. However, typical study designs turn to FedEx towards the end of data collection once the sample size has decreased making its higher per mailing costs more manageable. This paper will look at the effect the use of FedEx has when used to send the pre-notification letter as compared to using it for a late reminder letter when inviting people to complete a Web-based survey. In addition to response rate differences cost effectiveness will also be measured. Although using FedEx upfront is costly, if the jump in response rates leads to significantly fewer follow-up efforts, its cost may be justified. Data will come from the third wave of the School Based Substance Use Prevention Programs Study which is sponsored by The National Institute on Drug Abuse and conducted by the Pacific Institute for Research and Evaluation and Market Strategies International.

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WAPOR: Survey Research Methods

What do the Questions Actually Measure? Ambiguity in Family-Work Attitudes Questions from the ISSP. Paula Wright, La Trobe University (paulawright@iprimus.com.au).

A number of questions in the International Social Survey ask respondents for attitudes to work and family choices by parents. The issues related to these questions are particularly complex and multifaceted, and the questions appear in such a way that the construct under measurement is not sufficiently clear. In practice, researchers use data from these questions to support a range of arguments, not all of which are clearly substantiated by a detailed reading of the question. For example, attitudes to full time work by mothers of pre-school aged children are often used as evidence of approval of professional childcare, using an implicit assumption that attitude to one, leads to attitude to the other. This paper uses both data from qualitative testing of survey questions, and case studies of published research using resulting data, to determine if the attitudes expressed by respondents, and the claims researchers make with the resulting data, are compatible. Data from cognitive interviewing provides insight into the frames of reference respondents use when providing responses to these questions. It gives a fuller picture of what respondents mean by their answers. In this paper, we use that qualitative data to argue that there is misalignment in the attitudes of respondents who are represented in the data, and the assumptions made by researchers who analyse that data.

Assessing Numerical Ideological Scales: A Case Study in the Mexican Context. René Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu); Marco Morales, New York University (marco.morales@nyu.edu); Francisco Abundis, Parametría SA de CV (fabundis@parametria.com.mx); Sandra Ley, Parametría SA de CV (sley@parametria.com.mx).

Public opinion researchers make extensive use of ideological scales to model vote choice and other political preference. Traditionally, the 11-point scale (where 0 means the left and 10 the right), and the 7-point scale (where 1 means liberal and 7 conservative) have been extensively used in major surveys to measure ideological self placement as well as political parties' placement. In the Mexican context, both numerical scales have been also used. Such scales became especially relevant for public opinion researchers in Mexico after the 2000 and 2006 Mexican Presidential Elections, when major political changes took place in the country. However, little examination of those scales has been conducted recently to examine their measurement properties. To address methodology issues around these ideological scales, two split-ballot design studies were conducted in Mexico. Two nationwide surveys were fielded, one in November 2006 and the other in January 2007. Each survey consisted of 1,200 cases and interviews were conducted face to face. In addition, a non numerical 5-point scale was administered to all subjects in November 2007 in a branched-format question whose options were left, center/left, center, right, center/right. This non-numerical scale was used as a reference point for comparisons, since these are cognitively less complex than numerical scales. Also, proxy variables of ideology such as attitudes toward liberalization of economy, abortion, same-sex partnership, government intervention, and others were included. Overall, results indicate that political ideology is a multidimensional issue. Also, it was found that the 11-point scale and the non-numerical 5-point scale tend to obtain similar distributions. However, the 7-point scale tends to correlate better with alternative measures of ideology (i.e., with proxy variables) than the 11- and the 5-point scale. This correlation was particularly significant with the economic dimension of ideology.

Treating Translation as a Scientific Component of Cross-national Research. Tom Smith, NORC/University of Chicago (smitht@norc.org).

Translations are needed whenever two or more languages are used by notable segments of the target population. This is most frequent in cross-national studies, but intra-national, multilingual surveys are also common. They are needed in 1) well-recognized multilingual countries such Belgium, Canada, and Switzerland, 2) countries with large immigrant populations such as the United States and Canada, and 3) surveys focusing on immigrants or indigenous, linguistic minorities. For example, in the U.S. a recent health survey was conducted in 12 languages (Olson et al., 2003) and NORC's New Immigrant Study had full translations in 8 languages and was administered in over 80 languages (Doerr, 2007). Perhaps no aspect of cross-national survey research has been less subjected to systematic, empirical investigation than translation. Thoughtful pieces on how to do cross-national survey translations exist (Brislin, 1970 and 1986; European Social Survey, 2006; Harkness, 1999 and 2001; Harkness, Pennell, and Schoua-Glusberg, 2004; Harkness and Schoua-Glusberg, 1998; Prieto, 1992; van de Vijver and Hambleton, 1996; Werner and Campbell, 1970). Moreover, external multi-lingual assessments of the translations produced in the WHO World Mental Health Initiative (Harkness, Pennell, Villar et al, forthcoming), in the European Social Survey (Harkness 2007), and in the Survey on Health, Ageing and Retirement in Europe (Harkness, 2005) have recently taken initial steps towards systematic assessment of the translation procedures utilized in these major projects. But rigorous experiments to test the proposed approaches are lacking. Because of this the development of scientifically-based translation has languished. Translation as Part of Instrument DevelopmentMoreover, translation is often wrongly seen as a mere technical step rather than as central to the scientific process of designing valid cross-national questions. Translation must be an integral part of the study design and not an isolated activity (Bullinger, 1995; Harkness, 2006; Pasick, et al., 1996). As Pasick and colleagues (1996) describe

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Survey Research in Emerging Democracies: The Case of Belarus. Oleg Manaev, University of Tennessee (omanaev@utk.edu).

Survey research is connected with politics very closely, and its results could affect it significantly. This leads to collisions not peculiar to other social-political research. On the one hand, pollsters face heightened interest from political actors. On the other hand, their own political attitudes could contradict research results, and this could lead to manipulation. In the level of public trust, independent research centers in post-Communist Belarus scored second after the Church, leaving far behind such traditional state and public institutions as the president, government, parliament, political parties, police, business associations, trade unions, and even mass media. The main reason for their high public recognition is the quality and reliability of information and analysis provided. During last decade they have created the unique 'early public warning system' that assists the authorities and the public to recognize (and to resolve if necessary) various problems, tensions and conflicts arisen in the society. Electoral forecasts based on professional survey research became even more precise and reliable than those for the weather. But relations of independent survey research with the state authorities are really gloomy. In fact, the state that labels itself the 'people's power' practically ignores public opinion. Consequently, independent survey research and its proponents are perceived by authorities not as an important and necessary source of information, but as an obstacle or even a threat. After various public accusations and organizational pressure, Belarusian authorities decided to introduce a new, more effective mechanism of control over independent research, and above all over electoral research. Therefore, independent survey researchers in Belarus should try not to mix politics and political research and should follow the motto of "professionalism and civic responsibility." The growing recognition and authority of their activity both among the general public and the elite is the most important stimulus for further development.

Causal Effects or Causal Mechanisms? Types of Rationalities as Explanation of Attitudes Towards Law. Rodolfo Sarsfield, CIDE, Mexico, DF (rodolfo.sarsfield@cide.edu).

Research topic: A good portion of public opinion research has focused on the search of "causal effect" (e.g. Bennet 1997) and it has not considered the exploration of "causal mechanism" (e.g. Boudon 1998, Gambetta 1998). The standard explanation of an important part of public opinion studies lies on an argument based on causal effects, and take the typical form of "the change in the probability and/or value of the dependent variable when an explanatory variable changes its value in a unit, and the effects of other variable are controlled" (Sarsfield 2007: 16). This kind of explanation is typical of the variable centred causal approach (Hedström and Swedberg 1998), and has induced that "statistical association between variables has largely replaced meaningful connection between events as the basic tool of description and analysis" (Coleman 1986: 1327-8). If we assume that causal effects and causal mechanism are, both, the bases for causal inference (Bennet and George 1997), the widespread use and knowledge of survey analysis and the statistical techniques needed for analyzing such data have a fundamental lack for a good explanation. Proposing that the existence of different types of rationalities should be considered as causal mechanisms in survey studies, in this paper I compare advantages and disadvantages of a standard "regression approach" and a new "ideal types" approach for explain different attitudes to law and justice in Mexico. Specific research hypotheses: The main theoretical hypothesis is that the introduction of the "causal mechanism argument" improves the empirical explanations based only on causal effects. Methods: I use data from Programa de Estudios sobre la Seguridad Pública y el Estado de Derecho (PESED), CIDE, Mexico City. I employ the statistical techniques of lineal regression and cluster analysis. Results: The introduction of the "causal mechanism argument" improves the empirical explanations based only on causal effects.

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AAPOR/WAPOR Joint Session: Formation of Public Opinion

Revisiting 'The Voice of the People': An Evaluation of the Claims and Consequences of Deliberative Polling. Laurel Gleason, The Ohio State University (gleason.62@osu.edu).

The concept of the people's voice is central to democratic theory. Although debate persists as to proper form and role of this voice, this tenet is irrefutable. It is likewise fundamental that the people's voice serves as a counterbalance to elite sovereignty. To fulfill this function, the people's voice should do more than mindlessly ratify, it should evaluate. In whatever form it takes, the people's voice should be autonomous and considered. In *The Voice of the People* (1995), James Fishkin laments that the people's voice has become merely an echo constituted by vague impressions and characterized by an absence of reflection. Drawing upon a deliberative model of democracy, Fishkin proposes to address this dilemma by employing "deliberative polling." For Fishkin, the ultimate payoff is in the poll results, which he maintains represent the people's voice in its ideal form. Fishkin proposes to reinvigorate democracy by introducing these results to the public and policymakers alike as "the voice of the people." That the force of 'deliberatively polled' opinion may be even greater than that of traditional polls is evident. It is in part designed to communicate with the public, and indeed to influence their opinions, in a way that traditional polls are not. Its authority is vouched for by its "deliberative" packaging. Whether such authority is in some sense "warranted", however, remains an open question. As I argue, the deliberative polling process enhances rather than mitigates the echo chamber of elite propaganda, and thus the normative value of the participants' collective opinion is dubious. Moreover, to the extent that the public passively adopts the "voice of the people" as their own, their sovereignty and autonomy succumb to the echo chamber as well. The content of the message is not new – there is simply a new messenger.

Effects of Deliberation Setting on Opinion Change and Subsequent Willingness to Engage in Political Talk. Michael Xenos, University of Wisconsin-Madison, Department of Communication Arts (xenos@wisc.edu); EunKyung Kim, University of Wisconsin-Madison, School of Journalism & Mass Comm. (ekkim2@students.wisc.edu).

Research on the effects of deliberation and political discussion has made great progress in providing empirical justification for normative principles that have emerged from contemporary debates over democratic theory. Specifically, researchers have conducted numerous studies demonstrating the effects of deliberation on attitudes, opinion quality, and perceptions of political legitimacy, as well as tolerance for those with opposing viewpoints. The broader category of political discussion has been associated with similar positive outcomes. However, the process of deliberation itself (relative to its effects) is less well understood. In this paper we present results from an experimental study of the effects of deliberation with a focus on contextual and process variables, informed by a self-reinforcing model of deliberation. Specifically, we explore relationships between deliberative setting (including group composition and individual perceptions concerning whether one's personal opinion is shared by the majority of those in their wider social setting), personal predispositions, and characteristics of the discussion itself (e.g. how often individuals participate relative to others, the distribution of references to specific arguments and pieces of information), and final attitudes concerning willingness to talk further with others about the topic of deliberation. Our data are drawn from an experimental study conducted at a large Midwestern university during the month of April, 2006. In all, 182 subjects were recruited, and assigned to participate in discussions on the issue of "politics in the classroom," under varying conditions. Videotapes of the discussions were subsequently coded by the researchers to tap process variables. Results suggest that predispositions and characteristics of the discussions interact with deliberative settings to produce changes in attitudes and willingness to engage in future political conversation on the issue featured in the deliberations.

Public Opinion and the War on Terrorism 2001-2007. Gerald Kosicki, The Ohio State University (kosicki.1@osu.edu).

The present study examines the war on terrorism in public opinion terms. Terrorism is viewed fundamentally as a communication strategy tied to the study of public opinion. The Global War on Terrorism has in certain ways reordered various aspects of life in the United States. Discussions of the efficacy and advisability of the use of torture have raged in the news media and have been featured as prominent parts of the presidential campaign. The nature of a wide range of civil liberties has been called into question, including habeus corpus, detention without trials, allegations of "special rendition" programs around the world in black prisons. The United States is fighting a war in Afghanistan in retaliation for the terror bombings of the World Trade Center. Although the Bush administration considers the Iraq War part of its war on terror, the link of this conflict to terrorism is less clear. Closer to home, it has become clear that the government is monitoring financial transactions as well as telephone and email conversations between people in the United States and suspected terrorists abroad. This has raised important questions about wiretapping, privacy and the work of the secret FISA court. The paper will be in the form of report for The Polls-Trends dealing with public opinion about the alternative meanings of the war on terrorism as viewed through public opinion polling data. Major American polls will be examined dealing with themes related to the war on terror. Hundreds of questions asked on many questionnaires since 2001 will be examined to summarize the state of public opinion about this issue.

Teaching Democracy to Students. Karen Buerkle, RTI International (kbuerkle@rti.org).

Can democratic political orientations be learned in school? Many donors and foreign governments underwrite school-based civic education in new democracies with the hope it can. They hope school-based civic education will jumpstart social change by orienting students into a political culture that will further cement the country's democratic trajectory. These civics courses aim to teach the voters of tomorrow the basic mechanics of the new (and often still changing) governmental structures, instill an ethos of participatory citizenship (in places where until relatively recently, participation in the public sphere was circumscribed) and inculcate students with a set of democratic attitudes such as political tolerance and support for democratic decision making (in places where these values are not widely or deeply held). This paper explores the success of schools in teaching students knowledge versus values by analyzing responses to a survey sponsored by the Organization for Security and Cooperation in Europe (OSCE) that measures of the political knowledge and democratic attitudes of 750 students who recently completed a year-long civic education course in Kyrgyzstan. Students' responses are compared to a control sample of 600 somewhat older youths (20 to 24 year olds) who graduated from high school before the inclusion of a civic curriculum in the Kyrgyz

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educational system. Short interviews were also conducted with each student's high school civic instructor ($n=150$) to evaluate how teachers' experience level and teaching styles affect outcomes. Results indicate that the educational system is adept at imparting knowledge, but less so at changing values. Civics students are more knowledgeable about their political system than the control sample and give more tolerant answers to questions related to the position of women in society. However, the results are more mixed when examining other democratic political orientations. Implications for these for developing democracies beyond Kyrgyzstan are also discussed.

Practical Democratic Theory: Revising Berelson's Original Theory to Promote Scholarly Synthesis and Action. Jason Rittenberg, University of Illinois at Urbana-Champaign (jritten2@uiuc.edu).

Public opinion research is well-developed in terms of both methodology and mid-level theory (motivated reasoning; agenda-setting, etc.), but there is, understandably, little development of high theory in the field. Democratic Theory (Berelson, 1952) describes the process of electoral choice in democracy. In the author's own words, "the normative theory of political democracy makes certain requirements of the citizen and certain assumptions about his capacity to meet them" (p.313). Democratic Theory is broadly applied, supported, and challenged. Most often, the theory is used in studies of public opinion (e.g., Feldman, 1988) or news media (e.g., Tewksbury, 2003). The accuracy of the assumptions and claims of the theory have received considerable attention. For example, research recognizes low information levels in the public (Friedman, 2006), but other scholars find redeeming aspects of voter decision-making (Lodge, Steenbergen, & Brau, 1995). Deliberative Democracy takes issue with the "voter-centered" (Chambers, 2003, p. 308) perspective of Democratic Theory. Unfortunately, challenges are frequently not well-synthesized into the overall consideration of the process of democracy. This paper therefore begins by reviewing and critiquing Democratic Theory in its classical form. However, at least as important as the accuracy of Berelson's statements about society is the positioning of Democratic Theory in terms of enabling productive criticism of or action within the government (Price & Neijens, 1998; Ricci, 1970). For a field that is as closely engaged in the welfare of citizens and society as public opinion research, a high theory that can both organize mid-level theory and suggest actions for the public good will be exceedingly valuable. This paper therefore introduces Practical Democratic Theory, which redefines the traditional theory in a multi-level approach highlighting applications as well as ideals. A case study of the miscommunication of citizens' opinions of appropriate government action following Hurricane Katrina is used to illustrate the potential value of

Cognitive Interviews

The influence of personal identity on respondents' interpretations of survey questions. Stephanie Willson, National Center for Health Statistics (zex8@cdc.gov).

This paper discusses the influence that personal identity has on respondents' interpretation of survey questions, and the effect this has on measurement error. Specifically, questions that unintentionally invoke notions of personal identity tend to create multiple and often unintended interpretations of question intent by directing respondents away from a literal interpretation of the question. In other words, when respondents understand the question as asking about who they are as a person rather than what they do, they are less likely to formulate answers on the basis of actual behavior and more likely to answer based on their various self concepts. Inconsistent interpretations result in increased response error, questionable construct validity, and potentially biased estimates. Qualitative data from three different cognitive interviewing projects conducted by the Questionnaire Design Research Laboratory at the National Center for Health Statistics are analyzed and synthesized to show identity as a common theme explaining response error among seemingly unrelated survey topics. All three projects tested questions designed to be included as periodic supplements on the National Health Interview Survey. The first project tested questions related to smoking and other cancer risk factors, the second tested a supplement on the use of complementary and alternative medicine, and the third project tested questions on oral health. The three projects, combined, account for a total of 72 cognitive interviews. Response error solutions are discussed for specific survey items and for survey questions more generally, with the overall aim of designing questions that avoid identity-related language and encourage the reporting of actual behavior.

Identification of Cultural and Linguistic Issues among Spanish, Tagalog, Cantonese and Mandarin-Speaking Respondents through Cognitive Interviewing for a Telephone Administered Occupational Injury Survey. Holley Shafer, San Francisco State University Public Research Institute (hlshafer@sfsu.edu); Diane Godard, San Francisco State University Public Research Institute (dmgodard@sfsu.edu); Robert Newcomer, University of California – San Francisco (robert.newcomer@ucsf.edu); John Rogers, San Francisco State University Public Research Institute (jdrogers@sfsu.edu).

Pan et al., in their continuing research conducted for the U.S. Census Bureau, used sociocultural principles to identify lexical, syntactic, and pragmatic problems with translations of written Census Bureau forms. They concluded that cognitive testing of translated instruments is critical, since problems may arise in various non-English languages even when instruments are properly translated. Building upon these researchers' work, we propose to test these same principals in cognitive interviews conducted for a telephone interview of Spanish, Tagalog, Cantonese and Mandarin speakers. The survey, conducted among providers and recipients of in-home assisted living care, is intended to document work-related injuries and illness among the in-home care providers, and adverse events for care recipients arising from such injuries and illnesses. The survey contains a number of technical terms, as well as personal and potentially sensitive questions about the caregiver-recipient relationship and environment. It is particularly important that our cognitive interviewing procedure uncover any cultural issues arising from the nature of the survey questions. The cognitive interviews will focus on achieving the following: Identify linguistic and cultural barriers to understanding the concepts presented in the survey instruments; Identify any cultural barriers involved in answering questions about providing and receiving personal care for daily living; Establish interrater reliability among cognitive interviewers in the various languages; Assess the cultural appropriateness of scripted and unscripted probes; and Assess the effectiveness of the cognitive interviewing procedure, in which we will translate the survey instruments prior to conducting cognitive interviews. This project will contribute to the framework for conducting and analyzing cognitive interviews in non-English languages.

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Comparability of Meaning in Public Opinion Questions: Results from Cognitive Interviews. Nate Ramsey, University of Cincinnati (ramsey@uc.edu).

When pollsters consider comparability of questions, they generally focus on one of two issues: Do modifications in question wording and context affect comparability of meaning in a time series; or, does the same exact question retain a consistent meaning over time? Both aspects are important, but ignore a vital dimension in the discussion of comparability of question meaning: Does a survey item mean the same thing to different respondents at the same moment in time? And furthermore, do respondents evaluate the question in a manner that utilizes the same criteria to decide amongst response options? If indeed respondents' interpretations of a question are highly variable, it calls into question the validity of the item and our ability to generalize from it. To examine the comparability issue, we sought to examine comparability of question meaning by evaluating responses to some of the most commonly asked public opinion questions, such as presidential & congressional approval, party ID, and the most important problem. To get at question meaning, we conducted in-depth cognitive interviews of volunteer subjects, using probing techniques that tapped respondent's thought processes and the criteria they used to answer the questions. Results from 20 cognitive interviews reveal noticeable differences in the way respondents view, interpret, and ultimately respond to the same survey questions. For example, on the standard Congress approval question, in addition to expressing numerous distinct meanings of "approval," respondents thought of "Congress" to be among such variants as "Democrats, Republicans, issues being debated, specific legislation, Nancy Pelosi," and others. Our initial findings indicate that question meaning is so highly variable amongst some respondents that their answers may not be suitable for valid comparisons. This poster presentation includes a spelling out of the implications of these findings for the standard practice of public opinion research today.

That Didn't Make Any Sense, But Let's Move On: Issues With Scripted Probes in Cognitive Interviewing. Jennifer Edgar, Bureau of Labor Statistics (edgar_J@bls.gov); Kathy Downey, Bureau of Labor Statistics (downey_K@bls.gov).

One of the strengths of cognitive interviewing is that it can be used to identify potential problems in question wording without the larger resources typically required for a pilot test. The success of cognitive interviewing in achieving this goal, however, depends on the extent to which the interviews are conducted in a way that allows researchers to gain insight into the participants' thought processes. Many researchers, especially experienced ones, develop cognitive interviewing scripts that contain standardized probes, but will deviate from the script to pursue a comment that may reveal a potential problem. There has been debate in the literature about this use of emergent probing, with one side recognizing the importance of being able to delve deeper into a participant statement even when there is no overt sign of trouble (Willis, 2005) and the other side being concerned about the potential bias introduced by spontaneous probing (Conrad & Blair, 1996). We conducted a cognitive interviewing study using only scripted probes, and did not allow interviewers to incorporate emergent probing. Analysis of 20 cognitive interviews reveals a large number of participant statements which suggest a problem; however, confirmation of the problem could not be obtained using the scripted probes. The paper will discuss the cognitive interviewing process vis-à-vis the advantages and disadvantages of using scripted probes, provide examples of how scripted probing may have limited the value of the data collected in the study, and share insight gained as to the importance of allowing interviewers flexibility in using emergent probing during cognitive interviews.

Elections and Voting

Measuring Voters' Values in the American National Election Studies. Joshua Pasek, Stanford University (pasek@stanford.edu); Matthew DeBell, Stanford University (debell@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).

A great deal of research has been done in social psychology and other social sciences on the personal values that people hold, and Shalom Schwartz's work has been particularly influential in this area. This work has the potential to advance the study of voting behavior, but Schwartz's values measures have rarely been used in nationally representative probability samples. The American National Election Studies has been interested in the possibility of developing new measures that would be practical for inclusion in its studies, and the 2006 Pilot Study of the American National Election Studies included a battery of questions intended to measure voters' personal values on ten dimensions identified in Schwartz's work. These values were universalism, security, stimulation, tradition, hedonism, conformity, achievement, benevolence, power, and self-direction. The Pilot Study used a split-sample experiment to test two different sets of questions measuring these values. This paper presents an analysis of the Pilot Study values data. It discusses the conceptualization of values and the hypothesized role that values play in voters' decision-making; it presents validity analyses of the Pilot Study values measures; and it compares the predictive validity of alternate operational measurements of values in a statistical model of vote choice. It concludes with recommendations for how values may be measured fruitfully in future studies of voting behavior.

Public Opinion About Electronic Voting: Experimental Studies of How Voters' Knowledge Affects Their Beliefs About E-Voting. Frederick Conrad, University of Michigan (fconrad@isr.umich.edu); Michael Traugott, University of Michigan (mtrau@umich.edu).

Since the Florida presidential election in 2000, electronic voting systems have become widespread and accompanied by considerable controversy. Public opinion about the new generation of voting systems is evolving and could affect participation. We have conducted two experiments, administered within national telephone surveys, to measure the public's thinking about e-voting. The experiments were embedded in a Time-Sharing Experiments in the Social Sciences (TESS) survey and the Survey of Consumer Attitudes (SCA). Both experiments made use of vignettes that did or did not mention certain features of e-voting systems: the use of an access card to begin, transmission of results via the internet, and use of a printed record (paper trail) for verification and possible recounts. We examined the impact of the vignettes on respondents' confidence their vote would be accurately counted, the likelihood their vote would be intercepted and changed,

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the likelihood their identity would be disclosed, and the likelihood they would vote their conscience. The description of e-voting in the vignettes clearly affected respondents' answers and did so consistently across the two experiments. For example, when the paper trail was mentioned in the vignette, respondents were more confident their votes would be accurately counted; however, the mere mention of internet transmission raised concerns about interception of votes; access cards raised concerns about disclosure. In the SCA experiment we also collected knowledge data about scientific literacy (e.g. "The earth travels around the sun") and attitudes toward science and technology (e.g. "Computers make lives easier"). These data are currently being analyzed, but we expect the main experimental variables to be moderated by knowledge and attitudes about science. The results to date indicate that what people believe about new voting technology is far from stable and quite sensitive to what they hear through the media.

Generic Congressional Polls and House Seats in Presidential Election Years. Joseph Bafumi, Dartmouth College (jbaufumi@gmail.com); Robert Erikson, Columbia University (rse14@columbia.edu); Christopher Wlezien, Temple University (wlezien@temple.edu).

In 2008, as in other presidential election years, a central focus of polling during the campaign is 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. In previous work, we showed that when properly discounted, the generic polls are good for forecasting the Congressional vote in midterm elections. The current paper aims to extend that analysis to presidential years, asking how well generic polls predict the national vote (and ultimately the division of seats) in presidential years. An added element in presidential years is the degree to which the generic House vote in polls co-varies over time with the ongoing verdict of presidential polls. As measured in the polls, do the generic House vote and the presidential vote go together or do they follow independent courses? We demonstrate that when properly discounted, the lead in the generic ballot predicts the national vote with little error, even when the generic ballot question is asked early in the election year. The vote also translates very predictably—though not directly—into House seats. In effect, based on the history of stable generic ballot responses in past campaigns, presidential-year election results for the House are predictable from polls well in advance of Election Day. We then apply the model to provide a forecast for the 2008 election.

Time for a Change? A Forecast of the 2008 Presidential Election. Helmut Norpoth, Stony Brook University (hnorpoth@notes.cc.sunysb.edu).

Primary elections and a cyclical dynamic are used in a model to forecast the 2008 U.S. presidential election. The model is estimated with data from presidential elections going back as far as 1912, with an adjustment applied to partisanship for pre-New Deal elections. The primary performance of the incumbent-party candidate and that of the opposition-party candidate enter as separate predictors. For elections since 1952, the primary-support measure relies solely on the New Hampshire primary. Once that primary has been held, the model is able to deliver unconditional forecasts for any match-up in November between Democratic and Republican candidates. Provided by the time of the AAPOR meeting, the presidential nomination has been clinched in both parties, the model will issue an unconditional forecast for that race in November. Going by the averages—of primary support for both major parties' candidates—the model predicts a toss-up. But then, average candidates rarely get the nomination.

Panel: 'Alternative Practical Measures of Representativeness of Survey Respondent Pools'

Alternative Practical Measures of Representativeness of Survey Respondent Pools. Robert Groves, University of Michigan (bgroves@isr.umich.edu); J. Michael Brick, Westat and Joint Program in Survey Methodology (mikebrick@westat.com); Tom Smith, NORC (smitht@norc.uchicago.edu); James Wagner, University of Michigan (jameswag@isr.umich.edu).

This is a proposal for a panel discussion of the results of a workshop held in early 2007 among a set of survey statisticians and methodologists, about whether the current nonresponse rate computations used for surveys might be enhanced in some way. The panel will review the results of the workshop, discussed developments since the workshop, and elicit discussion about response rates as measures of the quality of survey estimates. It is increasingly clear (e.g., Keeter et al., 2000; Curtin, Presser, Singer, 2001; Groves, 2006) that nonresponse rates are poor indicators of nonresponse error of survey estimates. However, the field (and the public at large) has been taught to use response rates as quality indicators. As of yet, however, there is no alternative indicator of relevance to nonresponse error that has been proposed. Based on recent meta-analyses it's clear that there is commonly more variation in nonresponse error across estimates of the same survey than across surveys with different response rates. For example, since a) the key to nonresponse error is the correlation of the survey variables with response propensities, b) these correlations vary as a function of covariances with the causes of propensities and the variables, therefore, no single measure of nonresponse (at the survey level) can inform the researcher to the diverse levels of nonresponse error that various estimates might hold. There are two "ideal-type" approaches of alternative indicators:

1. a single indicator at the survey level
2. individual indicators at the estimate level

The panel will review alternative indicators of "representativeness" across those types and evaluate them on simplicity, transparency, and information value.

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Response I: Predicting Non-Response

Cultural Associations with Survey Response in the 2000 Census. Geon Lee, University of Illinois at Chicago (glee29@uic.edu); Timothy Johnson, University of Illinois at Chicago (tjohnson@srl.uic.edu).

Considerable research is now available which explores individual-level processes associated with decisions to cooperate with survey requests (Groves et al., 2003). One of the strongest correlates of survey response, however, is contextual in nature: urbanicity. Interestingly, few other contextual variables have been identified that represent environmental conditions that may be reliable correlates of survey participation. In this paper, we investigate several community-level cultural dimensions that may be predictive of survey response rates using a nationally representative sample of xxxx census tracts and response rates from the 2000 Census. Building on a set of hypotheses proposed by Johnson et al. (2003), multiple variable indices of four cultural dimensions are being constructed and will be employed in regression models designed to predict Census 2000 mailback response rates. The cultural dimensions being examined include the four constructs originally identified by Hofstede (1980): individualism-collectivism, power distance, uncertainty avoidance and masculinity-femininity. We will examine the independent effects of each of these community-level dimensions on Census response rates while controlling for urbanicity. We will also examine the degree to which these cultural dimensions mediate relationships between ethnic composition of each census tract and survey response rates. In addition to presenting these empirical findings, our presentation will also consider their implications for applied survey practice, as well as additional steps that will be necessary to further develop our understanding of how culture influences survey response behaviors.

Predictors of Nonresponse to 2007 Medicare CAHPS Survey. David Klein, RAND Corporation (dklein@rand.org); Marc Elliott, RAND Corporation (elliott@rand.org).

The 2007 Medicare CAHPS Survey is the primary means of assessing the healthcare experiences of 38 million American seniors. We examine patterns of nonresponse for the 685,934 eligible beneficiaries selected to receive this survey (mail with phone follow-up). Separate analyses are conducted for three types of beneficiaries: those enrolled in original Medicare fee-for-service with no prescription coverage (FFS-Only, N=89,459), those in fee-for-service with a prescription drug plan (FS-PD, N=341,149), and those enrolled in a managed care (Medicare Advantage, MA) plan (N=264,589). Within each of three benefit types we estimate mixed models of nonresponse, with random effects for plans, states and their interactions, and fixed effects for individual characteristics. The response rate was 47.6% for FFS-Only, 47.8% for FFS-PD, and 50.7% for MA. Plan-level standard deviations in response rate were 5-8%, whereas state-level standard deviations were 5%. Non-Hispanic Whites responded at adjusted rates 6-19% higher than Asians, Blacks, Hispanics, and others, $p < 0.0001$ for each. Response rates were lowest for those 18-34 (14-19% lower vs. beneficiaries age 65-74, $p < 0.0001$), rose steadily to its highest level for those aged 55-74, and then dropped slightly, with those 85+ similar to those aged 45-54. Males and those living in more urban settings were somewhat less likely to respond (by 3-9%, $p < .0001$ for each). Among respondents, we also predict item nonresponse using negative binomial regression. Age was the strongest predictor of item nonresponse, with missingness highest for beneficiaries age 75 or older ($p < .0001$ vs. age 65-74, with 85+ missing at 2x the 65-74 rate). Non-Hispanic Whites had lower rates of missingness than all other racial/ethnic groups ($p < .05$ for each; 1/3 lower than Blacks). These patterns by age and race/ethnicity have implications for survey research on the elderly and racial/ethnic health disparities among the elderly, which will be increasingly important as the nation ages.

Decomposing the Processes Leading to Differential Nonresponse and Nonresponse Bias. Annelies Blom, GESIS-ZUMA (annelies.blom@gesis.org).

Inferences about differences between groups rely on the assumption that survey errors are comparable across groups. If this assumption fails and sampling or non-sampling errors (of coverage, non-response and measurement) differ, then any differences detected between groups may merely be artefacts of the data. This problem arises for any group comparison, but is accentuated for cross-national comparisons, where the scope for differential errors between groups is multiplied. The paper examines the determinants of response (separately for contact and cooperation) and the extent to which these differ across several countries participating in the European Social Survey. Three main factors play a role in successfully achieving contact and cooperation: the sample unit's characteristics, the interviewer's characteristics and the contacting and cooperation process. This study is fortunate in being able to bring together data on these three factors, that is data from the sampling frame, data on interviewer characteristics and data on contact and cooperation histories. The analyses decompose differences in contact and cooperation rates across countries into (1) differences due to differential respondent characteristics, interviewer characteristics and fieldwork characteristics and (2) differences due to a differential impact of these characteristics on contact and cooperation propensities (i.e. the model coefficients). The findings shed light on the extent to which the manipulable aspects of the contact and cooperation processes, i.e. interviewer characteristics and fieldwork procedures, are comparable across countries, whether standardised fieldwork procedures actually lead to equivalent outcomes, and more generally, whether bias associated with nonresponse differs across countries. The findings also inform optimal strategies of adjusting for unit nonresponse: if non-contact and non-cooperation are explained by observable characteristics, then the same adjustment models can be used cross-nationally. If non-contact and non-cooperation are explained by a differential impact of the characteristics on the response propensity, then adjustment models need to be country specific.

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Using Response Rate Prediction to Tailor Contact Strategies in a Face-to-Face Survey. Stephanie Eckman, NORC and Joint Program in Survey Methodology (eckman-stephanie@norc.uchicago.edu); Colm O'Muircheartaigh, University of Chicago (colm@uchicago.edu).

Our paper presents a model to predict eligibility and response rates in face-to-face surveys with a high degree of accuracy. After only a few weeks of data collection, our model projects the final rates, allowing for any necessary adjustment to be made early in the field period. In addition, the model offers insight into the response process on face-to-face surveys. The model requires only call history datasets from the in-progress study as well as a prior study: it is straightforward to implement with any CAPI system and does not require collecting additional paradata. We will demonstrate the model and show evidence of its success on several face-to-face surveys of diverse populations and topics.

Survey Research in the Aftermath of Hurricane Katrina I

Working for the Public Good: Attitudes toward State and Local Government Employment After Katrina, Rita and the I35W Bridge Collapse. Evans Witt, PSRAI (evans.witt@psra.com); Jonathan Best, PSRAI (jonathan.best@psra.com); Jennifer Su, PSRAI (jennifer.su@psra.com).

The performance of all levels of American government has been under new scrutiny in the wake of federal, state and local government performance in aftermath of Hurricanes Rita and Katrina and the I35W bridge collapse in Minneapolis, MN. The Center for State and Local Government Excellence commissioned a study in late 2007 on Americans' attitudes toward working for state and local governments in the wake of these events. With a looming tidal wave of retirements from key government jobs coming in the next decade, governments will be hard-pressed to fill necessary spots. The survey found that the public has a remarkably nuanced view of working for state and local government, seeing both benefits and drawbacks to a career in government. And most surprisingly, many Baby Boomers see a next career in state or local government as an attractive option.

Reconstituting Community: Recovery in Greater New Orleans since Hurricane Katrina. Frederick Weil, Louisiana State University (fweil@lsu.edu).

Eighty percent of New Orleans was flooded in the aftermath of Hurricane Katrina in 2005; and recovery from the damage and disruption has been an enormous task. While government, insurance, and other large businesses provide many of the resources for physical reconstruction, people's well-being and their decision to return and rebuild are heavily influenced by social factors. We especially focus on the contribution of the nonprofit sector – faith-based organizations, neighborhood associations, community or relief organizations, and others. We attempt to isolate the importance of specific actions and strategies, and thereby identify a number of best practices that social actors can and have adopted. We draw on recent work on social capital and civic participation to explain how different communities have attempted to recover. We conduct surveys of Greater New Orleans residents who have, or have not, returned. At present, we have collected about 2,500 interviews from a large variety of communities. Because polling in present-day New Orleans is so difficult, we conduct surveys by a variety of – often innovative – methods, which are described. In particular, besides standard random digit dial telephone and face-to-face methods, we also conduct surveys partly through organizations of which respondents are members, congregants, or clients. In related research, we assess the physical damage and recovery of respondents' residences and surrounding neighborhoods. Also in related research, we survey leaders of the organizations to which respondents belong. We enter all these data, and other geographical and spatial characteristics into a Geographic Information System (GIS). We assess three aspects of disaster recovery, (a) the material, (b) the emotional and spiritual, and (c) the community elements. Our approach is multi-disciplinary and multi-level, integrating multiple elements at all points.

The Use of Lottery-Type-Game Items to Examine Charitable Giving After Katrina: A First Look at Using Games in Online Panel Research. Christina Fong, Carnegie Mellon University (fong2@andrew.cmu.edu); Poom Nukulkij, Knowledge Networks (pnukulkij@knowledgenetworks.com).

The use of online panel research creates unique opportunities in many different areas of research. Surveys administered using online panels are less susceptible to respondent biases (e.g., social desirability) that may be present in telephone or in-person surveys, potentially allowing for more accurate depiction of attitudes and behaviors. In this research, we present a study that takes advantage of the unique capabilities of online research. In June 2006, researchers affiliated with the National Bureau of Economic Research, Carnegie Mellon University and Knowledge Networks conducted a survey investigating people's attitudes and behaviors towards charitable donations to victims of Hurricane Katrina. Participants consisted of members of KnowledgePanel, the RDD-recruited Internet panel managed by Knowledge Networks. Panelists were asked to allocate any portion of \$100 to a charity in a state affected by Katrina or keep it for themselves; they could divide the amount in any way, using any criteria they saw fit. One critique of studies of this nature is that hypothetical behavior may not reflect actual behavior. To increase the salience of the experiment, participants were informed that Knowledge Networks would pay the dollar amounts indicated for one out of every ten participants. The "winners" who would have the money donated to charity or given to them were those whose randomly-selected number matched the first digit chosen in a pre-specified drawing from the Louisiana State Lottery Pick 3 lottery game. First, we will describe the study design, detailing the lottery game and context that was presented to participants. Information about the rules and regulations governing the use of lottery type games will also be presented. Next, we will provide a brief overview of demographic and panel characteristics related to donating behavior. Finally, we will discuss the fulfillment of these incentives with the selected charities and reactions from KnowledgePanel members.

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Surveying in New Orleans After Hurricane Katrina: Methodological Challenges and Creative Solutions to Finding a Representative Sample of People Living in an Area with a Rapidly Changing Population. Mollyann Brodie, Kaiser Family Foundation (mollyb@kff.org); Claudia Deane, Kaiser Family Foundation (cdeane@kff.org); Elizabeth Hamel, Kaiser Family Foundation (lizh@kff.org); Melissa Herrmann, ICR – International Communications Research (mherrmann@icrsurvey.com); Lori Robbins, ICR – International Communications Research (lrobbins@icrsurvey.com).

One year after Hurricane Katrina, the Kaiser Family Foundation conducted a comprehensive in-person survey with 1504 current residents of the Greater New Orleans area. The goal of the project was to offer residents and the reconstruction effort a window into the changing shape and changing needs of the area's population, and to give residents a chance to express their views of the rebuilding process one year post-disaster. In the spring of 2008, we will be going into the field with a second survey of area residents, aiming to provide updated data on residents' experiences since the hurricane and with the rebuilding process. This presentation will discuss the methodological challenges presented by both surveys, and adjustments made to methodology between the two based on information that became available about the shifting population of New Orleans. The first survey, a stratified area probability sample, was conducted at a point in time when many New Orleans neighborhoods were still characterized by extensive devastation, and when there were no reliable external data available about population demographics to definitively determine sampling and weighting. As part of this presentation, we will explore the status, as recorded by fieldworkers, of the more than 14,000 housing units visited as part of the first study, and how the observed fieldwork assessment compared to the most recent Postal Service DSF file available at the time. As we begin planning for the second survey, we have many more available data sources about who is living where in New Orleans, and are making decisions about sampling methodology accordingly. The presentation will discuss the different data inputs we are using, and how we came to various decisions about possible changes to methodology for the second survey. In addition, broader implications for surveying in areas undergoing rapid change will be discussed.

Rebuilding the Nielsen Sample in New Orleans After Katrina. Bob Palutis, The Nielsen Company (bob.palutis@nielsen.com).

This paper will examine how Nielsen rebuilt a destroyed 400 home RDD sample with an Area Probability sample in the post Katrina environment. Changes to Nielsen's traditional Area Probability approach implemented specifically for the New Orleans market will be discussed.

The Informed Consent Challenge

Reluctant Consenters—What Do Respondents Really Mean When They Are Slow to Agree to Participate in Research Studies? Anne Ciemnecki, Mathematica Policy Research (aciemnecki@mathematica-mpr.com); Karen CyBulski, Mathematica Policy Research (kcybulski@mathematica-mpr.com).

Although researchers use refusal conversion and other persuasive techniques to achieve acceptable response rates and reduce nonresponse bias, these efforts often have little to no effect on survey estimates. These is scarce information on the efforts to obtain informed consent to participate in research. Mathematica Policy Research, Inc. (MPR) is evaluating the Social Security Administration's Youth Transition Demonstration (YTD). YTD intends to help young people with disabilities transition to adulthood. MPR is recruiting youth into YTD by conducting baseline interviews, obtaining informed consent, and randomly assigning youth to receive YTD services or not. Baseline interviews are conducted by telephone. Respondents agree to sign consent forms that are subsequently mailed home. While baseline respondents agree to return a signed consent form, the rate of consent is low, about 68 percent, and consent forms take on average, 21 days to return. We have increased consent rates by using multiple mailings, follow-up calls and home visits, along with varied incentives for returning the form (regardless of whether consent is granted). Slower consenters are less likely to enroll in program services than those who return consents without persuasive efforts. In one program, the enrollment rate for earlier consenters was 82 percent, versus 57 percent for the later consenting group. Further, the later consenting group required 25 percent more days of staff time to enroll. Because the goal is to recruit youth who are motivated to participate in the demonstration, we question whether the efforts to gain consent were valuable. This paper will explore research participation (response to a 12-month follow-up survey), program participation (take-up rates of program services), and answer the following questions: (1) What are respondents really saying when they agree to consent and do not? (2) What is the optimal amount of effort to attract reluctant consenters to research projects?

The Impact of Active Consent Procedures on Nonresponse and Nonresponse Error in Youth Survey Data: Evidence from a New Experiment. Matthew Courser, Pacific Institute for Research and Evaluation (mcourser@pire.org); Paul Lavrakas, Research Consultant (pjlavrak@optonline.net); David Collins, Pacific Institute for Research and Evaluation (collins@pire.org); Paul Ditterline, Pacific Institute for Research and Evaluation (pditterline@pire.org).

Student surveys provide important on underage alcohol and drug usage, risky student behavior, and school safety, among many other topics. Respondents in school surveys are minors and informed consent is a vital and required component of these surveys. Informed consent can be obtained using either active or passive consent procedures. Active consent, a more difficult and costly method of consent that requires parents to give explicit permission for their child to participate, is increasingly required by school boards, federal agencies, and institutional review boards. An extensive body of literature has studied the impact of active consent procedures on survey data and suggests that the use of active consent procedures on student surveys results in lower response rates and over-representation of white, high-SES students from traditional two-parent families. More recent work also found that active consent procedures were associated with under-estimates of the prevalence of risky behaviors by youth. These findings suggest that nonresponse in these types of surveys is creating non-negligible nonresponse bias in the data. However, these findings have been from nonexperimental field studies that were not designed to test the impact of active consent procedures. Our paper extends previous work by analyzing the impact of active consent procedures in

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a survey conducted with 14 Kentucky school districts during the 2007-08 academic year. Participating districts were randomly assigned to implement the survey using either active or passive consent procedures. The experimental design used in our study provides the first definitive data on how active consent procedures can affect data in a student survey. Our paper uses this experimental design to investigate the impact of active consent procedures on response rates, sample characteristics and substantive variables. We will discuss our findings and their implications. We also will discuss practical mechanisms for minimizing non-response in surveys using active consent procedures.

The Impact of Changes in Informed Consent Language. Erin Foster, NORC/University of Chicago (foster-erin@norc.org); Marcie Cynamon, National Center for Health Statistics (mlc6@cdc.gov).

Requirements for providing informed consent to survey respondents vary greatly. Because it is often one of the first concepts conveyed at an interview's onset, the wording can have an enormous impact on the interview's outcome, especially for telephone interviews. Working within the guidelines of survey research oversight bodies such as Institutional Review Boards is important but can make the task of providing informed consent challenging. Choosing language read to respondents is a delicate balance between meeting certain requirements and how concepts are perceived, in order to minimize hang-ups and refusals before the interview can begin. Since 2005, the informed consent language on the National Immunization Survey (NIS) has undergone several changes. These changes to the NIS informed consent statement provide the opportunity to examine the effects of different language. Our analyses show that certain changes in the informed consent statement can substantially increase break-offs and result in fewer completed interviews. In this paper we examine the impact of informed consent language on the break-off rates at the informed consent question, overall study eligibility, and the number of completed interviews. Further, by examining the demographic characteristics of those who initially break-off at informed consent but later are successfully converted to completed interviews, we explore the differential impact of certain wording changes. We conclude by discussing a data driven theoretical framework for assessing the impact of changes to an informed consent statement. The NIS is a nationwide, list-assisted random digit-dialing (RDD) survey conducted by NORC at the University of Chicago for the Centers for Disease Control and Prevention. The survey monitors the vaccination rates of children between the ages of 19 and 35 months. Each year, the NIS conducts interviews with approximately 24,000 households across the United States.

Effects of Informed Consent Language on Response Rates and Respondent Perceptions and Interpretations. Mindy Anderson-Knott, University of Nebraska-Lincoln (mandersonknott2@unl.edu); Stacia Jorgensen, University of Nebraska-Lincoln (shalada2@UNL.EDU).

Many Institutional Review Boards (IRBs) are struggling to define what informed consent language researchers should include to ensure respondents are making informed decisions when consenting to participate in social science surveys. It is theorized that some language being recommended by IRBs is difficult for respondents to comprehend, especially through a telephone survey. The aim of this study is to explore the effects of different informed consent statements and administration methods on response rates and respondent perceptions and interpretations of consent language. The Nebraska Social Indicators Survey (NASIS), an annual state-wide telephone survey of 1800 respondents, will provide the data to explore these effects. Respondents will be randomly assigned one of three informed consent statements: a basic and fairly short consent statement traditionally used in NASIS, a slightly longer statement incorporating elements of a more intensive consent approach, or a lengthy statement reflecting language that is becoming more endorsed by many IRBs. All respondents will be asked questions during the interview regarding their perceptions and interpretations of the consent wording. An analysis of break-offs made during the consent process will also be examined. As a supplement, qualitative data will be collected from respondents who indicated that the amount and type of information they received through the verbal informed consent process was not sufficient in helping them make an informed decision regarding survey participation.

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Poster Session I

1. Face-Off with Iran II: American and Foreign Publics' Attitudes Toward a U.S.-Iranian Confrontation Over Iran's Nuclear Program. Alvin Richman, Retired (former senior opinion analyst in U.S. State Department) (RichmanAI@gmail.com).

This paper uses foreign opinion surveys to gauge how various publics align between the United States and Iran and between the U.S. and two other rivals for international influence, Russia and China. Each of these bipolar rivalries is capable of dominating U.S. foreign relations in the future. Should this occur, the alignment of other countries could affect the outcome. Even when a public's preferences on alignment do not reflect the views of its leaders, they serve to constrain and otherwise influence their government's decisions about whom and how to support other countries. The attitude alignments of 46 publics between the U.S.-Iran, U.S.-Russia, and U.S.-China are based on the ratings each country receives on two sets of measures contained in the Pew Research Center's 2007 multi-country survey: (1) Differences between favorable and unfavorable opinion of the U.S., compared to Iran, Russia, or China; and (2) differences between the percentage viewing each of these countries as a dependable ally, compared to the percentage viewing each as a serious threat. The difference between the U.S. and its rivals' alignment scores is represented on a five-category scale ranging from firmly aligned with the U.S. through neutral to firmly aligned with a rival. Overall, six of the 46 publics surveyed consistently align with the U.S. in all three matchups: Canada, Italy, Poland, Israel, Japan and South Africa. On the other hand, seven publics consistently align with the three U.S. rivals: Argentina, Turkey, Egypt, Pakistan, Indonesia, Malaysia and the Palestine Territories. In terms of public alignment patterns, the U.S. fares much better viz-a-viz Iran (29 publics pro-U.S. vs. 9 pro-Iran), than with Russia (17 pro-U.S. vs. 12 pro-Russia) or with China (9 pro-U.S. vs. 13 pro-China).

2. Measuring Attentiveness to Current Events in a Mixed Mode Experiment. Robert Suls, Pew Research Center for the People and the Press (rsuls@pewresearch.org); Juliana Horowitz, Pew Research Center for the People and the Press (jhorowitz@pewresearch.org).

For more than twenty years, the Pew Research Center for the People and the Press has conducted phone surveys in which representative cross-sections of the U.S. public are asked about their level of interest in following major news events. Since 1986, the Center has collected news interest data from over 200 separate national phone polls; including over 200,000 interviews in reaction to more than 1300 news stories. In May 2005, the Center experimented with survey modes for measuring news interest using a web panel design as a possible substitute or compliment to its standard RDD phone methods. The web survey was conducted at the same time and with the same survey items as the news interest phone survey. The survey instrument included questions about specific events in the news and more general news topics (e.g. conditions of the U.S. economy). An initial comparison of results from the phone and web surveys finds greater mode differences for questions on general news topics than on specific news events that could be characterized as a single news event. Preliminary analysis also reveals that young people in the web panel survey compared with the RDD survey are significantly less likely to be following the news items closely. Understanding the sources of these differences is important for planning multi-mode surveys in the future. This paper will further examine how survey administration influences what we know about the public's appetite for news on current events and public policy.

3. How Much Is It Worth to You? A Meta-Analysis of the Impact of Incentives on Study Participation. Martin Barron, NORC/University of Chicago (barron-martin@norc.org).

In recent years, numerous surveys have begun offering incentives in an attempt to improve study participation rates. These surveys have generated a large number of research reports on the impact of incentives on study participation in general and response rates in particular. With some exceptions, these studies have found incentives increase response rates without adding bias to survey estimates. Further, studies have generally found that larger incentive amounts are more effective than smaller incentive amounts, but that the benefit of increasing the incentive amount diminishes as the overall size of the incentive amount increases. These studies have been valuable in demonstrating the general utility of incentives for improving response rates but what is required now is a synthesis of the existing research into a theoretical framework. Such a framework should allow future studies to utilize incentives (and determine the appropriate amount of the incentive) without first requiring testing of the effectiveness on a particular study population. This paper proposes such a theoretical framework. We ground our theory in a meta-analysis of incentive studies since 2000. By combining these disparate studies via a meta-analytic framework, we are able to predict the impact of incentives on disparate populations and estimate an "incentive function" that predicts the impact on response rates of each dollar increase in the incentive amount. We discuss how researchers can apply our results to their studies and conclude with a discussion of the limitations of our results.

4. Finding What You Want in the Blogosphere: How Motivations Shape Readers' Blog Usage. Aaron Veenstra, University of Wisconsin-Madison (asveenstra@wisc.edu); Ben Sayre, University of Wisconsin-Madison (bgsayre@wisc.edu); Kjerstin Thorson, University of Wisconsin-Madison (kstherson@wisc.edu).

A small handful of political blogs dominate the conversation that occurs in the blogosphere, obscuring the fact that thousands, perhaps millions, of additional political blogs exist below that fast-paced back-and-forth. The impact of these lower-traffic blogs doesn't compare to the big blogs on a case-by-case basis, but they may provide an important avenue for poorly represented viewpoints to get out to the public, and for individual citizens to develop a more well-rounded understanding of an issue. This paper examines the relationship between individual readers' blog consumption motivations and the extent to which the blogs they read are part of the mainstream blogosphere. Research by Nardi et al (2004) and Kaye (2005) finds a number of different motivations for producing and reading blogs. We expect that, in particular, the motivations to read blogs for political participation reasons and for media surveillance reasons will translate into different instrumental usage of blogs by readers. Specifically, readers expressing these different motivations should seek out blogs with different characteristics – those who want to participate in the political process will want blogs that have a large enough community to facilitate such an interest, while those who want to find information will want blogs that give them as much different kinds of information as possible. We test this question using data from a survey of political blog readers conducted during November 2006. Respondents were asked for

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their five most-visited political blogs, which we code for centrality in the blogosphere to construct a measure of mainstreamness. This study provides new evidence for the ability of the Internet to shape public opinion through the usage patterns of Internet users, specifically helping to illuminate the role of channel selection in attitude formation.

5. Teaching Public Opinion With a Data Base Project. Thomas Marshall, University of Texas – Arlington (tmarshall@uta.edu).

Students in public opinion classes are more engaged if they are actively engaged in a survey research project. This paper describes procedures and results from a specific project that required students to access the Roper Archive, collect, evaluate, and present results from polls on a public policy topic of their choosing. The project involved locating polls that addressed a national-level public policy decision, describing whether public opinion was consistent with public policy or not, and considering the linkages between opinion and policy. Although most students had very limited initial knowledge of data bases and limited experience in presenting data results, nearly all successfully completed the project, reported increases in data base familiarity and presentation skills, and indicated that the project was above average as student projects go. Timing and resource requirements are described.

6. Establishment Respondents as Survey Managers: Analyzing Recruitment of Local Data Providers to Evaluate an Organizational Model of Survey Response. Alfred Tuttle, U.S. Census Bureau (alfred.d.tuttle@census.gov).

Establishment surveys conducted by the government typically request information that can only be found in records. Respondents are usually selected (by the businesses, not the survey organization) at least in part on the basis of their access to requested information. In larger and more differentiated companies, the desired information is seldom accessible by a single employee but is managed and/or accessed by multiple personnel. The primary respondent must therefore contact these other local data providers and solicit information from them in order to complete a survey request. In this manner, the primary respondents themselves often act as survey managers working on behalf of the survey organization: They make data requests and set deadlines for returning responses, clarify ambiguous or confusing survey questions or instructions, and follow up with their own "respondents" when the internal deadline draws near or passes. Respondents often manage these survey response activities while lacking the authority to compel cooperation, relying instead on other forms of personal influence as well as organizational factors that facilitate cooperation in the absence of authority. Willimack (2007) proposes a comprehensive framework that takes into account the personal and organizational factors that enable respondents to collect data from sources distributed throughout their companies. This paper will present findings from research supporting the U.S. Census Bureau's economic survey programs illustrating the ways organizational respondents identify and recruit potential respondents and enlist their assistance. The research findings will be used to evaluate Willimack's organizational model of survey response, in particular the steps by which respondents obtain the assistance of others within their companies. Findings from recent research supporting the redesign of an economic survey questionnaire, specifically instructions to respondents intended to assist them in finding appropriate personnel with access to requested data, will also be presented. Implications for questionnaire design will be discussed.

7. Developing Surveys for Unique Populations: Louisiana Juvenile Justice Program's Access to Care Survey. Lisa Moses, LSUHSC, Juvenile Justice Program (lmoses@lsuhsc.edu); Lisa Evans, LSUHSC, Juvenile Justice Program (levans2@lsuhsc.edu).

Contracted by the Louisiana Office of Youth Development in 2000, the LSUHSC Juvenile Justice Program is a multi-disciplinary healthcare provider, providing a range of medical, nursing, dental and selected mental health care services to youth in the state's secure juvenile facilities. Under this contract, the program evaluation team conducts annual surveys focused on youth access to medical and mental health care by interviewing both youth and staff at Bridge City Center for Youth in Bridge City, near metropolitan New Orleans, and at Jetson Center for Youth near Baton Rouge. The population served by these facilities is unique in that all day-to-day medical and mental health services are provided on site, within the facilities. As a result, the facilities serve as more than an outpatient clinic, but less than an inpatient or hospital setting. Because youth are served in these settings, under state custody, parents are unable to provide information about or advocate for their children's care, making the data a valuable resource in caring for the youth. Additionally, a large number of youth housed at these facilities have low IQ's, difficulty reading, and/or feel uncomfortable discussing problems they may have experienced with care received while at a facility, placing further importance in creating a survey capable of collecting data relevant to this population. Steps taken to create and redesign a survey fitting unique populations will be discussed, utilizing examples from the LSU Juvenile Justice Program's Access to Medical Care survey. Data analysis for the 2007 data collection period will be presented and discussed, along with how these findings will be applied to future medical care at both youth facilities.

8. Conducting Qualitative Research Within a Quantitative Survey Research Context. Jake Bartolone, NORC (bartolone-jake@norc.org); Sharon Hicks-Bartlett, NORC (hicks-bartlett-sharon@norc.org).

Qualitative research can take several forms in the survey industry, and is commonly used during the questionnaire design phase. However, qualitative research techniques can also be a great complement to existing survey data, and can be conducted in parallel with the survey to deepen the understanding of the subject matter, or after the survey to clarify survey findings. Furthermore, qualitative research need not be limited to one-on-one interviews or focus groups. We present an approach grounded in the sociological qualitative research tradition that is flexible enough to integrate multiple techniques within a traditional survey research context to provide a rich complement to survey data. We include examples from several studies we have conducted, as well as illustrative hypotheticals. The ethnographic fieldworker can routinely triangulate data and penetrate a topic from different angles. However, the modern survey researcher often works on a strict timeline with more specific goals and is required to make more a priori judgements than the traditional ethnographer. We discuss, with examples, several reasons for conducting qualitative research in a survey setting and offer suggestions on how this can be best accomplished. One challenge to conducting qualitative research within a more traditional survey setting is that, instead of the (romanticized) researcher setting off into the wild to conduct research, teamwork is likely to be the reality today. We will outline some of the challenges and potential pitfalls and solutions to team analysis of qualitative data based on our experiences working on several qualitative and survey research studies.

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9. Previous U.S. Presidential Elections: A Comparative Analysis of Different Survey Organizations. Lois Timms-Ferrara, The Roper Center at UConn (lois.timmsferrara@uconn.edu); Marc Maynard, The Roper Center at UConn (marc.maynard@uconn.edu).

This Poster exhibit will provide an analysis of election-related materials from various sources in an effort to compare responses to Presidential horse race questions from previous elections. The presentation will demonstrate the power of triangulation and analyzing multiple sources of public opinion data on the same topic. From 1952 to the present, pollsters have gathered detailed data about voting behavior in the U.S. This detailed analysis will look at how the polls have fared over time, across survey houses, and by different filtering approaches to reach the true voter base. Methodologies impacting these results that will also be considered include the timing of the last horse race asking prior to the election, question wording and order effects, and when appropriate, mode of interviewing. The data for this analysis will come from the vast holdings of public opinion data held by the Roper Center for Public Opinion Research at the University of Connecticut. Survey organizations to be included in this analysis will include several of the major news media, the Gallup Organization, The Roper Organization, Harris Interactive (where available), and the National Election Studies.

10. Using Data Mining Techniques to Examine Reporting Errors in Surveys. Jaki McCarthy, USDA National Agricultural Stat. Service (jaki_mccarthy@nass.usda.gov).

Data mining techniques can find patterns, classify records, and extract information from large datasets. These techniques, often used for marketing, and customer relationship management, can use information from large survey datasets to help improve questionnaires and data collection. This paper presents a description of decision trees and an example using them to analyze survey reporting errors. NASS uses standard questions to define the reporting unit. The "Total-Acres-Operated" can be derived by summing pieces of the operation in several ways. On the Census of Agriculture, we ask: 1) number of acres owned by the operation, 2) acres rented from others, and 3) acres rented to others. Respondents must add the first 2 and subtract the third to enter their "total-acres-operated" on the form. In another section, acres operated are reported by type (i.e. cropland, pasture, woodland, etc.) which respondents sum and enter as "total-acres-operated." Both "total-acres-operated" should be the same. However, these two sets of numbers often require editing. Reporting errors may be parts not summing to totals, or differences between the two totals. Traditionally, pretesting and cognitive testing are used to evaluate questionnaires. However, these are typically limited by small n's and information gathered is often determined subjectively. For rare reporting errors, it is often hard to know how to select appropriate respondents. In addition, it is often unclear what appropriate questions are to address issues related to the reporting errors. Decision trees can be used with large datasets to predict respondents likely to have reporting errors. This case study uses decision trees on a dataset of over 300,000 records to examine reporting errors using other respondent data such as size, type of land operated, location, demographics, etc. This can identify respondents most appropriate to include in questionnaire evaluations and help focus evaluation on areas truly related to reporting errors.

11. Public Opinion Research in Developing Countries:Papua New GuineaBy. Stephen Hornbeck, D3 Systems, Inc., Stephen Hornbeck, D3 Systems, Inc. (srhornbeck@aol.com).

The design and implementation of public opinion research in developing countries can be a uniquely daunting task. Giving voice to the people of these countries is however increasingly important to the direction of policies for the public good. When working in these countries, researchers must navigate around a lack of infrastructure, hostile skepticism towards interviewers, sensitive cultural issues, random acts of violence and terrorism, and the difficulty of weighing out moral dilemmas. In addition to these problems, most of these countries lack accurate census information, making the design of a representative sample frame particularly disconcerting. The aim of this poster session is to present how these challenges can be systematically overcome. To do so, this poster session draws on methodological data and field experiences from a study conducted in 2007 in Papua New Guinea. It demonstrates the application of a successful study framework first developed in Iraq and Afghanistan. Problems addressed include a lack of previous benchmark research or in-country research culture, poverty, lack of infrastructure, multiple languages, the creation and training of a field team, and difficulty working with the times the interviewers felt safe to travel. Through well developed sample design, tight field team management and quantitative quality control methods, we created a viable field team that successfully completed the project. This poster will specifically point out what difficulties a company could run into while working in remote, underdeveloped areas like Papua New Guinea and explain how these problems have been successfully resolved. As public opinion research in the developing world becomes an increasingly valuable commodity, researchers must understand how to create systematic methods through which they can conduct accurate research in these areas. This poster session will be a valuable asset to all those at the AAPOR meeting.

12. In-Person Recruitment of a Panel to Measure Internet Usage. Michael Link, The Nielsen Company (Michael.Link@Nielsen.com); Susan Baylis, The Nielsen Company (Susan.Baylis@Nielsen.com); Rosemary Holden, The Nielsen Company (Rosemary.Holden@Nielsen.com); Dinaz Kachhi, The Nielsen Company (Dinaz.Kachhi@Nielsen.com).

While considerable research focuses on the Internet as a survey administration tool, relatively little work has examined how the public actually uses the Internet. Moreover, efforts which have been conducted often use opt-in panels and are rarely done using probability-based recruitment methods. Addressing this shortfall, Nielsen launched a field test in 2007 to recruit and equip 200 Internet-ready households with software designed to measure Internet usage (in addition to recruiting the household for Nielsen's standard television metering). Two key questions drove the recruitment portion of this test: (1) Is it more effective (in terms of cooperation and cost) to recruit the household for television and Internet measurement simultaneously or in a stepwise manner (television first, then Internet)? and (2) How is participation affected if the household is asked to meter all PCs versus just the primary PC? A nationwide area probability sample of residential households was drawn with an advance letter mailed to each sampled home. A field representative then followed-up in person to recruit the household. Using a 2-by-2 split sample design, the field effort attempted to recruit a minimum of 50 households for each of the four test conditions: (1) simultaneous recruitment of all PCs, (2) simultaneous recruitment of the primary PC, (3) stepwise recruitment of all PCs, and (4) stepwise recruitment of the primary PC. For households which refused to participate, the field representative completed

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a "Refusal Report Form", noting household attributes and reasons for refusal. In the analysis, we focus on the success of the different recruitment strategies by household characteristics and examine information from the refusal forms. We discuss the findings in light of effective probability-based methods for recruiting Internet panels.

13. Political Parties and Political Alienation Evidence from Survey Research in Morocco. Audra Grant, RAND Corporation (agrant@rand.org); Abdelkrim Marzouk, Al Akhawayn University (a.marzouk@aui.ma).

Morocco's September 2007 parliamentary elections yielded unexpected outcomes, including impressive gains for established and Islamist political parties. More surprising, however, was the disappointing voter turnout which reached historic lows of 37%, underscoring widespread disillusionment and apathy among Morocco's electorate. Compared to previous turnouts of 50%-60%, the downward trend in participation suggests waning interest among Moroccans in electoral politics. Electoral participation has important implications for the advancement of civic engagement and democratization. Since 1999, Morocco has embarked on a sustained democratization process marked by an expanded political sphere. As turnout trends demonstrate, however, an impediment to democratization remains lack of political party credibility. The absence of programs to solve problems, corruption, and sense that parties lack autonomy contributes to burgeoning mistrust and little inclination for political involvement. It is with these concerns the proposed paper seeks to examine political alienation by assessing ordinary Moroccans attitudes towards political parties and other institutions. Using findings from a June 2006 Moroccan public opinion survey, the research explores the perceived strengths and weaknesses of parties and other institutions. It also considers how attitudes are related to issues of governance, and to what extent Moroccans feel they have an impact on political decision making. The paper will employ regression techniques and factor analysis. This research contributes to ongoing debates about democratization in the Arab world by forming generalizable insights based on original individual-level survey research, a dimension often missing in discussions of governance. This analysis also stimulates the conduct of additional and improved opinion research in Morocco and the Mid-East. The analysis can furthermore be compared to other studies, contributing to the cumulative effort to enhance understanding of the nature and determinants of attitudes related to institutions and governance.

14. Using Radio Sawa to Influence Public Opinion in the Middle East: An Examination of Credibility and Effectiveness Among a Hostile Audience. Thomas Christie, University of Texas – Arlington (christie@uta.edu); Andrew Clark, University of Texas – Arlington (amclark@uta.edu).

As part of an overall strategy to influence public opinion in the Muslim world, the U.S. government has implemented two international broadcasting tools – Radio Sawa and Alhurra (a satellite television network). This study examines the effectiveness of Radio Sawa during a period of time when the United States policy is perceived negatively by most of the Muslim world. Using a random sample of population in the U.A.E, this study explores differences in credibility and other facets of communication effectiveness by examining the opinions of those who use this medium and those who do not. The study focused on developing an understanding of the effectiveness of messages sent by the U.S. government to reach the Muslim world and examines the user's perspective, particularly user perceptions of credibility. This evaluation led to these basic research questions: RQ1: How do Radio Sawa listeners from the U.A.E. perceive the credibility of this communication tool? RQ2: How does trust in Radio Sawa compare to other sources of news? RQ3: Why do non listeners not use Radio Sawa? RQ4: Do Radio Sawa users and non users differ on perceptions of values shared with Americans? Fieldwork for the study was completed in the United Arab Emirates in August 2007. Results reveal the overall effectiveness of the U.S. government in reaching these respondents through Radio Sawa. An analysis of the dimensions of credibility of Radio Sawa further illuminates the effectiveness of this network. A detailed analysis into these dimensions shows strengths and weaknesses, including in message knowledge and usefulness. The results also show how this tool designed to influence public opinion fares in perceptions of trust when compared with other sources of news. Finally, the results show whether or not listeners and non listeners see less differences between American and Muslim values.

15. Journalists as Custodians of the Public: Journalists' and Politicians' Perceptions on the Role of the Media in Covering Terrorism. Mario García Gurrionero, University Complutense of Madrid (mgurrionero@terra.es); Marisa García Guardia, University Complutense of Madrid (mgarcia.guardia@hotmail.com); María Gil Casares, University Complutense of Madrid (mgilcasares@ccinf.ucm.es).

Research on terrorism coverage shows that tragedy, danger and threat to national security can suspend the ideal of objectivity as a journalist professional norm. Journalists, "working through trauma" (Zellizer, 2002) tend to follow other professional values different from what has been termed as "journalist as a mirror of reality". Research on Spanish journalists' professional attitudes has shown that journalists' perceptions of their role in society are evolving in line with the changes in the news market. While a first result shows that journalists continue to agree with the traditional maxims of objectivity which makes a firm division between facts and opinions, in-depth analysis reveals a trend to move away from the classic maxim of objectivity and towards a journalist more involved in analysis and interpretation. Two types of journalistic functions (reporting facts and expressing opinions) are thus mixed (Canel & Piqué, 1998; Canel & Sánchez Aranda, 1999). This paper analyzes the perceptions that both journalists and politicians have of the role of the media in society when covering terrorism. It is based, on a thorough review of the literature on journalist professional attitudes and in-depth interviews with journalists (reporters from the main Spanish national newspapers and broadcast channels) and politicians, have been conducted. This research shows, first, that journalists combine traditional maxims of objectivity and neutrality with assumptions about journalism practice. Second, it shows that both journalists and politicians consider that the media have to put facts in context in order to help citizens to understand causes and remedies for the problem of terrorism. Third, it shows also that, although with some caveats, both journalists and politicians attribute to the media certain responsibility for mobilizing public opinion against terrorism. Finally, this research shows that, when framing their stories on terrorism, there is some interaction between journalists and their audiences.

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16. Equality and Price Controls: An Analysis of Public Attitudes in Five Nations. Nate Breznau, University of Nevada, Reno (nbreznau2112@gmail.com).

In the twentieth century, price controls have been used mainly in time of war or economic crisis with the aim of curbing inflation, protecting consumers, and promoting economic stability. In the U.S., for example, they were widely applied in World War I & II, the Korean War, and the Vietnam War. Economists generally disparage price controls on the grounds that they distort market forces, leading to inefficiency, higher costs, and shortages. But price controls are often popular with the public. I suggest this is because the public has a further goal in mind unrelated to economic efficiency: the reduction of social inequality. I investigate this equalitarian goal using extensive survey data from large, representative national samples in Australia, Bulgaria, Netherlands, Finland, and Poland (N=13,294). Structural equation estimates correcting for random measurement error show that those with equalitarian values are much more supportive of price controls. This holds true after controlling for sex, age, occupational status, family income, and church attendance and holds in all five nations. Also, institutional arrangements in these countries impact levels of public acceptance of price controlling with formerly communist nations showing greater public support.

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Cell Phones II

The Effects of Excluding Cell-Only Respondents on Understanding Religion in the United States. **Gregory Smith, Pew Research Center** (gsmith@pewforum.org); **Dan Cox, Pew Research Center** (dcox@pewforum.org); **Allison Pond, Pew Research Center** (apond@pewforum.org).

In recent years, as more Americans have come to rely on cell phones as their only source of telephone service, many scholars have devoted considerable attention to the impact of the exclusion of the cell-only population from many telephone surveys. Much has been learned about the characteristics of the cell-only population, and about the effect that their exclusion has on the results of opinion surveys. The Pew Forum on Religion & Public Life, a project of the Pew Research Center, recently completed data collection on a survey based on a large national sample, including cell-phone interviews with 500 cell-only respondents. The detailed religion questions in the survey allow us to shed new light on the religious characteristics of the cell-only population. Specifically, this paper will describe the degree to which the religious affiliation of the cell-only population differs from that of the landline population. The cell-only population will also be compared with the landline population with respect to certain basic religious practices (i.e., church attendance) and beliefs (i.e., religious salience). The paper will analyze the extent to which observed differences in these characteristics can be explained by the demographic characteristics of the cell-only population (such as their age and educational background). Finally, the paper will discuss the broader implications of the religious characteristics of the cell-only population for understanding and addressing the cell-only problem in survey research. Religion is, of itself, an important phenomenon for social scientists to understand, and this is underscored by the close correlations between religious affiliation, beliefs and behavior on the one hand and political attitudes and behavior on the other. By furthering understanding of the religious characteristics of the cell-only population, this paper contributes to the effort to understand and address the nature and extent of the cell-only problem.

Does Including Cell-Only Households in an RDD Survey Change the Estimates? The Case of the American Customer Satisfaction Index. **Barbara Bryant, Ross School of Business/University of Michigan** (bryantb@umich.edu); **Reg Baker, Market Strategies International** (reg_baker@marketstrategies.com).

A number of recent studies (e.g., Tucker, Brick, and Meekins (2006), Brick et al. (2007) Tucker, Brick and Meekins (2007), and Link et al. (2007)) have shown demographic differences among three groups of telephone users:

- Landline-only
- Landline plus cell phone
- Cell phone-only

In general, cell phone-only users are younger, more apt to be renters, more apt to be single or other non-family people, apartment dwellers. Much like them are those from households with both types of phones, but who use their cell phones most of the time. With the demographics of cell phone users now known, the question of interest to researchers is whether the dependent variables of a telephone interview research study would change if cell phone households were included, proportional to their incidence, in an RDD sample. The question has cost implications for research as well as methodological interest in any changes in dependent variables. The American Customer Satisfaction Index (ACSI) is a 14-year old measure of customer satisfaction of customers of 200 major companies that produce 60% of the GDP. Two of the measured companies, Wal-Mart and Target, were selected for the research because they have distinctly different types of customers: Wal-Mart: older customers with lower educations and income; Target: 35-54 year olds with higher incomes. The customer satisfaction of each (ACSI) was measured at the height of the 2007 holiday shopping season, with samples drawn as landline-only RDD numbers, and with a supplementary sample of cell-phone numbers. ACSIs were then compared for the three types of telephone user customers of the two companies. Sample efficiency and data collection costs also were examined.

Cell Phone Respondents are Different: Preliminary Findings on Differences in Internet Use between Those Interviewed by Cell Phone and by Land-line. **Evans Witt, PSRAI** (evans.witt@psra.com); **Lee Rainie, Pew Internet and American Life Project** (lrainie@pewinternet.org); **Jonathan Best, PSRAI** (jonathan.best@psra.com); **Jennifer Su, PSRAI** (jennifer.su@psra.com).

In 2007, the Pew Internet and American Life Project routinely added cell phone interviews to its surveys based on standard RDD land-line methodology, using questions on the breadth of internet use that have chronicled the maturation of the internet over the past eight years. The addition of cell phone interviews was designed to ensure that the internet activities of younger Americans are accurately reflected in the surveys. One of the surprising preliminary findings of these initial surveys is that the pattern of internet activities is different between those interviewed by cell phone and those interviewed by landline. These differences exist even when the differing age profiles of the two groups of respondents are taken into account. Those interviewed via cell phone are more likely to use the internet in general. But this does not mean they are simply more voracious consumers of technology. On some dimensions, buying products online, there are no differences between the groups. On other dimensions, such as use of online banking and online classifieds, the cell phone respondents are much more active online. This research raises interesting issues about the make-up and behaviors of those who are interviewed via cell phone that go beyond the straightforward search for hard-to-reach young respondents.

Measuring Health in RDD Surveys: Are Estimates that Exclude the Cell-Only Population Accurate? **Naomi Freedner, Macro International, Inc.** (naomi.freedner@macrointernational.com); **Leigh Ann Holterman, Macro International, Inc.** (leighann.holterman@macrointernational.com); **Kristie Hannah, Macro International, Inc.** (kristie.hannah@macrointernational.com).

The demographics of households with a cell phone and no landline differ significantly from landline households; cell-only households are more likely to be younger, rent their home, and live alone or with unrelated roommates. There is growing concern that landline-based random digit dial (RDD) survey research that excludes cell-only households is resulting in undercoverage of the population, threatening the generalizability – and therefore the utility – of RDD surveys, such as the Behavioral Risk Factor Surveillance Survey (BRFSS). The population currently living as cell-only is projected to surpass 25% by the end of 2008; including this population in telephone survey research is vital to ensuring accurate health estimates. To advance our understanding of the implications of the growing cell-only population on health research,

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we conducted a randomly selected nationwide survey of cell-phone users. This survey included both cell-only respondents and respondents who completed the survey via cell phone but who also have a landline. In previous research, we've found that there are significant health differences between cell-only adults and those who maintain a landline, but many of these differences are mitigated with demographic weighting. As the cell-only population grows, we hypothesize that these disparities will have a greater impact on accuracy—thus, relying on weighting adjustments to account for the cell-only population will become an unknown risk. Therefore, we continue to monitor the assumption that demographically adjusted RDD estimates are accurately representing the adult population. Further, we compare health characteristics of cell-only respondents to data for adults living in cell-only households as measured by the National Health Interview Survey (NHIS). Similarly, we compare cell users who still maintain a landline to NHIS adults living in households with both a landline and a cell phone. These comparisons assess the ability to accurately measure cell phone users via cell phone interview.

Health Policy Concerns and Policy Preferences: A Comparison of Landline RDD and Cell Phone Only (and Mainly) Samplings in New Jersey. Cliff Zukin, Rutgers University (zukin@rci.rutgers.edu); Joel Cantor, Rutgers University (jacantor@ifh.rutgers.edu); Susan Brownlee, Rutgers University (sbrownlee@rci.rutgers.edu); JohnBoyle, SRBI (J.BOYLE@SRBI.COM).

This paper has a substantive focus on health care policy, but may have a better fit at AAPOR for its research design which compares results obtained from an 800 person RDD telephone sample with a 300 person cell phone sampling. Both of these are statewide samples in New Jersey, conducted by the same field house (SRBI) and over exactly the same time frame. As far as we know, this is one of the first studies to look at cell versus landline at the state level rather than the national level. The surveys were conducted by the Center for State Health Policy at Rutgers University, and funded by a grant from the Robert Wood Johnson Foundation. Our dependent variables include concern about various public issues, concern about various issues within the realm of health care, the role of government in this policy domain, health policy options and tradeoffs, personal health coverage and health status, and various demographics such as age, education, employment, race and marital status. Our primary independent variable is mode of data collection—land line vs cell phone, although we hope to make a contribution in teasing out cell phone onlys (CPO) from cell phone mainlys (CPM). [We note that the majority of the U.S. population now has both cell phones and land lines, and that there are now more in the population with only cell phones than only land lines.] We explore different weighting schemes asking the question of what substantive (health) policy difference it makes should CPOs or CPMs have been excluded from the sampling frame.

Formulation and Modification of Public Opinion on Key Issues

The Message or the Messenger: A Test of Public Reactions to Political Communication Regarding the War in Iraq. Christopher Borick, Muhlenberg College Institute of Public Opinion (cborick@muhlenberg.edu).

In their attempts to sway public opinion, political entities often employ varied voices to deliver their messages. A great example of this scenario occurred during 2007 when the Bush Administration used multiple individuals to inform the public about progress being made in the war in Iraq. In particular, General David Petraeus delivered testimony to Congress in which he provided a status report on the war efforts. A few days after Petraeus's testimony President George W. Bush went before the public in a national address in which he made a case for continuation of the policies that were in place in Iraq. In essence Bush and Petraeus stressed that the "surge" was beginning the pay dividends and that a continuation of the policy was necessary to stabilize the security situation in Iraq. With such similar messages being delivered it provided a good opportunity to run a test of the relative effectiveness of each messenger's efforts. In this study the key arguments from the Bush and Petraeus presentations were compiled into condensed video segments. The messages were then tested through a web-based pretest-posttest design. Two national samples of over 300 individuals were contacted the day after each presentation and respondents were asked a series of questions regarding their attitudes towards the war in Iraq and the current policies employed in the conflict. They then watched the compiled video segments while simultaneously rating the believability of the statements through movement of a computer mouse. After viewing the ads respondents answered the same questions from the pretest and an additional questions rating the persuasiveness of the messages. The results of the study indicate that the public reacted significantly more positively to the presentation of General Petraeus in comparison to that of President Bush, thus providing evidence that the messenger mattered in this case.

The Local Factor: The Impact of the Local Press Room in Shaping Public Opinion. Itay Gabay, University of Wisconsin Madison (gabay@wisc.edu); Amnon Cavari, University of Wisconsin Madison (cavari@polisci.wisc.edu).

While newspapers remain an important source of news for many, most Americans (79 percent) receive their information from television and the majority (59 percent) report watching local news regularly, substantially higher percentage than any other news source. However, studies in the field of political communication have paid little attention to local news coverage, particularly on international issues. We argue that in order to understand the type of information the public receives from the media, it is important to track local and national news coverage and to combine it with survey data on people's perceptions on current issues. We use the Israel-Lebanon War (summer 2006) as our case study. Previous research had shown that local news has relatively extensive coverage of the Arab-Israeli conflict, yet no study had examined the content of the coverage itself. We take this task by combining content analysis of the local and national coverage of the war with survey data that examines how people perceive the conflict. For the content analysis we use Entman's framing functions – defining conditions as problematic, identifying causes, moral judgment and endorsing a remedy as a basic model for our frame analysis adding two new functions – image and policy demands. Following the analysis of the media coverage we examine survey data in order to evaluate possible relationship between media exposure and attitudes toward Israel and Lebanon. The findings reveal differences in the frames used by local and national news coverage. Local news focused more on Israeli speakers than on Lebanese speakers, thus promoting Israeli framing over the Lebanese one. Moreover, there is a close association between the attitudes of people who watch local news and local news' framing. Media exposure – local news vs. network news – significantly explains public approval of military action in Lebanon as well attitudes towards Israel.

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The Media Psychology of International Conflict: Anti-Americanism and Islamophobia. Erik Nisbet, Cornell University (ecn1@cornell.edu); Yasamin Miller, Survey Research Institute, Cornell University (yd17@cornell.edu).

The September 11th terrorist attacks, the resulting “War on Terrorism,” and the continuing conflicts in Afghanistan and Iraq, have led many scholars and policy-makers to focus on the problem of growing anti-Americanism within the Muslim world. At the same time, scholars and policy-makers have also noted the rise of strong negative opinions of Muslims and Islam within the United States that some term “Islamophobia.” In both cases, these public opinion dynamics may be conceptualized as parallel processes of opinion formation in which both American and Muslim audiences rely on the mass media and social identity as resources to make sense of international conflict. We begin by developing a theoretical framework for understanding “anti-Americanism” and “Islamophobia”, defining each as persistent psychological orientations, or interpretive frames, that contain elements of negative opinion, distrust, attribution bias, and perceived threat. Employing cross-national survey data from six Arab countries combined with national, representative U.S. survey data collected by the authors, we operationalize and develop measures for both anti-Americanism and Islamophobia to tap these dimensions. Next, employing the same survey data, we examine the relationship between media use and social identity and these interpretive schemata. Our analysis suggests that for Muslim audiences, some Arab media sources promote a Pan-Muslim political identity that employs anti-Americanism as an identity marker, as well directly increase the salience of anti-American considerations. In the United States, parallel relationships are found between media use and Christian nationalist identity and Islamophobic attitudes. The theoretical implications for understanding the impact of both media and social identity on public opinion during times of international conflict are discussed.

About ‘Face:’ Punching Signal through Noise the ‘Old-Fashioned Way’. Stephen Everett, Everett Group LLC (see@everettgroup.com); H. White, Everett Group LLC (allen@everettgroup.com); Robert Daves, Everett Group LLC (rob@everettgroup.com).

The U.S. military services face enormous communication challenges today – news media tend to devote more attention to “what’s going wrong” with military operations than to “what’s going right.” So the services add their voices to the mix, trying to create a more balanced record. The U.S. Air Force has launched a new public engagement program this year, a series of “Air Force Weeks” located around the country, designed to concentrate the USAF’s visual and verbal message, delivered in person via air shows, concerts, appearances at sporting events and senior leader speaking opportunities and in the media, through coverage of those events as local or regional news. Through delivery of customized key messages, the USAF attempts to punch through the “noise” of everyday mediated coverage with the “signal” of its own story, delivered by its own people. A commercial audience research firm (for which the proposal authors work), has conducted pre-post surveys ($n=1200$ for each RDD survey) of residents in six AF Week markets across the country (and six similar control markets), gauging change in awareness, knowledge, feeling and behavior with respect to the USAF and, more broadly, the military. These measures provide a rigorous, robust test of the Air Force’s attempts to “punch through the national noise” with locally targeted messages and exposure opportunities communicating the Air Force’s story. Initial results show both significant ethnicity and age effects, with great bearing on recruiting and retention challenges facing the military services. We intend to identify when these demographic effects stem from the local AF Week events and coverage and when they’re driven by the “hum” of day-to-day national coverage and media portrayals – and we’ll offer potential explanations for changes in the signal-to-noise ratio associated with AF Weeks across the year and the country.

The Role of Public Education in Influencing Satisfaction with a City: Analysis of Public Opinion Survey Responses. T. David Jones, Wright State University- Center for Urban and Public Affairs (david.jones@wright.edu); Katie Dempsey, Wright State University- Center for Urban and Public Affairs (dempsey.8@wright.edu); Brittany Sumler, Wright State University-Center for Urban and Public Affairs (sumler.2@wright.edu).

A great deal of research has been done on the performance of inner city public schools, particularly in the midst of President Bush’s No Child Left Behind initiative. However, little research has been done to determine how satisfaction or more specifically, dissatisfaction with inner city schools affects overall city satisfaction. Since 1997, the Wright State University’s Center for Urban and Public Affairs (CUPA) and the City of Dayton have sought to explore this relationship. The City of Dayton conducts a public opinion survey every two years to assess citizen views on a wide range of city issues. In 1997, the city added a question pertaining to citizen satisfaction with Dayton Public Schools. While the City is not responsible for funding the local school district, researchers wanted to explore the role that the schools play in overall satisfaction with the city. What we found was that dissatisfaction with public schools was a primary indicator of dissatisfaction with the city, and that dissatisfaction with schools influenced a number of neighborhood satisfaction variables- including perception of the neighborhood as a place to raise children, as well as safety and crime issues. Further research in subsequent years showed a broad misconception among a large percentage of Dayton residents regarding school funding- specifically, that Dayton Public Schools are funded directly by the City of Dayton, a topic that has been explored in greater depth in the most recent iterations of the survey. This paper will explore the misconceptions of Dayton residents and how they relate to policy making in the city. Furthermore, the paper will explore comparative data from other surveys conducted in other cities across the country to see if these misconceptions are commonplace among residents in other communities, or if the City of Dayton faces unique challenges.

Incentives

Incentives in Private Sector Surveys. Barbara O’Hare, Arbitron, Inc. (barbara.o'hare@arbitron.com).

Surveys conducted by private sector organizations and commercial establishments face response rate challenges similar to those conducted by government agencies or academic institutions. Respondent cooperation can be influenced by such attributes as topic salience, survey sponsorship, data collection mode, and incentives, among others. These factors are often closely associated with the survey organization itself, and therefore, different types of survey organizations may vary in their opportunity to manipulate these attributes to effect higher response rates. This paper will discuss the use of incentives among survey organizations in the private sector, including how the relative

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importance of incentives compared to other survey attributes differs from surveys in other sectors. I will provide an overview of current practices in private sector surveys and the decision process to use incentives, including cost-benefit analysis. Many private sector organizations have tested a wide variety of cash and noncash incentives. While cash consistently outperforms noncash incentives, rising survey costs to maintain response rates have led to recent reconsideration and testing of noncash incentives. Current practices with noncash incentives will be presented. The private sector incentive practices provide an interesting comparison to incentive use in government and other survey organizations. While our overall incentive levels are comparable across the sectors, the processes for implementing incentives differ. This presentation will help in better understanding the commonalities and differences in use of incentives by type of survey organization.

The Use of Incentives for Academic and Grant-Funded Surveys. Sandra Berry, RAND Corporation (berry@rand.org); Megan Zander-Cotugno, RAND Corporation (mzander@rand.org).

Incentive payments to survey respondents have been used for many years to improve response rates. In March, 2008, COPAFS will sponsor a 1-day seminar which includes three invited overview papers describing current practices in the use of respondent incentives across the three domains of surveys. This is one of the invited papers and will address the use of incentives in academic and grant-funded surveys. We will present the results of two small scale surveys, one of PIs for grants funded in 2005 to conduct survey projects, sampled from the CRISP database, and one of survey directors of academic survey centers. The surveys will address levels and types of incentives used in relation to type and amount of respondent burden and what factors influenced selection of incentives – cost, response rate, MSE reduction, organizational guidelines or practices, IRBs, and other factors. Results should be of interest to organizations and individual projects seeking guidance on standard practices in survey incentives and contribute to the ongoing discussion on when and how they can be most effectively used.

Use of Incentives in Federal Surveys. Diane Willimack, U.S. Census Bureau (diane.k.willimack@census.gov); Brian Harris-Kojetin, U.S. Office of Management and Budget (Brian_A._Harris-Kojetin@omb.eop.gov).

Incentives for survey respondents have been used extensively for many years to improve response rates. There is considerable research evidence supporting the value of respondent incentives for increasing cooperation and improving the rates, speed and quality of response in a broad range of data collection efforts. Over time, it has become more difficult to achieve high response rates in many key surveys conducted by the Federal government and academia. The use of respondent incentives as one tool to combat declining response rates (and addressing the potentially greater threat of nonresponse bias) has become increasingly widespread. This paper will provide a current overview of how incentives are being used across a wide range of surveys conducted by Federal agencies. Because all Federal agencies are required by the Paperwork Reduction Act to obtain approval from the Office of Management and Budget (OMB) prior to conducting a survey, we used OMB's database to select all information collections that were submitted for review and approved between September 1, 2006, and December 31, 2007, that also designated use of surveys, censuses or statistical methods. From the 454 information collections meeting these criteria, we identified those that indicated use of respondent incentives, and coded several attributes of the studies, including the type of study, its primary purpose, average annual burden, and target population, along with the incentive type, timing and amount. We will present a summary of this information, providing a snapshot of how incentives are currently being used across Federal agencies.

Incentives in Physician Surveys: An Experiment Using Gift Cards and Checks. Sean Hogan, RTI-International (hogan@rti.org); Melanie LaForce, RTI International (laforce@rti.org).

Incentives play an important role in stimulating responsiveness in surveys of health care professionals. Past research has found that a pre-paid monetary incentive is associated with increased participation, faster participation and lower costs of executing the survey when compared to control groups without an incentive being offered (Kellerman & Herold 2001, Berry & Kanouse 1987). In this paper we discuss an experiment with two forms of pre-paid incentives. We split a sample of 2400 physicians into two groups. One group received the experimental treatment of a pre-paid American Express gift card and a control group received checks of equal value (\$25). We describe the differences in overall response rates, and timing of completed survey return. Data are collected using a multi-mode effort including four waves of mail, web-enabled data collection and CATI interviewing beginning in January 2008. We will be able to compare response rates using these two methods. Using an experimental design, James & Bolstein (2005) found that there were non-significant differences in response rates between physicians who were provided up-front cash versus checks as incentive payments. Doody et al. (2003) however found that cash was more helpful than checks in gaining cooperation among radiological technologists. Later iterations of this paper will allow us to compare the degree to which the two payment forms are redeemed, allowing for cost benefit analysis as well.

It Got Their Attention: Use of Prepaid Incentives on a Survey of Primary Care Physicians. Katherine Ballard LeFauve, Abt Associates, Inc. (kate_ballard@abtassoc.com); Carol Simon, Abt Associates, Inc. (carol_simon@abtassoc.com); Lauren Smith, Boston University (Lauren.Smith@bmc.org).

Last year, we presented preliminary results on the use of incentives in the Physician Perspectives on Patient Care Survey. This mail survey was sent to a sample of 2,800 primary-care physicians in five states, and included a \$100 incentive check made out to the physician. As reported in previous presentations, the first survey mailing had a 63% response rate. This follow-up paper will present the results of subsequent data collection efforts on this project. In addition to conducting follow-up data collection with the original sample, we released 300 new cases, using the same data collection methods. We will compare the results of this second group of cases to determine if the original success is replicable.

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Panel Studies

Factors Leading to Successful Tracking and Retention of Homeless and Unstably Housed HIV Positive Longitudinal Study Participants. Jeremy Morton, RTI International (jmorton@rti.org); Noelle Richa, RTI International (richa@rti.org); Maria DiGregorio, RTI International (maria@rti.org); Barbara Bibb, RTI International (bibb@rti.org); Daniel Kidder, Centers for Disease Control and Prevention (dtk8@CDC.GOV); Angela Aidala, Columbia University (aaa1@columbia.edu).

The goal of the Housing and Health Study-conducted in collaboration with the Centers for Disease Control and Prevention, the Department of Housing and Urban Development, and leading researchers-was to assess the role of housing in reducing HIV/AIDS transmission and disease progression. This longitudinal study had a distinct challenge of tracking and locating participants who were homeless or unstably housed and were also living with HIV/AIDS. The purpose of this paper is to report and critique the location strategies employed in this study. This paper will discuss various factors that contributed to high location/re-interview rates, review the retention rate differences across three follow-up waves and three study sites, and recommend a set of tracking strategies for future studies of this or other difficult-to-locate populations. The following reasons for successful retention are discussed in further detail: establishing relationships with local agencies and community-based organizations early, hiring diligent and dedicated field staff, maintaining ongoing visibility in the community, making participation a positive experience for study participants, creating a clear separation in perception of the 'project' versus an 'agency program,' and using in-person contacts with participants between follow-up periods.

Panel Attrition and Nonresponse Bias in the Health and Retirement Study (HRS). Sonja Ziniel, University of Michigan – Institute for Social Research (sziniel@isr.umich.edu).

This study will investigate how age-related declines in physical health, cognitive abilities and changes in social relations influence the likelihood of cooperation in subsequent waves of a panel study, the Health and Retirement Survey. Cross-sectional and panel studies have shown that age/aging is significantly related to the likelihood to refuse to participate in a survey (Groves, 1989; Fitzgerald et al., 1998; Lepkowski and Couper, 2002). The growing number of studies involving the elderly requires a better understanding on how respondent characteristics or changes of them related to aging influences panel attrition. Previous studies in various scholarly disciplines such as aging research, cognitive psychology and medicine have shown that age-related declines in physical health, cognitive abilities and changes in social relationship separately increase the likelihood of panel attrition (Chatfield et al., 2005; Kempen and Van Sonderen, 2002; Zunzunegui et al., 2001; Levin et al., 2000; Van Beijsterveldt et al., 2002). The Health and Retirement Study (HRS), however, includes measurements of physical health, cognitive abilities, and social relationships so that it is possible to disentangle the influence of the respondent characteristics and changes of them. In addition this study will examine in what statistics nonresponse bias is introduced and what to what extent this will have an impact on conclusions based on analyses of the data.

Who moves?: The General Social Survey Panel Study. Jibum Kim, NORC (kim-jibum@norc.org); John Sokolowski, NORC (sokolowski-john@norc.org); Ned English, NORC (english-ned@norc.org); Hee-choonShin, NORC (shin-hee-choon@norc.org); Tom Smith, NORC (smith-tom@norc.org).

Tracking respondents contributes to the success of panel studies. Complicating the challenge of minimizing panel attrition is the high-rate of mobility found in certain categories of respondents. Linking the individual records of the 2006 General Social Survey (GSS) with Census data at the census tract level, this paper aims to examine how the community contexts as well as individual characteristics affect residential mobility. The GSS, one of the most widely used cross-sectional data sources, has recently added a panel component. Of 4,510 GSS respondents in 2006, 2,000 were selected for a re-interview in 2008. From September 2006 to October 2007, we have tracked respondents with three mailings and two social security number searches. We found that approximately 14% of the respondents (283) had moved during a one-year period. Using multilevel logistic regression, our preliminary analysis found that residential mobility is higher in communities with both urban and rural characteristics than in urban areas, and residentially stable areas decrease residential mobility. However, the poverty rate and the ethnic heterogeneity of the neighborhoods are not statistically significant. Of individual characteristics, females and renters are positively associated with residential mobility, while age is negatively associated with residential mobility. Race, marital status, education, job status, family income, self-rated health, and number of household members are not statistically significant. The understandings of community and individual characteristics regarding residential mobility of respondents may benefit what kind of efforts the survey organization should pursue to track respondents successfully in a panel study.

The Impact of Tracing Variation on Response Rates within Panel Studies. Christine Clark, RTI International (chclark@rti.org); Jennifer Wallin, RTI International (wallin@rti.org); Kathleen Considine, RTI International (kac@rti.org); Sarah Harris, RTI International (harris@rti.org); Barbara Bibb, RTI International (bibb@rti.org); Leyla Stambaugh, RTI International (lstambaugh@rti.org).

Locating and contacting survey participants is one of the biggest challenges for any longitudinal panel study. Panel maintenance is essential to any panel study in order to produce accurate and reliable data. There are many levels of tracing that can be conducted to increase response rates. There are also many factors influencing the level of tracing a project can employ. One of the most important factors is the budget. This presentation will describe the impact of a 3-tiered approach to tracing on project budget and response rates. The presentation will take into consideration the challenge of locating and conducting interviews with the highly mobile population surveyed in the Accumulation of Wealth and Social Capital among Low-Income Renters (AWSC-R) a 5-year panel study of low- to moderate-income renters conducted by RTI International on behalf of the University of North Carolina at Chapel Hill. The first year of data collection was conducted as a Random Digit Dial (RDD) study. Interviews were completed by telephone with 1,533 renters and this established the panel of renters for the next 4 years of the study. To maintain the panel of renters interviewed each year, a three-tiered approach was applied to tracing, which included batch tracing, intensive tracing, and field tracing as needed. Each intensive approach is intended to increase

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response rates, but is also associated with high project costs. The success of any panel study relies on the study's ability to successfully locate and maintain contact with respondents over the course of the study. The purpose of this paper is to describe the levels of tracing that can be utilized by panel studies to increase response rates. At the end of this presentation, participants will be able to weigh the promises of alternative tracing mechanisms while considering project budget constraints and desired response rates.

Why Participate? Perspectives from Respondents in a Survey-Based Biomarker Study. Kristofer Hansen, University of Wisconsin-Madison, Institute on Aging (krhansen@ssc.wisc.edu); Nancy Davenport, University of Wisconsin-Madison, Institute on Aging (njdavenp@wisc.edu); Gayle Love, University of Wisconsin-Madison, Institute on Aging (glove@wisc.edu); Barry Radler, University of Wisconsin-Madison, Institute on Aging (bradler@wisc.edu).

Why respondents decide to participate in longitudinal studies may be influenced by a variety of factors, including their demographic characteristics and health status. This paper examines reported motivations to participate among 530 panel respondents (58% female, 77% white, age 58 (SD 11.7), with a mean education level of 3+ years of college (SD 2.5) who participated in an in-person, overnight biology component of a longitudinal study examining mid-life in the United States (MIDUS). A total of 772 different motivations were reported, and these were coded into 8 different categories, including experience, support for science, personal gain and commitment. These motivations paralleled those reported for volunteering (e.g. altruism, personal growth, material rewards). The most frequently occurring motivations were commitment and experience. We then examined whether reported motivations differed as a function of key demographic variables including age, education, income, race and gender. Preliminary findings indicate that those reporting more self-centered reasons for participating (obtaining health results; having new experiences) were more likely to be men with lower education. Black participants and women aged 50-65 were more likely to report personal gain as a motivation. Participants who reported more interest in the specific study tended to be white. Participants reporting more altruistic reasons for participating were more highly educated and had higher incomes. How reported motivations were linked with physical health status will also be discussed.

Privacy and Disclosure

Synthetic Data for Small Area Estimation. Mandi Yu, University of Michigan (mandiyu@isr.umich.edu); Trivellore Raghunathan, University of Michigan (teraghu@umich.edu).

Demands for small area estimates to support formulating and implementing important research questions and findings is ever increasing. For instance, the American Community Survey (ACS) is uniquely poised to provide such information. However, releasing of such geographic details in the public-use microdata may increase the risk of disclosure. The question of keen interest is how to balance the public good that needs geographical detail and at the same time reduce the risk of disclosure. The conventional approach is to suppress geographical details for some areas or to restrict access by making the data available in data enclaves or research data centers. None of these approaches seem to be satisfactory. In this proposal, we develop an alternative where we create multiple synthetic microdata sets with enough geographical details to permit both small area estimations as well as national or overall analyses. We impute survey values for both sampled and non-sampled geographic areas and larger number of individuals than the sampled cases in each area. We propose to use ACS (2003-2005) as the test bed to develop and evaluate the methodology with the goal of creating multiple synthetic data files when the decennial ACS data becomes available. We propose to conduct this work at the U.S. Census Bureau's Michigan Research Data Center. We will also use simulation and other empirical data sets to evaluate the methodology. This research is important to the Census Bureau and fits with overarching goal of releasing more geographic details in the ACS public-use microdata while still fulfilling the pledge of protecting respondents from having identifiable information inadvertently disclosed. Key Words: Statistical disclosure control, Small geographic areas, Multiple Imputation, Full synthetic data, Hierarchical Bayesian Method

To Whom Does 'Privacy' Really Matter? Dinaz Kachhi, The Nielsen Company (Dinaz.Kachhi@nielsen.com); Michael Link, The Nielsen Company (Michael.Link@Nielsen.com).

Understanding the legal and social contours of "privacy" are critical today to all forms of data collection, including survey research. While a lot of attention has been focused on the legal aspects of privacy, comparatively little work has looked at the social aspects of this important issue. Many people provide their personal information during the course of everyday life as a habit or in exchange for some benefit. Others, however, are extremely concerned about their information being made available to government and/or private organizations. Despite privacy policies and confidentiality agreements, instances of data infringement, data leaks and privacy violation are numerous adding to these rising privacy concerns. For researchers, understanding how different segments of society view privacy issues is a key component towards developing effective strategies to encourage participation on data collection efforts. By determining the types of people most concerned about privacy risks, strategies could be tailored to meet the concerns of these individuals while also securing their cooperation. To this end, we developed a set of questions designed to measure people's attitudes and behaviors towards an array of privacy issues linked to participation in television and Internet measurement survey. Intercept methodology was used to recruit more than 2,900 respondents, who were screened for age, U.S residency, and access to television and Internet. Selected respondents were asked to complete an online survey within a research facility. The data analysis indicated distinct demographic patterns of attitudes and behaviors towards privacy issues. Males tend to be more concerned about privacy compared to females. Also, privacy concerns are observed to vary in different age groups. These findings are discussed both in terms of how these patterns fit within previous research on privacy as well as the larger issue of determining effective strategies for addressing privacy concerns, thereby improving participation in research efforts.

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An Experimental Study of Disclosure Risk, Disclosure Harm, Incentives, and Survey Participation. Mick Couper, University of Michigan (mcouper@umich.edu); Eleanor Singer, University of Michigan (esinger@isr.umich.edu); Frederick Conrad, University of Michigan (FConrad@isr.umich.edu); Robert Groves, University of Michigan (BGroves@isr.umich.edu).

In a Web-based vignette experiment (Journal of Official Statistics, in press) designed to investigate the independent and interactive effects of sensitivity of topic and risk of identity and attribute disclosure on respondents' expressed willingness to participate in the survey described, we found that under conditions resembling those of real surveys, objective risk information did not affect expressed willingness to participate. On the other hand, topic sensitivity did have such effects, as did general attitudes toward privacy and survey organizations as well as subjective perceptions of risk, harm, and benefits. In order to explore some implications of these findings, we designed a second Web experiment, in which we made explicit the harm that might follow on disclosure of respondents' identity along with their answers. So, for example, we asked them to imagine that they had cheated on their income tax, and that an interviewer invited them to participate in a survey in which there was a 1 in 10 risk of disclosure. If the IRS found out they had cheated, they would be subject to a fine. We also primed privacy concerns in one experimental condition and a neutral topic (computer use) in another, and varied the size of the incentive respondents were offered. Other elements of the original experiment were held constant, but the sample size was increased to 6400. We hypothesized the following main effects: 1. Making harm of disclosure explicit would result in a significant effect of disclosure risk on participation; 2. Priming privacy concerns would reduce willingness to participate; 3. Larger incentives would result in greater willingness to participate. All three of these hypotheses were supported. Analysis of the data to explore interaction effects is continuing. We propose to present the results of all these analyses and discuss their implications for survey practice.

Revisiting the Likert Scale

Easy Isn't Difficult: Using Meta-Analysis to Compare Positive Likert Scales, Negative Likert Scales and Semantic Differential Scales. Naomi Kamoen, Utrecht University (naomi.kamoen@let.uu.nl); Bregje Holleman, Utrecht University (Bregje.Holleman@let.uu.nl); Huub van den Bergh, Utrecht University (Huub.vandenbergh@let.uu.nl).

A well-known advice as to how surveys should be designed says that a balance between positive and negative wordings should be obtained. This amounts to combining positive and negative wordings in one question, or mixing them throughout the survey. For scalar questions, this means using semantic differential scales (The text is easy/difficult) or mixing positive Likertscales (The text is easy. agree/disagree) and negative Likertscales (The text is difficult. agree/disagree). The assumption that lies at the heart of this advice is that respondents will give the same answer to all three questions. Fifteen experiments were conducted to test this assumption in a context of measuring the perceived quality of texts. In this presentation a meta-analysis of these experiments will be described. The goal of the analysis was to establish whether an effect of wording can be generalized over studies and over word pairs. By means of a regression analysis the answer of the respondent was predicted, taking the question format, the topic of the text and the interaction between the two as predictor variables. This way, the amount of variance explained by each factor could be determined. The results show that the question format is crucial: for every word pair an effect of wording is found and for ten out of the thirteen tested pairs this effect can be classified as 'large'. For four of word pairs, more variance is explained by the question wording than the amount of variance explained by the topic of the text. Moreover it is shown that respondents express their opinions more positively on a negative Likertscale, than on the other scales. As the answers between the semantic differential scale and the positive Likertscale do not differ, there is no reason to assume that the often recommended semantic differential scale is better than the positive Likertscale.

Psychometric Properties of Measurements Obtained With Interval Level Ratings Scales. Fanney Thorsdottir, Social Science Research Institute (fanneyt@hi.is).

Scholars have argued that the meaning of verbal labels presented with response options on rating scales should be determined beforehand and that labels with equal intervals should be presented to respondents. The present study explored the effectiveness of using results from scaling studies to construct rating scales with metric properties. The study was conducted in two steps. First, 85 university students evaluated 30 verbal labels in a scaling study. The results were then used to construct two rating scales, one of which had items presented with labels that were equal distances apart and defined a relatively narrow part of the agreement continuum. The items of the other scale were associated with labels that defined a wider part of the continuum and the distances between labels were not equal. A split-ballot experiment was then conducted where subjects' attitude toward modern biotechnology was measured. In total, 641 university students were divided into two groups depending on whether they were presented with the "wide-scale" (n=319) or the "narrow-scale" (n=322). Item response theory models were used to analyse the data. First of all, two graded response models were fitted to test whether the threshold parameters varied across groups. The logic here was that, if respondents use the verbal labels, the intervals between the threshold parameters for each item should be wider for the "wide-scale" group than for the "narrow-scale" group. The results of the analyses did bear out this expectation. Secondly, the partial credit model and the equidistance model were fitted to the data from the "narrow-scale" group and their fit compared to test whether the data obtained had interval properties. The findings of the analyses did not substantiate this expectation. The main implication of these results is that the scaling approach to rating scale construction does not guarantee measurements with interval level properties.

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The Quest for Culture-Free Measurement: A Possible Alternative to the Likert Scale. **Rebecca Quarles, QSA Integrated Research Solutions (bquarles@aol.com); Xenia Montenegro, AARP (XMontenegro@aarp.org).**

The five-point Likert scale is the most commonly-used scale in public opinion research. However, there is considerable evidence that Hispanics, African Americans, Asians, and Caucasians respond to Likert scales in very different ways. African Americans and Hispanics tend to select the extreme response most often while Asians tend to avoid the extreme response and favor the middle response. This cultural bias makes cross-cultural research using Likert scales problematic. We will present data from an AARP survey on Women and Finance, which was conducted among 500 African American women, 500 Asian women, and 500 Hispanic women. Initial data analysis confirms the hypothesis that a forced choice question followed by a measure of intensity is less subject to cultural bias than a Likert scale. If this finding can be replicated in different contexts and in systematic experiments, it will open up new possibilities for more valid cross-cultural comparisons.

Response Order Effects in Rating Scales. **Neil Malhotra, Stanford University (neilm@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).**

The order in which categorical response choices are presented affects the responses that are provided: primacy effects occur when response alternatives are presented visually; recency effects occur when response alternatives are presented orally. In the current investigation, we explored response order effects in use of continuous rating scales. Cognitive psychological research and satisficing theory suggest that primacy effects may occur in both visual and oral presentations of rating scales. The judgment being sought is usually apparent in the question stem or becomes apparent once the first response alternative is known. Thus, in rating questions, it is possible for respondents to begin formulating a judgment before any of the response alternatives have been listed and may be inclined to choose the first response option that fits the judgment, yielding primacy effects within respondents' "latitudes of acceptance." Using data from eight survey studies with sample sizes ranging from 400 to 200,000, we tested for response order effects in rating scales and moderators of these effects: educational attainment, question placement, number of scale points, and completion time. Our findings showed a highly significant primacy effect in rating scales, both for visually and orally presented scales. Furthermore, the four moderators all had significant effects. Response order effect size was greater among people with less education, when more prior questions had been asked, when the rating scale offered more points, and when respondents answered quickly. We also discovered that unipolar rating scales produce more valid responses when presented from most to least than when presented in the reverse order. These findings help to specify the conditions under which response order effects are likely to occur and the cognitive mechanisms that may be at work.

Surveys and Healthcare II

Assessing the Impact Social Desirability on Medicaid Reporting. **Dianne Rucinski, Institute for Health Research and Policy (drucin@uic.edu).**

Survey estimates of Medicaid enrollment are thought to be biased due to underreporting of enrollment (Lewis, Ellwood, & Czajka, 1998; Blumberg and Cynamon, 2001; Kincheloe et al 2006). The Medicaid reporting error is estimated to range from 13.8% (Blumberg and Cynamon, 2001) to 22% (Kincheloe et al, 2006). A number of reasons have been suggested for these reporting errors, such as English language proficiency (Kincheloe et al. 2006). Large or complex household conditions may be associated with reporting difficulties (Pascale, 2006). Respondents may also be confused about what sort of health insurance they have, reporting that they are covered by private insurance when they are really covered by Medicaid (Chattopadhyay and Bindman, 2006). The influence of social desirability also been suggested a fundamental cause of Medicaid underreporting. Using a social survey to assess the impact of social desirability on survey response presents challenges. This study takes an indirect approach to exploring the impact of social desirability on Medicaid reporting in surveys by analyzing data from a sample survey of parents and caregivers of children who were shown in state agency records to be enrolled in the state's Medicaid or SCHIP program. Approximately 48% of these respondents reported that their children were not enrolled in the state's SCHIP or in Medicaid while nearly 40% of those enrolled in the state's Medicaid program referred to the program by its less stigmatized name. Using logistic regression we examine the impact of residing in areas with high levels of public assistance, hypothesizing that those residing in areas with very low levels of public assistance may be more likely to fail to report Medicaid enrollment since receiving public assistance is less normative than in areas in which many families receive public assistance. Implications for measuring participation in Medicaid and other public programs are discussed.

Monitoring State-level Uninsurance, 1997-2006. **Jeanette Ziegenfuss, Division of Health Policy and Management, University of Minnesota (zieg0100@umn.edu).**

The State Children's Health Insurance Program (SCHIP) allowed states the flexibility to vary how their public health insurance programs were designed. In order to help determine the relative successes of specific design features, it is necessary to have a consistent measure of the outcome of interest (insurance coverage) at the appropriate level of geography. The Current Population Survey's Annual Social and Economic Supplement (CPS) is the only survey that produces state-level estimates of public and private insurance coverage and uninsurance every year since the inception of SCHIP in 1997. Over this time period, however, the CPS has changed its conceptualization of uninsurance (IHS only is no longer considered health insurance), the measure of insurance coverage (a verification question was introduced), and the way that the health insurance questions were edited was altered significantly. In our paper we compare three approaches to developing a harmonized time series from the CPS that can be used for accurate program evaluation.

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Health Insurance Measurement: A Synthesis of Cognitive Testing Results. Joanne Pascale, U.S. Census Bureau (joanne.pascale@census.gov).

Over the past two decades, health researchers have been grappling with the issue of how to best measure health insurance. These efforts have included literature reviews, comparative studies, taxonomies of differing methodologies and estimates across surveys, cognitive testing, and split-ballot field experiments. This paper focuses on one aspect of these efforts – cognitive testing – whose aim is to better understand how the questions are being understood and answered from the respondent's perspective, and to identify features of the questions and questionnaire as a whole that may be associated with misreporting. Altogether ten cognitive testing reports from various federal agencies and private research firms were identified, and they assessed nine different questionnaire designs, including the Current Population Survey (CPS), American Community Survey (ACS), and the National Health Interview Survey (NHIS), as well as some experimental redesigns. Though each questionnaire was unique, they fell into one of three general categories in terms of overall structure. First was a "type-by-type" design, where respondents were asked a series of questions, one on each type of health plan (e.g.: Medicare, employer-sponsored, military). Second was a "status-then-type" design, where first a global question on any type of coverage was asked, followed by a single question on the type of coverage. The third general approach started with a global question on status but then asked a question on general source of coverage (e.g.: employer, government), which was followed by tailored questions to get at more detail on the source of coverage (e.g.: Medicare, Medicaid). This paper synthesizes results across the ten reports and takes some first steps toward recommendations for a research agenda and best practices for questionnaire design.

Household Medical Expenditure Data: A Comprehensive Report of the Completeness and Accuracy of Survey Responses. David Kashihsara, Agency for Healthcare Research and Quality (david.kashihsara@ahrq.hhs.gov); Diana Wobus, Westat (dianawobus@westat.com).

Collecting complete and accurate medical expense data from household respondents can be a very daunting task. Even with the use of reporting aids such as medical bills, explanation of benefit statements from insurance companies, and medical diaries, obtaining complete and accurate information can still be a difficult task. Respondents may, consciously or unconsciously, omit items, report medical events and expenses reported in a previous interview round (e.g., in a longitudinal panel survey), and/or provide inaccurate medical expense amounts. To add to the potential sources of errors, in some surveys, one person reports for every member of the household. This paper combines past findings with additional analyses to provide a comprehensive report of the completeness and accuracy of household medical expenditure responses from qualified office-based physician visits by persons that participated in the Medical Expenditure Panel Survey (MEPS). The MEPS is a nationally representative panel survey of the U.S. civilian non-institutionalized population. This study uses data from both the household component (HC) and the medical provider component (MPC) of MEPS to assess the accuracy of complete medical payment reports. Reporting accuracy is measured by analyzing the differences between medical expense figures obtained from respondents and figures obtained from their healthcare providers. Multiple years of data are analyzed to provide a sensitivity analysis of the results.

Up in Smoke?: Effects of Response Format on Cigarette Smoking Self-report. Joanna Allenza, Harris Interactive (jallenza@harrisinteractive.com); Jonathan Klein, University of Rochester (Jonathan_Klein@urmc.rochester.edu); Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com).

Cigarette smoking is a leading cause of preventable death in the U.S. Estimates for the proportion of people who smoke vary – recent BRFSS, NHIS, and NHANES surveys have reported 20.8%, 21.5%, and 24.9%, respectively, for current smokers. In NHANES, an additional 6% of adults reporting not smoking had cotinine levels >15 ng/mL, indicating current smoking – self-reported smoking may be significantly underestimated. Some of the differences in self-reported prevalence may be due to differences in the measures employed. Some measures have asked if the respondent had smoked a specific number of cigarettes in a specific time period (e.g. 5 cigarettes in the last 7 days). Other measures have asked for a classification (e.g. currently smoke, former smoker, never smoked). We were interested in comparing a number of different measures to compare incidence that might be obtained with one technique versus others. We had respondents who were from the U.S. and 18 years or older complete a web-based survey. Half of respondents were randomly assigned to receive 2 preassessment questions 'During the last 7 days, have you smoked 5 cigarettes or more?' and 'During your entire life, have you smoked 100 cigarettes or more?' before a smoking classification question. The other half of respondents were asked a smoking classification question without any preassessment. We had a number of different variants for response format and found that response format significantly influenced prevalence of self-reported smoking as did preassessment.

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Cell Phones III

Households with Past Landline Interruption: Can They Be Used as Surrogates for Cell-Phone-Only Households? Anna Fleeman, Arbitron, Inc. (anna.fleeman@arbitron.com).

In response to the increasing number of cell-only households and the potential for noncoverage bias, Arbitron has conducted several large-scale cell phone studies over the last few years. Like other organizations, we have found it very costly to include cell-only households in our surveys. The increased costs are a result of several factors: federal regulations requiring hand-dialing of cell phone numbers, reduced contact due to the personal nature of cell phones, and lower cooperation rates as a result of the inability to send prealert letters. In 2004, Jay and DiCamillo conducted a study of cell phone owners who currently had a landline but had gone without landline service in the near past, termed recent cell-only respondents. These respondents were very similar in key demographic characteristics to cell-only respondents as found in the 2004 NHIS. The authors suggested that these respondents, who now can be reached on landlines, could be used as a proxy for those who are cell-only. With appropriate weighting, therefore, there may not be a need to include the very costly cell-only respondents. In response, Arbitron conducted a similar study in which nearly 2,000 households were screened to identify whether there was an interruption in landline service in the past year. These included both respondents who owned a cell phone during that time or had no phone service at all. Characteristics such as age, race/ethnicity, and owner/renter status were collected. Households that reported landline interruption were compared to those that did not, to cell-only households from Arbitron's previous studies, and to other cell-only research. Results shed light on whether these types of households are comparable enough to cell-only households to use them as a reliable surrogate, thereby eliminating the additional financial burdens and operational complexities of conducting surveys with cell-only households/respondents.

Practical Steps to Conducting Cellular Telephone Surveys. Cynthia Howes, NORC (howes-cynthia@norc.org); Angela DeBello, NORC (debello-angela@norc.org); Kirk Wolter, NORC (wolter-kirk@norc.org); Karen Wooten, CDC (kgw1@cdc.gov).

The population of cellular-telephone-only households has increased rapidly in recent years and further growth is expected. To meet this growing challenge, NORC at the University of Chicago is conducting a Cellular Telephone Pilot study to explore the possibility of integrating cellular telephone only households into the National Immunization Survey (NIS). The effort included focus groups and four surveys of cellular-telephone subscribers during 2007, the last two of which were conducted as experiments for the NIS. We discuss practical issues of survey methodology faced and solved in these surveys, including dialing protocols, call outcomes, respondent compensation, interview length, and the introductory script. The NIS is a nationwide, list-assisted RDD survey sponsored by the Centers for Disease Control and Prevention. Designed to facilitate monitoring of vaccination rates for children ages 19 – 35 months, the NIS conducts approximately 24,000 household interviews annually. The NIS also uses a provider follow-up survey to collect provider-reported vaccination histories of children in sampled households.

The Accidental Cell: A New Mitofsky-Waksberg Experiment And Analysis Of CBS News' Cell Phone Respondents In National Surveys. Anthony Salvanto, CBS News (salvantoa@cbsnews.com).

In conducting its usual RDD-frame national polls over the last year, CBS News has asked all respondents, at the end of the survey, if we have been talking on a cell phone. Those who are – and we have interviewed plenty – were hand-dialed inadvertently and in our samples because their numbers were ported, or simply cells mixed in with land lines in some areas. We've kept them in the results. Having collected these numbers, CBS News is now conducting an experiment inspired by those that led to the development of Mitofsky-Waksberg many years ago: we deliberately hand-dial numbers adjacent, or close to, these discovered cell numbers to learn if those, too, belong to working cell phones. In doing so, we are learning more about how cell phone numbers are assigned and distributed in the nation. In addition, CBS News hand-dialed numbers from dedicated cell-only exchanges (and thus not in our RDD frame) in national and local surveys, and repeated the Mitofsky-Waksburg with them. This paper reports the results, and addresses issues concerning both cellphone sampling and respondent characteristics: Is dialing from lists of cell-only exchanges efficient, and how could it be more so? More broadly, what can we say about characteristics of cell phone distribution in the U.S.? What are the characteristics of respondents on cells? Are respondents in cell-only exchanges different from those in mixed-use, and do both need to be dialed to properly include a sample of cell-only users in a national sample?

Assessment of Bias in the National Immunization Survey-Teen: Benchmarking to the National Health Interview Survey. Margrethe Montgomery, National Opinion Research Center (Montgomery-Margrethe@norc.org); Nidhi Jain, Centers for Disease Control and Prevention (ncj0@CDC.GOV); James Singleton, Centers for Disease Control and Prevention (xzs8@CDC.GOV); MeenaKhare, National Center for Health Statistics (mxk1@cdc.gov).

The growing population of cellular phone-only households and declining response rates call into question the results of traditional random-digit-dialed (RDD) based telephone surveys. While cellular phone-only homes increase non-coverage, they may not increase survey bias. Similarly, potential for bias in survey estimates increases as response rates decrease, but the actual level of bias must be determined for each survey. This paper compares the results from the National Health Interview Survey (NHIS), an address-based survey administered in person, with the results from the National Immunization Survey-Teen (NIS-Teen), an RDD-based telephone survey. The purpose of this analysis is to assess potential net bias in the NIS-Teen from non-coverage of households without landline telephone service and from non-response. The NIS-Teen study interviewed 5,468 households with adolescents aged 13-17 years from October 2006 through February 2007. The survey also collected information on doctor's visits, general health information, insurance status, and demographic information. A mailed survey was sent to identified immunization providers to collect vaccination histories. The purpose of the survey is to measure vaccination status among adolescents using the provider-reported vaccination histories. Adequate vaccination histories were obtained from providers for 52.7% of adolescents with completed household interviews. To assess potential net bias from non-coverage of cellular

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phone households and non-response, this paper compares information from the 2006 NHIS sample with the NIS-Teen sample. Weighted demographic distributions will be compared (family poverty level, maternal education, region, and race/ethnicity). The main outcome variable to be compared is parental report of adolescent influenza vaccination receipt in the past 12 months. Other characteristics will also be compared (presence of asthma, history of chickenpox, and health insurance). We will also compare both surveys to the Census and Current Population Survey to examine potential bias in both the NHIS and the NIS-Teen.

A New Hue of the 'Cell Phone Only' Landscape: Demographic Characteristics of Landline Cord Cutters New to Cell-Phone Only. Kumar Rao, Gallup Organization (kumar_rao@gallup.com); Trent Buskirk, St. Louis University (trent.buskirk@gmail.com); Courtney Kennedy, University of Michigan (ckkenned@umich.edu).

A growing number of Americans are considering giving up their landline phone access at home and planning to use cell phones exclusively. The landscape for cell-phone usage clearly includes those subscribers who are and have been cell-phone only. Current information regarding demographic profiles of 'cell phone-only' households derived from samples drawn from the cell phone frame as well as the landline frame have reported consistent trends in age (younger), place (urban), residency ownership (rent) and income (lower). However, as cell phone only rates continue to rise coupled with slight declines in landline phone usage, it follows that many cell and landline subscribers may be moving toward cutting the landline telephone cord in favor of cell phone-only status. However, very little information in the literature is available regarding the demographic profiles of these individuals. In this paper we draw upon two data sources including the Gallup Panel whose members were recruited using an RDD sample drawn from the landline telephone frame and a national probability sample drawn from the cell phone frame screened for cell phone only use. Specifically, we compare and contrast demographic characteristics of individuals in two types of cell phone-only samples: 1) a sample drawn from The Gallup Panel whose members have disconnected or canceled their landline phone or are planning to disconnect their landline phone in order to use a cell phone instead and 2) a sample drawn from a nationally representative cell phone number frame and screened for cell phone only use. Results indicate that these two samples are similar and there appears to be some evidence that the cell phone-only landscape in general is becoming more heterogeneous, with more diversity among demographic characteristics than previously reported.

Media Mediation and Public Opinion

Public Opinion and the Bush Tax Cuts: The Media's Role in Defining the Public Good. Martha Crum, Graduate Center, City University of New York (martha@mcanda.com).

Democratic theorists continue to struggle with what the "public good" means in a post Enlightenment world where we no longer assume a universal public will. Yet public opinion practitioners often define their challenge as improving the techniques of the trade to the point where polls can accurately reflect "the public will" and thus advance the public good. Public opinion theorists have long argued that public opinion is, at least in part, socially constructed. While earlier theorists focused on the media as a source of propaganda, more recent work has defined media influence in terms of agenda setting and framing. The media become the strategic battle site for issue positioning and that positioning in turn, influences the questions that get asked in the polls and the choices allowed for their responses. This paper focuses on media coverage of the Bush tax cuts. Having shown in previous AAPOR-presented research (2006) that knowledge did indeed influence tax policy preferences, this analysis will focus on the knowledge the press imparted through its tax coverage from early 2000 when tax cuts ignited the presidential campaign to late 2005 when the White House shelved its plan for a fundamental restructuring of the tax code. It will analyze the content of a random sample of news transcripts from ABC, CBS, NBC, Fox and CNN. Content will be coded for factual context and tax-cut claims; coverage 'triggers'; media representation of public opinion (including sources and accuracy); key actors (who was quoted, interviewed, etc.) and interpretive frames (e.g., Economic efficiency? Distributive justice? Political strategy?) This media discourse analysis will be used to refine our understanding of the mechanisms by which public opinion reflects agendas as much as it reflects the public will.

Public Opinion on Public Interest: Radio Audience Perceptions of Localism & Diversity. Benjamin Bates, School of Journalism & Electronic Media, University of Tennessee (bjbbates@utk.edu); Mark Harmon, University of Tennessee (mdharmon@utk.edu); Glenn Hubbard, University of Tennessee (gh10606@gmail.com); Steve McClung, Florida State University (Steven.McClung@comm.fsu.edu); Todd Chambers, Texas Tech University (todd.chambers@ttu.edu).

In the U.S., broadcasters are supposed to operate in the public interest as a condition of licensure. From the start, there has been debate over the meaning of the phrase. The statutory language only refers to operation in the "public interest, convenience or necessity" (47 U.S.C.A. Sec. 303), leaving it to the FCC to determine how to interpret "public interest." The FCC's interpretation has varied over time, but two common aspects would seem to be an emphasis on localism and diversity. These two phrases are at the center of current broadcast and telecommunications policy debates, the various positions of the FCC and interest groups often framed in terms of differing definitions for those concepts. Being able to define terms and approaches can be critical in policy debates, as it frames both analysis and discourse. One problem with debates over defining public interest, though, is that the terms tend to be defined by various groups in terms of what they think the public should be interested in, or in terms of what they think is in the best interests of the general public. For the most part, what the public itself thinks has not been considered. This study will attempt to explore public opinion about localism and diversity in American broadcast radio. Combining secondary and original data collection and analysis, we will seek to identify how audiences conceptualize localism and diversity in radio, as well as considering the degree to which these are considered to be serious concerns. From this, we can consider the degree to which debates over the public interest, at least in the case of localism and diversity in radio broadcasting, actually reflect the public's interest in these matters, or whether the issues even interest the public.

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The Impact of Online Satire News During the 2006 Midterm Election. Jocelyn Landau, Annenberg School for Communication (jlandau@asc.upenn.edu).

The scope of journalism has changed in recent years, as the line between news and entertainment has become blurred. Today, traditional news is increasingly driven by entertainment value and entertainment media are tackling more serious topics; the resulting admixture of news and entertainment has been dubbed 'infotainment' (Delli Carpini and Williams, 2001). News satire programs such as The Daily Show and The Colbert Report have become popular forms of infotainment, and a growing number of citizens report gaining political information from these types of entertainment-based sources (Parkin et al., 2003). At the same time, the internet has become a widely used medium for acquiring news and entertainment. This paper connects research on political infotainment and the internet, examining the impact of one type of infotainment—online news satire—during the 2006 U.S. midterm election. Using 2006 survey data from the Pew Internet & American Life Project, this study provides evidence that online news satire use leads to greater incidental exposure to political information on the internet. A path model is used to show that incidental exposure to political information on the internet is a mediating variable in the effect of online infotainment use in promoting subsequent political information seeking on the internet. Moreover, the paper shows that, contrary to findings from the larger category of soft news research, the audience for online news satire tends to have greater levels of political interest, political activity, and mainstream news media use. These results are consistent with research on television news satire programs, and offers support for Davis and Owen's (1998) finding that new media are more likely to supplement, rather than supplant, traditional media use. This study therefore raises new questions about the impact of online political infotainment during elections, and concludes with suggestions for future research in this area.

Sticking Together Online: Political Participation and Ideologically Homogeneous Blog Consumption. Aaron Veenstra, University of Wisconsin-Madison (asveenstra@wisc.edu); Ben Sayre, University of Wisconsin-Madison (bgsayre@wisc.edu); Kjerstin Thorson, University of Wisconsin-Madison (ksthorson@wisc.edu).

Though political bloggers are often caricatured in the media as lone voices, their blogs provide virtual spaces for their readers to discuss politics and organize political action. The new expressive and participatory opportunities made available by the Internet in general and blogs in particular will only become more important to the political process as the number of people making use of them increases. At the same time that blogs have become an important part of the political landscape, ideological media in general have seen a rise in prominence. In this paper, we seek to examine the relationship between the ideological homogeneity of one's blog consumption and the tendencies to participate in and discuss politics. Recent research suggests that participation and deliberation have a generally negative relationship with one another, and that homogeneous social networks are more effective for mobilizing participation than are cross-cutting networks (Mutz, 2006). We therefore expect that discussion within a mostly ideologically unified blog community acts as a pathway to participation for its readers by providing a safe space for mobilizing collective action. As such, we expect that homogeneous blog consumption is related positively to traditional forms of political participation as well as to active engagement with political discussions in the blogosphere. Using data from a survey of political blog readers conducted during November 2006, we scored respondents' five most frequently visited political blogs as either liberal or conservative and combined them for a measure of homogeneity. We then tested the role of this exposure variable in explaining political participation – both on- and offline – and reported contributions to online discussion. This study provides new evidence of links between the ideological composition of individual media consumption choices and the likelihood of engaging in various forms of political action.

Mode of Data Collection and Health Surveys

Differential Reporting of the Timing of Recent Cancer Screening: An Examination of the Effect of Mode of Data Collection. Michelle Rogers, Brown University, Center for Gerontology and Health Care Research (michelle_rogers@brown.edu); Melissa Clark, Brown University, Center for Gerontology and Health Care Research (melissa_clark@brown.edu); William Rakowski, Brown University, Center for Gerontology and Health Care Research (william_rakowski@brown.edu); Katherine Tsubota, Brown University, Center for Gerontology and Health Care Research (Katherine_Tsubota@brown.edu).

Research suggests telescoping can affect recall of the timing of recent cancer screening (reporting date that are more recent than actual dates). Additionally, individuals can be uncertain about the precise timing of such tests. Little is known about how mode of data collection might affect telescoped reporting of screenings and certainty of recall. Unmarried women age 40-75 were interviewed twice ($n=553$), four to eight weeks apart, and randomly assigned to one of three modes of data collection (same mode each time): self-administered mailed questionnaire (SAMQ), computer-assisted telephone interview (CATI), and computer-assisted self-interview (CASI). At baseline, women were offered categorical responses for recency of a mammogram, Pap test, and a colorectal exam. At follow-up, they were asked to provide the month and year of the most recent exam. Telescoping was determined from a comparison of categories of month/year reports to the categorical reports. Women reporting "Don't Know" for the month/year report (but provided a category at baseline) were recorded as having uncertainty of recall. Separate analyses were conducted for each type of screening, as well as a combined analysis of mammograms and pap tests, and a combination of all three. Key research questions were: 1. Does mode of interview affect the likelihood of telescoping and/or uncertainty in reporting the timing of recent cancer screenings? 2. What participant characteristics are associated with telescoping and/or uncertainty? Telescoping for mammograms/Pap tests was associated with lower education. Greater uncertainty of timing was associated with the CATI vs. SAMQ mode, and with identifying as a sexual minority. Never-married women were less likely to report uncertainty for colorectal screening than previously-married women. Mode of data collection affected the likelihood of uncertainty when reporting the dates of recent cancer screens. Women interviewed by phone may be less likely to check their records than those completing a self-administered questionnaire.

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The Effects of Survey Mode, Patient Mix, and Nonresponse on CAHPS® Hospital Survey (HCAHPS) Scores. Marc Elliott, RAND Corporation (elliott@rand.org); Alan Zaslavsky, Harvard Medical School (zaslavsk@hcp.med.harvard.edu); William Lehrman, CMS (william.lehrman@cms.hhs.gov); Elizabeth Goldstein, CMS (elizabeth.goldstein@cms.hhs.gov); Katrin Hambarsoomians, RAND Corporation (katrin@rand.org); Megan Beckett, RAND Corporation (beckett@rand.org); Laura Giordano, HSAG (LGiordano@azqio.sdps.org).

The CAHPS® (Consumer Assessments of Healthcare Providers and Systems) Hospital Survey (also known as HCAHPS) is a standardized survey instrument and data collection methodology to measure and publicly report patients' assessments of hospital care. Hospitals participating in the HCAHPS survey are allowed to choose among four different modes of data collection: mail, telephone, mail combined with telephone follow-up (mixed mode), and active interactive voice response (IVR). We conducted a randomized experiment in which discharged patients from a national random sample of 45 hospitals were randomized to each of four survey modes, with 7,555 patients responding. We estimated mode effects in linear models that predicted each of 10 HCAHPS outcomes from hospital fixed effects and patient-mix adjustors. Patients randomized to the telephone and active IVR modes provided more positive evaluations than patients randomized to mail and mixed modes ($p < 0.005$ for each vs. mail; $p = 0.26$ for mixed vs. mail), with some effects equivalent to more than 30 percentile points in hospital rankings. Mode effects were greatest for the most favorable evaluation category. Mode effects were quite consistent across hospitals (median correlation of adjusted within-hospitals scores from different survey modes 0.95) and were generally larger than total patient-mix effects. Although patients with higher estimated nonresponse propensity had less positive unadjusted evaluations, patient-mix adjustment accounted for any nonresponse bias that could have been addressed through weighting. There was some evidence of less measurement error in mail mode than in telephone and active IVR modes (higher Cronbach's alpha in outcome composites). We develop adjustments for survey mode and patient mix to be used to ensure valid comparisons of hospital performance in publicly reported data.

Same Respondents, Same Questions: Different Modes, Different Responses. Jason Stockdale, RTI International (jstockdale@rti.org); Vanessa Thornburg, RTI International (thornburg@rti.org); Arnie Aldridge, RTI International (aaldridge@rti.org).

Past research has shown that respondents are more willing to report alcohol and illicit drug use during a CAPI survey than during a CATI survey (Beck, et al., 2002; Woltman, et al., 1980). This mode effect has been found when comparing answers from one CAPI survey to answers from another CATI survey, each using different respondents and asking different questions. However, does this mode effect remain consistent when using the same respondents and asking them the same questions? This paper addresses this question by analyzing data collected from the Screening, Brief Intervention, Referral and Treatment (SBIRT) study, funded by the Substance Abuse and Mental Health Services Administration. Data from a CAPI baseline interview and a CATI six month follow up interview, both using the same respondents and the same questions were analyzed. Findings show that a significant number of respondents who answered that they had used alcohol or illicit drugs 'in their life' during the CAPI baseline interview answered that they had not when asked the exact same question during the CATI follow-up interview. This paper aims to further investigate the established mode effect between CATI and CAPI interviewing by way of a within subjects design. Based on our findings, we discuss the accuracy of prevalence data when collected from a CAPI versus and CATI study, as well as other mediating factors that may play a role.

Telephone Interviews with Community-Dwelling Older Adults: Response Rates and Interview Duration. Melissa Clark, Brown University (melissa_clark@brown.edu); Michelle Rogers, Brown University (Michelle_Rogers@brown.edu); Susan Allen, Brown University (Susan_Allen@brown.edu).

Because of growing numbers and rising costs, there is increased demand for accountability of publicly-financed health and human service programs for older adults. While in-person interviews offer several advantages for collecting data from older adults, the associated costs can be prohibitive for social service agencies with limited resources for evaluation. Our goal was to evaluate the use of telephone interviews for assessing the medical care and service needs of community-dwelling elderly persons with Medicaid. A total of 5382 individuals 65 years or older were randomly selected from the state Medicaid program for a telephone interview to be conducted in English or Spanish. Interviewers made up to 10 telephone contact attempts to screen and interview program participants during a six-month period, with the goal of at least 550 completed interviews. Based on information about ethnicity and preferred language, participants were classified as non-Hispanic, English-Speaking (NH-E; 86.6%), Hispanic, English-speaking (H-E; 4.2%), and Hispanic, Spanish-Speaking (H-S; 9.2%). Almost half (45%) of randomly selected individuals were ineligible (e.g., language other than English or Spanish, cognitive impairment). Of eligible participants, 618 (RR=20.6%) were interviewed. Reasons for non-participation included too ill/refused=40.2% and not able to contact=39.1%. Overall, 45.5% of the interviewed sample was contacted within 2 attempts and 89.8% within 5 attempts. There were differences by preferred language; cumulative response rates after 2 attempts were 21.8% for H-S, 48.0 for H-E and 47.8 for NH-E. The average interview time was 38 minutes. Compared to H-E, interviews with NH-E were almost 7 minutes shorter and those with H-S were 4 minutes longer, controlling for participant age, gender, education, disability, and interviewer gender. Using a state social service roster, 85% of randomly selected individuals were ineligible or unable to be contacted for a telephone interview. More interviewer time was required to contact and interview Spanish speaking older adults.

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Primary Pre-election Polls

Methods, Contexts, and Multi-Party Races: The Impact of Survey Methods and Electoral Conditions in U.S. Presidential Primary Elections. Chase Harrison, Harvard University (CHarrison@gov.harvard.edu).

This paper will examine the influence of both methodological and contextual factors on the accuracy of pre-election polls, and it will study the accuracy of pre-election polls in multi-candidate elections. Data will be drawn from pre-election polls conducted during selected 2008 U.S. Presidential Primary elections. A variety of researchers have examined the impact of survey methods on pre-election polls (e.g. Visser et. al. 2000; Gelman and King, 1993; Crespi 1988; Lau 1994, DeSart and Holbrook 2003)). Factors examined include sample size, the number of days the study is fielded, the use of likely voter screens, and days before election. The influence of electoral forces and campaign dynamics on the accuracy of pre-election polls has been substantially less examined (But see Crespi 1988). Studies of the accuracy of pre-election polls have primarily used measures of accuracy most appropriate for ballots with two candidates (Mosteller et. al. 1949; Mitofsky 1998; Martin, Traugott, and Kennedy 2005.). Although measuring accuracy as the share of a two-party vote may be applicable to U.S. Presidential elections, many elections, including presidential primaries, are conducted with multiple candidates. This paper will examine the accuracy of final pre-election poll predictions in separate Democratic and Republican U.S. Presidential primary elections conducted in 2008, while controlling for both methodological effects and contextual elements of the election. Accuracy will include controls for individual candidate-forecasts made in these multi-candidate elections. Methodological elements will include sample size, the use of likely voter screens, mode (Internet/IVR/Telephone), and number of days the survey was in the field. Contextual effects will include the party of the race (Republican or Democratic), the level of voter turnout, the number of candidates included in the ballot, and whether a candidate has recently won a primary election in another state. Analysis will include both univariate and multivariate statistical models.

RBS vs RDD Performance in a Low Turnout Primary Election. Patrick Murray, Monmouth University Polling Institute (pdmurray@monmouth.edu); Timothy MacKinnon, Monmouth University Polling Institute (tmackinn@monmouth.edu).

A constant challenge for election polling is balancing coverage with efficiency. A small number of researchers have empirically tested registration based sampling (RBS) versus random digit dialing (RDD) with differing conclusions. All agree that the RBS frame is more efficient, but they disagree on how coverage loss affects survey estimates. Green & Gerber (2003) suggest that RBS is superior to RDD for pre-election polling in terms of both accuracy and efficiency. Using simultaneous studies conducted in four states during the 2002 election, they posit that a key advantage of RBS is the ability to pre-identify 'likely' voters using past voting history. Taking this premise to its next logical step, one could surmise that the RBS frame's strengths would be greater for lower turnout elections, especially primaries. To date, the few available direct tests of the two sampling frames have used general election polling data. This paper will make a direct comparison of the RBS and RDD methodologies using data collected during the 2008 New Jersey presidential primary. The RBS and RDD surveys for this test are identical in every aspect (questionnaire, field period, field house) other than sampling methodology and initial interview screen. The RDD/RBS sample test in this paper uses polling from three separate field periods leading up to the primary. Prior tests have relied on a single field period. The pooled results allow us to test if any differences between the two sampling frames are consistent over time (i.e. the product of bias). Furthermore, the test allows for comparisons of effect of the different 'likely' voter population sizes used as the base for each frame (a recent subject on Pollster.com). By utilizing a primary election as the research context, this study takes the RBS vs. RDD debate into new areas and challenges some assumptions of prior work.

Voting, Polarization, and Primary Elections: A Representational Public Opinion Perspective. Natalie Jackson, University of Oklahoma (nataliemjackson@ou.edu);

Why do people choose to vote or abstain? Are there institutional causes for the perceptions of inadequate representation and voting abstention within the potential electorate? Previous research has shown that the type of primary election (open or closed) held in a state alters the makeup of the electorate, most notably by encouraging more psychological attachment to the parties in closed primaries (Norlander 1989). I will use recent NES survey data, plus other sources as required by the questions asked, to test the following questions: 1. Are representatives from states with closed primaries more polarized than representatives from open primary states? 2. Are voters in closed primary states more polarized and attached to their declared party than voters in open primary states? How are nonvoters affected by the relationship? 3. Do voters in closed primary states feel more or less adequately represented than their counterparts in open primary states? 4. How does this issue affect the efficacy and voting patterns of marginalized groups and minorities? Public opinion data will show whether there are adverse effects of having different types of primaries. My hypotheses state that closed primaries negatively affect the public good in elections by unnecessarily polarizing the candidates and the electorate along partisan lines.

Cell Phones in Primary Pre-Election Surveys. Jeff Jones, The Gallup Poll (jeff_jones@gallup.com).

This paper will explore the impact of including cell phone only survey respondents in primary pre-election polls for the 2008 presidential election in New Hampshire and other states. In addition to an assessing the effect of including cell phone respondents on the reported election prediction, it will also discuss the implications of including cell phones on sample composition, likely voter modeling, and on survey cost.

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Response II: Methodological Briefs

A Comparison of Estimates from Ignorable and Non-Ignorable Missing Data Models for Estimating a Population Proportion from a Sample Survey. Richard Griffin, U.S. Census Bureau (richard.a.griffin@census.gov).

This paper examines the potential errors in the estimation of a population proportion if missing values of the characteristic of interest are estimated assuming an ignorable response mechanism when a non-ignorable response mechanism is appropriate. If a predictor variable is observed with no nonresponse, the usual ignorable missing data estimation methodology is to impute based on the observed proportions of interest at each level of the predictor variable. However, if the missing data mechanism is non-ignorable, the appropriate missing data estimation methodology produces results that can be quite different. Log-linear models are used to simulate an ignorable and a non-ignorable missing data adjustment. An example on estimating the match rates for movers from the Census 2000 Accuracy and Coverage Evaluation survey is presented. A sensitivity analysis using varying population proportions and missing data rates is also included.

Assessing the Value of a High Response Rate in an Organizational Survey. Catherine Hoegeman, University of Arizona (hoegeman@email.arizona.edu); Mark Chaves, Duke University (mac58@soc.duke.edu).

The increasing difficulty of reaching and persuading sampled respondents to cooperate in surveys has led researchers to reassess the assumed value of high response rates. We contribute to knowledge about the relationship between response rate and nonresponse bias in organizational surveys by examining this relationship in the 1998 National Congregations Study (NCS), a survey of a nationally representative sample of religious congregations which achieved an 80 percent response rate. We use call records to measure the effort required to complete each interview, and we examine the relationship between response rate and nonresponse bias by determining what the response rate and survey results would have been if data collection had been stopped earlier than it was. For each of over 250 variables we determined the response rate required for the variable's mean to stabilize, which means when the cumulative mean reaches, and stays within, the 95 percent confidence interval around the variable's mean in the full sample. When "effort" is defined in terms of the number of attempts at reaching respondents, only 80 percent of the variables stabilized at the level of effort that would have yielded a 60 percent response rate; 90 percent stabilize by the level of effort that would have yielded a 70 percent response rate. Even at a 70 percent response rate, however, certain key variables, including the percent of congregations led by black clergy and the percent of congregations in immigrant communities, did not stabilize. These results suggest that, beyond a floor response rate of 70 percent, the appropriate target response rate varies depending on whether a survey's key variables are among those that stabilize sooner or later.

Gathering Data from Non-Responders. Jennifer Childs, U.S. Census Bureau (jennifer.hunter.childs@census.gov).

In order for our democracy to run properly, it is of critical importance for the U.S. Census Bureau to count each person living in the United States once, only once, and in the right place. This paper addresses some of the Census Bureau's efforts to ensure that people living in varied circumstances are counted as accurately as possible. In the 2010 Census, in most parts of the country, every household will receive a census form in the mail. The households who do not fill out and return the form will receive a visit from an interviewer to gather the census data via a small handheld computer. This paper focuses on the development of the automated survey instrument that will be used to collect data from initial non-responders, addressing the fact that initial non-responders do not have the same characteristics as responders. Non-responders are more likely to have low levels of literacy, not to speak or read English, and to live in a complex living situation. This paper examines issues that arose when adapting a paper survey instrument for electronic nonresponse followup, considering the population that will be served by it. The first iteration of this instrument, tested in 2004, mimicked the self-administered form almost identically and was not conducive to smooth interviewer administration. Through iterative cognitive testing, behavior coding, and usability testing using both the English and the Spanish versions of the instrument, a revised version was developed that should be easier for interviewers to administer and for respondents to understand. This instrument should improve the enumeration of the hard to enumerate population who did not respond initially. We share our experience with this development and examine lessons learned for constructing a personal-visit nonresponse followup survey, assuming a mixed-mode design, and focusing on characteristics of nonresponders.

Measurement Errors in Interviewer Observation of Housing Units and Neighborhood Characteristic. Carolina Casas-Cordero, Joint Program in Survey Methodology (ccasas@survey.umd.edu); Frauke Kreuter, Joint Program in Survey Methodology (fkreuter@survey.umd.edu).

Recently there is an increased interest in paradata generated by face-to-face interviewers during the data collection period. Such data might have some potential to be used for nonresponse adjustment, for they are available for both respondents and nonrespondents and might be related to the variables of interest. This paper will examine correlates of survey variables to interviewer observations for data from the European Social Survey (ESS) as well as the Los Angeles Family and Neighborhood Study (L.A. FANS). Our preliminary results for the ESS indicate low support for the possibility to use these measures in nonresponse adjustments. However two data-quality issues could be jeopardizing the validity and reliability of these results: First, high interviewer variability could lead to attenuated correlations between the survey variables and the interviewer observations. Second, the observed correlations could be biased if the observed patterns of interviewer observation missing data are not missing at random or missing completely at random. The ESS survey does not provide the means to address these issues. However, the L.A. FANS can shed light on the nature of the correlations between interviewer observations and response behavior and substantive outcome variable. There, the availability of multiple assessments per block will allow estimates of variability of interviewer observations across neighborhoods. Results from both the ESS analysis as well as the L.A. FANS measurement error assessment will be presented.

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Assessing the Pattern of Completes in BRFSS Using Current Interview Period. Mohamed Qayad, Centeres for Disease Control and prevention (MQayad@cdc.gov).

Background: BRFSS is a telephone survey that monitors health and chronic conditions of adult Americans. Over 3 million telephone numbers are sampled and called annually. Survey samples are released monthly and States should call all telephones in the sample within the same month. Based on States' request, we assessed if there is a need to extend the interview period to capture more completes. Objectives: To describe the pattern of completes in the course of current interview period. Methods: We used 2007 BRFSS data for this study. We calculated the cumulative percent of completes at the 5th, 10th, 15th, 20th, 25th and 30th day of the interview month, and estimated the increase in the percent of completes for the intervals between the above adjacent interview points. Results: BRFSS made 16.4 million call attempts to 3.2 million phones sampled in the U.S. for 2007, and had 328,104 (10%) completed interviews. Of the total completes, the cumulative percent completed on the 5th day, 10th day, 15th day, 20th day, 25th day and 30th day of the interview month were 22.7%, 45%, 64%, 80%, 92% and 97% respectively. The increase in the percent of completes from the 5th to 10th day was 4.4 times (22% vs 5%) higher than the increase from the 25th to 30th day of the interview month. Conclusion: Ninety seven percent of completes are captured within the current interview period. Thus extension of the interview period is unnecessary. We recommend that future analysis should focus on the benefits of extending the interview period to selected disposition codes.

Design and Implementation of an Area Probability Sample to Explore Nonresponse Bias in an RDD Survey. David Grant, UCLA Center for Health Policy Research (dgrant@ucla.edu); Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu); J. Michael Brick, Westat (mikebrick@westat.com); Royce Park, UCLA Center for Health Policy Research (npark@ucla.edu); W Edwards, Westat (ShermEdwards@westat.com).

Low and declining response rates in random digit-dial (RDD) telephone surveys raise serious questions about the presence of nonresponse bias. Although response rates are not the only or even best indicator of "data quality" methods to demonstrate representativeness and data quality are essential. Guidelines for surveys with federal sponsorship that require Office of Management and Budget approval, for example, focus on response rates and state that nonresponse bias analyses must be conducted when unit response rates are below 80 percent. This paper describes the development of a pilot study to address nonresponse bias in the 2007 California Health Interview Survey, an ongoing RDD population health survey. Several options were considered and experts consulted to develop the design employed—an area probability sample using telephone and in-person recruitment. Sampled addresses in the area probability sample were matched to a phone number, if possible, and initially recruited by telephone. Unmatched addresses, as well as nonresponders to phone recruitment, were contacted in-person. Recruiters carried cellular telephones so that all interviews were conducted using the same CATI system to avoid potential mode differences. The paper describes in detail the design, implementation, and performance of the RDD and area probability samples.

Sampling Issues: Household Surveys

Developing and Testing Strategies for Adaptive Sampling in a Door to Door Survey through Computer Simulation. Mark Andrews, Macro International, Inc. (mark.w.andrews@macrointernational.com); Pablo Diego-Rosel, Macro International, Inc. (pablo.diego-rossel@macrointernational.com); Ronaldo Iachan, Macro International, Inc. (ronaldo.iachan@macrointernational.com).

Adaptive sampling is a proven effective method of generating estimates of rare and clustered populations. This method works by systematically oversampling in the neighborhood where the condition to be measured is present. This methodology was originally developed for studies of plant where presence of the plant of interest would trigger the sampling of adjacent areas. Similar methods have been used in phone surveys where encountering an incidence will trigger an oversample of a phone exchange. While these practices may seem opportunistic, if done correctly they can produce statistically valid results at reduced costs. There is little literature available that shows how to apply this methodology to door to door surveys. In recent years there have been substantial in-roads into the field of social network sampling—a form of adaptive sampling in which "neighborhood" is defined as social linkages. This methodology is promising, but is often not practical. It also can be problematic because it relies on self-reported linkages that may be inaccurate or incomplete—a problem that is not an issue using geographic proximity models. This paper will propose a number of adaptive sampling techniques for door to door surveys using geographic proximity criteria. These sampling techniques will be based on standard random walk cluster surveys that are common in most of the developing world. Computer simulations from which standard errors can be estimated will be conducted on a range of model populations. The analysis will also examine the increased efficiency for which these methods encounter incidence of the target population and the reliability of data collected about this population given different assumptions about inter-cluster heterogeneity. Finally, we will examine how much variability we can expect in the sample size due for different populations and sampling techniques.

Geoframe™: A New Method of Field Enumeration. Leslie Athey, RTI International (lathey@rti.org); Joseph McMichael, RTI International (mcmichael@rti.org); Brian Evans, RTI International (evans@rti.org); Victoria Albright, RTI International (valbright@rti.org).

Face-to-face interviewing using area probability samples remains the gold standard method for conducting representative surveys, but the increasing cost of these studies has led researchers to look for economies in all phases of survey design and execution. GeoFrameTM is an innovative use of digital photography and geospatial technology that reduces the cost of field enumeration to make construction of area probability samples more affordable. This paper describes the initial application of this new technology to construct a sampling frame for a survey of tobacco use in the colonias in El Paso County, Texas. The efficiency of GeoFrameTM allowed us to conduct a scientific survey in the colonias on limited funds, and include the full sample universe in our frame thereby increasing the precision of our results. Further, the GeoFrameTM process dramatically shortened the time between enumeration and the beginning of interviewing, and efficiently produced guides to direct interviewers accurately to sampled dwelling units. GeoFrame'sTM utility can be extended to other situations where sampling frames may be difficult or too costly to create, such as when creating probability samples to evaluate disaster recovery efforts or conduct

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surveys in developing nations.

A Robust Half-Open Interval Procedure to Supplement the Coverage of Household Sampling Frames Based on Residential Mailing Addresses. Jamie Ridenhour, RTI International (jridenhour@rti.org); Joseph McMichael, RTI International (mcmichael@rti.org); Vincent Iannacchione, RTI International (vince@rti.org); David Cunningham, RTI International (dbc@rti.org).

In area household studies, geographic areas are selected, households within each area are listed and a sample of households within each list is selected. Failure to capture all households on the original listing, a common problem on these studies, can occur when households are missed by the lister or when new households emerge between the listing date and the onset of data collection. One method for capturing missing households is the half-open interval (HOI) procedure. With this procedure, interviewers capture missed households between a selected household and the next household that appears on the listing. This process requires the listing to reflect a well-defined path of travel through the geographic area selected for the study. Residential mailing lists provide an alternative to listing selected geographic areas and enables in-person surveys to be done cheaper and faster than is possible with field enumeration. The primary drawback of mailing lists is the under-coverage of households with unlocatable mailing addresses (e.g., P.O. boxes). This drawback can be addressed with the HOI procedure. With mailing addresses, households can be placed in a well-defined geographic ordering by arranging the addresses in the order of mail delivery which is amenable to the HOI when it proceeds up one side of the street and down the other. The ordering is problematic in situations that involve mailbox clusters, a delivery sequence that crosses a road, or in areas where there is no home delivery of mail. We present a robust HOI procedure that eliminates most of these problems by creating a predetermined path of travel with digital maps. We discuss how the proposed method can be implemented and the gains in coverage for mailing address lists. We also address the challenges presented by areas where the path of travel may be difficult to predetermine (e.g., apartment buildings).

Evaluating the Use and Effectiveness of the Half-Open Interval Procedure for Sampling Frames Based on Mailing Address Lists in Urban Areas. Joseph McMichael, RTI International (mcmichael@rti.org); Susan Mitchell, RTI International (smitchell@rti.org); Kristine Fahrney, RTI International (fahrney@rti.org); Wanda Stephenson, RTI International (wstephenson@rti.org).

The use of sampling frames constructed from mailing address lists is growing as researchers seek a cost-efficient alternative to counting and listing for sample frame development. The potential for coverage bias using mailing lists is known to exist because the lists are not always complete or up to date. Researchers have developed methods to supplement this undercoverage. The Half-Open Interval (HOI) frame-linking procedure (Kish, 1965, p. 56) is a method that is often used to help reduce the undercoverage associated with household sampling frames. In a field survey, the HOI procedure adds housing units (HU) to an existing frame by instructing interviewers to search for new units in the interval between the selected HU and the next HU on the frame. New HUs that are discovered are automatically included in the sample. The current literature is lacking information about how to effectively train interviewers to implement HOI procedures and how successful the interviewers are in identifying missed addresses. This paper discusses the protocol used to implement the HOI procedure in the Study of Community Family Life (SCFL), an in-person survey of about 13,000 households in six low-income urban areas, sponsored by the Administration for Children and Families, Department of Health and Human Services. We answer the following research questions about HOI and its implementation: How were interviewers trained to identify missed addresses? How often were they able to construct an interval? What obstacles did they encounter? Finally, based on an experimental design, we report on the interviewer error rate in identifying missed addresses. Findings will add to the literature on the effectiveness of reducing coverage bias by using HOI procedures in field surveys.

Translation Issues in Survey Research

Assessing the Quality of Survey Translation. Janet Harkness, University of Nebraska-Lincoln (mtvillar@unlserve.unl.edu); Kathleen Kephart, University of Nebraska-Lincoln (kkephart@bigred.unl.edu); Beth-Ellen Pennell, University of Michigan Institute for Social Research (bpennell@isr.umich.edu); Ana Villar, University of Nebraska-Lincoln (mtvillar@unlserve.unl.edu);

Survey translations can be assessed in a variety of ways at different stages in a research process. The assessment procedures discussed in this paper are assessments conducted on the translated questionnaires by external translators according to criteria stipulated by the assessment organizing team. In some research areas, such as international educational research, external review of this kind is a stipulated component. The assessors may also be required to provide solutions to any problems they note in their assessment. The assessments on which the present paper is based were conducted to gain information about the quality of translations in multilingual survey projects. The reviewers were requested to assess survey translations in terms of specified criteria. They were asked to explain and to code any issues they commented on and to note when they found nothing to comment on. Topics covered in the paper include issues related to benchmarks for survey translation, what assessors notice and do not notice, how they may see the task of reviewing fellow translators, what they see as important or less important to report, what briefing materials need to include, and what tools can be provided to simplify the assessment task and the impact of modes of communication on assessment reporting. In projects where face to face or telephone interaction with assessors was possible, their feedback and evaluations could be probed more extensively than in assessments conveyed solely in written form. In several instances, reviewers' comments were shared with the person responsible in given locations for organizing or approving translations. This in turn provided insight into how local organizers view source questionnaires and their own task in producing translations. The paper reports on lessons learned from these assessment exercises, focusing on how useful these may, which worked and did not work, and how procedures might be improved.

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Testing the Functional Equivalency of Spanish Translations on the 2006 General Social Survey. Tom Smith, NORC (smitht@norc.uchicago.edu).

The 2006 GSS for the first time employed a Spanish translation and utilized bilingual interviewers. This greatly improved the coverage of the Hispanic segment of the U.S. adult population. Translations were carried out using the committee-translation procedure and then further checked by NORC and GSS staff. After the 2006 GSS was collected an analysis was carried out in which Hispanics were classified into four groups, English monolinguals, bilinguals doing the survey in English, bilinguals doing the survey in Spanish, and Spanish monolinguals. Differences in response patterns were examined across these four language groups. Suspect language problems were those with little difference between the two English-language groups, little difference between the two Spanish-language groups, and a notable difference between the English and Spanish groups. This analysis examined the differences both without controls and with controls for socio-demographics and assimilation variables (e.g. citizenship, country of birth). Suspect items were back translated from the Spanish to English and evaluated by NORC and GSS staff. This identified two items as having possible translation problems. Experiments were designed for the 2008 GSS to test original and alternative Spanish versions of these items.

Translation Tools for Multilingual Survey. Karl Dinkelmann, University of Michigan (karldi@isr.umich.edu); Peter Mohler, GESIS-ZUMA (peter.mohler@gesis.org); Beth-Ellen Pennell, University of Michigan (bpennell@isr.umich.edu); Janet Harkness, University of Nebraska-Lincoln & ZUMA (harkness@zuma-mannheim.de).

Quality translations in multilingual surveys are no guarantee for success and comparability but they can certainly be seen as a key prerequisite. Without them other efforts to improve quality in a research project can be in vain. The time allotted to adaptation and translation in multi-lingual surveys is typically very short and this places substantial constraints on translation/adaptation teams. For example, translations for the 20+ languages of the European Social Survey must be completed within three to four weeks. Countries are required to follow a team translation model (Harkness 2002/2007) and, in addition, countries sharing languages are also encouraged to confer with one another on translations. Within the framework of the European Social Survey, the EU funded a research project to investigate the potential for enhancing translation product quality by developing a tool that supports the translation production process in numerous ways, including inbuilt checking procedures and automatic recording of documentation steps. The project set out to create a blueprint for this translation 'tool'. The team first identified a set of desirable features for the translation support tool and investigated the suitability of off-the-shelf tools and software to address the needs of translation projects in the multinational survey context. This review generated new ideas about requirements but also led the research team towards developing a blueprint of its own tailored solutions that would include output monitoring and documentation for each step of the process. The paper presents both the results of this research project and the theoretical and technical questions it has raised for creating tools for survey translation.

Guidelines for Best Practice in Cross-Cultural Survey. Kristen Alcser, University of Michigan (kalcser@isr.umich.edu); Beth-Ellen Pennell, University of Michigan (bpennell@isr.umich.edu).

Guidelines for Best Practice in Cross-Cultural SurveysAlthough the number and scope of multi-cultural, multi-national surveys has grown significantly over the past decade, there is very little published material on the details of implementing such surveys. The Cross-Cultural Survey Design and Implementation (CSDI) guidelines initiative was designed to address this gap. As the number of studies covering many cultures, nations or regions increases, there is a growing need to standardize aspects of survey design and administration to ensure the collection of high quality comparable data. The aims of the initiative are to: develop and promote internationally recognized guidelines that highlight good practice for the conduct of comparative survey research across cultures and countries; to raise awareness and acceptance of best practices to the level of accepted standards which will be used to measure performance; to promote the documentation of procedures, processes and the publication of those details. The guidelines cover all aspects of the survey life-cycle and include the following: (1) Study Design and Specification; (2) Contracts; (3) Ethics; (4) Sampling; (5) Questionnaire and Application Development; (6) Pretesting; (7) Interviewer Recruitment and Training; (8) Data Collection and Quality Control; (9) Data Processing, Weighting and Adjustment; (10) Harmonization and Data Dissemination. These guidelines will be made available via a website for use by practitioners who are planning or evaluating a cross-cultural study.

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Assessing Data Quality

Measuring Data Quality for Telephone Interviews. Ryan King, U.S. Census Bureau (ryan.w.king@census.gov).

Past research for telephone interviews has focused mostly on service quality, which evaluates the interviewers' actions during the interview. To measure the quality of the data, the simple thing to do is look for a keying error by interviewers. However, in interviewing situations it's not always clear what "truth" is, and therefore one must also consider other aspects of the interview process to determine if the correct keying action was taken. This includes how the interviewer asks the question and how the respondent answers, or reacts, to the question. If any part of this process has an interaction different than what is expected, it may affect the quality of the data collected. In the 2010 Census we plan that over 2.5 million telephone interviews will be conducted, and thus the quality of the data have far reaching impacts. To develop a method for use in the 2010 Census to measure data quality, the Census Bureau used taped telephone interviews from the 2006 Coverage Followup, an interview designed to correct the household roster on previously submitted Census questionnaires. This paper will discuss how we developed that method, how it was implemented, and some of the results we obtained.

Using Computer Audio-Recorded Interviewing to Assess Interviewer Coding Error. Matthew Strobl, RTI International (mstrobl@rti.org); Kristine Fahrney, RTI International (fahrney@rti.org); Mai Nguyen, RTI International (mnguyen@rti.org); Barbara Bibb, RTI International (bibb@rti.org); Rita Thissen, RTI International (rthissen@rti.org); Wandy Stephenson, RTI International (wstephenson@rti.org); Susan Mitchell, RTI International (smitchell@rti.org).

Computer-assisted audio recordings provide a new approach for detecting and correcting interviewer coding error. For questions with categorical or "other specify" responses, it is possible for the interviewer to misinterpret, abbreviate, or improperly key the respondent's answer. In this paper, we discuss the utility and effectiveness of computer audio-recorded interviewing (CARI) for detecting how accurately field interviewers capture responses to open-ended questions with pre-coded response lists. CARI is used in field studies as a means of monitoring interviewer performance and detecting interviewer falsification. For this study, we evaluated coding accuracy by comparing the keyed data with the audio recording of what the respondent said. We examined questions that differ in terms of the length of the response lists, the complexity of the concepts being captured, and the availability of an "other specify" category for capturing verbatim responses. We present the type and rate of errors detected, and discuss implications for questionnaire design, interviewer training, and data quality. Findings are based on the Study of Community Family Life, an in-person survey of 13,000 households in urban areas, sponsored by the Administration for Children and Families, Department of Health and Human Services.

Paralinguistic Measures of Response Error in Cognitive Assessments in a Survey Interview. Dana Garbarski, University of Wisconsin Madison (dgarbars@ssc.wisc.edu); Jennifer Dykema, University of Wisconsin (dykema@ssc.wisc.edu); Nora Cate Schaeffer, University of Wisconsin-Madison (schaeffe@ssc.wisc.edu); Douglas Maynard, University of Wisconsin-Madison (maynard@ssc.wisc.edu).

Survey questions make many demands on respondents, and respondents' cognitive ability may influence how they process survey questions (Knauper et al. 1997). Research has demonstrated that paralinguistic behaviors including disfluencies in speaking (e.g., pausing, expressing uncertainty, qualifying responses, and repairing answers) and response latencies (the time between the end of a question and the answer) are sometimes strongly associated with response error (Draisma and Dijkstra 2004; Schaeffer and Dykema 2004). Further, these behaviors of respondents interact with interviewers' behaviors (e.g., reading the question, probing, and delivering feedback) to affect the accuracy of responses. Our data are provided by a sample of 360 digitally recorded interviews from the Wisconsin Longitudinal Study, including two different cognitive tasks (letter fluency and digit ordering). We have developed a new system for coding interviewer-respondent interaction, in order to examine the relationship among respondents' cognitive ability, disfluencies and response latencies, and interaction. We analyze disfluencies, response latencies, and other behaviors listed above, together with several features of interviewer-respondent interaction, such as interviewers offering encouragement to respondents. We use prior measures of respondents' cognitive functioning to predict current response latency and disfluency rates, to examine which types of disfluency or response latency are more highly related to current cognitive functioning, and to examine variation in types or levels of disfluency or response latency across survey tasks. Regression analyses examine how well disfluencies and response latencies predict performance in the two types of cognitive tasks. We also examine patterns of interaction between interviewers and respondents to determine if there are interactional sequences that are associated with characteristic behaviors and response error. The disfluencies and response latencies we examine occur frequently in survey interviews and provide an accessible unobtrusive indicator of measurement error. We discuss implications for cognitive processing, questionnaire design and testing, and interviewer-respondent interaction.

Using Statistical Trends to Detect Interviewer Falsification in the NLSY97. Jodie Daquilanea, National Opinion Research Center at the University of Chicago (NORC) (daquilanea-jodie@norc.org); Kanru Xia, National Opinion Research Center at the University of Chicago (NORC) (Xia-Kanru@norc.org).

Although NLSY97 data is customarily of excellent quality, the project has been open about its efforts to confront quality concerns that are common in the field of survey research. The project has identified at least one field interviewer in a previous round who had falsified a substantial number of data. This interviewer called respondents briefly to ask only for key information that she would use while falsifying interviews. The project has since reset and quarantined the falsified data. It is the purpose of this paper to analyze this data for statistical trends in order to enhance existing falsifier detection procedures. The NLSY97 provides an ideal environment for analyzing trends in falsified interview data. Fielding for the NLSY97 is conducted annually, and the questionnaire instruments used each year are similar enough for comparison across rounds. Within the round during which the falsifying interviewer worked, we will compare the falsified data with data collected by non-falsifiers. Specifically, we are exploring statistical trends in item non-response and in responses to sensitive questions in a self-administered section of the questionnaire. Preliminary findings indicate that variance in falsified answers to sensitive questions is

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relatively low compared to variance in non-falsified answers. We also have evidence that the total time to complete each interview has different distributions in the falsified and non-falsified data. After presenting our findings, we will discuss methods for incorporating these findings into our approach to data quality assurance and the estimated effectiveness of these methods. Data collected during fielding are available to survey staff on NLSY97 within days, providing us with the opportunity to use ongoing data review for continual data quality assurance throughout each round. The findings will add to the body of knowledge on data falsification and statistical methods of validation.

CARI: A Tool for Improving Data Quality Now and the Next Time. Wendy Hicks, Westat (WendyHicks@Westat.com); Brad Edwards, Westat (BradEdwards@Westat.com); Karen Tourangeau, Westat (KarenTourangeau@Westat.com); Lauren Harris-Kojetin, National Center for Health Statistics (LHarrisKojetin@cdc.gov); Abigail Moss, National Center for Health Statistics (AMoss@cdc.gov); Brett McBride, Westat (BrettMcBride@westat.com).

The use of Computer Audio-Recorded Interviewing (CARI) as a tool to identify interview falsification is quickly growing in survey research (Biemer, 2000, 2003; Thissen, 2007). Similarly, survey researchers are starting to expand the usefulness of CARI by combining recordings with coding to address data quality (Herget, 2001; Hansen, 2005; McGee, 2007). This paper presents results from a study included as part of the establishment-based National Center for Health Statistics' National Home and Hospice Care Survey (NHHCS) which used CARI behavior coding and CARI-specific paradata to: 1) identify and correct problematic interviewer behavior or question issues early in the data collection period before either negatively impact data quality, and; 2) identify ways to diminish measurement error in future implementations of the NHHCS. During the first 9 weeks of the 30-week field period, CARI recorded a subset of questions from the NHHCS application for all interviewers. Recordings were linked with the interview application and output and then coded in one of two modes: Code by Interviewer or Code by Question. The Code by Interviewer method provided visibility into problems specific to an interviewer as well as more generalized problems potentially applicable to all interviewers. The Code by Question method yielded data that spoke to understandability of the questions and other response problems. In this mode, coders coded multiple implementations of the same question across multiple interviewers. Using the Code by Question approach, researchers identified issues with three key survey questions in the first few weeks of data collection and provided guidance to interviewers in how to handle those questions as data collection continued. Results from coding the audio recordings (which were linked with the survey application and output) will inform question wording and interviewer training in the next implementation of the NHHCS, and guide future enhancement of CARI and the coding system.

Attitudes Towards Immigration

The Influence of Perceived Threats and Racial Ambivalence on Attitudes Toward Hispanic Immigration. Todd Hartman, Stony Brook University (tkhartman@gmail.com).

This study explores attitudes toward Hispanic immigration on Long Island, New York, which has recently seen a dramatic increase in the number of Hispanic immigrants (both documented and undocumented) living and working in the area. One hundred and forty residents (out of 1,000) responded to a mail-based survey about immigration policies. What makes this study unique is that respondents also answered a battery of items measuring three distinct psychological states (i.e., realistic threats, symbolic threats, and racial ambivalence) to examine whether they predict whites' attitudes toward Hispanic immigration. The first half of the paper presents the weighted (via survey raking) public opinion results. The remainder of the paper focuses on the predictors of these attitudes using the three psychological scales as independent variables. All three scales are highly reliable (i.e., scale alpha's > 0.80) in this sample, and more interestingly, the scales differentially predict attitudes toward Hispanic immigration. For instance, the single statistically significant predictor of attitudes toward government-sponsored hiring centers for day laborers is racial ambivalence—not realistic or symbolic threats, household income, or other demographic controls. Perceived symbolic threats are the sole predictor of attitudes toward allowing local police to routinely check people's immigration status—the probability of support jumps from under 30% at the lowest levels of symbolic threat to well over 85% for those at the highest levels of threat. Realistic threats predict attitudes toward granting undocumented immigrants amnesty—the probability of supporting amnesty drops from 78% for those at low levels of perceived realistic threats to only 2% for participants at high levels of threat. These results (and others) are discussed in terms of understanding the causes of immigration attitudes, as well as finding common ground for future immigration debates.

Blog Framing: The Impact of Partisan Blog Posts on Discourse Concerning Immigration. Mark Hungerford, University of Washington (markvh@u.washington.edu).

Given that sentiments favoring and opposing specific immigration issues such as a guest worker program cross partisan lines and that the leaders of both U.S. parties have been at odds with some rank and file party members over these issues, this research sought to analyze the grassroots level of partisan feeling towards the issue found on partisan blogs. The demonstrated ability of bloggers to influence candidate funding (e.g. Howard Dean) and move issues into the political mainstream (e.g. the Clinton/Lewinsky affair) suggests the importance of blogs as catalysts and/or motivators of public opinion. This research analyzed how these partisan blogs framed immigrants; the extent to which the original posts framed subsequent response post comments on immigration; the extent to which certain types of frames led to response post consensus; the extent to which certain dissenting views were expressed and/or flamed; and who or what these posts most often valorized and who or what they most often demonized. Based on their overall traffic and retrievable posts, two conservative (Power Line and Little Green Footballs) and two liberal (Daily Kos and Atrios) blogs were selected to represent the larger universe of partisan blogs, and their original and response posts were content analyzed from June to December 2007. Preliminary analysis shows that immigration was a much more salient issue on conservative blogs, where the original posts generally framed immigrants as cultural, economic or security threats. While liberal blogs paid less attention to the issue, there was often greater dissension between original and response posts. This research, which obviously cannot be generalized to the opinions of all Americans, demonstrates how highly engaged partisans are discussing the issue, which could be indicative of the strength of opinion on immigration. It also shows how certain immigrant frames and views are discussed and either adopted or rejected.

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Beliefs About the Negative Effects Immigrants Have on Society. Kate Dalton, NORC/University of Chicago (dalton-kate@norc.org); David Wilson, University of Delaware (dcwilson@udel.edu).

The growing concerns over illegal immigration and porous borders have likely intensified the fears of average Americans. Previous research examining the relationship between threat and immigration has focused on either personal threat (direct threat to an individual) or group threat (threat to one's group's interests). However, sociotropic threat, defined as a generalized anxiety and sense of threat to society as a whole, has received less attention in the immigration literature and may have a significant effect on negative opinions toward immigrants. In this paper we examine both the levels of negative perceptions, and the changes in what Americans believe are the reasons (crime, jobs, culture, the economy, taxes, and morality) why immigrants are making situations "worse" in society. Which socio-demographic factors, including native-born versus foreign-born status, are most influential in shaping negative perceptions of immigrants' effect on society, and to what extent do different demographic groups use their negative beliefs to make political judgments about the level of immigration? We explore these questions and hypotheses using nationally representative Gallup Poll data collected in successive three year periods, 2001, 2004, and 2007. The data contain over-samples of Black and Hispanic Americans, as well as large numbers of Whites and "other" racial groups. This allows for robust analyses and important contributions for understanding the determinants of opinions towards immigrants in America.

Immigration and Support for Public Services. Max Neiman, Public Policy Institute of California (neiman@ppic.org); Eric McGhee, Public Policy Institute of California (mcghee@ppic.org).

Since late 2005, the salience of the immigration issue in the United States has rapidly intensified and stayed at relatively high levels. We are interested in how non-immigration related issues (e.g., health care or education) have become enmeshed in this immigration debate. Our project presents data and analysis suggesting that even with the salience of immigration as an issue, the topic ramified on to a broader policy agenda than "just" immigration. The data in our project are consistent with findings by Myers (2007), who has argued that individuals who believe immigrants are a burden rather than a benefit are less likely to support public education. Similarly, Putnam (2007) has found that increasing social diversity, driven by immigration, has eroded public support for a wide range of services and diminished social capital. Focusing on data produced at the Public Policy Institute of California between 1998 and 2007 and involving over 170,000 adult respondents residing in California, we investigate the characteristics of those individuals who indicate that immigration is the most important issue facing the state of California as well as explore the contextual characteristics that are plausibly connected to the growth of public anxiety over immigration since late 2005. We explore the extent to which measures of concern regarding immigration persists as an important predictor of non-immigrant-related policy preferences, even after adjusting for a number of other factors that ordinarily are associated with both concern for immigration as well as such policy issues as education, health care, and general tax and expenditure issues (e.g., partisanship, ideology, education, income, and gender). The analysis and conclusions have implications for understanding and managing this divisive issue.

Cell Phones IV

Landline and Cell Phone Usage Patterns Among Young Adults. Douglas Curriwan, RTI International (dcurrivan@rti.org); David Roe, Survey Sciences Group (droe@surveysciences.com); Jason Stockdale, RTI International (jstockdale@rti.org).

A current challenge in conducting telephone surveys is obtaining satisfactory representation among younger adults. Surveys using random-digit dial (RDD) or directory-listed sample frames routinely encounter coverage issues related to the exclusion of about 25 percent of adults age 18 to 24 who live in households without landline phone service. In addition to this coverage issue, a related problem is the likelihood of contacting and interviewing the 75 percent of young adults who do live in households with landline phone service. Because reliance on cell phones for communication is generally higher among younger adults, young adults who do have landline phones may be less likely to respond to landline phone calls. Telephone surveys that include only landline phones may further under-represent young adults by failing to include those who are difficult to reach by landline phone. To better understand the potential impact of phone usage patterns on nonresponse among young adults, this paper examines patterns of landline and cell phone use among adults age 18 to 24 and assesses the impact of these usage patterns on nonresponse bias. The data are drawn from an RDD-based survey on health behaviors that targeted young adults in the state of New York. All participants were asked about their current phone service and usage patterns with respect to both landline and cell phones. We hypothesized that the young adults interviewed via landline phones would report significantly greater use of cell phones versus landline phones overall. In addition, we expected specific usage patterns could be related to factors such as the number cell phones in the household, sharing of cell phones in the household, and type of housing. Bringing several health indicators into the analyses, we also assessed how young adults' phone usage patterns could potentially contribute to nonresponse error in RDD surveys on health behaviors.

Coverage Bias in Surveys Excluding Cell Phone Only Adults: Evaluation of Bias and Effectiveness of Postsurvey Adjustments. Andy Peytchev, RTI International (apeytchev@rti.org); Lisa Carley-Baxter, RTI International (lcbaxter@rti.org); Michele Lynberg Black, CDC (mcl2@CDC.GOV).

While landline telephone household surveys often draw inference about the U.S. population, a proportion of adults with only cell phones are excluded. This proportion is substantial and increasing, providing potential for coverage bias. There is a need to improve understanding of coverage bias and the ability to adjust for it. Studies have looked at bias in means and proportions, but undercoverage can affect other essential statistics and uses of survey data. Even in the absence of bias in means, their precision and group comparisons will be misestimated when variances are biased. Much of research focuses on multivariate relationships in the population, which can be affected by bias in associations. The expected direction of bias can be informed by other research, through characteristics like younger age. This can be

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misleading. Counter to expectations, coverage bias may even be in the opposite direction when controlling for these characteristics. Finally, coverage bias is suspected as the cell-only population is different on demographic characteristics. These characteristics are commonly related to survey measures, creating the necessary conditions for bias. Yet bias is probable after adjustment only when differences on survey variables exist within demographic groups. A national landline telephone survey was augmented with a cell phone sample. Differences between samples were found in estimates of means, proportions, variances, and associations. Bias in some means and proportions was reduced through poststratification, but became larger and in opposite direction for others; cell phone respondents were more likely to report victimization, but conditional on demographic characteristics, were less likely to report it. We conclude with implications, cautions and suggestions for future work.

Evaluating the Characteristics of Landline Users Intention to Switch to Cell Phone Only Use for Weighting Adjustments. Michael Sanderson, NYC Department of Health and Mental Hygiene (msander1@health.nyc.gov); Stephen Immerwahr, DOHMH (simmerwa@health.nyc.gov); Donna Eisenhower, NYC DOHMH (deisenho@health.nyc.gov); Kevin Konty, NYC DOHMH (kkonty@health.nyc.gov).

This paper explores the characteristics of respondents who said they were likely to disconnect their landline telephones and switch to using only cell phones; it also explores the use of such data to create a special weight to adjust for non-coverage bias in a random digit dialing (RDD) landline sampling frame. Data for this paper are based on questions asked as part of the combined 2005-2006 NYC Community Health Survey (CHS). The NYC CHS is an annual telephone health surveillance survey conducted by the New York City Department of Health and Mental Hygiene. The survey uses a RDD sampling frame to collect approximately 9,500 completed interviews each year. Overall, 10% of landline respondents answered they intended to use only cell phones in the next 12 months. Prospective drop-outs from landline telephone usage were more likely to be male, younger, Hispanic, and have fewer years of education and live in poverty. These respondents were also less likely to be insured, have a primary physician and have had a flu shot, and more likely to have been diagnosed with depression and to have had an HIV test in the past 12 months. Many of these differences remain even after controlling for variables such as age, race/ethnicity and education. The findings from this study are similar to results from national studies such as the NHIS. Local data indicate that adjusting for cell phone only adults is important for accurate estimates in NYC and this paper will discuss how this question has the potential to be used in calculating future adjustments. Finally, how data from a future cell phone only sample survey will also be used to further evaluate the utility of adjustment weights based on the cell phone intention question will also be discussed.

A Test of Short versus Long Cell Phone Interviews. Jeff Jones, The Gallup Poll (jeff_jones@gallup.com).

A recent experiment tested the impact of the length of cell phone interviews. Half of the respondents in a cell phone only sample were administered a short survey of approximately 10 minutes and half were administered a longer survey of approximately 18 minutes. The response rates were similar between the two experimental groups. This suggests that once the initial challenge of getting a cell phone respondent to agree to do the interview is met, researchers can run longer interviews with minimal effect on reported response rates.

Methodological Briefs I

The Effect of Meter Decals on Improving Compliance Among Younger Demographics. Arianne Buckley, Arbitron, Inc. (arianne.buckley@arbitron.com); Viola Penn, Arbitron, Inc. (viola.penn@arbitron.com).

Arbitron has developed an electronic personal meter (PPM) that can automatically detect audio exposure to encoded radio signals. The meter, which only comes in black, is similar to the appearance of a pager. We ask panelists to wear their meter everyday from rise to retire in order to measure media exposure. Arbitron has had a PPM panel in Houston, Texas since August, 2004. Arbitron conducts ongoing research to improve the sample performance of our panels. Arbitron is currently conducting a meter decal test among current Houston panelists under 35 years old. The purpose of this live test is to determine if the ability to decorate your meter with removable and reusable decals will improve compliance among the younger age groups (Children 6-11, Teens 12-17 and Persons 18-34). For this test, installed households with at least one panelist age 6-34 are randomly placed into one of two groups. Panelists in Group 1, the meter decal group, receive a booklet of decals that they can use to decorate their meters and a letter explaining how to use the decals. Besides the decals and letter, they are treated the same as current Houston panelists. Panelists in Group 2, the control group, are not sent the decal booklets and are treated the same as current Houston panelists. Analyses will be divided into two parts to examine if the ability to decorate the meter affects sample performance among younger panelists. The initial analyses will determine if decals improve compliance within the first two months of receiving the decal booklet. If compliance within Group 1 increases, the second part of the analyses will be conducted four months later to see if improved sample performance maintained over time. Both parts of analyses include in-tab rate and compliance rate comparisons. Meter carry times will also be compared.

Using Record of Call Data to Compute Overall Response Rates. James Chromy, RTI International (jrc@rti.org).

Many household surveys develop rosters of persons eligible for the survey and then select a sample of the eligible persons for the survey. Separate screening response rates and interview response are calculated. The overall response rate is then calculated as the product of the two rates. This approach assumes that respond eligibility is the same screened and unscreened households. Alternatives for computing the overall response rate involve some imputation of the number of eligible persons at the unscreened households; these alternatives appear consistent with AAPOR guidelines for response rate computation using RR3. It is hypothesized that hard to contact and screen households may have fewer eligible persons in residence. This paper explores reasonable ways to use record of call data to project the number of eligible respondents at unscreened households.

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Putting a Profile of Asset Value Nonresponse to Work. Ryan Hubbard, Westat (RyanHubbard@westat.com).

The Medicare Current Beneficiary Survey (MCBS) employed a bracketed unfolding approach for asset reporting in 2005 to compensate for high rates of item nonresponse and reduce imputation bias. These efforts produced results that replicate the general findings of the Juster and Smith (1997) analysis of asset value unfolding in the HRS and the AHEAD and the findings of Bruun and Moore (2005) analysis of unfolding in the 2004 SIPP Wave 1. This technique produced a categorical estimate for close to half of all nonresponders for the first round it was implemented in the MCBS. Earlier research used survey data to build a demographic profile of asset value nonresponse in the MCBS. This profile provides extensive information related to standard demographics as well as a set of economic and social indicators related to assets and wealth. From this work, we were able to build a clearer picture of full, partial, and "no response" respondents to the asset value items. The current research employs earlier demographic and response-pattern results in the development of a complex imputation model. The presentation weighs a number of asset value imputation options using this demographic model of MCBS respondents and multiple years of survey data. The focus of this analysis is the use of "don't know" or "refuse" responses as predictive variables or adjustment factors in the imputation process. Other factors include a detailed asset profile and key demographic indicators. The results combine differences between "don't know" and "refuse" and the product of the unfolding process to build a more complete imputation model. The results of this "not all nonresponse is the same" approach help to inform the imputation process used on the MCBS and help to build an explanatory model for asset value nonresponse that can be used in all stages of survey design.

Conducting a Telephone Survey of Households at Risk of Financial Exclusion. Tom Anderson, UK Office for National Statistics (tom.anderson@ons.gov.uk); Roeland Beerten, Office for National Statistics (roeland.beerten@ons.gov.uk); Louise Morris, Office for National Statistics (louise.morris@ons.gov.uk).

During the last few years household assets and household debt have become prominent policy areas in Great Britain. In order to improve the policy evidence base the UK Office for National Statistics, together with a number of other government departments, started a Household Assets Survey in 2006. This is a face-to face survey of approximately 32,000 households, to be followed longitudinally every two years. One of the components of the survey is a telephone follow up with households at risk of financial exclusion, conducted between Wave 1 and Wave 2 of the face-to-face panel survey, 12 months after the initial interview. The paper will describe the sampling strategy for the survey, which was based on data collected during the Wave 1 interview at both the household and individual level. Households become eligible for the telephone follow up if one or more individuals within the household fulfill one or more of a range of selection criteria. The model samples between 10 and 12% of the Wave 1 households, with the challenge then to maximise response rates from that group. The paper will also discuss some of the specific issues in relation to conducting surveys of this household population, including the challenges in making contact with the sampled households (often hard to contact due to their financial situation) and the data collection protocols.

Non-response and Sample Selection Bias in Estimating Desired Fertility. Alemayehu Ambel, Macro International, Inc. (alemayehu.a.ambel@macrointernational.com).

Despite a substantial decline in fertility in many less-developed countries (LDCs) total fertility rate (TFR) is still high in many African countries. The current high TFR in Africa is partly explainable by the levels of desired fertility (ORC Macro, 2005). The strong association between desired and actual fertility suggests that fertility-limiting interventions may not be effective if not proceeded by other desire reducing interventions (Bloom and Canning, 2004). Therefore, modeling fertility desires in high-fertility countries is beneficial to implement effective policies and programs. However, non-response challenges modeling and estimating fertility desires. For various reasons, some respondents do not tell the number of children they would like to have in their lifetime. As a result, the survey data on fertility desires variable come with qualitative responses such as "Do Not Know" or "Up to God". Excluding these cases in the estimation may invoke sample selection bias. The underlying assumption is that there are certain common features that this group of respondents share which in turn prompts them to non-response resulting in non-randomness in the data. This paper investigates the case of two Demographic and Health Surveys in Ethiopia. The selectivity problem that this paper addresses is analogous to the widely known Heckman (1979) two-step procedure. However, unlike the standard Heckman, the method implemented in this study has a non-linear extension in the second step. This method is consistent with the nature of the dependent variable, which is a non-negative integer. This method has been applied in other contexts (e.g. Greene, 1995, 1997; Kenkel and Terza, 2001; Terza, 1998). As such, this study makes an empirical contribution in terms of providing a demographic application of count data model and dealing with possible sample selection bias.

'For Example': How Different Example Types in Online Surveys Influence Frequency Estimates. Matt Berent, Intuit (matt_berent@intuit.com); Jon Krosnick, Stanford University (Krosnick@Stanford.edu).

Some researchers worry that when reporting the frequency with which they have performed a category of events (e.g., 'gone shopping'), survey respondents may fail to take into account all events in the category. One remedial strategy is for a survey question to offer examples of events that might commonly be overlooked (Groves, et al., 2004). We examined the effects of offering two different types of examples that survey developers could use to help respondents recall commonly overlooked events when generating frequency estimates. A total of N=1124 U.S. consumers completed an online survey in which they reported their average number of weekly shopping trips. Some respondents answered a No Examples version of the general question which read, 'During the last 6 months, how many times per week, on average, did you visit a store to go shopping?' Others answered an Object Examples version (defined as references to people, places, or things related to a target category of events) in which specific store types were added to the question as examples. Still others answered a Behavior Examples version (defined as references to activities related to a target category) in which the phrase 'to go shopping' was expanded to include other shopping-related behaviors. In each condition, respondents entered a numerical value into an open-ended response option box that accepted a maximum of two digits. Offering either Object Examples or Behavior Examples generate larger frequency estimates than questions with No Examples. However, the effects of Object Examples on estimates appear to be driven by enhanced recall of only the listed objects. In contrast, Behavior Examples appear to influence frequency estimates by enhancing recall of a wider array of events. This suggests that giving respondents examples of target behaviors, rather than locations where those behaviors might have occurred, yields more accurate reports of frequencies.

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Questionnaire Design

Constructing the “Disagree” Meaning: A Model of Response Error Caused by Unstable Meaning of the “Disagree” Response Option. Paula Wright, School of Social Sciences, La Trobe University (paulawright@iprimus.com.au).

Asking a respondent to agree or disagree with a statement is a simple and common configuration for attitude questions. Respondents who ‘agree’ are indicating an attitude which directly reflects the question statement as it is written. This paper argues that a problem may emerge because respondents who don’t agree need to construct a negative form of the question statement to represent their attitude, and for some existing attitude questions, a ‘disagree’ response can be a logical response for more than one distinct statement of disagreement. That is, respondents with genuinely different attitudes may logically choose the same response, ‘disagree’. We propose that the meanings of ‘disagree’ responses in some cases may be multiple, and that those meanings may be substantively different. We approach this through a case study, using an attitude question from the ISSP. Firstly, we put forward a theoretical model of how respondents may construct disagree meanings to this question in more than one way. Then, we present evidence from cognitive interview testing, to assess whether this model is supported with qualitative evidence. Finally, we discuss difficulties interpreting data elicited by questions with an unstable ‘disagree’ meaning, elements of question statements which may make the question vulnerable to instability of this sort, and whether some actual attitudes are more likely than others to be obscured by this problem.

Forced Choice vs. Open-Ended Versions of the Field of Bachelor’s Degree Question in the 2007 ACS Content Test. Mary Frances Zelenak, U.S. Census Bureau (mary.frances.zelenak@census.gov); David Raglin, U.S. Census Bureau (david.a.raglin@census.gov); Mary Davis, U.S. Census Bureau (mary.c.davis@census.gov).

The U.S. Census Bureau conducted the 2007 American Community Survey (ACS) Content Test from July through September 2007. As part of the test, the Census Bureau tested two versions, a forced-choice version and an open-ended version, of a new question proposed for inclusion in the ACS. The question collects information from respondents about the field(s) of study of their bachelor’s degree. In the open-ended version of the question, the respondent lists the specific field(s) of degree. The forced choice version consists of eight categories for the respondent to indicate whether or not a person’s field of degree could be classified into each of the categories listed. Half of the selected sample addresses were randomly assigned the open-ended version, while the other half received the forced choice version. Standard ACS data collection procedures were used to collect data for the 2007 ACS Content Test. Additionally, to test the reliability and consistency of respondents’ answers to the field of degree questions, a Content Follow-up reinterview was conducted by telephone during which respondents were asked both versions of the question. Respondents were asked the same version they received in the original interview first, followed by the other version. This paper will present a comparison of the two versions of the field of degree question including overall response distributions, item nonresponse rates, comparability with existing data sources, response consistency and reliability measures such as gross difference rates and the index of inconsistency.

According to Form: Response Format and the Measurement of Political Attitudes. Susan Behnke, Harris Interactive (sbehnke@harrisinteractive.com); Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com).

Political preferences are often determined by attitudes concerning a number of issues. While many studies have examined how attitudes towards issues affect preferences, results will sometimes vary between studies running concurrently. One possible explanation for differences in findings across studies could be the response format. We were interested in how attitudes concerning political issues may be affected by response format. We randomly assigned respondents to use 1 of 4 different scale types, each with 5 fully-anchored response categories: Descriptive scale ('Does not describe me at all' to 'Describes me extremely well') Frequency scale ('Never' to 'Almost always') Bipolar agreement scale ('Strongly disagree' to 'Strongly agree') Unipolar agreement scale ('Do not at all agree' to 'Very strongly agree') We had respondents complete a web-based survey with the political issues section. There were 34 issues-related items. Across items, we found that both the descriptive scale and the unipolar agreement scale had the lowest means and, for most items, did not significantly differ. The frequency measure was found to consistently yield a higher mean while the bipolar agreement scale had the highest mean for most all items. We next examined the correlations of the issues with party identification by response format. Although the means were significantly different as a result of response format, the correlations of the items with party identification were significant. We also report on the relationship between these items and a number of other politically-related variables.

What a Difference a “Don’t Know” Makes: An Experiment in the Measurement of Organ Donor Registration. Kimberly Downing, University of Cincinnati, Institute for Policy Research (kim.downing@uc.edu); Misook Gwon, University of Cincinnati, Department of Political Science (gwonm@email.uc.edu); Ashley Kanotz, University of Cincinnati, Department of Political Science (kanotzae@email.uc.edu); Eric Rademacher, University of Cincinnati, Institute for Policy Research (eric.rademacher@uc.edu).

Surveys conducted on organ donation in Ohio have found about 6 in 10 respondents report they are registered to be an organ donor. At the same time, the actual registration of Ohioans in the Ohio Donor Registry is about 50 percent. This pattern is even more distinct with gender. Across multiple surveys, approximately 61 percent of males report having registered as an organ donor, while the organ donor registry data shows males registering at about 46 percent. However, approximately 55 percent of females in the surveys say they are registered as an organ donor, while the registry data shows female registration at about 53 percent. These findings are based on three separate statewide RDD telephone surveys. Two thousand Ohio adult residents were interviewed for each survey. What accounts for this difference between the survey data and the registry data? Why is there a difference between males and females and the registry data? Does the difference have something to do with how the question is measured? Using a statewide RDD telephone survey of 800 Ohio residents in Fall 2007 we conducted an experiment to investigate the influence of offering a ‘don’t know’ response alternative to one-half of the respondents (400 respondents) when we asked a question about organ donation registration. The other one-half of respondents (400 respondents) were asked the question used in previous organ donation surveys that did not provide a ‘don’t know’ response alternative in

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the question wording. Survey respondents were also asked if they had a heart symbol and the words 'Ohio Organ Donor' on their drivers license identifying them as an organ donor. Again, one-half were asked the question with a 'don't know' response alternative in the question wording and one-half were not provided the 'don't know' response alternative. We will present the results of this experiment.

Accentuate the Negative! How Contrastive Questions Differentiate Between Pro and Con Attitudes. **Bregje Holleman, Utrecht Institute for Linguistics OTS, Utrecht University (bregje.holleman@let.uu.nl); Jos Berkum, Utrecht Institute for Linguistics OTS, Utrecht University (jos.vanberkum@mpi.nl); Steve Janssen, Department of Psychology, University of Amsterdam (s.m.j.janssen@uva.nl); Jaap Murre, Department of Psychology, University of Amsterdam (jaap@murre.com).**

The tone of wording of attitudinal survey questions influences the answers respondents give. Previous research has especially demonstrated this for the word pair forbid/allow. Considerably less research has been conducted on other contrastives. This paper reports the effects of contrastive word pairs on the answers obtained. Contradictory word pairs, such as forbid/allow or abolish/maintain, but also a diversity of more gradable contraries, for example good-bad, acceptable-unacceptable. Survey questions were developed on moral issues and policies that are relevant in Dutch politics nowadays. About 150 manipulated contrastive questions were administered in three different web surveys. This presentation will focus on the results of one websurvey. Results show a wording effect: generally negative questions lead to more positive evaluations of the attitude object than positive questions. However, the variance between questions and word pairs is large. Several measures for attitude strength were included in this research, such as introspective questions, response times as well as known groups. It will be demonstrated that none of these measures can explain variation in wording effects. The research was designed to judge the quality of contrastive questions. If question wording influences the answers, then what question should be preferred, the negative one or the positive one? To decide this, it was investigated which question wording makes the best distinction between pro and con attitudes. In this research, a known group of respondents holding con attitudes towards the issues was included, as well as a known group of respondents holding pro attitudes towards these topics. Unfortunately, no consistent patterns were found to decide whether positive or negative questions make the best distinction between different attitude groups.

Response III: Bias Issues

Comparative Bias in Surveying Ethnic Populations. **David Dutwin, ICR/International Communications Research (ddutwin@icrsurvey.com); Melissa Herrmann, ICR/International Communications Research (mherrmann@icrsurvey.com); Russ Tisinger, ICR (rtisinger@icrsurvey.com).**

Projections of the U.S. population place the percent of Caucasians at under fifty percent sometime around or after the year 2050. Given the vast cultural differences of the major ethnic groups in the U.S. (Caucasian, Black, Hispanic, Asian, and Native American), survey researchers have anecdotally noted some differences in response patterns by ethnicity. But it is unclear how deep such differences are. Do some ethnic groups disproportionately refuse to be interviewed compared to others? Are some harder to reach than others, thereby requiring a higher number of call attempts and other efforts at successful contact? And, is the quality of the data from some groups qualitatively and quantitatively better than for other groups? Given the sum of all potential biases, should survey researchers be concerned with data being significantly different by ethnicity? The 2006 and 2007 Harvard Sub-Ethnicity surveys offer a unique set of data with which to explore these questions. Combined, these two surveys contain information on over 15,000 households, of which only about 3,000 are Caucasian. Thus not only will this paper explore differential rates of cooperation, contact, and data quality by the major U.S. ethnic groups, but also delve into differences by sub-ethnic group within the over 3,000 Asians and 4,000 Hispanics contacted. Results show significant differences in participation and data quality, thereby providing insight into the potential bias encountered in each major U.S. ethnic population.

An Evaluation of Nonresponse Bias in a Public Housing Survey. **Lisa Lee, NORC (lee-lisa@norc.org); Catherine Haggerty, NORC (haggerty-cathy@norc.org); Michelle Ernst, NORC (ernst-michelle@norc.org); Kenneth Rasinski, NORC (rasinski-ken@norc.org).**

A problem that many surveys must contend with is nonresponse and the potential for nonresponse bias. In a public housing survey, NORC interviewed leaseholders who were being relocated to other housing while public housing units were being rehabilitated or rebuilt. Response rate to the survey was 86%. Public housing advocates have expressed concerns that leaseholders being relocated would experience problems maintaining lease compliance and possibly homelessness. However, the survey results suggested that relocated residents were experiencing relatively few problems. By most standards, the response rate achieved was very high. Yet, high response rates are not a guarantee against nonresponse bias. Of the leaseholders who were not interviewed, the largest proportion was not located during the field period; the remaining leaseholders were refusals, incapacitated or were non-interviews for other reasons. In a survey intended to monitor potential problems that public housing residents might experience, it is possible that those experiencing the greatest problems would be the ones who did not participate in the survey. Namely, nonrespondents who were not locatable during the field period could be the ones who had lost lease compliance or become homeless. To explore the possibility that the survey was subject to nonresponse bias, a follow-up survey was conducted with the nonrespondents who were either not located or who had refused to participate in the main survey. Field interviewers conducted intensive efforts to locate each of these nonrespondents. Fifty-eight percent of the nonrespondents were interviewed for the follow-up survey. This paper presents a comparison of the data from the respondents to the main survey and the nonrespondents who completed the follow-up survey. Key differences between the respondents and nonrespondents and implications for nonresponse bias will be discussed.

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Assessment of Bias for the VHA Survey of Enrollees. Randal ZuWallack, Macro International, Inc. (randal.zuwallack@macrointernational.com); Leslyn Hall, Macro International, Inc. (leslyn.hall@macrointernational.com).

The Veterans Health Care System (VHA) serves American veterans by providing primary and specialized care and related medical and social support services. While demand for healthcare services grow, VA's ability to meet the demand is limited by the 1996 Veteran's Health Care Eligibility Reform Act of 1996 (Public Law 104-262). This law instituted a priority-based enrollment system designed to balance the needs of those veterans most in need of services, with the need to control health care costs and the demands on the system. This law also requires VHA to fully understand the reliance of enrolled veterans on VA health care services and programs compared to their use of non-VA services and programs (also known as "VA reliance"). This understanding comes through data gathered through a survey of veteran enrollees (the VHA Survey of Enrollees). VHA has conducted five cycles of this survey of veteran enrollees since 1999. In FY06, the Office of Management and Budget (OMB) indicated concern with the survey's FY05 response rate of 41 percent (AAPOR1) and the proportion of enrollees who could not be located, or located within the eight-week data collection period. As a result, VHA was tasked with conducting a nonresponse bias assessment of the VHA Survey of Enrollees, examining the quality of the information in their sampling frame, and conducting methodological experiments with the data collection protocols to increase response rates. The results of the bias assessment resulted in several recommendations for FY07, including prenotification letters, extending the number of call attempts, and developing a propensity-score weighting adjustment, which measures response propensity using utilization data from administrative records. Our presentation describes the nonresponse analysis, the results of the prenotification and extended call attempts, and the success of the propensity score weighting.

Ignorability: A Next Generation Study. John Goyder, Department of Sociology, University of Waterloo (jgoyder@uwaterloo.ca); Claire Durand, Universite de Montreal (Claire.Durand@umontreal.ca).

The study of ignorable vs. non-ignorable non-response has had high priority in recent years, with the majority of evidence in the ignorable direction. The present study aims to be a second-generation study of ignorability, using a design attentive to the nuances of different reasons for non-response. Set in the context of Quebec election of 2007, the design is ambitious. First, two pre-election polls were conducted, with respective sample sizes of 1000 and 1053 and RR3 of 34% on each. Among the respondents to these polls, 176 come from converted household refusals and 33 from converted selected respondent refusals. More than 80% (1664) of these respondents agreed to a post-election poll where they were asked about their voting behaviour. In addition, a shortened version of the post-election poll was conducted among 1386 non-respondents to the pre-election polls, 401 of them being where the phone was always answered by an answering machine (average of 5.6 times) and 985 who were non-converted household refusals. Close to 31% (393) collaborated in the post-election poll. Therefore, we end up with a detailed categorization of non-respondents, from those who were easy to reach, never refused and answered both the pre and post election poll to those who were harder to reach or to convince if reached. We also have the information on what happened to all the calls made to all the phone numbers. This paper will present our findings focussing on the relationship between the different types of non response, voting behaviour and attitudes towards surveys in order to see which type is more or less ignorable. This leads us to better understand non response, field management and its possible impact on estimation.

Use of an Area Probability Sample Survey to Explore Nonresponse and Noncoverage Bias in an RDD Survey. Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu); David Grant, UCLA Center for Health Policy Research (dgrant@ucla.edu); Royce Park, UCLA Center for Health Policy Research (npark@ucla.edu); J. Michael Brick, Westat (mikebrick@westat.com).

This study examines results from a pilot study to address nonresponse and noncoverage bias in the California Health Interview Survey (CHIS), a large traditional random digit dial (RDD) telephone survey that uses landlines. With declining response rates and landline coverage rates, the CHIS RDD sample was supplemented by an area-probability sample in 2007. Respondents for the area probability sample were recruited by telephone and through in-person household visits to maximize coverage and response. Comparisons between the area-probability sample and the RDD sample provide information about noncoverage bias in the RDD sample, as the area-probability sample represents the entire target population regardless of telephone status. The area-probability sample can be further subdivided by telephone status into three groups: 1) those without any telephone, 2) those with a cell-phone only, and 3) those with a landline telephone. Nonresponse bias is examined by comparing estimates from the RDD sample with those from landline telephone cases in the area-probability sample. Reasons for nonresponse (e.g., noncontact, refusal, etc.) from the area-probability sample are used to examine how different nonresponse components may affect nonresponse bias.

The Hillary Effect: Gender and Presidential Politics

Hillary Clinton, Gender and Electoral Viability: An Experimental Analysis. Krista Jenkins, Fairleigh Dickinson University's PublicMind Poll (kjenkins@fdu.edu); Dan Cassino, Fairleigh Dickinson University's PublicMind Poll (dcassino@fdu.edu); Peter Woolley, Fairleigh Dickinson University's PublicMind Poll (woolley@fdu.edu).

The historic run for the White House by Hillary Rodham Clinton allows researchers to test a number of assumptions about the role that gender does and does not play in presidential elections. For example, past research at the Congressional level has found that women often have a more difficult time than men in establishing their legitimacy as potential leaders when 'masculine' concerns, such as those involving use of force and security issues, dominate an electorate's agenda. Senator Clinton's ascendency from First Lady to potential Democratic presidential nominee in a time when such issues are at the forefront of the national agenda provide a prime opportunity for testing whether gender has the potential to impede her viability in the upcoming primary and general elections. Using a series of statewide and national survey experiments, this paper explores the effects of gender on voter's views and support of Hillary Clinton. Priming is at the forefront of our experiments, and we find a good amount of evidence to suggest that gender mitigates support for Senator Clinton. In the

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first experiment, respondents are experimentally primed to consider gender when making their candidate choice, leading to a conditional decrease in support for Clinton. Yet, at the same time, subsequent priming experiments conducted on conservative voters found that those who were reminded of national issues see Clinton as less objectionable than other Democratic candidates. These experiments, and others which will be highlighted in our paper, demonstrate the complexity of understanding the relationship between gender and electoral viability at the executive level.

Is America Ready for a Woman President? Kathleen Tobin Flusser, Marist Institute for Public Opinion (kathleen.tobin-flusser@marist.edu).

One answer is: it depends on how you ask the question. Using national survey data this paper will examine the different ways polling organizations are attempting to measure Americans' receptiveness to a woman president in the United States. This paper will analyze why different questions are achieving different results. While about nine in ten Americans say they would vote for a qualified woman for president only about one in ten say they would prefer a woman. Just how many voters are really ready to pull the lever for a female presidential candidate? Lastly, the challenge of measuring a woman's chance of success in a presidential contest given the presence of a strong, well-known, front-runner woman candidate, Hillary Clinton, will be discussed.

Gender, Cultural Issues, and Voting in Presidential Elections. Nikki Graf, University of Wisconsin, Madison (ngraf@ssc.wisc.edu).

This study examines how cultural attitudes influenced vote choice in the 2000 and 2004 U.S. presidential elections, and whether their impact differed for men compared to women. Using data from the American National Election Studies (ANES), binary logit models predicting presidential vote choice are estimated for white men and women. Results from 2000 suggest the importance of distinguishing among cultural issues, to assess the gendered nature of their relationships to the vote. Analyses reveal that the effects of certain cultural issues differ by gender, while other cultural issues factor into the vote choice of men and women in similar ways. Specifically, attitudes toward gay rights and the death penalty have a greater impact on vote choice for men than for women. Conversely, opinions on women's equality have a stronger effect on women's vote than men's. Abortion attitudes influence the vote of men and women in similar ways. Results include separate analyses of the subset of voters who indicated that cultural issues were very important to them, in order to explore whether these patterns vary by issue importance. Analyses also examine 2004 data, to investigate whether these findings from 2000 are evident in 2004 as well.

Is Hillary Clinton 'Just Another Female Candidate'? A Test of Gendered Coverage of the 2000 New York Senate Race Sarah Oliver, University of California, Santa Barbara (saraholiver@umail.ucsb.edu); Meredith Conroy, University of California, Santa Barbara (mconroy@umail.ucsb.edu).

This paper aims to analyze the newspaper coverage of the 2000 New York Senate race between Hillary Clinton and Rick Lazio. Previous research has demonstrated that female candidates are portrayed differently in news in specific, gendered ways. This study will show whether Hillary Clinton was also given differential, gendered coverage. Variables that will be tested will be amount of coverage, tone of coverage, balance of coverage between traits and issues, use of gendered traits, accuracy of horse race coverage compared to corresponding poll indicators, content regarding appearances, discussion of qualifications, and mention of family and children. The author hypothesizes that the print media gave Hillary Clinton more negative coverage overall and that her coverage will bring greater attention to her in gendered ways (mention of appearance, family, personality). In addition, the authors hypothesize that the coverage of Rick Lazio was more plentiful and favorable than it should have been given his poll position. This study will show the effect of a popular, masculine female on her news coverage. The results will also have weight in predicting her viability as a presidential candidate.

Gender and Race of Interviewer Effects in Polling About the 2008 Democratic Presidential Candidates. Sarah Dutton, CBS News (sld@cbsnews.com); Jennifer De Pinto, CBS News (jdp@cbsnews.com); Fred Backus, CBS News (backusf@cbsnews.com).

One of the most compelling aspects of the race for the Democratic presidential nomination is the historic candidacies of Hillary Clinton and Barack Obama. The presence of a woman and an African American candidate as major contenders for the nomination creates challenges for pollsters. Among those challenges is the possible effect of the race and gender of interviewers on respondents' views of the candidates and their choice for the nomination. Do African American respondents offer different views of Barack Obama to black interviewers than they do to white interviewers? And similarly, do perceptions of Hillary Clinton vary among women (or men) depending on whether the respondent is speaking to a male or female interviewer? And if respondents DO offer different answers depending on the race or gender of the interviewer, what assumptions can be made about the reasons why? There has been considerable research done on gender and race of interviewer effects in polling before. This paper will review the findings from that work, and present new data from this election cycle based on CBS News and CBS News/New York Times Polls conducted in 2007. CBS News is in a unique position to explore this topic, since we conduct our own polls from an in-house interviewing facility. We therefore can track the race and gender of our interviewers for each interview conducted.

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Poster Session II

1. Gutenberg Revisited: A Comprehensive Analysis of the Use of New Media by American Adults. Jon Miller, Michigan State University (jdmiller@msu.edu); Eliene Augenbraun, ScienCentral, Inc. (ea@sciencentral.com); Linda Kimmel, Michigan State University (kimmill2@msu.edu); Julia Schulhof, ScienCentral, Inc. (jschulhof@sciencentral.com).

Just as Gutenberg's printing press revolutionized the nature of human communication, the emerging electronic revolution is having a profound change on the way that adults seek and share information. We have an emerging integration of telephone, computer, Internet, television, video, and graphic communications. It is important to begin to map the magnitude of this change and the characteristics of the individuals leading the change. This paper will utilize a set of 2007 national surveys (using Knowledge Networks, appropriately) to describe the use of television, print media, Internet resources, mobile phones, digital photography and video, text messaging, blogs, email, and other electronic media. These data have been collected from a national sample of approximately 1,400 individuals and it is one of the first national surveys to collect this breadth of communication information. Building on the theoretical foundations provided by Rogers and Katz and Lazarsfeld, the analysis will examine the early adopters of these new technologies and how these new adopters have changed or modified their other media utilization. In addition, the two-way or N-way nature of these emerging technologies may produce profound changes in both use and trust that have not been seen with predominately one-directional media such as television or print products. It is important for AAPOR members who are often involved in attitude measurement issues to think about the broader communication environment and to understand their work in that context.

2. Making Terrorism Salient During Presidential Campaigns: The Effects of Priming 9/11 on Candidate Evaluations. Jocelyn Landau, Annenberg School for Communication (jlandau@asc.upenn.edu).

During the 2008 presidential campaign in the United States, candidates from both parties have sought to invoke the terrorist attacks of September 11th. On this year's anniversary of the 9/11 attacks, Hillary Rodham Clinton and John Edwards gave speeches near ground zero, while Rudolph Giuliani spoke at various commemorations and was quoted by The New York Times as saying "America must never forget the lessons of Sept. 11." As terrorism and national security continue to capture news media coverage, it remains largely unknown how invoking 9/11 will influence voters in the upcoming national election. Although conventional wisdom seems to imply that a candidate swathed in 9/11 imagery will garner greater public support, empirical research is needed to explore the effects of increasing the salience of 9/11 during campaigns. This study employs an experimental design to assess the effects of priming 9/11 on candidate evaluations. The experiment tests whether a print news article about the anniversary of 9/11 increases the salience of terrorism and subsequently influences people's evaluations of three hypothetical presidential candidates, as compared to a control group. Subjects (N=102) were randomly assigned to a 9/11 or control condition, and asked to read several news articles and evaluate three candidates based on their campaign statements. The statements were designed to represent three styles of leadership: charismatic, task-oriented, and relationship-oriented. A central finding of this study is that priming 9/11 results in more negative evaluations of political candidates across all styles of leadership. Participants in the 9/11 condition, on average, were significantly less positive in their judgments of each of the three presidential candidates, as compared to those in the control group. The paper explores the implications of these findings for public opinion and political communication research, and concludes by proposing new directions for future research in this area.

3. How the Technological Tail Wags the Research Dog: Computer Assisted Personal Interviewing and Question Recycling. Julie Gibbs, University of Surrey (j.gibbs@surrey.ac.uk).

Many researchers devising a new questionnaire could save time and effort by reusing questions already used in previous surveys. The ESRC Question bank is a UK based resource which aims to help this process by displaying survey questionnaires from major UK social surveys, from which researchers can reuse questions. The Qb is a free resource and is widely used both in the UK and internationally confirming the need for such a resource. However, as survey technology advances and Computer Assisted Personal Interviewing applications get ever more complex, accurate comprehension of a questionnaire developed and used in social survey research becomes more difficult. CAPI software programmes produce vast amounts of code for the routing and infilling of each individual interview making it very difficult afterwards for researchers to see exactly which portion of the sample was asked each question and in what context. Questions and their response codes are documented differently by each individual research team making this process even more difficult when the CAPI script is turned into paper documentation for the survey technical report, vital to secondary analysts and those wishing to reuse questions. This paper will argue that the research community needs to think much more about the context effects that ever more complex survey technologies maybe creating and will look at some possible solutions that we believe may help the survey researcher to decipher CAPI documentation in its paper form.

4. Community Collaboration: Designing Survey Research in Partnership. Don Levy, Siena Research Institute (dlevy@siena.edu).

Often public opinion researchers are seen by the public as either social scientists whose methods are beyond the understanding of common people or in other cases as statistic manipulators who can trick respondents with obscure question wording or simply make the numbers say whatever they want them to. This research presents the manner in which the Siena Research Institute has constructed a survey instrument in collaboration with multiple community partners. Members of religious, civic and educational institutions approached the Institute to study the significance, effectiveness and implications of the No Child Left Behind legislation and implementation in their community since its inception in 2000. Using in this research the investigative concept of community based research in which the presenting issue originates in the community of interest and the purpose of the research is to provide the community with information that it can use to ameliorate suffering, the Institute staff partnered with community members to design the project. As such, trained researchers provided methodological expertise but endeavored to reflexively guard against premature judgment and the inclination to analyze rather than help. The presentation outlines the components of building a community based research survey instrument including 1) establishing a community partnership, 2) framing the purpose based upon community action, 3) gathering information and 4) refining the instrument in conjunction with community partners. In this case the key element in gathering information used to design the instrument was community focus groups.

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5. Correlates of Consent to Physical Measurements in the 2006 Health and Retirement Study. Joseph Sakshaug, Institute for Social Research, University of Michigan (joesaks@umich.edu); Mick Couper, Institute for Social Research, University of Michigan (mcouper@umich.edu); Mary Beth Ofstedal, Institute for Social Research, University of Michigan (mbo@isr.umich.edu).

The collection of physical (or biological) measurements in household interview surveys has become increasingly common in recent years due, in part, to the urgent public health aim of assessing undiagnosed health conditions among susceptible populations. The high cost of collecting these data in large study populations has prompted the use of non-medically trained interviewers to both administer the questionnaire and collect the physical measurements. Little is known about the impact of this approach on respondents' willingness to participate in the physical measurement component of an interview. Also lacking is information on other factors that may influence participation in physical measurements, such as health status. In this paper, we identify respondent- and interviewer-level characteristics that are associated with consent to participate in physical measurements and test two key hypotheses: 1) healthy respondents are more likely to consent to physical measurements than those with poorer health; and 2) respondents who have demonstrated prior reluctance/resistance to the interview request are less likely to consent to physical measurements than those who are more cooperative. We utilize the Health and Retirement Study (HRS), a longitudinal survey of adults over the age of 50, to conduct our analysis. In 2006, the HRS collected several physical (e.g., blood pressure, hand strength, lung function) and biological (e.g., dried blood spots, salivary DNA) measures on more than 8,000 respondents. Our results show bivariate support for both hypotheses of consent and are robust after controlling for interviewer characteristics. Results from multivariate models controlling for respondent demographics, respondent health characteristics, interview reluctance indicators, and interviewer characteristics will be presented. Risk of non-consent bias and implications for health survey research practice will also be discussed.

6. Comments on Weighted and Unweighted Response Rates. Frank Potter, Mathematica Policy Research, Inc. (FPotter@Mathematica-MPR.com).

Response rates are measures of the "potential" for nonresponse bias and are commonly used as a measure of the quality of a survey. High response rates imply a smaller potential for nonresponse bias and better survey quality than lower response rates. In addition to the AAPOR Standard Definitions, various agencies of the federal government have posed their guidance on the use and computations for response rates, such as NCES, OMB and the Census Bureau. Response rates can be dichotomized into unweighted or weighted response rates. Unweighted response rates are a measure of the proportion of the sample that resulted in useable information for analysis. Weighted response rates can be used to estimate the proportion of the survey population for which useable information is available. In some instances, the two response rates can result in identical values (if a sample is selected with equal probability). The two response rates may result in different values if a sample is selected with different selection probabilities (for example, oversampling or undersampling specific subpopulations). Unweighted and weighted response rates can be considered as distinct measures for evaluating the quality of a survey and may be useful in different situations and for different survey designs. The purpose of this paper is to discuss the differences between unweighted and weighted response rates, what these rates measure, and situations for their use. The learning objectives are to give the audience an understanding (1) of the differences between weighted and unweighted response rates and (2) of the situations and reasons for using one or both of these response rates to measure survey quality.

7. Conducting Survey Research among Physicians and other Medical Professionals – A Review of Current Literature. Timothy Flanigan, RTI International (tsf@rti.org); Emily McFarlane, RTI International (emcfarlane@rti.org); Sarah Cook, RTI International (scook@rti.org).

Conducting surveys on physicians and other medical professionals is much different from conducting surveys of the general population (Sudman, 1985). Physicians' work schedules are demanding and their time is scarce, so participating in a survey represents a high opportunity cost to them. Furthermore, physicians represent an elite population and are frequently approached for surveys, potentially making them more reluctant to participate. They also typically have receptionists or other "gatekeepers" making it difficult to contact the physician directly. Consequently, response rates with physicians average about 10 percentage points lower than studies with the general population (Cummings, Savitz, and Konrad 2001). In addition, it is unclear whether methods aimed at improving response rates with the general population will work as well with physicians and other medical professionals. This paper presents a review of survey literature published from 1987 to 2007. We focused on studies aimed at increasing response rates or reducing nonresponse bias specifically among physicians and other medical personnel. Other methodological topics examined include the use of incentives, survey length, mode comparisons, survey sponsorship, making contact, nonresponse bias, surveying physician establishments, and mode-specific methods such as the use of stamps on mail surveys. This paper provides a comprehensive review of the literature and recommended efforts to increase overall response among this hard-to-reach population. It also identifies areas where more research is needed.

8. Genetic Algorithms in Complex Sample Design. Benjamin Phillips, Steinhardt Social Research Institute, Brandeis University (bphillips@brandeis.edu).

Optimal solutions exist for stratification for a single variable of interest and for cost-variance optimization for a single variable. Unfortunately, no widely accepted technique exists for optimizing sampling schemes for more than one variable, or for cost-variance optimization in such circumstances. Genetic algorithms (GAs) represent one potential solution. GAs simulate the workings of evolution and have been used in a wide variety of environments ranging from the design of electronic circuits and factory floor plans to more traditional optimization problems. In a GA, the problem is broken into its constituent elements—in this case, the sampling ratio assigned to each higher order sampling unit such as stratum, frame, or cluster—which become the 'chromosomes' of the 'organism.' Values are assigned at random to each 'chromosome.' The 'organisms' are then exposed to evolutionary pressure via a fitness test—in the case of sample design, the margin of error across the variables—with only the most successful 'organisms' selected for the next round. Between rounds, the 'chromosomes' are altered by processes including random mutation and sexual reproduction (recombination of two parent 'organisms.') The cycle repeats until stagnation

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ensues. While subject to well-known problems like local optima, GAs are increasingly attractive tools as growth in computer speed allow them to be run in reasonable timeframes. The 2005 Boston Jewish Community Study will be used to compare the results of GAs with more established techniques due to the extremely detailed cost data available. In addition, the influence of the parameters of GAs—including the size of the population of ‘organisms,’ the rate of mutation, and the number of generations—on their success will be examined.

9. Trends in American Sleep Patterns: 1965-2005. John Robinson, University of Maryland (ROBINSON@SOCY.UMD.EDU); Steven Martin, University of Maryland (SMARTIN@SOCY.UMD.EDU).

Described recently in the media as “the new sex”, since Americans are so deprived of it, time spent sleeping has received little attention in analyses of national time-diary data. A main reason for this inattention has been the lack of much change in sleep times (in comparison to far larger changes in housework, childcare and TV) since the first 1965 diary survey. The stereotyped figure of 8 hours per day (56 hours per week) has remained close to the norm for those aged 18-64 in each national diary study between 1965 and 2001. This 8-hour per day figure stands in marked contrast to the 7-hour estimates respondents report in recent national surveys conducted by the National Sleep Foundation, (NSF) among others. These, and other surveys of the public’s sleep problems, have prompted several media articles and talk shows about overcoming sleep deprivation in the population. Indeed, the figure from the most recent 2003-2005 ATUS diary studies done by the Census bureau for the Bureau of Labor Statistics (n > 37,000) show a notable increase to about 59 hours per week. This, then, is about 10 weekly hours greater than the NSF estimated sleep time (which NSF reports is down about 5 hours since the 1970s and closer to 15 hours since the early 1900s). Parallel results are discussed for other activity estimates in the context of respondents tending to make estimates affected by social desirability. Comparisons to sleep times and trends in Canada and 20+ other countries are also examined. Prepared for 2008 AAPOR Meetings May15-18 New Orleans

10. One in Eight High School Biology Teachers is a Creationist. Eric Plutzer, Penn State University (exp12@psu.edu); Michael Berkman, Penn State University (mbb1@psu.edu).

We report results from the first nationally representative survey of public high school biology teachers concerning evolution and creationism in the classroom. A total of 940 biology teachers from across the United States completed the survey. Based on the results, we estimate that roughly one in six teachers is a young-earth creationist in terms of personal beliefs and roughly one in eight introduce creationist or intelligent design into their classrooms as legitimate alternatives to evolutionary biology. We discuss implications for U.S. educational policy and contemporary politics.

11. Survey Research in Emerging Democracies (The case of Belarus). Oleg Manaev, School of Journalism and Electronic Media, University of Tennessee, Knoxville (omanaev@utk.edu).

Survey research is connected with politics very closely, and its results could affect it significantly. This leads to collisions not peculiar to other social-political research. On the one hand, pollsters face heightened interest from political actors. On the other hand, their own political attitudes could contradict research results, and this could lead to manipulation. In the level of public trust, independent research centers in post-Communist Belarus scored second after the Church, leaving far behind such traditional state and public institutions as the president, government, parliament, political parties, police, business associations, trade unions, and even mass media. The main reason for their high public recognition is the quality and reliability of information and analysis provided. During last decade they have created the unique ‘early public warning system’ that assists the authorities and the public to recognize (and to resolve if necessary) various problems, tensions and conflicts arisen in the society. Electoral forecasts based on professional survey research became even more precise and reliable than those for the weather. But relations of independent survey research with the state authorities are really gloomy. In fact, the state that labels itself the ‘people’s power’ practically ignores public opinion. Consequently, independent survey research and its proponents are perceived by authorities not as an important and necessary source of information, but as an obstacle or even a threat. After various public accusations and organizational pressure, Belarusian authorities decided to introduce a new, more effective mechanism of control over independent research, and above all over electoral research. Therefore, independent survey researchers in Belarus should try not to mix politics and political research and should follow the motto of “professionalism and civic responsibility.” The growing recognition and authority of their activity both among the general public and the elite is the most important stimulus for further development.

12. Report on the Survey of AAPOR’s Current and Former Members. Carl Ramirez, U.S. Government Accountability Office (ramirezc@gao.gov); Adam Safir, U.S. Bureau of Labor Statistics (safir.adam@bls.gov); David Roe, Survey Sciences Group, LLC (droe@surveysciences.com); SaraShowen, Survey Sciences Group, LLC (sshowen@surveysciences.com).

In the winter of 2007, AAPOR conducted the first full survey of its members since 1996 with the generous assistance of Survey Sciences Group, LLP. And for the first time, AAPOR’s Executive Council also polled former members – those leaving AAPOR in the last two years. Combined with an analysis of membership data, these two surveys tell us who AAPOR’s members are, what they want out of this organization, why they join, and why they leave. It also offers insight into how AAPOR has changed over the years. For example, in January of 1996, only 20 percent of responding members who participated in multiple professional associations considered AAPOR to be their primary affiliation, while another 20 percent said ‘AAPOR and another equally,’ and 47 percent identified another association as their primary affiliation. Today, AAPOR appears to be more central to its members: roughly 33% say AAPOR is their primary affiliation, 26% say its equal to others, and only 36% say another association is more important to them than AAPOR. Yet, members and former members alike cite room for improvement and make a variety of suggestions for how AAPOR should be run and what it should do for our profession.

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13. The SABA's Political Navigation Charts. Salvador Armando Borrego Alvarado, Saba Consultores (saba@sabaconsultores.com); Margarita Riojas Charles, SABA Consultores; Laura Monica Borrego Garza, SABA Consultores.

The Political Navigation Charts by SABA, are the product of an effort for making a very easy and fast reading presentation of the results that emerge from the application of three statistical techniques in the political and electoral processes. These techniques have proved its effectiveness thru the years in the social world (Contingency Analysis and Sampling) and well as in the industrial World (Statistical Quality Control). The Political Navigation Charts by SABA are as a map or as a Nautical Navigation Chart. They provide to a competitor or participant in a political or electoral contend, information about the changing state of the competition in which he is participating, in a sequential way. The information is given about the following aspects: The competitor's relative position in respect to its competitors, The competitor's advance or backward movements level and those of his competitors, The candidate's and his opponents' tendencies in the competition: Stable, rising, decreasing or erratic, Sudden changes of tendencies, Social groups' classification, according to the strength the competitors have among them.

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Advance Letters and Reminder Communications

"Carrot" or "Stick" Approach to Survey Reminder Cards: What Do Cognitive Respondents Think? Laurie Schwede, U.S. Census Bureau (Laurel.K.Schwede@census.gov).

Reminder cards and replacement questionnaire packages can increase mail response rates at relatively low cost. An additional mailing might be especially useful in the American Community Survey. It has three successive modes of contact to raise response rates which become increasingly more expensive: mailout/mailback questionnaires, telephone interviews, and personal visit interviews. The Census Bureau is conducting research to assess whether sending an additional mailing/reminder to mail nonresponders for whom we have no phone numbers—who therefore bypass the telephone phase and fall into the most expensive personal visit pool—might increase mail nonresponse rates enough to justify the extra cost. But which motivational message works best as a third reminder mailing in this government survey: a friendly message with an appeal to the respondent's sense of civic engagement (the 'carrot' approach) or a stern card saying 'Your response is required by law (Title 13, U.S. Code),' and a representative may come to do a personal visit if the completed form is not received (the 'stick' approach)? This paper presents findings from cognitive testing in which respondents were given, one at a time, a carrot approach reminder card, a stick approach reminder card, and a replacement questionnaire package with a mostly carrot approach cover letter. Respondents were asked to rank the three by personal preference and by whether they would be effective for themselves and then for people in general. Overall results show that the stick approach elicits very strong reactions. Most respondents said they would complete and send immediately, but others would refuse to participate at all. Is the 'stick' approach too risky? One method will advance to a split-panel test. The paper weighs the pros and cons of the stick and carrot approaches or an additional questionnaire package in this and other research, and other relevant design features and elements.

Can Pre-recorded Automated Telephone Messages Serve as Reminders to Increase Response to Self-administered (Mail or E-Mail) Surveys? Marla Cralley, Arbitron, Inc. (marla.cralley@arbitron.com); Diana Buck, Arbitron, Inc. (diana.buck@arbitron.com).

Follow-up reminders have been effectively used for many years to increase response to self-administered mail surveys. Arbitron's radio survey methodology involves obtaining agreement for household participation and then encouraging household members to complete and return one-week self-administered radio diaries. Arbitron has successfully used a combination of follow-up letters, post cards, and interviewer-administered reminder calls to boost diary return. For this survey, follow-up calls have proven more effective than other treatments in improving diary return; the more follow-up contacts with households, the higher the response. Decreasing survey response, together with rising survey administration costs, prompted Arbitron to investigate the use of automated pre-recorded telephone messages as a means of increasing survey response while decreasing survey costs by replacing some interview-administered calls with pre-recorded automated messages. The hypothesis of this experiment was that short, less intrusive contacts with households, when combined with live calls to answer respondent questions, would increase diary return and produce more consistent recorded listening day-to-day. It was thought that if the majority of these calls were delivered via pre-recorded automated messages, respondents would be more receptive to reminder calls, not having to interact with an interviewer. It was also thought that multiple follow-up calls might have greater impact in larger households, with, perhaps, a somewhat negative impact on smaller households where the same respondent would be more likely to receive all of the calls. Results will show the effect on diary return of pre-recorded reminder messages delivered automatically daily between 2:00 and 4:00 PM local time. Results will include differences in diary return overall and for race/ethnic populations. In addition, findings will include the general reaction of respondents to the pre-recorded messages and the effectiveness of the auto dialer software used to deliver messages.

Modifying Advance Letter Formats to Improve Readability and Response Rates. Elizabeth Welch, NORC (welchbess@norc.org); Enyinnaya Adighibe, NORC (Adighibe-Enyinnaya@norc.org); Nidhi Jain, Centers for Disease Control and Prevention (ncj0@CDC.GOV).

Advance letters are heavily utilized in random digit dial (RDD) surveys to introduce a study and build cooperation and rapport with respondents before calling a household. These letters give respondents insight into the study topic, inform them of their rights, and notify them of potential burden imposed by a survey. Prior research has shown that advance letters increase the likelihood of participation and changes in formatting may impact whether the letter is read, thereby affecting participation. This paper describes an experiment to determine if response rates are affected when the primary content of an advance letter remains the same but the presentation is altered in an effort to improve respondent comprehension and readability as well as response rates. The experiment was conducted during 2007 on the National Immunization Survey (NIS)—a nationwide, list-assisted RDD survey. The NIS is conducted by 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. This experiment utilized three experimental letters. The current NIS letter was the control and provides a full page of information about the study in paragraph form, followed by FAQs on the back side. The second letter included changes to the overall tone and formatting, insertion of a salutation, and specific placement of confidentiality content for appropriate saliency in accordance with the recommendations of the U.S. Census Bureau's 2001 Final Report on the Survey of Income and Program Participation (SIPP) Advance Letter. The third letter provided short paragraphs about the study on the front, followed by labeled sections to address common questions and provide full information about the study on the back. The impact of the different letters on participation, including eligibility, screener, interview completion and overall response rates will be discussed.

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First Mailings Versus Follow-up Mailings: Do the Same Strategies Have The Same Effects? Emily McFarlane, RTI International (emcfarlane@rti.org); Joe Murphy, RTI International (jmurphy@rti.org); Murrey Olmsted, RTI International (molmsted@rti.org).

A number of studies have shown that stamped return envelopes elicit higher response rates than business reply or metered mail in mail surveys of physicians (Kellerman and Harold, 2001; Shiono & Klebenhoff, 1991; Urban, Anderson, and Tseng, 1993). Most studies, though, have only tested the use of postage stamps on return envelopes with the first mailing or for the mailings over all. What impact on response rates, if any, do postage stamps have on nonresponse follow-up mailings and are they still cost-effective? To address this issue, researchers at RTI International tested the effects of using stamped return envelopes on a series of survey mailings in a national survey of board certified physicians conducted as part of the "America's Best Hospitals" project for U.S. News & World Report. On the first mailing to physicians, surveys sent with a stamped return envelope achieved a 19.1% response rate compared to a 15.3% response rate for surveys sent with a business reply envelope (BRE) instead. The difference of 3.7% was statistically significant. The use of postage stamps on the first mailing was cost-effective overall, despite being more expensive for the first mailing. The increase in response rates for the stamp group reduced the number of follow-ups needed, offsetting the initial cost of the postage stamps. However, we did not find that postage stamps on return envelopes improved response rates compared to BREs on three follow-up mailings, and as a result increased costs. The results of this study suggest that a tailored design approach that uses different strategies for different mailings within a study may be the most effective for increasing response rates while minimizing costs.

Advances in Data Analysis

Using Predictive Marginals to Produce Standardized Estimates. Kathryn Spagnola, RTI International (kwoodside@rti.org); Michael Witt, RTI International (witt@rti.org).

Social scientists and researchers are often interested in comparing the prevalence of some attribute between two or more subgroups of a population or between different time periods. For example, a researcher might be interested in comparing cigarette use among active duty military personnel between various services (e.g. Army, Navy, Marine Corps and Air Force.) Similarly, a researcher might be interested in comparing the trends in marijuana use among 12-17 year-olds between successive years. Often times, significant differences are observed between groups or between time periods due to distributional differences across variables that are highly correlated with the measure of interest. For example, the use of marijuana among 12-17 year-olds might be increasing across time because the drug is more prevalent in certain geographic areas and the percent of 12-17 years-olds that reside in these areas has increased across the same time period. To account for these distributional differences, one solution is to examine the difference between standardized estimates. In this paper, we will discuss the predictive marginals approach to creating standardized estimates. We will discuss advantages and disadvantages associated with using predictive marginals to create standardized estimates and compare this method to the more traditional, direct standardization technique. It will be shown that the predictive marginal approach is a generalization of the direct standardization technique and can be useful when one is interested in controlling for a large number of effects during the standardization process. These methods will be illustrated using data from several studies including the National Survey on Drug Use and Health and the Department of Defense Survey of Health Related Behaviors among Active Duty and Reserve Military Personnel. These techniques will be illustrated by comparing several statistics and their associated standard errors between the civilian population, active duty military personnel and/or personnel in the guard and reserves.

How to Use the 2006 Public Use Microdata Sample with Replicate Weights. B Garrett, U.S. Census Bureau (b.dale.garrett@census.gov); Michael Starsinic, U.S. Census Bureau (michael.d.starsinic@census.gov).

The Public Use Microdata Sample (PUMS) is a subsample of the American Community Survey full sample. For the first time, the 2006 PUMS file includes data from both housing units and group quarters. During years 2000-2004 users were provided with generalized variances or design factors to approximate estimates of standard errors. Beginning in 2005, both design factors and replicate weights have been provided with the Public Use Microdata Sample. This paper provides basic instructions for how to use PUMS data with replicate weights. It would show how to write a program that would compute both an estimate, and standard errors for that estimate using replicate weights. Example programs in SAS would be provided for counts, ratios, and both direct and categorical medians. The algorithms provided will be easily adaptable to other software.

Planned Missingness with Multiple Imputation: Enabling the Use of Exit Polls to Reduce Measurement Error in Surveys. Marco Morales, New York University (marco.morales@nyu.edu); Rene Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu).

Exit polls are commonly used tools to get early projections on election winners, but are seldom used for voting behavior research. This is surprising given the possible biases and measurement errors embedded in pre- and post-electoral surveys that exit polls minimize by virtue of their design. Of particular concern are measurement errors on reported vote choice derived from non-voters being accounted as voters, respondents forgetting their actual vote choice, or reporting a vote for the winner of the election when in fact a different candidate was favored. Exit polls collect information only from voters a few minutes after the vote has been cast while the winner of the election is still unknown, thus minimizing these particular problems. One of the most relevant reasons for the under use of exit polls by scholars analyzing elections relates to the time constraints that must be placed on the interviews, which severely limit the amount of information that can be obtained from each respondent. This limitation can be overcome with the use of an appropriate data collection design along with adequate statistical techniques. We advocate the combination of Planned Missingness (PM) – where various versions of the same short questionnaires are applied in interviews, maintaining a set of common questions in all of them to produce databases with certain information common to all respondents and certain pieces information common to subsets of respondents – and Multiple Imputation (MI) techniques to 'fill in' the

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missing values and generate plausible values for the missing information, which will produce ‘completed’ datasets that can be used as if all information was collected simultaneously. We illustrate the potential advantages of the use of this design using data from its implementation in an exit poll for the 2006 Mexican election.

American Community Survey Sample Profile. Alfredo Navarro, Census Bureau (alfredo.navarro@census.gov); Edward Castro, U.S. Census Bureau (Edward.Castro@census.gov).

Key words: sample design, measure of size, weightingThe American Community Survey (ACS) sample design has been modified several times during the existence of the program. During the early stages of the survey (2000 – 2004) the sample was described as a county based national sample. In preparation for the full implementation of the program in 2005 several design changes were introduced: the sample was quadrupled in size and controlled at the small area level (such as census tracts and small governmental units), the non-response follow up sampling scheme was modified to target low response areas, the measure of size was redefined based on Census 2000 and more current ACS information, and minor civil divisions were introduced as design areas. These modifications certainly had an impact on the sample distributions. In sampling surveys practice it is customary to use a weighted estimator to develop estimates of the true population parameters. The construction of the sample weights used to tabulate the estimates must account for all stages of sample selection and the use of differential sampling rates. This paper examines the characteristics of the sample and demonstrates how the effective use of weighting yields valid and consistent estimates of the total population.

Cell Phones V

Who Needs RDD? Combining Directory Listings with Cell Phone Exchanges for an Alternative Telephone Sampling Frame. Thomas Guterbock, Center for Survey Research, University of Virginia (tmg1p@virginia.edu); Abdoulaye Diop, Center for Survey Research, University of Virginia (ad2db@virginia.edu); James Ellis, University of Virginia Center for Survey Research (jme2ce@virginia.edu); John Lee Holmes, University of Virginia Center for Survey Research (jlh2r@virginia.edu); Trung Le, Center for Survey Research, University of Virginia (tkl7b@virginia.edu).

The traditional Random Digit Dialing method (list-assisted RDD using a frame of landline phone numbers) is clearly under threat. The difficulty and costs of completing telephone surveys have increased due to rising rates of refusal and non-contact. The completeness of coverage of list-assisted RDD samples has diminished due to the proliferation of cell-phone only households. The ability of list-assisted RDD to capture young, mobile, unmarried, and minority households is thus diminishing as well. Increasingly, survey researchers have been adding a cell phone component to their sampling frames for telephone surveys, despite the increased costs and other issues associated with RDD calling of cell phones. Recent research by Guterbock, Oldendick, and others has explored the extent to which ‘electronic white pages’ (EWP) samples really differ from RDD samples. Recently, Zogby has released results asserting that these differences are often small and ignorable. In contrast, Oldendick et al. and Guterbock, Diop and Holian have emphasized that minority households are seriously underrepresented in EWP samples. Nevertheless, EWP samples have distinct advantages whenever a survey is aimed at a restricted geographic area. This paper considers the feasibility of combining EWP samples with cell-phone RDD, eliminating the ordinary RDD component from the sampling frame. We analyze the components of the telephone population, showing that the proposed method would fail to cover only one segment of the telephone population: unlisted landline households that have no cell phone. We analyze data, primarily results from the 2005 National Health Interview Study, to estimate the size of this segment, its demographic profile, and the degree to which its demographic and health behavior characteristics are different from those in the segments that this sampling strategy would capture. Results suggest that EWP combined with cell-phone RDD can provide an efficient telephone sampling frame that would introduce little coverage bias in survey results.

Surveying Voters with Cell Phone Listings from Registration-Based Voter Samples in California. Mark DiCamillo, Field Research Corporation (markd@field.com).

In its regular scheduled, media-sponsored surveys of the California registered voter public, The Field Poll has recently been using registration-based list samples (RBS) of voters in California as its sampling source. One of the advantages of using an RBS list in California is that a relatively large proportion of registered voters in the state (about 90%) have a telephone number appended to the list and these listings are regularly updated by a reliable list vendor. But, more important to this discussion is that the listings include cell phones whenever a cell phone number is provided by the voter when registering or in other settings accessible to telephone matching services. Preliminary results indicate that about 9% of all listings from the California RBS samples purchased by Field for internally conducted surveys completed between December 2006 and March 2008 were identified as being in known cell phone blocks prior to calling. This paper will provide an analysis of The Field Poll’s experience in attempting to incorporate these cell phone listings into its statewide registered voter samples. The paper will also describe some of the demographic and political characteristics of these voters.

Dual Frame (Landline and Cell RDD) Estimation in a National Survey of Latinos. David Dutwin, ICR/International Communications Research (ddutwin@icrsurvey.com); Courtney Kennedy, University of Michigan (ckkenned@umich.edu); Dale Kulp, Marketing Systems Group (dkulp@m-s-g.com); Scott Keeter, Pew Research Center (skeeter@pewresearch.org).

Noncoverage of persons reachable by cellular but not landline phones may lead to bias in survey estimates purporting to make inference to the general public. This potential bias is especially problematic for telephone surveys of the Latino population where at least 15% of whom are cell-only based on NHIS data from 2006. Accordingly, a recent national survey of Latinos conducted by ICR for the Pew Research Center utilized both a sample of landline interviews ($n=1,101$) and a sample of cell phone interviews ($n=902$). In this methodological research, we use responses to an extensive battery of telephone usage items to explore several issues concerning weighting and estimation in this dual frame study. In particular, we examine the consequences for estimates and their precision from various weighting adjustments that have been suggested in previous work on dual frame designs. These approaches include an adjustment for the number of adults in the

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household and the number of landline and cellular telephones; an adjustment for relative usage as measured in the NHIS; a simple 0.5 correction for dual phone owners and no person adjustment; and, an adjustment that simulates a screener for cell-only persons in the cell sample. The relative performance of these weighting approaches is assessed in terms of the change in key point estimates as well as the loss in precision from variability in the weighting factors. We also investigate implications from the sequence of these adjustments – whether corrections for telephone service should be made prior to or simultaneous with corrections for deviations from national demographic parameters. The relatively high rate of cell-only persons in the Latino population makes this a particularly informative case study in assessing the consequences of critical weighting and estimation decisions.

Maximizing Response Rates on Both Landline and Cell Surveys Through Strategic Use of Caller ID. James Dayton, Macro International Inc. (james.dayton@macrointernational.com); Naomi Freedner, Macro International Inc. (naomi.freedner@macrointernational.com).

Response rates for telephone surveys continue to decline, in part because of the tools available to respondents to keep telephone survey researchers from getting through the door – and in some cases from even knocking on the door. One of the more powerful tools employed by a significant and growing proportion of potential respondents is caller ID. Potential respondents' use of caller ID presents a challenge for both landline and cell phone surveys. For example, the display on cell phones is nearly universal and will only display text if the inbound number matches a contact in the respondent's cell phone address book. Since it is unlikely a survey sponsor will ever be in a respondent's address book, understanding the impact of displaying an unfamiliar number – or no number – is essential to maximizing the likelihood that a call will be answered. Caller ID customization of both phone number and text field displays is now available in the latest generation of outbound telephony systems. This presentation will explore caller ID strategies survey researchers can use to maximize response rates on both cell phone and landline surveys. We will present response rate and contact rate data from BRFSS and other multiple-attempt landline and cell phone studies where Macro International employed a number of different customized caller ID strategies, including: targeting caller ID displays to match the survey sponsor's geographic location (area code); displaying the name of the survey or survey sponsor (landline surveys only); and controlled experiments employing different strategies for different call attempts within the call protocol: displaying a phone number with caller ID text, displaying a different phone number without caller ID text, and not transmitting any call identification information.

Response IV: Methodological Briefs

Combined Strategies to Increase Early Response Rates. Melissa Cominole, RTI International (mcominole@rti.org); Jeff Franklin, RTI International (jwf@rti.org); Peter Siegel, RTI International (siegel@rti.org).

Much research about survey response has focused on the impact of procedures and materials used in contacting sample members, including the timing and number of contacts made and the presentation of materials. The packaging or presentation of information sent to sample members also seems to be important to increasing survey response (Dillman 2000). In particular, the method of mail delivery has been found to be an important factor. For instance, Abreu and Winters (1999) found that Priority Mail was effective when used as a method to increase response rates among nonrespondent cases. Research has also shown that additional contacts with sample members increase the likelihood of participation (Moore and Dillman 1980). Prompting calls made by project staff to sample members reminding them to participate, are likely effective because they provide another reminder about a study and give interview staff an additional opportunity to provide the information needed to participate. An experiment was included in a national sample of about 3,000 students in all levels of postsecondary education to evaluate the impact of combined strategies to increase response rates – both the presentation of study materials and follow-up prompting. This experiment was conducted during the study's early response period, during which sample members were asked to complete a self-administered web interview. The first component examined whether the use of Priority Mail to send study materials produced a higher response rate in the early response period than First-Class Mail. The other test examined the effect of prompting calls made about halfway through the early response period to remind sample members about the study and assist with login information if needed. Results showed that, independently, both Priority Mail and prompting calls were associated with higher early response rates, but that response rates were highest among the group that received both treatments.

Individual vs. Organizational Appeals in an Establishment Survey: Effects on Cooperation and Data Quality. Dianne Rucinski, Institute for Health Research and Policy (drucin@uic.edu).

This study investigates the impact of different appeals for survey participation on survey cooperation rates, completion rate, data collection process measures (i.e., number of follow-up contacts), and survey estimates in an establishment survey. In recent years there has been considerable scholarly attention to the issue of survey non-response on survey estimates and potential bias. In brief, there are theoretical reasons and some empirical evidence to suspect that some efforts to reduce survey non-response may increase survey error (bias) by differentially increasing the propensity of some units to respond while having no effect on other units. For example, Baumgartner, Rathbun, Boyle, Welsh, and Laughland (1998) find that those respondents participating in an electric utility's time-of-day pricing program had higher response rates to an attitude survey about such programs than those who did not participate. Groves, Singer and Corning (2000) report that those involved in their community responded at higher rates to a survey on an important community issue than did others. This study involves a mixed mode survey of business establishments about benefits offered to employees such as health insurance, retirement, and flexible spending accounts. Using a 2x2 design, it explores the differential impact of stressing societal benefits in the study's advance letter (experimental condition 1) with presenting the respondent with a financial incentive—a \$25 gift card (experimental condition 2) and the combined societal benefit advance letter and respondent financial incentive (experimental condition 3) compared with a basic advance letter explaining the purpose of the survey and inviting the respondent to participate (condition 4 control) on a set of survey process outcome measures and survey estimates. Most experimental studies of survey participation and survey error concern household surveys. This study is among the first examining the impact of differential methods designed to increase survey cooperation on estimates in establishment surveys.

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Effect of Caller ID and Interviewer Characteristics on Response Rates. Michelle Cantave, REDA International Inc (mcantave@redainternational.com); Elham Alldredge, REDA International Inc (alldredg@redainternational.com); Amy Djangali, REDA International Inc (adjangali@redainternational.com).

With declining response rates a growing problem, any changes that can be implemented to improve the rates are welcome. In 2006, we conducted a statewide survey of Maryland residents simultaneously in our Maryland and North Carolina offices. During the survey, we noticed that although each office had the same number of stations and roughly the same number of interviewers, the North Carolina office was performing better than the Maryland office. At the conclusion of the survey, the response rate was calculated for the overall study as well as for each of the centers. Initial analysis of the response rates showed that the response rate in the North Carolina office was higher than the response rates from the MD office. There are two notable differences between the Maryland and North Carolina offices, first in the North Carolina office we used a T1 computer line for making telephone calls which resulted in "Unavailable" showing up on a Caller ID when a call was made from the NC office. Secondly, the majority of interviewers in the NC office had a pronounced Southern accent when speaking. When trying to explore the reasons for the response rate difference identified the interviewer dialect characteristics and the absence of Caller ID information as the likely contributors to the difference. In order to test if the interviewer accent was a contributor to the difference in response rate, we calculated the cooperation rate for each office to see if one office preformed better than the other; and to test if lack of Caller ID was a factor, we calculated the contact rate from each office. By analyzing the rates obtained we will attempt to identify the main contributor to the higher response rate and identify possible ways to apply these contributors to future studies.

The Role of Cash Incentives in Online Panelist Motivations: Experimental Results on Unit Response and Satisficing. Eric Taylor, Western Wats, Inc. (etaylor@westernwats.com).

Online survey panelists are frequently characterized as "professional respondents" who's survey participation is motivated by self-interested incentive-maximization. Little scientific evidence exists to evaluate such claims. This paper reports on two experiments testing hypotheses at the intersection of survey incentives and unit-response: hypotheses that contrast theories of "economic exchange" and "social exchange." A random sample of online survey panelists were randomly assigned to conditions varying both cash incentive and length of survey. Participants did not systematically respond more, or satisfice less when promised a higher cash incentive. Nor did participants respond more to a prepaid versus promised incentive. The results provide little support for a one-dimensional—"professional respondents"—characterization of online panelist motivations.

An Examination of the Best Method for Leveraging Large Cash Incentives. Justin Bailey, Nielsen Media Research (justin.bailey@nielsen.com); Michael Link, Nielsen Media Research (michael.link@nielsen.com).

As incentives have become a routine part of many data collection efforts, understanding how best to leverage these incentives – particularly larger cash incentives – is crucial for maximizing participation while minimizing costs. In an earlier study, Trussell et al. (2006) reported that \$30 cash was the most cost-effective incentive amount to use with hard-to-reach households recruited for Nielsen's TV Ratings diary survey. We sought to determine how best to leverage this \$30 cash incentive during the diary placement call. Households are sampled using random digit dialed methodology, contacted by telephone and asked to participate in the TV Ratings. Those who agree are sent a paper diary and an incentive. We attempted to leverage the incentive with hard-to-reach demographic groups using three strategies. First, we investigated whether this larger incentive amount would be construed as an economic exchange rather than a social exchange (Dillman 1978). If the incentive is considered to be an economic exchange, then we should refer to the incentive as a "payment" rather than as a "thank-you". Second, we examined where in the interview to best mention the incentive – at the end, once the household agreed to keep the diary, or at the outset of the diary placement call. Third, we looked at whether sending different denominations (three \$10 bills or one \$10 and one \$20 bill) made a difference on final response rates. Using a 2x2x2 design with a control group, approximately 75,000 households were included in the study. Analysis showed that emphasizing the \$30 incentive early in the call was the most effective method for leveraging the incentive. In contrast, referring to the incentive as a "payment" or using different denominations of bills did not lead to significant gains in cooperation. These findings are discussed in relation to incentive leveraging and social exchange theory.

Respondent Incentives: Do They Alter Data Quality or Study Findings? Alicia Frasier, NORC/University of Chicago (frasier-alicia@norc.org); Tracie Carroll, NORC/University of Chicago (carroll-tracie@norc.org); Jessica Gruber, NORC/University of Chicago (gruber-jessica@norc.org); Kathleen O'Connor, National Center for Health Statistics, CDC (koconnor1@cdc.gov).

As response rates for Random Digit Dial (RDD) household surveys have declined over the past decade, the use of monetary incentives has increased. While this technique has generally improved response rates and coverage, the impact on overall data quality and survey findings is unclear. A common assumption is that incentive use should increase the interview completion rate and improve data quality – but is this true? Data from the 2005-2006 National Survey of Children with Special Health Care Needs will be examined. This RDD survey, completed in early 2007, was conducted by the State and Local Area Integrated Telephone Survey (SLAITS) mechanism of the National Center for Health Statistics on behalf of the Maternal and Child Health Bureau. These data can be used to produce prevalence estimates of children with special health care needs (CSHCN), and describe the types of services these children need and use. Detailed data were collected from a knowledgeable parent or guardian for approximately 43,000 CSHCN under 18 years of age. Fifteen-dollar (\$15) incentives (\$5 prepaid, \$10 upon completion) were offered to parents or guardians who had not yet completed the interview. Our analyses will focus on whether incentive cases differed from non-incentive cases, and if so, how. We will also explore the impact of incentive cases on data quality and survey findings. Items to be examined include, but are not limited to, household education level, child's gender, race of child or parents, total household income, geography, special health care need type(s), and household composition.

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Survey Research in the Aftermath of Hurricane Katrina II

An Application of the Political Performance Model at the Local Level: New Orleans Before and After Hurricane Katrina. Alicia Jencik, University of New Orleans (anjencik@uno.edu).

For decades scholars have argued that race plays a critical role in elections. Following the work of Howell and Perry (2004), this paper applies the performance model to the local level where citizens have the opportunity to judge the conditions in their city on a daily basis and feel more affected by these conditions than by abstract concepts at the state and national level. This paper examines the city of New Orleans under the leadership of African-American mayor Ray Nagin both before and after Hurricane Katrina. Although citizen perceptions of life in their city should have a major impact on their approval or disapproval of their mayor regardless of race – especially following the hurricane – this does not appear to be the case. In fact, despite perceptions that crime has increased, job opportunities are lacking, and the quality of education is poor, race is the only variable that achieved statistical significance demonstrating that approval of Mayor Ray Nagin varied by the race of the respondent with black respondents being more likely to approve of the mayor.

An Analysis of the Aftermath of Hurricane Katrina: Results from Three Surveys. Gary Langer, ABC News (gary.e.langer@abc.com); Daniel Merkle, ABC News (daniel.m.merkle@abc.com).

This paper presents a detailed analysis of findings from three telephone surveys, each among different populations, conducted on the anniversary of Hurricane Katrina in August 2006 by ABC News. The three populations surveyed were: 1) National adults ($n=1,109$), including an oversample of black respondents; 2) Adults in the Gulf Coast region ($n=501$); 3) Adults in New Orleans ($n=300$). The national and Gulf Coast surveys were conducted by land-line telephone using customary random-digit dialing procedures. Given the population disruption and slow pace of landline restoration in New Orleans, a dual-frame sampling plan was devised for this survey in which half the sample was traditional RDD and half was drawn from records of cell phones issued in New Orleans. All three surveys asked about federal, state and local government rebuilding and recovery efforts. The Gulf Coast and New Orleans surveys asked about damage in the respondents' area and on their own property as well as the impact of Katrina on their lives including their finances, health, and emotional well-being. The paper compares results across the three surveys and also by significant variables such as race, sex, income and party identification. The paper also evaluates the unique sampling approach used to conduct the New Orleans survey. It compares the attitudinal and demographic results in the cell phone and landline samples and also compares the overall results to census estimates for New Orleans Parish contained in the 2006 Louisiana Health and Population Survey released on Nov. 28, 2006, three months after the field work.

Longitudinal Interpretations of Social Perceptions of the Aftermath of Hurricane Katrina: Race, the Different Faces of Catastrophe and Understanding the Public Good. Michael Dawson, University of Chicago (mc-dawson@uchicago.edu); William McCready, Knowledge Networks (bmccready@knowledgenetworks.com).

This project describes the interaction of race and class in the public interpretation of the consequences of hurricane Katrina. It consists of questions from a previous KnowledgePanelSM survey plus new items on issues of race & poverty surrounding the Katrina Gulf coast calamity. The sample is 600 panelists who previously responded to a survey plus 400 new cases. The focus of the presentation is on the disparate racially-delimited interpretations and consequences of the aftermath of the catastrophe. There is an imbedded experiment using the presentation of racially-defined visual images within the survey. In brief, the devastation of the associational base of black civil society in New Orleans and the consequent undermining of the black counterpublic was a predictable consequence in the aftermath. The evidence from these data is that the intersection of race and class ensured that, while even relatively affluent classes of blacks in New Orleans were disproportionately more devastated than their white counterparts, the black poor suffered a disaster of monumental proportions. The weakness of the national black counterpublic was demonstrated in two ways: (1) the national black counterpublic was not powerful enough to insert the framework for analysis that was represented in the overwhelming majority of black opinion as legitimate for consideration, and (2) it was manifested was in its inability to mobilize sufficient political power to influence the election and the future shape of the rebuilding city. The range of contrary voices within the black counterpublic is more constrained than it has been at any time since the turn of the last century. The lack of mobilization was linked to a distinct lack of allies available to African Americans during the Katrina crisis. In the past, black politics was capable of not only mobilizing black communities, but also of generating and mobilizing allies from other communities.

A National Experiment Examining the Effects of Political Orientation and the Salience of Race and Location on Self-reported Charitable Giving after Hurricane Katrina. Linda Skitka, University of Illinois-Chicago (lskitka@uic.edu); Elizabeth Mullen, Stanford University, Graduate School of Business (emullen@stanford.edu); William McCready, Knowledge Networks (bmccready@knowledgenetworks.com).

The purpose of this study was to experimentally examine the relationship between politically motivated reasoning, and the relative salience of race and location on self-reported charitable giving after Hurricane Katrina in a national random sample ($N = 942$). The experiment was a 2 (Locale: Gulfport, New Orleans) X 3 (Race Prime [using imbedded photographs]: None, White, Black) X 3 (Political Orientation: Democrat, Moderate, Republican) between-subjects experimental design with the dependent measure being self-reported recall of participants' charitable giving after Hurricane Katrina. Demographics and "personal experience with Katrina" were included as control variables. Results indicated that Republicans' self-reported charitable giving was affected by racial primes when they believed the images they saw represented damage to Gulfport, MS, but not when they believed the damage was to New Orleans. Republicans reported giving significantly more money when primed with white compared to black or no victims associated with Gulfport, but did not vary as a function of race primes associated with New Orleans. Democrats self-reported charitable giving was higher when photographic primes included pictures of people believed to be New Orleans hurricane victims than when not-primed with pictures of people, regardless of whether those picture primes were of Black or White victims of the catastrophe, but were unaffected by race in the Gulfport condition. Political moderates reported similar levels of charitable giving regardless of locale or race priming conditions. These results suggest that ideologues' memory or willingness to report money donated to charity are affected by subtle cues about race or context: Republicans reported giving more to whites when primed with a more stereotypically white and conservative context (Gulfport, MS), whereas Democrats reported giving more when primed with people rather than property damage in the more stereotypically black and Democrat context of New Orleans.

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Surveying Ethnic and Language Minorities

Issues in Identifying Indigenous Mexicans and Central Americans in Surveys. Susan Gabbard, Aguirre Division of JBS International (sgabbard@jbsinternational.com); Edward Kissam, Aguirre Division of JBS International (ekissam@jbsinternational.com); James Glasnapp, Aguirre Division of JBS International (jglasnapp@jbsinternational.com); Jorge Nakamoto, Aguirre Division of JBS International (jnakamoto@jbsinternational.com); Daniel Carroll, U.S. Department of Labor (Carroll.Daniel.J@dol.gov).

The recent rapid increase in transnational migration among indigenous Mexicans and Central Americans makes them an emerging group within the U.S. Latino population. Identifying this population in surveys is difficult due to cultural and linguistic factors. This paper presents survey findings on alternative ways of asking linguistic questions and the relative merits of linguistic versus place of origin questions in identifying this population. Typically, surveys of immigrants use language questions to identify linguistic groups and place of origin questions or ethnic self-identification questions for ethnic groups. One problem with this approach for indigenous populations is that due to discrimination in their home countries, some respondents are reluctant to identify as indigenous. A second problem is that some individuals who are ethnically indigenous, are Spanish-dominant. A third factor is that immigrants' grown children may be ethnically indigenous, but not speak the language nor be born in an indigenous home area. Concerned that there might be under-identification of indigenous groups, the U.S. Department of Labor's National Agricultural Worker Survey (NAWS) augmented its primary language question (in FY2005) with questions about additional adult languages spoken and childhood language exposure. Analysis of the augmented questions and of pre and post FY2005 data showed that the additional questions improved the identification of indigenous respondents and provided a better understanding of some of the possible sources of under-identification of indigenous respondents. However, it did not fully solve the problem. Comparing the enhanced NAWS linguistic data to questions on place of birth showed additional sources of under-identification in both methods. The results of this investigation suggest that the next step might be to retain the augmented linguistic questions and to collect additional geographic detail in the survey.

Reaching Linguistically Isolated People: Findings from a Telephone Survey Using Real-time Interpreters. Shaohua Hu, Centers for Disease Control and Prevention (shu@cdc.gov); Ali Mokdad, Centers for Disease Control and Prevention (amokdad@cdc.gov).

Background: Language barrier in telephone surveys lead to bias in estimate, especially in states with a high percentage of immigrants. **Methods:** We conducted a pilot study in California 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 using real-time interpreters. One hundred ninety five people identified as having a language barrier in 2006 California BRFSS were interviewed. Relative standard error (RSE) was used to examine the reliability of estimates. **Results:** The use of real-time interpreters increased the number of completed interviews among Asian in the California BRFSS from 262 to 400. Combining data from the pilot study with the 2006 California BRFSS data resulted in a higher proportion of Asians, bringing the total proportion closer to the distribution in the 2000 census for California. In addition, the pilot study was able to reach persons who had a demographic profile different from that of persons typically interviewed in the original BRFSS. Furthermore, the reliability of estimates improved for 16 (out of 18) key health conditions and health risk behaviors examined. **Conclusion:** Use of real-time interpreters is an effective method to complement responses in health telephone surveys to overcome language barriers, increase response rate and reliability of measures.

Native American Response Patterns in Comparison to Other Minority Populations. Rashna Ghadially, National Opinion Research Center (ghadially-rashna@norc.org); Adish Jain, National Opinion Research Center (jain-adish@norc.org).

Results based on surveys of minority populations provide methodologists reasons to question interpretation and response patterns of the respondents. They can also provide challenges, such as, equivalence and comparability of survey measures across different cultures, measurement error when respondents interpret and respond to the survey measures differently, and false conclusions drawn if researchers are not aware of the different response styles between respondents from different cultural backgrounds. The literature suggests that African Americans (Bachman and O'Malley, 1984) and Hispanics (Hui and Triandis, 1989; Marin et al., 1992) are more likely to select extreme responses whereas Asian Americans tend to select the middle options and avoid extreme responses (Grandy, 1996; Lee et al., 2002). However, similar literature is thin on the Native American population response patterns. We will use the National Longitudinal Survey of Youth Cohort 1997 (NLSY97) Round 9 data to study response patterns of various ethnic groups. The questionnaire includes sections on work status, future aspirations, family background information, dating history and sexual attitudes. In this paper, we will test item nonresponse and response patterns including, choice of response for dating and sexual attitudes questions among the Native American population in comparison to Whites, African Americans, Hispanics, and Asians.

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Examining Educational Attainment using the American Community Survey. Angelina KewalRamani, Education Statistics Services Institute (ESSI) (akewalramani@air.org).

Hispanics are a rapidly growing and heterogeneous group. Between 1980 and 2005, the Hispanic population in the United States grew 192 percent, from 14.6 million to 42.7 million. In 2005, Hispanics were the largest minority group, representing 14 percent of the population. The size and diversity of the Hispanic population in the United States warrants a close examination of their educational attainment. Previously, detailed analyses of the educational attainment of Hispanic subgroups have been limited due to small sample sizes. The relatively large American Community Survey (ACS) 2006 sample allows for a close examination of Hispanic subgroups. In addition, the educational attainment of Hispanic subgroups will be examined by nativity. In 2005, 40 percent of all Hispanics in the United States were foreign born. Prior research has shown that differences exist in educational attainment between native-born and foreign-born racial and ethnic groups. Using 2006 American Community Survey (ACS) data, this analysis will examine the educational attainment of youth and young adults (ages 16 to 24) by nativity. Specifically, this analysis will focus on the educational attainment of Hispanic subgroups including Mexicans, Puerto Ricans, Dominicans, Central Americans, South Americans, and Other Hispanic or Latino. The educational attainment of White, Black, Asian, Native Hawaiian/Pacific Islander, and American Indian/Alaska Native youth and young adults will also be examined.

The Changing Face of Respondents. Brian Evans, RTI International (evans@rti.org); Leticia Reed, RTI International (lreed@rti.org); Chris Ellis, RTI International (ellis@rti.org).

With the ever changing demographic makeup of United States population, survey researchers are faced with many challenges to ensure all sampled population groups are accurately represented, high quality data are collected, and high response rates are achieved. There are times when careful consideration is not given to the development and translation of the questionnaire, training of interviewers, approaches to contacting respondents, and converting refusals of non-English speaking and foreign born populations. This lack of consideration can result in respondents not understanding questionnaire items, low quality data, decreased response rates, and under representation of certain population groups in the sample. The Welcome to the United States Survey (Welcome), sponsored by the U.S. Department of Homeland Security, consisted of the administration of a brief interview of visitors to the United States as they entered through land and air ports of entry. While the interview was only conducted in English and Spanish, the interviewers spoke with visitors from all over the world, thus encountering numerous cultures and languages. In many instances, the interviewers had to adapt their approach to potential respondents on the spot due to these cultural and linguistic differences. This paper discusses the ever-increasing need for the survey research industry to evaluate methods used to conduct surveys given the population changes in the United States. Linguistic challenges are discussed in reference to the development of a questionnaire, specifically effectively proven translation methods. Additionally this paper discusses the need for interviewer freedom in how they approach potential respondents allowing them to adapt to cultural needs. Examples are provided from the Welcome survey, specifically how interviewers overcame cultural concerns from Middle Eastern and African cultures. Finally this paper presents lessons learned from the Welcome survey on how to contact and administer surveys to non-American populations that can be applied to future studies

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Cell Phones VI

Pilot Development of a Smartphone-Enabled Full-Probability Panel. Craig Hill, RTI (chill@rti.org); Paul Biemer, RTI (ppb@rti.org); Derek Coombs, RTI (dcoombs@rti.org); Joe Eyerman, RTI (eyerman@rti.org); Andy Peytchev, RTI (apeytchev@rti.org).

This paper will describe the development and results of a project we are currently undertaking to design, implement, and standardize methodologies for the use of smartphone technology to collect real-time self-reported data from a panel of study participants. The paper will cover all three phases of the study: development, recruiting and data collection, and analysis/findings. In the paper, we will describe the Development Phase, which included:

- Development of a screening and recruiting tool on the smartphone platform, used by the field staff to locate, contact, and recruit sample members into the panel study
- Development of a real-time survey tool based on the smartphone platform. This tool is used to notify study participants when it is time to complete a survey, and to collect and transmit self-reported information from the study participants
- Development of a module for training the field staff on recruiting procedures, software guidelines, and hardware care and use
- Development of a case management system for tracking the disposition of study participants, the status of each administered survey, and the metadata from the interview process
- Development of panel maintenance methods tailored to this technology in order to retain as many of the recruited participants as possible throughout the study period

Second, the paper will describe our experiences during the Recruiting and Data Collection Phase, during which we:

- Screened a full area probability sample of adults (in the Research Triangle Park, NC area) and recruited 92 panelists to be participants in the panel
- Conducted 17 data collection efforts with the panelists, collecting data via a Web interface on the smartphone, but also using SMS ("texting") and the built-in camera capabilities, on a variety of topics.

Finally, the paper will describe our Findings phase. We are currently analyzing data—and will be able to show results/findings—on the following sub-topics:

- Viability of the platform for different question types, formats, and lengths
- contact (screening)

My Cell Phone's Ringing, "Caller Unknown," Now What? Usage Behavior Patterns Among Recent Landline Cord Cutters who have become Cell Phone Only Users. Trent Buskirk, St. Louis University (tbuskirk@slu.edu); Kumar Rao, The Gallup Organization (Kumar_Rao@gallup.com); Olena Kaminska, University of Nebraska- Survey Research and Methodology Program (kaminol@gmail.com).

A growing number of Americans are considering cutting their landline telephone cords in favor of becoming cell phone-only. To date, survey researchers have begun to understand that cell phone-only users tend to be 'heavy users' of cell phones compared with those who have both landlines and cell phones. Recent studies on cell phones (either in conjunction with/without a landline phone) have explored behaviors such as types of plans (individual/family), type of usage (sharing./personal) and frequency of usage (most/some calls, emergency calls). With increases in the number of cell phone subscribers coupled with decreases in landline ownership, could variability in cell phone usage patterns be explained in part by recent changes in telephone status? While cell phone plan attributes (e.g., number of anytime/ whenever/nights-and-weekend minutes and web and text messaging access) and phone attributes/ capabilities (e.g., smart/PDA phone, external caller id screen) vary by provider, these may also influence patterns of use – a relationship that has received little attention in the literature. The understanding of prevalence and use of these attributes, which in practical ways differ in function and use from their landline counterparts, is crucial to optimizing call designs to cell phone users. In this paper, we use data collected from a two-phase Gallup Panel survey to explore cell phone usage patterns of members who have recently switched from either a landline phone or landline and cell phone to become cell phone-only. The cell phone-only status for this sample was confirmed via a second phase follow-up survey that collected specific phone plan data including: type, cost, minutes and technological components such as: voice mail and text messaging. A detailed analysis of usage behaviors including explorations of the interaction between cell phone plan/ phone capabilities and answering propensity will be presented.

The MacroPoll Wireless Experience: Development and Lessons Learned. John Austin, Macro International, Inc. (john.d.austin@macrointernational.com); Randy Zullwack, Macro International, Inc. (Randal.ZuWallack@macrointernational.com); Andy Dyer, Macro International, Inc. (andrew.dyer@macrointernational.com); James Dayton, Macro International, Inc. (James.dayton@macrointernational.com).

The idea for MacroPoll Wireless dates back to May 17, 2007 when a group of us gathered at Networks Lounge in Anaheim, CA to discuss the research implications of the phenomenal rate of cell phone proliferation and the abandonment of traditional landline telephone service. A full day of presentations was encouraging as the industry continues to build collective knowledge about cell phone interviewing, but our enthusiasm was continuously tempered by stark fiscal realities. At 3-4 times the cost of traditional telephone sampling, cell phone interviewing is not feasible for many survey budgets. Later in the conference we entertained and further developed the idea of off-setting the cost of cell-phone interviewing with a cost-sharing omnibus survey with a collective set of information such as demographics and telephone status as well as survey data specific to participant needs. Five months later, these ideas came to fruition when Macro International launched the inaugural wave of MacroPoll Wireless, a national survey of cell phone users. Running over the course of two weeks, the project presented many unique challenges and considerations, including caller id, text-messaging, voice messaging, incentives, appropriate call scheduling, and number of attempts. We discuss these and other development issues leading up to MacroPoll Wireless. The survey collects many usage practices such as intent to go cell-only, cell and land-line answering practices, cell-phone sharing and non-cell users living in cell phone only households. MacroPoll Wireless, currently running on a quarterly schedule, is designed to intermittently measure the pulse of the cell-phone community and offer a vehicle to advance our understanding of cell phone methodology.

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Mode Effects I

Do Respondents Really have Preference for Interviewing Mode? Wei Zeng, University of Nebraska Lincoln (weizeng@bigred.unl.edu); Olena Kaminska, University of Nebraska Lincoln (kaminol@gmail.com); Allan McCutcheon, University of Nebraska Lincoln (amccutch@unlserve.unl.edu).

Knowing respondents' mode preferences may guide survey designers in choosing a data collection mode that will maximize response rates and quality. However, respondents' reports of mode preference may be biased by effects of the survey mode in which they are asked for their preference. Previous research suggests that respondents tend to prefer the mode in which they are being surveyed. (Groves and Kahn, 1976) Also, the physical presence of interviewer in the face-to-face mode may make respondents reticent to report that they prefer a different mode than face-to-face. The present paper explores respondents' reported mode preference using data from a two-wave mode experiment conducted by the European Social Survey (ESS) and Gallup-Europe in Hungary during 2003. In the first wave, respondents were randomly assigned to be surveyed by one of four data collection modes—face-to-face, telephone, PAPI, and Internet. In the second wave, the respondents who were initially surveyed by a mode other than Internet were resurveyed in a different mode. In both waves, respondents were asked to express their preference of survey modes for future survey participation. Based on these data, this paper studies the following issues: 1) the influence of survey mode on respondents' claimed mode preference; 2) the consistency of respondents' reported mode preferences across the two-waves; 3) respondent characteristics of those who tend to change their reported mode preference; and 4) whether respondents with different mode preference differ in their demographic characteristics, controlling for the interviewing modes. Preliminary results suggest that majority of respondents report consistent mode preferences. Also, the interviewing modes seem to exert influence on the respondents who change their reported mode preference in two-wave interviews.

Mode Effects in the U.S. Consumer Expenditures Quarterly Interview Survey. Adam Safir, U.S. Bureau of Labor Statistics (safir.adam@bls.gov); Karen Goldenberg, U.S. Bureau of Labor Statistics (Goldenberg_K@bls.gov).

In an effort to increase response rates and control survey costs, survey designers have come to increasingly consider mixed mode survey designs. For example, both the 2010 Census and the American Community Survey will use mixed mode designs as part of an overall approach to managing cost and quality. The literature suggests that mode equivalence can be maximized through attention to instrument design and careful implementation of survey protocol (e.g., Martin, et al, 2007). However, the impact of differential administration by mode is less clear for ongoing data collection efforts that are primarily designed for a single mode of administration, where alternative modes have emerged over time upon respondent request (e.g., by telephone instead of face-to-face). This is the case for the Consumer Expenditures Quarterly Interview Survey, a face-to-face household survey with a non-ignorable percentage of cases interviewed by telephone. This paper extends work by McGrath (2005), drawing on four years of data to assess variation in mode of administration, explore predictors of administration by telephone, and evaluate the size of mode effects in key survey estimates. The study methodology incorporates administrative data, respondent and household characteristics, data quality indicators, and key outcome measures, placing particular emphasis on survey items thought to be affected by mode (e.g., sensitive questions, questions that refer to interviewer-provided flashcards, and questions that rely on reference to expenditure records or receipts). The paper presents results of the study, and then explores the implications for changing the design to one planned as a fully established mixed mode data collection protocol, evaluating the two alternatives in terms of impact on response rates, effect on data quality, and attenuation of mode effects. Finally, the authors address the potential procedural, instrumental, and material changes that may be necessitated by moving to a designed mixed mode data collection effort.

Predictors and Barriers to Collecting Data from Early Childhood Educators Using the Web. Margaret Caspe, Mathematica Policy Research (mcaspe@mathematica-mpr.com); Kathy Sonnenfeld, Mathematica Policy Research (ksonnenfeld@mathematica-mpr.com); Cassandra Meagher, Mathematica Policy Research (cmeagher@mathematica-mpr.com); Susan Sprachman, Mathematica Policy Research, Inc (ssprachman@mathematica-mpr.com); Giuseppe Scaturro, Mathematica Policy Research (gscaturro@mathematica-mpr.com).

Over the past decade, the use of web-based questionnaires in survey research has become increasingly common as an effective and efficient way to collect data. Despite this trend, surveys of preschool teachers are frequently administered through self-administered paper questionnaires or by trained interviewers (in person or by phone), with the assumption that early childhood teachers either do not have access to the internet or do not have sufficient experience with this technology. Using two large-scale surveys of preschool teachers, this paper will (1) describe the extent to which preschool teachers, when given a choice, complete a short 15-minute child report on the web versus a paper questionnaire, and (2) explore common predictors of and barriers to preschool teachers' web-based survey completion patterns. About 500 preschool teachers were invited to complete reports on nearly 5000 children's behavior using the web or paper. Teachers were part of either the Head Start Family and Child Experiences Survey (FACES), a national study focusing on Head Start children and families, or the Universal Preschool Child Outcomes Study (UPCOS), a study of preschool services in Los Angeles County, California. Both studies are conducted by the same social policy research company. Preliminary findings indicate that with a 90 percent response rate, 80 percent of teachers completed the survey on the web, suggesting that web-based surveys are, in fact, a viable method of data collection from preschool teachers. Surprisingly, the presence of a computer in the classroom or early childhood center was not predictive of whether teachers completed their surveys on the web. Further analyses will examine sets (fall and spring) of demographic predictors of web-based or paper completion, and look at barriers preventing teachers from completing web-based questionnaires. Implications will be discussed in terms of techniques and strategies to increase preschool teachers' web-based survey completion rates.

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Offering Respondents a Choice of Survey Mode: Use Patterns of an Internet Response Option in a Mail Survey. Robin Gentry, Arbitron, Inc. (robin.gentry@arbitron.com); Cindy Good, Arbitron, Inc. (cindy.good@arbitron.com).

Arbitron's paper and pencil radio listening diary has proven itself as a reliable and cost-effective survey instrument for the past 40 years. Recent declines in response rates, along with increased Internet penetration and usage, however, have prompted Arbitron to test supplementing the paper diary with an Internet version, resulting in a mixed-mode design. Two recent experimental design tests together included 118,000 randomly selected households in 63 metropolitan areas across the U.S. During recruitment phone calls, the test groups were told they would receive paper diaries in the mail but would also have the choice to complete the diary online. These households received paper diaries along with a special insert explaining the online option and instructions for logging on to the eDiary website. All subsequent phone and mail contacts also mentioned the eDiary option to test group respondents. Control group respondents were not told of the eDiary option in our phone calls or survey materials, and were mailed only paper diaries. This presentation will discuss use patterns of the online response option observed in these two tests, including the percent of those offered the option who registered for the eDiary and the percent of total completed diaries made up of online submissions. Differences in these metrics by demographic characteristics will be presented. Also discussed will be the percent of eDiary registrants who submitted a completed eDiary, who submitted a paper diary instead, and who registered but did not return either type of diary. We will present results of callback studies that provide insight into why respondents chose a given survey mode and how offering a choice of mode may affect a respondent's propensity to participate in a survey.

Public Policy and Public Opinion

Altruism and Organ Donation: A different approach to understanding organ donation attitudes and behavior. Kimberly Downing, University of Cincinnati, Institute for Policy Research (kim.downing@uc.edu).

The number of people in the U.S. waiting for an organ transplant continues to increase. Currently about 97,000 people are on the national waiting list for an organ transplant. Still, many people have not indicated their intent to become an organ donor, while others do not intend to be an organ donor. This research examines the influence of altruistic views and beliefs on organ donation registration. Much of the recent organ donation behavior research has focused on health behavior models to explain organ donation behavior, while other approaches, such as the role of altruism in organ donation behavior have been largely overlooked. This research uses survey data to examine altruistic helping (e.g., the need to live up to a moral imperative or the desire to improve another's condition) as an explanation for why some people register to be an organ donor and others do not. Further, we examine whether altruism or altruistic helping responses help explain the differences in organ donation registration rates between males and females. This research uses data from three separate statewide RDD telephone surveys conducted in 2001, 2003 and 2005. Two thousand Ohio adult residents were interviewed for each survey. This research uses a pooled data set of over 6,000 cases for analysis. The three organ donation surveys asked questions about attitudes, beliefs and behavior regarding organ donation. Specifically we focus on attitudinal variables that include altruistic motivations or helping in regard to organ donation, organ donation registration behavior, explanations of that behavior, and opinions about donating a loved one's organs or the organs of a minor child in the family. We also examine gender differences in organ donation through the lens of altruistic motivations.

Sputnik at 50: An Analysis of Public Attitudes Toward Space Exploration, 1957-2007. Jon Miller, Michigan State University (jdmiller@msu.edu); Roger Launius, Smithsonian Air and Space Museum (launiusr@si.edu).

On October 4, 1957, the Soviet Union launched Sputnik and the beginning of the space age. The 50 years since the launch of Sputnik have witnessed an extraordinary growth in science and technology. Fortunately, the University of Michigan conducted a national study of public attitudes toward science in the summer of 1957, just two months prior to the launch of Sputnik, providing an invaluable baseline portrait of American attitudes toward science and technology prior to Sputnik. Over the last three decades, Miller has collected a comprehensive set of measures of public attitudes toward science, technology, and space exploration and was able to conduct a new national survey on the 50th anniversary of the launch of Sputnik, replicating many of the original items in the 1957 Michigan survey. This paper will provide a description of American attitudes toward science, technology, and space over the last 50 years and will analyze the factors primarily responsible for the continuing high levels of public support for science and technology. The paper will also address the decline in public interest in and support for space exploration, especially the lukewarm public support for Mars exploration. Launius served as the Chief Historian at NASA for many years and is now a senior scholar at the Smithsonian. Miller has been surveying public understanding of and attitudes toward science and technology for 30 years. This subject and this paper is appropriate for AAPOR, which has had a long-standing involvement in surveys related to the space program.

A Reason to Believe: Examining the Factors that Determine Individual Views on Global Warming. Christopher Borick, Muhlenberg College Institute of Public Opinion (cborick@muhlenberg.edu); Barry Rabe, University of Michigan (brabe@umich.edu).

During the past year there appears to be a significant shift in public perceptions of global warming among residents of the United States. A number of national surveys have provided evidence that Americans have become increasingly likely to acknowledge that the earth is heating up and that this change is being caused by anthropogenic factors. While more Americans than ever are indicating a belief in the reality of global warming, little is known about the reasons that they believe this phenomena is occurring. For example, do individuals believe that global warming is occurring because of their individual experiences (e.g. hotter temperatures in their state), existing evidence (e.g. melting glaciers), scientific projections (e.g. computer modeling) or some combination of all factors? In this project we seek to measure the relative impact of an array of factors on individual perceptions of global warming. This goal is accomplished through a telephone survey of 1,500 individuals in multiple states. The results indicate that individual experiences and existing evidence have more of an impact on one's belief in global warming than scientific projections or single event occurrences such as Hurricane Katrina. The results also provide evidence that numerous demographic factors (e.g. location of residence) affect an individual's probability of being influenced regarding the existence of global warming.

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Youth and Global Warming: The effects of online communication on opinion, action and urgency. Rachel Vallens, University of Wisconsin – Madison (vallens@wisc.edu); Jill Hopke, University of Wisconsin – Madison (jehopke@wisc.edu); Keith Zukas, University of Wisconsin – Madison (kjzukas@wisc.edu); Emily Carpenter, University of Wisconsin – Madison (eecarpenter@wisc.edu); Susannah Brooks, University of Wisconsin – Madison (srbrooks2@wisc.edu).

With increasing media coverage of global warming in a world post An Inconvenient Truth and Hurricane Katrina, little research has been done on the opinions of the young voters of today and tomorrow. This youth demographic will be key in determining future U.S. public policy on climate change. Current scientific consensus that even moderate amounts of global warming could have disastrous effects on the world environment within the next 30 years necessitates research on young Americans' willingness to take action on this issue. Recent research by Nisbet and Myers on public concern about global warming published in the Fall 2007 issue of Public Opinion Quarterly found a relationship between media attention to global warming and opinion poll trends. Expanding on these findings, this study examines the role online communication plays in predicting youth concern and efficacy in regards to global warming. Analysis of a 2006 CBS/MTV poll of youth age 13 to 24 reveals that different forms of online communication (unmediated electronic communication, user-generated media, and digital news consumption) act in different ways in predicting both concern and youth efficacy. Given the high levels of Internet use among young Americans, this research shows that the Internet, as a forum for online communication and news-seeking, can be a vehicle for inspiring future action in this demographic. As this cohort ages, the Internet will play an increasing role in the formation of opinion, and by extension public policy, on this critical issue.

Using a Telephone Survey to Assess “Willingness to Pay” for Access to Public Lands: A National Application and Extension of Contingent-Valuation Methodology. David Aadland, Department of Economics & Finance, University of Wyoming (aadland@uwyo.edu); Bistra Anatchkova, Wyoming Survey & Analysis Center, University of Wyoming (bistra@uwyo.edu); Burke Grandjean, Wyoming Survey & Analysis Center, University of Wyoming (burke@uwyo.edu); Jason Shogren, Department of Economics & Finance, University of Wyoming (jramses@uwyo.edu); Benjamin Simon, Office of Policy Analysis, U.S. Department of the Interior (bsimon@gwu.edu); Patricia Taylor, Department of Sociology, University of Wyoming (gaia@uwyo.edu).

Contingent Valuation methods have made significant in-roads into public decision-making, especially on environmental issues. Policymakers in the U.S. and elsewhere use the resulting value estimates to guide their decisions on topics like water quality protection, air quality improvement, watershed and ecosystem protection, and reduced human health risk (e.g., Brown et al., 2004). More than a decade ago, a blue-ribbon panel (Arrow et al., 1993) at the National Oceanic and Atmospheric Administration established recommendations for such research, emphasizing face-to-face interviews. Here we report the application of those guiding principles to a national telephone survey assessing the public's willingness to pay (WTP) for a proposed new pass to U.S. forests, national parks, and other federal lands. Computer-Aided Telephone Interviewing (CATI) was a cost-effective approach for this large-scale, time-constrained policy study. CATI is especially well-suited for randomizing a range of prices to ask respondents about their WTP. Here, our innovative design also allows us to contrast the hypothetical purchasing decisions of respondents with actual purchasing decisions, and thus to estimate three distinct components of hypothetical bias. The total hypothetical bias that we find in our sampling of the U.S. general population (Random Digit Dialing) implies that pass revenues estimated directly from the survey responses would be higher than actual revenues by a factor of 16. The total hypothetical bias using our sampling of recent pass purchasers (a listed sample from the National Parks Foundation) is much lower and even slightly negative. This supports research showing that market experience helps respondents to state more accurately their true valuation for public and environmental goods (e.g., List and Shogren, 1998; List and Gallet, 2001; Cherry et al., 2003; Murphy et al., 2005; and Cherry and Shogren, 2007). To conclude, we summarize the use of our results by federal policy makers in pricing the new pass.

Questionnaire Design from the Respondent's Perspective

Does Length Matter? The Effect of Interview Duration on Data Quality in Telephone Interviews. Caroline Roberts, Centre for Comparative Social Surveys, City University (c.e.roberts@city.ac.uk); Gillian Eva, Centre for Comparative Social Surveys, City University (g.eva@city.ac.uk); Peter Lynn, Institute for Social and Economic Research, University of Essex (p.lynn@essex.ac.uk).

Respondents in long telephone survey interviews are particularly likely to adopt satisficing strategies to answer the questionnaire (Holbrook, Green and Krosnick, 2003). In this study, we test this hypothesis using data from a cross-national survey experiment designed to investigate the feasibility of switching from face-to-face to telephone interviewing on the European Social Survey. Sample members (selected using strict probability methods in each participating country) were randomly assigned to one of three groups: group A was interviewed for 1 hour and group B was interviewed for 45 minutes. Respondents in group C were interviewed for 30 minutes, at the end of which they were invited to participate in a second 30-minute interview (to take place either straight away or at a later date). The same questions were asked in each group, but changes to the structure of the interview lead to changes in the order in which the questions were presented. In this paper, we compare responses to attitudinal measures from a questionnaire module on well-being, which was asked at different points in the interview in each of the three groups, making it possible to test hypotheses about the relationship between interview fatigue and response effects.

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Examining the Effects of Updating Response Ranges in a Federal Survey. Vincent Welch, NORC (welch-vince@norc.org); Kristy Webber, NORC (webber-kristy@norc.org); Kimberly Williams, NORC (williams-kim@norc.org).

When designing survey items researchers must balance the competing goals of maximizing the information gathered from respondents with minimizing the likelihood of survey and item non-response due to excessively burdensome or sensitive survey items. These tradeoffs are particularly salient with respect to questions about money, for which exact reports can be both cognitively taxing and emotionally fraught. One way in which survey researchers have tried to strike this balance is to offer discrete ranges, rather than using open-ended items. Range questions allow respondents to approximate answers, rather than forcing them to try to complete the more cognitively taxing task of arriving at a point estimate. However, offering ranges for continuous items is not without cost. In addition to the obvious loss of detail, work done by Jon Krosnick and others has shown that offered ranges can have a distorting impact on survey responses. Further, when the question pertains to money and the survey is longitudinal, the offered ranges must be changed periodically to adjust for inflation and other factors affecting the relevant dollar amounts. This paper will use data from the National Science Foundation's Survey of Earned Doctorates (SED) to examine the impact of range changes in reports of graduate school-related debt. Drawing on an extensive time series of cross-sectional data, we will attempt to determine whether periodic updates to the ranges have affected recent doctorate recipients' reports of debt related to graduate school. We hypothesize that effects may occur both in terms of respondents' selection of categories and in terms of how aggregate estimates of debt levels and their trends are calculated from discrete distributions. Implications for measures of frequently changing data on surveys will be discussed.

The Accuracy of Global vs. Decomposed Behavioral Frequency Questions. Paul Beatty, National Center for Health Statistics (pbb5@cdc.gov); Aaron Maitland, Joint Program in Survey Methodology (amaitland@survey.umd.edu).

Some survey questions attempt to capture the frequency of particular behaviors through a single item. Often such questions are complex, requiring respondents to consider a great deal of text and to remember broad ranges of behavior. An alternative approach is to decompose global questions into multiple items that are simpler and that deal with smaller conceptual domains. Decomposed questions may also do a better job reflecting the way respondents think about and remember various behaviors. For example, it might be easier for respondents to report frequencies of specific physical activities (walking, playing sports, chores) than to answer a single item that covers all of these at once. There is ample evidence that decomposed questions produce higher reports, and it is intuitively appealing that these reports would be more accurate. However, when validation data have been available, evidence does not always support the superiority of responses to decomposed questions. Unfortunately, validation data are often not available for many of the behavioral reports typically solicited in large scale surveys. In this study, we recruited respondents to an RDD telephone survey to complete a 3-day web diary on food consumption and physical activity. Once the web diaries were completed, respondents were re-contacted for a follow-up telephone interview. Respondents were randomly assigned to receive either single global questions or multiple decomposed questions about a variety of foods consumed and physical activities. Using the web diary reports as the gold standard, we explore which versions of the questions produce more accurate results. We also compare the time required to answer each version, which has implications for the efficiency of decomposition. In addition, we discuss the methodological challenges of coding open-ended web reports to make them comparable to survey data as well as some critical decisions and assumptions that have important implications for the analysis.

The "Professional Respondent" Problem in Web Surveys. Douglas Rivers, Stanford University and YouGov/Polimetrix (doug@polimetrix.com).

New data are presented for understanding the problem of 'professional respondents' in opt-in Internet survey panels. Estimates of panel overlap, frequency of survey-taking, and characteristics of data collected from such respondents are presented. These data do not suffer from the problems of previous analyses (such as self-reporting and possibly unrepresentative samples of panelists), and suggest alternative approaches for the identification and treatment of such respondents.

Response V: Methodological Briefs

Item Refusal Conversion: Effective Reduction of Item Non-Response to Questions on Age and Income. Stephen Immerwahr, New York City Department of Health and Mental Hygiene (simmerwa@health.nyc.gov).

Survey researchers often focus on the problems posed by unit non-response to surveys, rather than item non-response: both are sources of possible error. This presentation evaluates methods to reduce item non-response when asking for self-reported age and household income in a telephone survey. With small samples, or with subgroup analysis, missing data can have a substantial impact on the precision of survey estimates. Meanwhile, treatment of missing or non-value data can increase bias while further reducing survey precision. Weighting adds more potential for error. Although item non-response for age is much lower than for income questions, when age is included in post-stratification weighting error can be multiplied across the entire survey. Two techniques were used in a telephone survey to reduce item refusal for income and age. Data were taken from the 2006 New York City Community Health Survey, an annual health surveillance survey conducted with 9600 adults in 42 neighborhood strata. For age, the initial level of 'don't know' and 'refused' responses to an integer-value question was 4%. Non-response to annual household income, asked as a series of dollar brackets based on household size, was 14%. A follow-up 4-category age question reduced missing respondent age data by more than 90%, to below 0.5%. Non-response to household income was followed with a question asking about a lower level of income, and reduced total missing income data by 37% (down to 9%). Also described are covariates of item non-response (older, low-income, or female respondents were less likely to initially provide age information), along with differential geographic distribution and gains in survey precision from the reduction of missing data.

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Item Non-Response and Imputation in a Cross-National Survey on Retirement Confidence: One Size Does Not Fit All.

Robert Prisuta, AARP (rprisuta@aarp.org); Sibora Gjecovi, AARP (SGjecovi@aarp.org).

The International Retirement Security Survey was conducted by AARP in 2005 to measure attitudes toward retirement among individuals age 30-65 in ten developed countries (U.S., Canada, Australia, Japan, Sweden, Netherlands, Italy, France, Germany, and the UK). The phone survey was conducted with the assistance of Harris Interactive and its national partners/subsidiaries (n = 401 per country, total n= 4,011). Response rates varied somewhat by country, but item non-response presented a bigger challenge, especially regarding income. Overall item non-response (>/= 10%) was minimal, although higher among Italians, French, and Germans. But with income, non-response ranged from 11% in Australia to 65% in Italy, for an average of 32%. Imputation models used to predict income from other variables also varied widely in both the identity of predictors and their predictive power. But this varying ability to ascertain respondent income was mitigated by the lack of significance of income as a predictor of retirement optimism when controlling for other factors. The country's age mix, health care confidence, the adequacy of individual retirement savings, and feeling informed about retirement were all predictors both within and across these countries, although the individual country models differed significantly from each other and from the overall "global" model. Income was typically not a significant predictor of retirement optimism either before or after imputation. Interpretative challenges remain. Item non-response was correlated at the country level with retirement optimism, as was the overall predictive power of the country-specific models. The survey was fielded when possible reductions in public pensions in the more pessimistic countries were receiving media attention. Disentangling the effects of survey method, questionnaire topic, survey timing, and cultural factors remains a challenge in fully understanding the available data.

Changes in Survey Response Rate Reporting in the Professional Literature Over the Past Five Years. Timothy Johnson, Survey Research Laboratory (timj@uic.edu); Linda Owens, Survey Research Laboratory, University of Illinois (lindao@srl.uic.edu).

This paper will report empirical findings of an analysis of response rate reporting in the professional literature. The analysis will be conducted in January of 2008. The study is a follow-up to one presented by the authors at the 2003 AAPOR conference. It is designed to provide information on both recent trends in response rate reporting patterns as well as formal journal editorial policies and requirements relevant to this question. To replicate the earlier study, we will first conduct an audit of approximately 100 recently-published journal articles that report primary survey findings (excluding secondary analyses of pre-existing survey data sets). The papers selected will be sampled from the same set of 18 high quality journals in the fields of criminology, demography, sociology, psychology, health care, public opinion/survey research, political science, public health, and epidemiology that were included in the 2003 study. The primary author of each paper will be contacted and asked to provide detailed information regarding sample dispositions and the formulas used to estimate cooperation, response and refusal rates. The editors of each of these 18 journals covered by this study will also be contacted and asked to provide information regarding their current editorial policies relevant to reviewing and publishing survey data (e.g., are there minimally-acceptable response rates required for publication? are there reporting standards for response rates?). Findings to be reported include: response rates obtained from the surveys of both paper authors and journal editors, the proportion of audited papers reporting (a) response rates, (b) response rate formulas, and (c) AAPOR-equivalent response rates [where sufficient information can be obtained from authors], and the proportion of journals reporting editorial policies relevant to the review and publication of survey data. Recommendations based on these findings will be discussed in detail.

And Stay Out! The Effect of Access Impediments on Nonresponse Bias in Household Surveys. Jennie Pearson, University of Nebraska-Lincoln (jennie.pearson@gmail.com); Kristen Olson, University of Nebraska-Lincoln (kolson5@unlnotes.unl.edu); An Liu, University of Nebraska – Lincoln (angloomy@gmail.com).

Access impediments, such as gates, security guards, and guard dogs, have been shown to decrease contactability (Groves and Couper 1998); however, research is limited on how these access impediments are related to survey measures. Different types of impediments are associated with different demographic and socio-environmental characteristics, for example apartments with a doorman or locked front door are more likely to be found in urban areas than rural (see, for example, Ross 1963). However, we do not know how people in households with access impediments differ on qualities such as voting behavior, attitudes toward the government, and health-related issues. That is, does noncontact nonresponse due to access impediments affect nonresponse error? While there are many reasons for a household to impede access, one hypothesis is that access impediments indicate a household's privacy concerns, thereby affecting survey participation and perhaps reports on sensitive questions (Singer 2003; Singer, Mathiowetz, and Couper 1993). Although many household surveys do not collect data on the physical characteristics of housing units, the American National Election Studies has been collecting this information for many years. We examine the relationship between access impediments and (1) political and social attitudes, (2) demographic characteristics, and (3) questions that may indicate a concern for privacy (such as willingness to give a phone number to the interviewer) in the 1990 through 2004 ANES. For example, in 1992, households with a gatekeeper appear more likely to vote in the Presidential election ($p=0.001$) than households without gatekeepers. While the data indicate households with gatekeepers are slightly more likely to vote for the Democratic candidate, the difference is not significant ($p=0.464$). We conclude by discussing the implications of noncontact nonresponse due to access impediments on nonresponse bias and how this may influence survey design and implementation.

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How Much is Enough? The Impact of Extensive Telephone Follow-up on CAHPS® Hospital Survey Results. Roger Levine, American Institutes for Research (rlevine@air.org); Christian Evensen, American Institutes for Research (cevensen@air.org); Steven Garfinkel, American Institutes for Research (sgarfinkel@air.org).

As a result of miscommunication with a survey vendor, up to 30 telephone contacts were made to patients in attempts to complete a pilot test version of the CAHPS Hospital survey. This adventitious miscommunication allowed us to compare responses of 2,384 individuals responding to this survey after fewer than six contacts ('early respondents') with 836 individuals responding after 6 – 30 contact attempts ('late respondents'). Early respondents differed from late respondents in a number of ways. Hispanics were significantly more likely to be late respondents than early respondents. Similarly, OB-GYN patients were significantly more likely to be late respondents. When the responses of early and late respondents were compared, controlling for demographic characteristics, self-reported physical and mental health status, service line (OB-GYN vs. Medical vs. Surgical) and hospital, significant differences for three items were observed. The late respondents were all more positive in their reports than the early respondents with respect to these items, asking about being treated with courtesy and respect by nurses, whether staff asked about assistance that would be needed after discharge, and assistance with toileting needs. Further multivariate analyses comparing the responses of the 'latest' respondents (the 319 individuals responding after 10 or more calls) with the early respondents were conducted. These analyses confirmed two of the three differences in responses previously noted. Finally, the costs and benefits of moderate increases in the numbers of call attempts on completion rates and on response distributions will be presented and discussed.

From Household to Business and Back Again: The Impact of Telephone Number Churn on RDD Response Rates. Heather Morrison, NORC (morrison-heather@norc.org); Whitney Murphy, NORC (murphy-whitney@norc.org); Robert Montgomery, NORC (montgomery-robert@norc.org); Stephen Blumberg, NCHS (swb5@cdc.gov).

Among the many factors that have been speculated to contribute to declining RDD response rates is telephone number turnover, or "churn." Number portability, cell-phone-only households, 1,000 block number-pooling and even simple household relocation all contribute to an increasingly unstable landscape for telephone surveys. To better understand the role that telephone churn may be having on response rates we analyze data from a suite of large CATI survey projects with a protracted data collection period: the National Immunization Survey (NIS) conducted by NORC on behalf of the Centers for Disease Control and Prevention and the associated State and Local Area Integrated Telephone Survey (SLAITS) conducted by NORC under the direction of the National Center for Health Statistics. We focus our attention on numbers that change status during the data collection period, specifically examining the rates at which phone numbers initially categorized as known households lose that status, and the converse. Both are likely contributors to decreased efficiency in data collection and response rates. Here we seek to better quantify phone number status change and using this analysis, provide guidance to studies that may use recontact designs or encounter other long delays between dials. We will also consider factors that influence number turnover with an eye to better understanding their impact on future surveys.

Surveying Respondents with Disabilities

The Validation of Self Identifiers For Persons with Mobility Impairment and Experience with Relevant Substantive Items: Field Test Results. Patricia Gallagher, Center for Survey Research (patricia.gallagher@umb.edu); Vickie Stringfellow, Boston Beyond (vstringfellow@bostonbeyond.org); Deanne Dworski-Riggs, Center for Survey Research, University of Massachusetts Boston (deanne.dworski-riggs@umb.edu); Melissa Atherton, Center for Health Policy and Research (melissa.atherton@umassmed.edu).

As part of the ongoing development of the Consumer Assessment of Healthcare Providers and Systems (CAHPS®) surveys, a set of screening questions to identify persons with mobility impairment (PWMI) was tested along with candidate substantive items intended for respondents self-identifying as PWMI to report aspects of their experiences of care in outpatient settings. These items were field tested in a sample of n=1124 adults enrolled in the Massachusetts Medicaid program (MassHealth). Paper questionnaires were mailed to sampled adults using a standard mailing protocol (initial questionnaire, reminder postcard, second questionnaire to nonrespondents). Professional interviewers then attempted to interview nonrespondents by telephone. A total of 564 questionnaires were completed for a response rate of 51% (RR1, AAPOR 2004). In order to validate and refine the PWMI screening questions, medical claims data including ICD-9 codes were obtained for the survey sample. Analyses of the data from both the questionnaire and medical claims allow us to address several research questions: Do the screening questions appropriately identify PWMI? Can the series be made more parsimonious to reduce respondent burden without degrading its effectiveness? Is the variation in the proportions of the English and Spanish speaking respondents reporting PWMI a function of true differences in these populations or an artifact of differential item functioning? How well do the substantive items perform? This paper reports the findings from these analyses.

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Using Multiple Survey Modes in a Study of Individuals with Disabilities. Virginia Lesser, Department of Statistics – Survey Research Center (lesser@science.oregonstate.edu); Kate Hunter-Zaworski, National Center for Accessible Transportation (katharine.hunter-zaworski@oregonstate.edu); Lydia Newton, Department of Statistics – Survey Research Center (newton@science.oregonstate.edu); Danny Yang, Department of Statistics – Survey Research Center (dyang@science.oregonstate.edu).

A national survey conducted by different modes (telephone, mail, and web) was completed in 2007. The purpose of this survey was to assess the experiences and needs in air travel for people with disabilities. A probability sample of 15,000 members of the National Multiple Sclerosis Society was surveyed. Individuals who traveled by air within the last five years who had a disability were identified from this sample. From this set of individuals, survey mode groups were randomly created and contacts were made either by telephone, mail or web. An additional questionnaire was then used to determine the specific services requested, and to rate individual's satisfaction with responses to these requests. Questions were included on all aspects of travel beginning at the time the reservation was booked, arrival at the airport, and the satisfaction with flight services. A summary of the features that were rated as undesirable and those features that were rated highly will be discussed. Comparisons of results across the various modes of data collection will be presented.

Factors that Influence Self-Report of Disability Status by Adolescents. Heather Ridolfo, University of Maryland (hridolfo@socy.umd.edu); Aaron Maitland, University of Maryland (amaitland@survey.umd.edu).

Disability is considered to be a complex and dynamic concept, which is often difficult to measure using survey data (Lee, Mathiowetz and Tourangeau 2004). However disability is an important social characteristic as it can lead to stigmatization and limit an individual's class mobility and status attainment. Therefore it is important that we obtain accurate assessments of the disabled population. In order to understand how individuals report disabled status on survey questionnaires it's important to first understand how individuals develop a disabled identity. The purpose of this research is to explore how adolescents, in particular, formulate a disabled identity. Using the National Longitudinal Study of Adolescent Health we examine how adolescents' self-reports of their disability status are affected by their own self-appraisals, their perceptions of others' appraisals of them (reflected appraisals), and others' actual appraisals of them. In addition, we examine the extent to which physical limitations, the adolescent's use of aids, and adolescent's perceived inclusion in their peer group predict self-reported disability status. Preliminary analyses of the data show that despite reports of multiple mobility limitations and use of assistive devices, some adolescents decline to report their self as disabled. Examining factors such as the messages they receive from significant others regarding their selves may provide insight into the process by which adolescents report disabled status.

How Do People with Chronic Health Conditions Decide on an Overall Health Self-Rating? Using Cognitive Interviews to Assess Measurement Quality. Janice Ballou, Mathematica Policy Research (jballou@mathematica-mpr.com); Susan Goold, University of Michigan (sgoold@med.umich.edu); Brian Roff, Mathematica Policy Research, Inc. (broff@mathematica-mpr.com); Carrie Thiessen, Institute of Health Policy (thiessen@med.umich.edu); Joel Weissman, Institute for Health Policy (jweissman@partners.org).

The classic health quality question, "Would you say that in general your health is excellent, very good, good, fair, or poor?", is an important question to profile overall health status. Researchers have discussed what this question measures, and alternative and complimentary questions have been developed to improve this single self-assessment question. This question may be particularly challenging for people with chronic health conditions. In formulating their response, individuals with chronic health conditions may need to decide if they should include or exclude their chronic health problems in their overall self-assessment. The information from 21 cognitive interviews and 93 focus group participants in the NIH sponsored Experiences of Participants in Clinical Trials Study (EPIC) provides information to learn more about how respondents with chronic conditions answer this question. Similar to what has been learned about people with disabilities, those with chronic conditions may incorporate into their answer not only their actual health conditions, but how they accommodate debilitating conditions to maximize their quality of life. This paper will describe the cognitive processes people use to formulate their response to the overall health question with a specific focus on how, or if, the chronic condition, physical or mental, is part of this overall evaluation. All the participants in these qualitative sessions had a diagnosed chronic condition, providing an actual health measure to use in our analysis. Close examination of what people with chronic conditions include and exclude in their overall self-reported health can assist those who use this question in their research or decision making, and can also be used to suggest methods to improve how this question is asked.

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Dual Frame Designs

A Dual-Frame Design for National Immunization Survey. Hee-Choon Shin, NORC/University of Chicago (shinh@uchicago.edu); Noelle-Angelique Molinari, CDC/CCID/NCIRD (nmolinari@cdc.gov); Kirk Wolter, NORC and the University of Chicago (wolter-kirk@norc.org).

The National Immunization Survey (NIS)—a nationwide, list-assisted random digit-dialing (RDD) survey conducted by 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. The current sampling frame for the NIS consists of landline telephone numbers in banks with one or more listed telephone numbers. But this approach is relatively inefficient as less than 30% of numbers in this frame are associated with households. Thus significant resources must be dedicated to activities related to determining the status of each telephone number. One alternative approach would be to oversample listed household telephone numbers. About 73 percent of residential telephone numbers are listed. We hypothesize that a dual-frame sampling design may increase the cost-effectiveness of the NIS without introducing unacceptable bias into estimators of immunization coverage. This paper compares the standard RDD sampling frame to a second frame that would be a list thought to be dense in households that have an eligible child. In theory, because this approach maintains coverage of the eligible population, it should introduce no new biases into estimators of immunization coverage. Due to the disproportional nature of the sampling strategy, however, it may increase the sampling variance of estimators. A key question for research is whether or not the increase in variance is offset by a greater efficiency in interviewing operations. We analyze the 2006 NIS data to determine the effect of listed versus unlisted status of each telephone number on immunization rates. We then review the feasibility and attractiveness of alternative sampling designs by contrasting estimated variances of immunization rates with the unit cost of completes from each design. Preliminary analysis shows that there are no differences in coverage rates between listed and unlisted households with the exception of influenza.

Reducing the Relative Coverage Bias Caused by the Mobile-Only Population. Effects of a Dual Frame Sampling Approach on Data Quality in Telephone Surveys. Marek Fuchs, University of Kassel (marek.fuchs@uni-kassel.de).

In recent years the proportion of the mobile-only population increased considerably. Current estimates for the U.S. suggest values around 10-15% mobile-only. In several European countries the proportions are even larger. A detailed assessment von the socio-demographic characteristics of the mobile-only population suggest that they differ considerably from the population that is covered by traditional RDD frames. Several scholars have proposed a dual frame approach in order to overcome the likely coverage error of traditional landline telephone samples caused by the mobile-only population. Based on a combined frame of landline telephone numbers and mobile phone numbers and considering the inclusion probabilities of individuals associated to each number, a combined sample from both frames is generated. It is assumed that such a dual frame sample yields data of higher quality compared to a traditional RDD sample. This paper aims to assess the potential reduction of the coverage bias when using a dual frame sample instead of a traditional landline-only sample. The analysis is based on data from a large scale face-to-face survey which uses an area probability sample: The Eurobarometer is a trend surveys that covers 27 European countries; multiple wave are conducted each year. Since 2005 a question on telephone coverage is part of the core questionnaire module. This data will be used to determine the size of the relative coverage error of a traditional landline telephone sample and a dual frame sample. Results show that a considerable reduction of the coverage bias can be achieved. However, depending of the specifics of the telephone numbering systems in various countries practical problems in generating the mobile phone frame hinder researcher to fully benefit from the advantages of a dual frame approach in telephone surveys.

Costs and Benefits of Full Dual Frame Telephone Survey Designs. Scott Keeter, Pew Research Center (skeeter@pewresearch.org); Michael Dimock, Pew Research Center (mdimock@pewresearch.org); Courtney Kennedy, University of Michigan (ckkenned@umich.edu); Jonathan Best, Princeton Survey Research Associates International (jonathan.best@psra.com); John Horrigan, Pew Internet & American Life Project (jhorrigan@pewinternet.org).

Previous studies have indicated that supplementing landline RDD designs with cell-only respondents has negligible effects on national estimates of most attitudes and behaviors. Nonetheless, the potential for non-coverage bias continues to increase as the cell-only population grows. Moreover, prior research has not fully investigated another growing segment of the public – those who have a landline but who rely mostly on a cell phone. In this study, we use three national dual frame telephone surveys to explore the separate contributions to survey estimates from interviews with cell-only persons, landline-only persons, as well as dual users reached on a landline, and those reached on a cell phone. The design choice to interview all age-eligible adults reached in the cell sample, including those with landline phones, is assessed with respect to cost, sample composition and weighting as well as the substantive effect on survey results. The first survey (October 2007) interviewed 1,500 respondents in the landline frame and 500 in the cell frame regarding presidential nominations, presidential approval, and the war in Iraq. Analysis confirms that the dual frame approach has little impact on survey estimates. The greater coverage of the cell phone component, however, produces a substantially improved sample composition, reducing the design effect and providing larger samples of key subgroups. A second study (December 2007) employed a similar dual frame design and focus on voters' sources of campaign information. The third dual frame study (Fall 2007) covers a wide range of attitudes and behaviors related to technology use. This paper will review survey estimates and also provide a cost-benefit analysis of supplementing landline samples with cell phone samples as a general practice. The additional cost-per-interview and other practical challenges of cell-phone interviewing are at least partially offset by several practical advantages.

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Supplementing a National Poll with Cell Phone Only Respondents. Randal ZuWallack, Macro International, Inc. (randal.zuwallack@macrointernational.com); Jeri Piehl, Opinion Research (jeri.piehl@opinionresearch.com).

For the second half of 2006, data collected in the National Health Interview Survey suggests that cell phone only households made up about 13 percent of all U.S. households. The trend since 2003, 47 percent annual growth, suggests that this percentage will exceed 25 percent by the end of 2008. According to MacroPoll Wireless, 85 percent of cell users who still maintain a landline reported that they were not planning to give up their landline in the future, while seven percent said yes, and eight percent were unsure. Adding the 7 percent who reported themselves as probable cell-only converts to the current cell-only population lifts the cell-only population to 20-25 percent, consistent with current growth projections for 2008. For the fast-approaching 2008 election, cell-only users must be measured to ensure accurate predictions of political outcomes. In October 2007, we began experimenting with a sample of cell-phone only respondents to supplement national polls. The October sample includes 103 cell phone only respondents, nearly 52 percent of who consider themselves Democrats or lean Democratic and 26 percent consider themselves or lean Republican. In a similarly timed national poll, a similar percentage considered themselves or lean Democrat, but a considerably higher percentage (38 percent) consider themselves or lean Republican. For this presentation, we present our weighting methods used to combine national cell phone only samples with traditional landline samples. Then, using the October experiment, we compare poll results using traditional telephone samples (demographically weighted to account for the cell only population) with poll results from a combined sample of landline and cell-only respondents. Finally, we discuss the results of our cell phone research planned for January through April 2008.

Methodological Briefs: Mode Issues

Does the Inclusion of Mail and Web Alternatives in a Probability-Based Household Panel Improve the Accuracy of Results? Bryan Rookey, Washington State University (bdrookey@wsu.edu); Don Dillman, Washington State University (dillman@wsu.edu); Steve Hanway, Gallup (Steve_Hanway@gallup.com).

A potential limitation of web-only panels of the general public, even when households are selected using probability methods, is that only about 70% of households have members with Internet access. In addition, some members of Internet-connected households may be unable or unwilling to participate over the web. The Gallup Panel uses both mail and web to survey respondents. In 2006, this panel included approximately 50,000 households selected by telephone through RDD. Individuals who reported accessing the Internet more than once a week are asked to respond by the web, while all other respondents are surveyed by mail using a questionnaire with a similar visual layout to the web. The purpose of this paper is to determine whether the mail option adds value to the results. Five different approaches were used to examine whether results would remain the same or differ if mail respondents were excluded from the survey. We examine: 1) whether web and mail respondents are demographically different, 2) whether mail and web respondents provide different answers to the same questions, 3) whether traditional demographic weighting can eliminate those differences, 4) whether the addition of demographic variables eliminates the effect of survey mode in a logistic regression analysis, and 5) whether collection of data from panel members by an independent mode, the telephone, results in more accurate predictions of election outcomes from only web panelists, only mail panelists, or both. In addition, through a careful review of recent research, we explore the extent to which inherent mode differences in how people answer mail and web questionnaires could account for any differences observed, or if the current construction methods protect against that. In general, the results of these analyses provide evidence that use of mail adds value to the panel results by increasing the overall accuracy of survey results.

Effects of Mode on Extreme Answers. An Liu, Survey research and methodology program, University of Nebraska Lincoln (anliu@bigred.unl.edu); Olena Kaminska, Survey research and methodology program, University of Nebraska Lincoln (kaminol@gmail.com); Jennie Pearson, Survey research and methodology program, University of Nebraska Lincoln (jennie.pearson@gmail.com); Allan McCutcheon, Survey research and methodology program, University of Nebraska Lincoln (amccutcheon1@unl.edu).

The influence of data collection method on data quality has been extensively studied for face-to-face interviews and telephone surveys. Many studies have reported no difference in type of responses between telephone and face-to-face interview surveys (Ann Bowling, 2005). But inconsistent with these results, Jordan (1980) found more social undesirable extremeness in telephone interviews than in face-to-face surveys. In addition, De Leeuw and Van der Zouwen (1988) found less social desirability in face-to-face interviews. The results of study are not consistent, and the paradox of social desirability bias between these two modes has not been solved. Mode comparisons involving topics such as attitudes towards social issues and voting behavior have shown that telephone and face-to-face surveys yield comparable results. And making comparisons of responses differences across modes is sketchy at best when two data collection modes are used in the same study. The Gallup Organization Europe (Gallup) and the European Social Survey (ESS) conducted a mode experiment jointly in Hungary during 2003. Most of the items were measures of social attitudes and values. They selected questions on social trust, life satisfaction, gay and lesbian rights and obedience to the law, and voting. The questionnaire also included a range of demographic measures such as age, education, gender and income. In this paper we are going to check whether telephone respondents are more likely to provide social desirable responses than respondents in face-to-face interview. Considering the time pressure of telephone survey, telephone respondents may select the most socially desirable response because it was the easiest response available to them without expending much effort on answering survey question. We'll also make a comparison of extreme responses between telephone and face-to-face interview.

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In-person Conversions for Mailed Questionnaires. Ryan McKinney, Arbitron, Inc. (ryan.mckinney@arbitron.com). In-Person Conversions for Mailed QuestionnairesPresentation Outline for the 2008 AAPOR ConferenceSince August of 2004, Arbitron has maintained a radio ratings panel in the Houston, TX market that utilizes its Portable People Meter technology. The sample frame is address based and recruitment for the ratings panel is a best practices approach employing both telephone recruitment and in-person field visits.The first contact with the sample households is a mailed "Sample Prep" questionnaire designed to elicit the household's phone number in order to attempt their recruitment into the ratings panel via telephone. If a phone number is not received for the household, a trained membership representative attempts recruitment in the field. Arbitron has conducted prior research that shows that households that are recruited via telephone are generally better compliers over their tenure in the panel.In April of 2007, Arbitron began an in-person sample prep conversion test. If a household had not returned the sample prep questionnaire within 35 days of the original mail date, the household would be made available to the field staff in order to attempt an in person household visit to complete the questionnaire. If the questionnaire was completed in the field, the information was returned to Arbitron and the household sent to telephone recruitment. To examine the efficacy of this initiative, the recruitment agree rates will be compared between households that voluntarily returned the original mailed questionnaire and households that completed the questionnaire during an in-person field visit. Additionally, panel tenure and compliance metrics will be compared between the two groups to assess the value of the initiative. Contact: Ryan McKinney, Arbitron, Inc., 9705 Patuxent Woods Drive, Columbia, MD 21046

Comparing a National Mail Survey to a Random Digit Dial Survey for the Health Information National Trends Survey. David Cantor, Westat (davidcantor@westat.com); Daifeng Han, Westat (Daifenghan@westat.com).

Recent work by the Link and colleagues (2006) has experimented with a general population mail survey using the USPS list of addresses. The idea is to use mail to either replace or supplement random digit dial (RDD) surveys. While there is a large literature on the quality of mail surveys that rely on lists of individuals as a sample frame, less is known about their performance when using the USPS. The purpose of this paper is to discuss results of a pilot study (sample size = 600) conducted as part of the Health Information National Trends Survey (HINTS), a survey sponsored by the National Cancer Institute. In 2003 and 2005, HINTS was conducted using RDD methods. Similar to many other RDD surveys, coverage and response rates have been dropping, while the costs have been rising. The purpose of the pilot, which was conducted in the summer of 2007, was to assess the feasibility of a dual frame design which combined mail (USPS list) and telephone (RDD) procedures. The presentation will highlight key results from the pilot survey with respect coverage, non-response bias and selected measures of data quality. Overall, the pilot provided evidence that a mail survey can provide a reasonable supplement or replacement to RDD for HINTS. The response rate to the mail survey was comparable to what is expected in 2008 for the RDD survey (30% – 40%). The coverage and non-response properties of the mail survey were consistent with expectations when comparing mail and telephone modes. The relatively small sample sizes of the pilot limited conclusions with respect to data quality. With this caveat in mind, a comparison of selected estimates between the pilot, HINTS II (conducted in 2005) and national benchmarks (NHIS, CPS) suggests data quality is similar between the two different modes.

The Effects of Interview Mode on Census Coverage. Martine Kostanich, U.S. Census Bureau (martine.I.kostanich@census.gov).

Ensuring that every person in the United States is counted once, only once, and in the right place in the census is a vital goal of the Decennial Census. The Census Bureau has evaluated coverage for several decades and has documented that people are sometimes missed, counted in the wrong place or counted more than once in the census. In 2006 the Census Bureau conducted a test designed to evaluate procedural and methodological improvements for the 2010 Census. One purpose of the 2006 research was to develop new methods for improving coverage. The method applied in the 2006 Census Test was to identify households, based on the census return, where there was a potential coverage problem and then conduct Coverage Followup interviews for those households. The Coverage Followup interview was designed to identify people who were missing from the household as well as identify people who were counted more than once. The interview also collected information about living situations and any missing demographic characteristics. Coverage Followup interviews were initially done by telephone and if the telephone interview was not successful or if no phone number was available, then a field interview was conducted. The telephone interview was conducted with an automated instrument, while the personal visit interview was conducted with a paper questionnaire. The results of the Coverage Followup interview were analyzed and were used to determine the correct household composition. This presentation will discuss the effects of the Coverage Followup interview mode on coverage in the census.

Question Design in Political Surveys

Moderators of the Name-Order Effect: The 2004 Presidential Election in Ohio. Daniel Blocksom, Stanford University (blocksom@stanford.edu); Daniel Schneider, Stanford University (daniel.schneider@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).

In trying to gauge for which candidates citizens will vote for, pre-election surveys find that the order that the candidates are ordered in the surveys affects the measurements made. This study explores whether the order of candidates on ballots affects election outcomes, as well as whether certain precinct characteristics and ballot features moderate the magnitude of the name-order effect. If candidates whose names are listed first on a ballot tend to receive more votes as the result, this can have important implications for the validity of the results of closely contested races. Various statistical methods have been used to test name-order effects in past elections, but no studies have yet directly compared these statistical methods to one another to see whether they yield different results. Furthermore, very little research has tested for moderating effects of voter characteristics that make name order effects more or less likely to occur. Using data from over ten thousand precincts for the 2004 presidential race in Ohio where name order is rotated randomly across precincts, I used seemingly unrelated regression to examine name-order effects and to test for moderators. Not only did all presidential candidates tend to receive more votes

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when listed first, name-order effects were most pronounced in precincts using touch screen voting machines, with high invalidation rates, using longer ballots, with many uneducated citizens and with many Spanish-speaking households. These findings have important and largely unheeded implications for optimal design of pre-election surveys and election ballots.

Results of the 2006 ANES Voter Turnout Experiment. **Allyson Holbrook, Survey Research Laboratory, University of Illinois at Chicago (allyson@uic.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).**

Scholars studying political behavior have long been troubled by the fact that survey respondents typically report having voted at a rate higher than the nation in fact turned out on election day. Researchers have theorized that this overreporting is likely the result of both errors in respondents' memories for whether or not they voted and social desirability bias whereby respondents intentionally misrepresent their behaviors to appear more favorable. Belli and others (e.g., Belli et al. 1999) have shown that an experimental turnout question designed to reduce both memory errors and social desirability bias also reduces overreporting. In the 2006 American National Election Studies Pilot Survey, a series of questions designed to reduce overreporting was tested. The items used were designed to reduce memory errors and social desirability more efficiently than previous experimental question wordings (i.e., using shorter questions), to eliminate some specific problems with the previous question (e.g., non-mutually exclusive response options) and to collect additional information from respondents (e.g., about their past voting behavior and voting intentions). We reports the results of this experiment, including its success in reducing overreporting and the extent to which it reduced overreporting particularly among respondents most likely to overreport (e.g., those who voted in past elections). References: Belli, Robert F., Michael W. Traugott, Margaret Young, and Katherine A. McGonagle. 1999. "Reducing Vote Over-Reporting in Surveys: Social Desirability, Memory Failure, and Source Monitoring." *Public Opinion Quarterly* 63:90–108.

Party Hardy: Effects of Response Format on U.S. Political Party Identification. **Regina Corso, Harris Interactive (rcorreo@harrisinteractive.com); Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); David Krane, Harris Interactive (dkrane@harrisinteractive.com).**

Political party identification in the United States has been measured with a number of response formats. In most self-administered surveys, people are presented with a question (e.g. 'With which party do you most identify?') and then are presented with a series of responses (e.g. Republican, Democrat, Independent, Other). In a series of studies running in parallel using different response formats (that we will report on), we noticed that proportions endorsing 'Independent' or 'Other' were different when other categories were used ('Independent, no party affiliation' and 'Other party'). In addition, proportions endorsing the major parties shifted. We sought to experimentally test this with respondents in a web-based survey. We randomly assigned half of respondents to see 'Independent' and the other half to see 'Independent, no party affiliation'. We also randomly assigned half the respondents 'Other' and the other half 'Other party'. This created four possible response formats. Similar to the parallel studies, we found significant differences in proportions of endorsements. We compared party identification formats with a number of other political attitudes to see if there are any differences in political attitudes due to self-classification. We also explore how response format could be responsible for some variable findings concerning party identification and political attitudes, especially with regard to those who are considered independent or apolitical.

Response Order, Party Choice, and Evaluations of the National Economy: A Survey Experiment. **Patrick Sturgis, University of Surrey (p.sturgis@surrey.ac.uk); Martin Choo, University of Surrey (martinlistens@googlemail.com); Patten Smith, Ipsos MORI (Patten.Smith@Ipsos-MORI.com).**

We present the results of a survey experiment in which we manipulate the order that respondents are administered vote choice and economic evaluation items. We find significant order effects for both prospective and retrospective assessments of the national economy. Our findings add to the growing body of evidence which suggests that survey respondents tacitly align evaluations of economic performance with previously stated attitudes and behaviour. Our results have implications for theories of economic voting and for the design of national election study questionnaires.

A Contrast and Comparison of Voter Identification Studies: Which study is right? The Limitations and Challenges of Survey Research to Answer Public Policy Questions about Implementing New Voting Regulations. **Kimberly Hilsenbeck, NuStats, LLC (khilsenbeck@nustats.com); Vassia Gueorguieva, American University Center for Democracy and Election Management (vg1630a@american.edu); Sarah Park, NuStats, LLC (spark@nustats.com); AlisonPrevost, American University Center for Democracy and Election Management (alison.prevost@american.edu).**

Public policy decision makers rely on survey research; they use survey results to make decisions about funding, enact new legislation, and implement policy changes. The end goal of our analysis is to provide confidence in using polls for the public good, yet it would be imprudent to believe that all surveys are created equal. What happens when two similar studies find dissimilar results? In this case, we compare and contrast the methodological aspects of two research efforts of registered voters in Indiana – both aimed to provide input to the public debate over the hotly contested requirement to present photo identification before being allowed to vote. One study found that only a small percentage of registered voters would not be able to show an ID and therefore such legislation would have minimal impact on voters; the other determined that showing an ID before being allowed to vote would disenfranchise certain groups of voters unfairly. Which study is right? Our analysis compares the survey methods, sampling design, survey instrument, mode choice, limitations and challenges of the research in an effort to shed light on how to interpret the findings and how policy makers can use research results to enact legislation that does not hinder the right of American citizens to participate in the political process. While it may not be possible to arrive at a concrete assessment that one study is right while the other is wrong, we believe policy makers will be better informed when it comes to interpreting survey research data findings.

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Response VI: Non-Response Issues

Testing MIDA to Deal with Survey Nonresponse. Tom Smith, NORC (smitht@norc.uchicago.edu).

Response rates in surveys have been declining and there is growing concern that non-response bias is increasing and undermining the quality of survey-research data. The multi-level, integrated database approach (MIDA) seeks to address and redress this problem. MIDA first enriches existing sample frames by a) extracting all possible information from the sample frame for use in data collection and analysis, b) augmenting the sample frame by linking in both case-level and aggregate-level data from a wide range of public databases, and c) further enhancing the data collection by recording for both respondents and non-respondents a large degree of para-data. The data in the augmented sample frame can a) assist in data collection by providing interviewers with more information about the sample, b) assess non-response bias by comparing respondents and non-respondents on the extensive case-level and aggregate-level information known for all cases in the augmented sample frames, and c) contextualize analysis by using the contextual data for analysis on the completed cases. This initial test of MIDA draws a sample from the NORC national sample frame and augments those cases with case-level and aggregate-level data from a range of public-data sources. It then assess the completeness and accuracy of the added information such as by crosschecking data across information sources. Survey research is the most widely used tool for studying human populations, but the decline in response rates has raised concern that data quality has been falling due to increased non-response bias. MIDA has the potential to a) improve response rates by proving interviewers with more useful information during data collection, b) better assess the level of non-response bias that exists in surveys and then to develop weights to adjust for whatever bias is detected, and c) improve analysis by making contextual, geographical data automatically available as part of every data file.

Supplemental Sampling Frame Data as a Means of Assessing Response Bias in a Hierarchical Sample of University Faculty. A. Lauren Crain, HealthPartners Research Foundation (lauren.crain@healthpartners.com); Brian Martinson, HealthPartners Research Foundation (Brian.C.Martinson@HealthPartners.Com); Emily Ronning, University of Minnesota (ronn0044@umn.edu); DanaMcGree, HealthPartners Research Foundation (dana.a.mcgree@healthpartners.com); Melissa Anderson, University of Minnesota (mand@umn.edu); Raymond De Vries, University of Michigan (rdevries@med.umich.edu).

Recent methodological discussions in survey research have addressed the relationship between low response rate and the potential for response bias. Sampling frames supplemented with data on all sample elements can be used to assess the existence and severity of response bias and make analytic adjustments as appropriate. Hierarchical sampling frames afford the opportunity to quantify individual and contextual characteristics that affect response likelihood. A sampling frame of randomly selected faculty members nested within departments and institutions was constructed from publicly available data and used to assess response likelihood from each level of the hierarchy. Anonymous surveys were mailed to each of 10 faculty members in each of 10 departments at 50 universities. Survey items asked about questionable research practices of respondents and their colleagues, and were therefore sensitive in nature. Returned numbered postcards confirmed survey completion so that response status but not survey responses could be linked to each sample element. The sampling frame included characteristics of universities (public/private, AAU/Carnegie membership, region, NIH rank), departments (field, size), and faculty (rank, sex). Multilevel logistic regression predicted confirmed complete status from faculty, department and university characteristics. Postcards were returned from 50 universities, 476 departments and 1402 faculty. Faculty less likely to confirm survey completion were those from private and western universities; in anthropology, economics and some medical specialty departments; and those with unknown gender or assistant, associate or unknown academic rank. Faculty in some allied health departments were more likely to confirm completion. Creating an enhanced hierarchical sampling frame from publicly available data was feasible. Supplemental information made a systematic assessment of individual and contextual response biases possible so that predicted response likelihoods could be used to adjust the primary analyses. A moderate response rate was observed but response bias was less severe than anticipated.

Design and Implementation of an In-field Followup Study to Evaluate Bias in an RDD Survey. Mary Hagedorn, Westat (maryhagedorn@westat.com); Wendy Van de Kerckhove, Westat (wendyvandekerckhove@westat.com); Priscilla Carver, Westat (priscillacarver@westat.com); J. Michael Brick, Westat (mikebrick@westat.com); Jill Montaquila, Westat (jillmontaquila@westat.com).

Random digit dial (RDD) survey response rates have declined despite increasing levels of effort in data collection and the use of respondent incentives. While some recent research suggests that late responders and nonrespondents are not very different from survey respondents, concerns about the negative effect of nonresponse bias on survey quality remain. In addition, as more households eliminate landline telephones, coverage bias in RDD surveys is of increasing concern. Alternative methods of collecting information from or about households must be considered in order to more fully assess nonresponse and coverage bias. This paper presents information on the design and implementation of an in-field followup study to assess nonresponse and coverage bias for a large-scale RDD telephone survey conducted in 2007. The nonresponse bias study involved the selection of a sample of addresses in 30 primary sampling units and the matching of telephone numbers to the sampled addresses. Those addresses with matched telephone numbers were administered the same telephone data collection protocol as the national RDD sample, including mailings, incentives, and refusal conversion efforts. Unmatched cases, mismatched cases (incorrect or nonworking numbers), and telephone nonrespondents (refusals and maximum call cases) in the address sample were assigned for in-field followup. Field interviewers completed forms describing the neighborhood and dwelling unit and then contacted the households to obtain their cooperation. Cooperating households were connected to the telephone interviewers conducting the national study for the completion of CATI interviews. This presentation will cover design considerations, the implementation of the field effort and operational issues encountered, lessons learned in implementing the bias study, and implications for future efforts.

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A Comparison of Listed and Unlisted Households on Nonresponse and Measurement Error. Ting Yan, NORC at University of Chicago (yan-ting@norc.org); Chao Xu, NORC (xu-chao@norc.org); Meena Khare, CDC (mxk1@CDC.GOV); Phil Smith, CDC (pzs6@CDC.GOV).

Household surveys using the random-digit-dial (RDD) sampling frame are experiencing a decline in response rates. One difficulty working with the RDD frame is that little is known about the owner of the telephone numbers (and the households) before interviewers start dialing. To increase the productivity of an RDD frame, it is not unusual for survey organizations to match telephone numbers to existing lists from various sources. Those telephone numbers that can be matched to the residential list frames are labeled "listed households" whereas their counterparts without a match are considered "unlisted households." With listed households, survey organizations have the ability to implement proactive strategies (such as mailing advance letters and/or incentives) to encourage cooperation. Empirical evidence shows that the listed households generally respond at higher rates to survey requests than unlisted households. In other words, response propensities are related to the listed status of the households. If the listed status is also related to the survey variables of interest, then survey estimates could be subject to nonresponse error. In addition, the listed status of households might have a differential effect on measurement error such as item nonresponse rates, response times, accuracy/completeness of recall, and interviewer ratings. We examine the differences in nonresponse and measurement error between listed and unlisted households in the context of National Immunization Survey (NIS). The 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 aged 19-35 months. Annually, the NIS conducts interviews with approximately 24,000 households across the United States. With the large sample size of NIS, our goal is to conduct a comprehensive analysis of the effects of listed status of the households on survey data quality.

Bias Estimation and Findings from an In-Field Follow-up Study Designed to Evaluate Bias in an RDD Study. Wendy Van de Kerckhove, Westat (WendyVandeKerckhove@westat.com); Jill Montaquila, Westat (JillMontaquila@westat.com); J. Michael Brick, Westat (mikebrick@westat.com).

Random digit dial (RDD) telephone surveys are faced with many challenges in today's survey climate. Technologies such as caller ID and privacy managers, as well as the introduction of the "Do Not Call" list, have made establishing contact and gaining cooperation more difficult than ever before. Additionally, the noncoverage of cell-only households by RDD samples drawn from only landline telephone exchanges is an increasing concern, as the prevalence of cell-only households continues to increase. Concerns about declining response and landline telephone coverage rates led to the development and administration of an independent study, conducted in conjunction with the 2007 National Household Education Surveys Program (NHES:2007). For this independent bias study, a clustered sample of addresses was selected, and cases that could not be completed by telephone, using the standard NHES protocol, were sent into the field for in-person attempts to gain cooperation. Through this study, we were able to examine both nonresponse bias and noncoverage bias in the three surveys comprising NHES:2007. To evaluate nonresponse bias, estimates of demographics and key statistics were compared for the reduced data collection effort (by telephone) and the full effort (by telephone and in-person). Additionally, neighborhood observations obtained by the interviewer and ZIP code-level characteristics obtained from Census 2000 were examined for households that did not respond to either the telephone or in-person effort. To evaluate noncoverage bias, estimates for households with a landline phone were compared to those for the entire sample. No evidence of nonresponse bias was found. Although the study demonstrated the potential for noncoverage bias, the raking adjustments used in weighting might mitigate that bias. In this paper, we interpret these findings in the broader context of other nonresponse and noncoverage bias studies.

Surveying in a Changing Telephone Environment

Evaluating Efficiency and Effectiveness of Cell Phone Samples. Sudeshna Sen, NuStats, LLC (ssen@nustats.com); Johanna Zmud, NuStats, LLC (jzmud@nustats.com); Carlos Arce, NuStats, LLC (carce@nustats.com).

Ensuring coverage of cell-only respondents in survey samples is becoming more important. There are different sampling approaches to accommodate this requirement. In this paper, we compare and contrast the efficiencies and outcomes associated with two of them: (1) passive contact method using a sample of postal service addresses, and (2) active contact method using a sample of cell phone numbers. We evaluated the efficiency of the samples on measures such as response rates and cost per interview. We contrasted the characteristics of respondents reached via each of the sample types based on telephone ownership patterns: landline only, cell only, and both landline / cell. Sizes of both samples were quite large and provided significant methodological insights.

Relative Costs of a Multi-frame, Multi-mode Enhancement to an RDD Survey. Sherman Edwards, Westat (ShermEdwards@westat.com); J. Michael Brick, Westat (MikeBrick@westat.com); David Grant, UCLA Center for Health Policy Research (dgrant@ucla.edu).

As response rates for RDD surveys and the household coverage of landline-only RDD sample frames continue to decline, population estimates from RDD surveys are increasingly vulnerable to both nonresponse and noncoverage bias. Yet, RDD remains the most cost-effective approach to surveying individuals in the general household population; mail and Web frames and survey methods have not yet proven to be viable substitutes. Several RDD surveys have experimented with supplementing the landline sample with either area frames or frames of telephone numbers reserved for cellular service, in order to assess nonresponse and noncoverage bias. The 2007 California Health Interview Survey is implementing both an area sample in Los Angeles County to assess nonresponse bias and statewide samples of landline and cellular telephone numbers to produce estimates for individuals in households with telephones. While these kinds of enhancements may improve RDD-based estimates, the per-case costs of interviewing from area and cell phone frames are typically higher than from landline RDD frames. This paper will draw upon the CHIS 2007 experiences to compare the relative costs of interviewing from landline, cellular, and area sample frames in a mixed-mode design. It will consider interviewer time and related expenses; supervisory, management, and processing costs; the marginal costs of adding a frame or mode. Finally, it will explore the optimal allocation of sample to frames with various assumptions about the contribution to variance of each frame.

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"Experiment on Use of Internet Cell Phone Only Panelists to Supplement RDD Samples". Chintan Turakhia, Abt SRBI, Inc. (c.turakhia@srbi.com); Mark Schulman, Abt SRBI, Inc. (m.schulman@srbi.com); Seth Bohinsky, Abt SRBI, Inc. (s.bohinsky@srbi.com).

Traditional RDD samples miss more than 10% of adults and even higher percentages of young adults who are cell-phone only. While interviewing of cell-only respondents is feasible, it is both costly and time-consuming. Survey researchers are examining ways of cost-effectively identifying and interviewing these missing population segments. Abt/SRBI explored the effectiveness of one possible solution: establishing a panel of consenting cell phone only respondents by recruiting them via Internet in order to use it as a supplement to RDD samples. Abt/SRBI used Sampling International (SSI) Internet database for this effort. The design compares these SSI cell-only Internet panelists with responses from surveys which incorporated RDD cell onlies to determine the representativeness of the recruited SSI Internet panelists. The survey instrument used existing questions from two sources, National Center for Health Statistics (NCHS) and Pew Research Center surveys. Both NCHS and Pew had previously collected cell phone only data and were used as sample comparisons for the Abt/SRBI panel. A total of 300 interviews were completed by Internet from October 15 – 25, 2007. Quotas were set for the Abt/SRBI panel by the age categories. Once 300 completes were attained, the Abt/SRBI panel was weighted by age and gender using NCHS cell only data. Comparisons are now being made between NCHS data, Pew data, and the SSI Internet Panel to determine the extent to which the cell only Internet panelists compare to NCHS and Pew data. SSI panel participants are being compared to the NCHS and Pew data on a variety of general opinion questions including: satisfaction with the way things are going in the country, satisfaction with your personal life, health status, religious service attendance, the importance of religion, party identification as well as smoking habits. Significance testing is ongoing. We may expand the panel size for the conference presentation.

Biases in RDD Sampling: A 21st Century Digital World Reassessment. Dale Kulp, Marketing Systems Group (dkulp@m-s-g.com); J. Michael Brick, Westat, Inc. (mikebrick@westat.com); Mansour Fahimi, Marketing Systems Group (mfahimi@m-s-g.com).

The frame construction process for list-assisted telephone sampling has changed little over the past 30 years, although much has changed in telephony in the same period. The advent of list-assisted RDD sampling occurred at a time when local telephone exchanges were primarily servo-mechanical switched and utilized 100-series bank hardware as the basic building blocks. The intervening decades has seen a complete change to digital call routing for both long distance, local calling, cellular and number porting. Along with this change in basic infrastructure, the entire telecommunications industry has moved from an AT&T dominated structure, to regional independent operating companies, and now to a growing competitive set of alternative landline service providers led by the cable industry. The consequences of these changes are numerous. The number of telephone exchanges serving residential customers increase, while the number of residential landline assignments continue to decrease due to a reduction in multiple line households and movement to cellular-only service. Digital switched telephone exchanges have negated the economic advantage of partially configured exchanges comprised of less than 100-banks. Furthermore, directory-listed rates have decreased in general, especially among those telephone subscribers converting to new alternative suppliers. The bottom-line is that the conditions that made list-assisted sampling work have been dramatically altered. This paper reassesses the underlying assumptions of list-assisted sampling taking these new realities into account. The study deals with the changes in landline telephone frame coverage and the sources of that change; examines alternative frame construction methods; and makes recommendations for restoring coverage of the population that has been lost. The implications of these recommendations on calling efficiencies are also discussed.

The Impact of Different Survey Methods and Modes

Responsive Design for Household Surveys: Illustration of Management Interventions Based on Survey Paradata. Robert Groves, University of Michigan (bgroves@isr.umich.edu); Nicole Kirgis, University of Michigan (nkirgis@isr.umich.edu); Emilia Peytcheva, University of Michigan (Emiliap@isr.umich.edu); James Wagner, University of Michigan (jameswag@isr.umich.edu); William Axinn, University of Michigan (baxinn@isr.umich.edu); William Mosher, National Center for Health Statistics (wdm1@cdc.gov).

Each household survey confronts uncertainty in the performance of its recruitment protocol. Diverse modern populations present the data collecting organization with a myriad of practical problems of contacting household units, identifying the proper respondent, gaining their cooperation, and finding appropriate times to interview them. Responsive designs (Groves and Heeringa, 2006) use paradata to monitor costs and response rate features of a survey during data collection and actively intervene into the recruitment protocol to effect changes in the production process of interviews. When the paradata are informative about costs and potential error properties of the key estimates to be computed from the survey, responsive designs have the potential to improve the quality-per-unit-cost properties of a survey. This paper uses a simple production model articulating inputs to the data collection, the quality of the sample cases available, and the costs and data records produced. This model motivates a set of paradata that might be useful in managing a survey. The paper provides a set of examples of management interventions based on paradata collected throughout the survey. The paper evaluates the effectiveness of these interventions

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Which Sampling Frame is Better?: An Analysis of Two List Samples in the National Immunization Survey-Adult.
Ashley Amaya, NORC at University of Chicago (amaya-ashley@norc.org); Gary Euler, Centers for Disease Control and Prevention (gle0@cdc.gov); Meena Khare, Centers for Disease Control and Prevention (mxk1@cdc.gov); Julian Luke, Centers for Disease Control and Prevention ([nlz2@cdc.gov](mailto:nzl2@cdc.gov)).

The National Immunization Survey–Adult (NIS–Adult) is a national telephone survey of respondents 18 years of age and older. One of the main goals of the NIS–Adult is to study age-specific racial/ethnic disparities in immunization rates. Thus, the NIS–Adult oversampled groups based on age and race/ethnicity. The study adopted a dual-frame sample design with the base sample coming from households previously interviewed through the National Health Interview Survey (NHIS) and supplemented with an age-targeted list sample. The NHIS was used to efficiently oversample based on race and age. However, as the NHIS could not provide enough cases to meet all age and racial targets, a supplemental age-targeted list sample was also employed. This paper analyzes how well each sample performed. Initially, it was believed that the NHIS list sample would be more efficient and less biased than the supplemental list because NHIS cases were drawn from an area probability sample and had already completed an interview with demographic information. We test this assumption by comparing the two samples. Specifically, we compare the two samples on the proportion of households within the two samples, the expected versus observed demographic distributions, response rates, and the representativeness of the samples in comparison to the overall population. Additionally, we evaluated the variance and bias of vaccination coverage estimates by comparing results from the NIS–Adult to the NHIS 2007 early release data. Our preliminary analysis suggests that the age-targeted list outperformed the NHIS sample on the proportion of households identified in the sample. On other measures, the two samples were relatively comparable. These findings contradict our initial hypothesis that the NHIS list would outperform the age-targeted list sample. Our paper discusses a variety of possible explanations for the variable performance of these list samples.

RDD versus Site Test: Mode Effects on Gathering a Household Roster and Alternate Addresses. Elizabeth Nichols, U.S. Census Bureau (elizabeth.may.nichols@census.gov); Jennifer Childs, U.S. Census Bureau (jennifer.hunter.childs@census.gov); Kyra Linse, U.S. Census Bureau (kyra.linse@census.gov).

In 2006, U.S. Census Bureau staff conducted two iterations of field testing of a survey instrument that, in part, examines household mobility and people with multiple residences. In July, field staff tested a computer-assisted personal interview (CAPI) version of the survey in selected areas around Austin, TX and the Cheyenne River Sioux reservation in South Dakota. In November, many of the same questions were asked in a small-scale nationally-representative (excluding Alaska and Hawaii) computer-assisted telephone interview (CATI) random-digit-dial (RDD) survey. Both surveys collected data using the same set of questions to gather a household roster and to capture other addresses where people in that household stayed during the previous year. This paper compares the household roster and address data collected in the two studies, comparing results from a nationally representative RDD study to results from a CAPI interview in a site test. We examine the differences in distributions of number of people and addresses listed for each household between the two studies. We discuss what we would have learned had we only fielded the site test or the national RDD survey and how fielding both types of studies allowed us to draw broader conclusions than would have been possible with either study alone. It is important to understand the biases of each type of field pretesting method. This study examines living situations via an RDD CATI survey against a personal visit site-test. Because living situations might vary between people who have land-line phone access (and people who are home to answer their phones) and people who do not (or are not), we examine how different test methods could lead us to different findings.

Combining Mail and Internet Methods to Conduct Household Surveys of the General Public: A New Methodology?
Don Dillman, Washington State University (dillman@wsu.edu); Jolene Smyth, University of Nebraska (jsmyth2@unlnotes.unl.edu); Leah Christian, University of Georgia (lmchristian@wsu.edu); Allison O'Neill, Washington State University (aconeill@wsu.edu).

With telephone RDD coverage and response rates declining, survey researchers are looking for new ways to survey the general public effectively. Postal Delivery Sequence Files (DSF) of all residential addresses that receive regular postal delivery now make general public surveys by mail possible. The consensus among most surveyors is that the Web is an inadequate mode by itself for surveys of this type. In this paper, we report results of an experiment conducted using the DSF address list in a small metropolitan region of Western United States to evaluate the potential for surveying the general public by web, mail, or a combination of web and mail. Random subsamples of 2,800 addresses were assigned to one of five treatments: mail only, mail preference, web preference, and equal preference ($\frac{1}{2}$ with a standard instruction and $\frac{1}{2}$ with an elaborated instruction for accessing the web survey). A significant effort was made to develop similar visual appearance of the mail and web questionnaires and every treatment contained the same 52 questions. Preliminary results for this experiment, which was fielded in the Fall of 2007, show that response rates vary significantly by treatment, but that the combined overall response rates are similar to those traditionally obtained by Dillman's Tailored Design Method, despite the address-only characteristic of the DSF file where individual personalization was not possible. The high variation across treatments in the percent of households responding via the web suggests that a significant proportion of households will respond by that means instead of mail. Both the response rates and success in encouraging response via the web suggest the potential for a new general public survey methodology that combines mail and web and provides detailed instructions for how to access the web survey.

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Voter Decision-Making

Have you Made Up Your Minds Yet? Undecided Voters in the New Hampshire Primary. Andrew Smith, University of New Hampshire (pgs78@copper.net); David Moore, University of New Hampshire (dmoore@unh.edu).

Exit polls tell researchers that about one-half of voters in the New Hampshire Presidential primary decide who they will support in the last week of the campaign. But time and again, polls are used in media reports to describe the inevitability of a candidate or their certain demise, months before the election! For example, in June of 2007, several newspapers were reporting the 'John McCain Death Watch' based on polling conducted more than 6 months before the primary! It is no secret that primary voters have a difficult task; choosing between candidates they largely agree with on policy, generally like, and who they will probably support in the general election. And many voters delay their decision as long as possible in order to assess the electability of the candidates. But the current way of measuring the horse race tends to conceal this indecisiveness of the electorate. In this paper, we present a new way to measure the horse race that makes it clear who is ahead and behind, but also makes it clear how decided or undecided the respondents actually are. We present the trend results of nine different polls conducted by the UNH Survey Center, in which a question about how committed respondents are to a candidate is asked as the very first question in the poll followed by the traditional horse race question that asks respondents who they would vote for if the election were held 'today.' The results suggest that this new approach to measuring candidate preferences may be a more useful way to characterize the horse race than the traditional method.

Economics in the News, in Campaign Ads, and in Attitudes. Rosanne Scholl, University of Wisconsin-Madison (rmscholl@wisc.edu).

Research on 'sociotropic voting' found that economic attitudes influence political attitudes and behaviors. This study investigated one of the factors that may influence these economic attitudes: news with economic content. This study takes the perspective that expressed attitudes are generated after sampling salient considerations. News is one source of such (often pessimistic) considerations. This study combined two data sources to create a rich multilevel dataset. A nationally representative panel survey includes measures of media use, including local news use, at the time of the 2004 presidential election and again six to eight months later. This survey also included attitudes about the respondent's personal economic situation, as well as media market or region of residence. The University of Wisconsin's News Lab coded local news broadcasts in 11 markets for duration of economic content during the four weeks prior to election day. Each respondent's exposure to economic news was calculated as a function of his or her viewing habits and the total duration of all local news stories with economic topics in the media market where he or she lives. As expected, exposure to greater total duration of economic news content is associated with more negative attitudes about one's own current and future economic prospects, controlling for a variety of covariates. However, this effect is more in evidence for attitudes six to eight months after the election than it is for contemporaneous attitudes. The possible causes and meanings of this 'sleeper effect' are discussed. Results confirm that mass communication affects economic attitudes in ways that may be parallel to effects on political attitudes. Future research will use a similar approach to study the effect of campaigns ads that focus on the economy.

Voter Decisionmaking, Issues, and Uncertainty. Stuart Kasdin, University of California, Santa Barbara (skasdin@umail.ucsb.edu).

In representative democracy, voters must predict what each candidate would choose to do in office and how well they would do it. However, the public has only imperfect knowledge of their representative's actual policy preferences and competence, as well as uncertainty about the circumstances that are likely to arise in the future. This paper introduces a model of voter decisionmaking in non-partisan elections, in which voters attempt to predict how candidates will behave in office based on the candidates' political platforms, prior performances, and identities, tied to shared ethnicities, races, or other group loyalties. The model integrates a spatial, rational choice framework along with concepts derived from behavioral research to create a unified theory of voter decisionmaking. I test this theory through a web-based survey experiment using a random selection of 5,000 university students. Each student participates in a series of mock elections to see how they alter their vote as the candidate combinations are systematically changed (varying the candidates' platforms, ethnicity, and reported competence). Furthermore, different elections varying the issue content of the candidates' platforms. The survey also included contingent valuations estimations for two different public goods. In the format of a mock referendum, respondents were asked their willingness to pay for a public good. Some of the implications investigated in this paper include: (a) Do voters rely on a basic decisionmaking framework in which they evaluate each candidate across several dimensions?; (b) Why do voters choose candidates from the same ethnic or racial background as themselves, as distinguished from apparent ideological agreement in the platform?; (c) Why are issues in campaigns often vague and symbolic?; and (d) What is the impact from a politician adding new issues to a platform; does it increase the votes in his favor proportionally to how strongly people feel about the issue?

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Poster Session III

1. Changing Public Opinion in Wartime: Motion Pictures and War Support During World War II. Michael Morzenti, State University of New York at Stony Brook (morzenti@uchicago.edu).

This study looks to World War II and the relationship between pro-war/intervention motion pictures and public support for a more committed American war effort using data from a 1942 Gallup Poll to determine the possibility that the media may be able to boost support for a war. The results of this study provide strong evidence in support of the hypothesis that the mass media can, in fact, bolster public commitment to a war, as increased exposure to pro-war motion pictures is found to significantly increase the probability of a citizen supporting a more committed American war effort. With this type of evidence being found in the context of an undeniably successful American military campaign, this study has important implications for further research into factors that may be able to increase the likelihood of success in military endeavors.

2. Priming Using Respondents from Online Panels: Experiments, Problems and Solutions. William McCready, Knowledge Networks (bmccready@knowledgenetworks.com); Sergei Rodkin, Knowledge Networks (srodkin@knowledgenetworks.com); Linda Skitka, University of Illinois at Chicago (lskitka@uic.edu).

This presentation consists of several experiments with priming studies using panel data. The issue is that with online panels the investigator does not have the same control as in the laboratory and it is difficult to ensure that the participants will complete the dependent variables while the prime is still in effect. We will present several studies exploring this problem: (1) an historical series of survey-total-times measuring if times have increased (panelists using PCs may be doing more multi-tasking while completing surveys and their numbers are growing); (2) addressing the problem of having panelists take too long between the prime and the DV so that the prime decays, including – (a) alerting R to take the survey when they have sufficient uninterrupted minutes available, (b) having a cut-off if the time between the Prime and the DV goes over a specified number of minutes, (c) providing an alert screen when R approaches a cut-off time, (d) informing R at the outset that their time-to-complete will be monitored and (e) offering incentives for compliance with the experimental conditions. We will also present experimental data based on the inclusion of a question at the end of surveys asking people if they did various activities while taking the survey using a check-all-that-apply format. Finally we will examine satisficing behavior and survey length to determine if there is a "U" shaped curve with satisficing being high for both the 'rabbits' and the 'turtles'. Given the increase in survey activity online and the importance of data quality as a "public good" this is arguably an interesting & important piece of methodological work.

3. Internet Access Panels and Public Opinion and Attitude Estimates. Linda Piekarski, Survey Sampling International (linda_piekarski@surveysampling.com); Michal Galin, Mediamark Research and Intelligence, LLC (Michal.Galin@mediamark.com); Julian Baim, Mediamark Research and Intelligence, LLC (Julian.Baim@mediamark.com); Martin Frankel, Baruch College, CUNY (Martin.Frankel@mediamark.com); Konstantin Augemberg, Mediamark Research and Intelligence, LLC. (Konstantin.Augemberg@mediamark.com); Sue Prince, Survey Sampling International, LLC. (Sue_prince@surveysampling.com).

Surveys using internet access panels have been steadily replacing telephone surveys as a mode of data collection. Using the internet offers researchers advantages in terms of reduced costs, faster data collection and in some cases better data. Internet panel companies use a variety of recruitment methods and weighting techniques to make their samples as representative of the general population as possible. This paper will seek to determine to what degree internet panels are appropriate for all types of surveys. In particular we will focus on the appropriateness of using internet panels for political polls. Using the extensive and rich data collected by Mediamark's in-person survey and data from Survey Sampling's internet access panel, we will explore whether individuals without internet access and those who are only casual users of the internet differ from those individuals that access the internet more frequently and are therefore more likely to be members of an internet panel. Where comparable data is available, comparisons to members Survey Sampling's SurveySpot panel will be included. We will also explore whether post-stratification of the Internet population can reduce or minimize any potential bias in survey estimates. A variety of attitudes and behavior will be analyzed within a broad set of geographic and demographic cohorts, cohorts that are normally used to weight or balance internet panels and surveys to the general population. We will concentrate on those attitudes and behaviors that are most likely to have an impact on voting behavior and therefore on the results of online political polls.

4. Incentives as Signals in a Game: A Theoretic Model of Survey Participation. Kevin Wang, RTI International (kwang@rti.org).

Potential respondents consider a wide range of factors in their decision making to participate in a survey such as topic salience, expected level of burden, and other costs and benefits from participating. Respondents may also be uncertain of the intentions of the survey data collector. Survey data collection organizations also make decisions about how to proceed with the survey request such as whether to offer a prepaid or promised incentive and other aspects reflected in the survey's design. The survey participation process can be viewed as a social situation involving two actors making interdependent decisions. Game theory offers survey methodologists a tool for understanding how individuals make decisions, how those decisions are interrelated and how these decisions lead to outcomes. To illustrate the potential use of game theory for studying the response process, I present and solve two Bayesian games in which survey respondents are uncertain about whether the survey firm has cooperative or exploitative preferences. In the first model, a prepaid incentive can be selected by the survey firm while in the second, a promised incentive can be chosen. Implications from these models are then related to evidence on the effects of incentives on response rates.

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5. Reassessing the Measurement of the Fear of Crime. Jonathan Jackson, London School of Economics (j.p.jackson@lse.ac.uk).

This paper examines the tools used to measure the fear of crime. Study one uses a split-sample survey-based experiment to test whether measures of the 'overall intensity' of worry tap into something more than just the everyday incidence of worry. Findings show that some people who say they are worried about falling victim also admit that they have not worried once during the past 12 months. Study two explores in more detail the different answers that respondents give to 'overall intensity' measures (How worried are you about being burgled?) and 'past frequency' measures (Have you worried about being burgled in the past year? If so, how often?). Data from the 2003/04 British Crime Survey confirm that worry about crime is less widespread when measured by frequency than by intensity indicators. Moreover, compared to intensity levels, the frequency of worry is more strongly associated with crime levels and victimization experience. The findings of these two studies suggest that we are still some way to go in understanding and researching this important social and political phenomenon. For some individuals, the fear of crime may be less an everyday experience and more a social attitude that expresses and distils lay diagnoses about neighbourhood breakdown and stability.

6. Electric Personalities – Segmenting the Public on Drivers of Electricity Conservation Behavior. Bob Collins, Ontario Power Authority (bob.collins@powerauthority.on.ca).

The Ontario Power Authority is a not-for-profit corporation licensed by the Ontario Energy Board. The OPA mandate is to ensure a reliable long-term supply of electricity for Ontario and a core OPA activity is to contribute to the building of a culture of conservation in the province. Analysis of large-scale usage & attitude telephone and online surveys conducted in 2007 for the OPA revealed that drivers of individual voluntary electricity conservation behaviour differ from attitudes towards the environment, pollution and global warming in general. This session will report specific results on the demographic and attitudinal drivers of action and show some of the differences between them and the drivers of mere support. The session will also discuss and profile the four consumer segments that emerged from the analysis. Finally, it will show how the research findings are being used to fill needs for a simplified model for understanding the Ontario public based on electricity conservation habits that can be used by the Ontario Power Authority, regulators, local utilities, NGOs and other stakeholders; to establish a common language for talking about the public within the OPA and with external stakeholders and also to use the model to engage the public. The result is more coordinated and effective electricity conservation initiatives delivered at the provincial and municipal levels by the OPA and local utilities.

7. Building a Segmentation Model to Target the 2010 Census Communications Campaign. Nancy Bates, U.S. Census Bureau (nancy.a.bates@census.gov); Mary Mulry, U.S. Census Bureau (mary.h.mulry@census.gov).

For the 2010 Census communications campaign, the U.S. Census Bureau has developed a research-based audience segmentation framework. This paper presents our findings from a macro-level segmentation study designed to help target markets and effectively deliver media messages. First we performed a factor analysis with the Census 2000 Tract-Level Planning Database (PDB) to define the underlying constructs behind the hard-to-count populations. We next performed a cluster analysis to identify mutually exclusive segments of the population according to propensity to mail back a census form. Finally, we applied models derived from a Census 2000 awareness and advertising exposure survey to predict the potential impact that the campaign may have on mail response for the different population clusters. The factor analysis revealed three non-correlated dimensions highlighting three distinct factors that set the foundation for understanding populations with low mail response rates in 2000. These factors were Economically Disadvantaged, Single Unattached Mobile, and High Density Ethnic Enclaves. Subsequently, the cluster analysis revealed eight distinct groups varying across the entire spectrum of mailback propensities from high response to low in 2000 and each with unique demographic, housing, and socioeconomic characteristics. Two All Around Average clusters contained just over half (51%) of occupied housing units. Two Economically Disadvantaged clusters and two Ethnic Enclave clusters accounted for 9% and 5% of occupied housing units, respectively. Finally, a Single/Unattached/Mobile cluster reflected 8% of the housing units while the Advantaged Homeowner cluster contained 26%. The modeling suggested that clusters with the largest increase in probability of mail return due to the communication campaign are not necessarily the clusters that will produce the largest increase in number of mail returns. While the segmentation model is specific to planning the 2010 Census, we also discuss potential applications to demographic surveys.

8. Capturing Feedback from Military Generals During Wartime: What Works? Larry Luskin, Macro International, Inc. (lawrence.a.luskin@macrointernational.com); Andrew Dyer, Macro International, Inc. (andrew.t.dyer@macrointernational.com); Christopher Fultz, Macro International, Inc. (christopher.v.fultz@macrointernational.com); Lt. Col. Gregory Wilson, Defense Logistics Agency (gregory.wilson@dla.mil).

Obtaining the opinions of senior executives, CEOs, and other high-level decision makers is always a challenge. Surveys response rates with these populations are very low, due to their busy schedules, gatekeepers, and often their sheer unwillingness to participate. Now imagine an even harder task—surveying their counterparts in the U.S. Armed Forces during a time of war. Military Generals and senior officers are deployed to the front lines, they rotate commands frequently, they do not have access to commercial phone lines, and they are at the top of a hierarchical structure that has many gatekeepers. However, the Defense Logistics Agency (DLA) needs feedback from senior officers to ensure that DLA is providing the logistical support in delivering tanks, medicine, fuel, clothing, and other supplies to the warfighter. DLA and Macro International will present the results of a recent multi-mode study with 300 Generals and other senior military officers, the traditional and non-traditional methods used to facilitate their participation, and the lessons learned that can be applied to this or any other senior executive study.

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9. IT and Activity Displacement: Behavioral Evidence from the U.S. General Social Survey (GSS). John Robinson, University of Maryland (robinson@socy.umd.edu); Steven Martin, University of Maryland (smartin@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 and Internet questions was added to the 2000, 2002 and 2004 samples of the General Social Survey (GSS). The general issue inherent in and guiding the questions asked (as well as the analyses conducted) is whether IT functions to displace or expand various daily activities. In general, Internet use was not correlated with lower use of other personal communications or mass communications media – nor with lower levels of other social activities like church attendance or arts participation. In many cases the Internet was associated with increased use of other media or activities. Respondents who spend the most time on the Internet did report fewer social visits by relatives and neighbors, and perhaps less frequent sexual intercourse, but more visits with friends, compared to those who spent no time on the Internet. Results are updated using the 2006 GSS.

10. Use of Conjoint Research to Help Determine Appropriate Sentences for Driving Offences. Nick Moon, GfK NOP Social Research (nick.moon@gfk.com).

Conjoint or stated preference techniques are used widely in commercial research, but much less so in social research. This paper describes a survey for the British government that aimed to discover public tolerance to different levels of sentence for different offences where a driver had caused a death. Key to the process was the relative weight to be given to various aggravating and mitigating factors. GfK NOP suggested the use of a conjoint approach to measure the relative weights and this was put into practice using a series of vignettes describing each accident. Some elements were held constant (such as the age and sex of the driver) while the CAPI program randomly allocated different values for a subset of additional factors, and then asked respondents what they felt an appropriate sentence would be. The results proved very powerful in producing guidelines for sentencing, and as well as the basic results we provided the client with a copy of the model so they could see the effect of any manipulation of any combination of factors. The project shows clearly that this is a technique with considerable potential for public sector research.

11. Measuring Customer Satisfaction and Loyalty: Improving the ‘Net-Promoter’ Score. Daniel Schneider, Department of Communication, Stanford University (daniel.schneider@stanford.edu); Matt Berent, Intuit Corp (matt_berent@intuit.com); Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); Jon Krosnick, Stanford University (krosnick@stanford.edu).

Retaining existing customers and attracting new customers are vital to any company's growth. Many companies have used customer surveys to track how successful they are in achieving both goals. Reichheld (2003) proposed a single question that would suffice as the best measure of customer satisfaction in predicting growth of companies. Customers are asked, 'How likely is it that you would recommend [brand or company X] to a friend or colleague?', and they respond by choosing a number between 0 to 10, with 0 labeled 'not at all likely', 5 labeled 'neutral', and 10 labeled 'extremely likely'. A company's Net-Promoter Score (NPS) is the difference between the proportion of customers placing themselves between 0 and 6 (detractors) and the proportion of customers placing themselves at points 9 or 10 (promoters). We conducted two studies to investigate improvements and alternatives to the NPS. First, we investigated the impact of fully-labeled response options and response scales with only 7- or 5-points. Second, we investigated whether the measured construct is actually multi-dimensional with separate dimensions for recommendation and distraction. Third, we investigated how the NPS fared against other questions such as liking or satisfaction. We also asked respondents how often they have recommended one of the companies and collected business performance indicators to evaluate the different scales. Our results show that more valid measurements can be achieved by simply changing the response scale. We also found that liking and satisfaction are good predictors of the number of recommendations customers give to their friends and colleagues and therefore good, if not better measures, of business performances than the NPS-question. These and other results justify optimizations to the Net-Promoter scale to successfully measure customer loyalty and satisfaction and to improve market performance.

12. Why Text Mine? James Parry, SPSS Inc. (jparry@spss.com); Sarah Tomashek, SPSS Inc. (stomashek@spss.com).

Data collection is an intrinsic aspect of public opinion research and open-ended questions are a rich source of data on the attitudes, perceptions, and preferences of a population. Open-ended questions allow issues, concerns, and perspectives to surface that the researcher may not have originally considered. In other words, the absence of open-ended questions may result in stones left unturned and, ultimately, biased results. The question remains, however, of how to efficiently and objectively analyze text. Historically, analyzing unstructured text data was a tedious and manual process to read, interpret and code. Today though, the ability to read text data, extract salient concepts and code those concepts has come a very long way, with technology making it possible for the researcher to see and quantify what people are saying. This presentation will present a brief history of text mining technology and peel back the covers on how the technology works. In discussing this, we will also examine what considerations to keep in mind, such as the research effect, and how this process can be applied to public opinion research.

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13. Using the ESRC Question Bank: An Online Resource Developed for the Social Survey Research Community. Julie Gibbs, University of Surrey (j.gibbs@surrey.ac.uk).

The Question Bank (Qb) website is a resource developed for researchers who wish to view the questionnaires from large scale UK social surveys. Founded in 1995, the Qb is based in the UK but its large body of material can be of use to social researchers anywhere in the world. Most survey questionnaires are held in the form of text searchable PDF files. Many recent surveys are based upon the CAPI program BLAISE, and display the questionnaire in modified coded format. The Qb is intended to help researchers designing questionnaires, secondary analysts in search of surveys covering specific topics, and students of survey methods. It is building up commentary material on the measurement of 22 social and socioeconomic variables. Its longer-term objective is to assist improvements in UK survey measurement practices. The Question Bank is funded by the UK Economic and Social Research Council.

14. How Effective are Last Year's Survey Nonresponse Adjustments? An Examination of Nonresponse Adjustments Over Time. Wei Zeng, University of Nebraska Lincoln (weizeng@bigred.unl.edu); Kristen Olson, University of Nebraska Lincoln (kolson5@unl.edu).

Repeated cross-sectional surveys frequently use identical methods for adjusting for nonresponse from year to year. However, the efficacy of this decision is not well understood. An effective variable to include in a nonresponse adjustment is one that is correlated with both the survey variables of interest and the likelihood of survey participation. If the predictive value of the adjustment variable for either nonresponse or the survey variables of interest changes over time, then the effectiveness of it as an adjustment tool will also change over time. To our knowledge, limited systematic examination of the effectiveness of using the same adjustment procedures over time has occurred. We focus on the American National Election Studies, comparing administrations from 1986, 1988, 1990 and 1992 to 2004. In particular, we look at characteristics of the neighborhood, statements made on the doorstep, and paradata available on respondents and nonrespondents as predictors of survey participation and as adjustment variables for survey nonresponse. For example, although people who made negative doorstep statements like 'I am not too busy' or 'I am not interested in the survey/politics' are consistently less likely to participate in surveys in all years, in different years, the cooperation rates for respondents who make these statements vary. To the extent that these statements also change in their relationship with the survey variables, we should expect changes in their effectiveness in reducing nonresponse bias in the final adjusted estimate over time. This paper also examines the multivariate relationship of these paradata through nonresponse propensity models, creating weighting factors from the predicted propensities. The changes of the effect of these nonresponse propensity weights on the survey estimates are also compared over time.

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Call Scheduling and Optimization of Response Rates

Analyzing Sequences of Contacts. **Frauke Kreuter, Joint Program in Survey Methodology (fkreuter@survey.umd.edu); Ulrich Kohler, Wissenschaftszentrum Berlin WZB (kohler@wzb.eu).**

More and more survey organizations collect contact history data during the data collection process. These data include day and time of contact, mode in which contact was attempted, and outcome of the contact. Sometimes interviewer observations are made during the contact attempt and reasons for refusal are noted. Contact and other process data can guide mid-survey decisions that affect nonresponse, measurement, and sampling variance properties of the resulting statistics such as with responsive survey designs. Contact data might also be useful in creating nonresponse adjustment weights. For example, conditional on the use of a balanced call schedule, the information available from contact attempts can be used to create estimates for "time spent at home". "Time spent at home" is a predictor of the probability of making a successful final contact given a fixed field period. "Time spent at home" can likewise be highly correlated with substantive outcome variables such as intra-household provision for after-school childcare, hours of TV viewing, or employment status. A nonresponse weighting procedure that takes the number of contact attempts into account can therefore reduce bias for particular outcome variables. The mere count of contact attempts might however not reveal the whole story of a contact, and other summary measures of the contact history might be more informative for respondent behavior. This talk will evaluate the extent to which sequence analysis can effectively describe and analyze contact data by taking the sequence of events into account. We will demonstrate tools for describing and visualizing sequences as well as examples on how to perform optimal matching to form clusters of similar sequences. Our main interest is on identifying specific respondent behavior. However, unusual pattern may in addition inform about specific interviewer behavior or organizational practices. The usability of sequence analysis summary statistics for nonresponse adjustments will be discussed.

The Seasonality Effect: Does Time of Day Matter? **Brian Head, NC State Center for Health Statistics, Division of Public Health, NC DHHS (Brian.Head@ncmail.net); Robert Waldman, North Carolina State Center for Health Statistics, Division of Public Health, NC DHHS (Bob.Waldman@ncmail.net).**

Background: Over the past two decades response rates have declined significantly, and simultaneously costs associated with running a telephone survey have increased. As these trends continue, demand for call scheduling efficiency increases. It is well established that time-of-day is an important factor to consider in call scheduling (e.g., evenings are the most productive calling period). On the other hand, an area that has received very little attention is the so-called seasonality effect. **Methods:** Using two years of first attempt call history data (2005 & 2006) from the North Carolina BRFSS for calls made before 5:00 PM, we use logistic regression to test whether seasonality affects the likelihood of a first attempt answer for daytime calls. Three calling time periods were analyzed: Early morning 9:00am-10:59am; midday 11:00am-1:59pm; and late afternoon 2:00pm-4:59pm. **Results:** First attempt calls made in the late afternoon were significantly more likely to result in an answer in months falling in the fourth quarter of the year: October early morning [OR 0.719 (CI 0.566-0.913) p<.05], October midday [OR 0.796 (CI 0.642-0.987) p<.05], November early morning [OR .608 (CI 0.485-0.764) p<.05], November midday [OR 0.636 (CI 0.526-0.770) p<.05], December midday [OR 0.747 (CI 0.617-0.906) p<.05]. An examination of the rest of the year suggests that there is little difference between various times of day with the exception of January early morning [OR 0.667 (CI 0.493-0.903) p<.05]. **Conclusions:** The results suggest that time-of-year may be an important factor to consider in call scheduling. First attempt calls made in the afternoon in fourth quarter months are significantly more likely to result in an answer. And while this study does not examine if these calls will result in a statistically higher rate of completion, the results do suggest a more efficient strategy for call scheduling.

Correlation Between Number of Telephone Survey Dial Attempts and Response Rates. **Shaohua Hu, Centers for Disease Control and Prevention (shu@cdc.gov); Ali Mokdad, Centers for Disease Control and Prevention (amokdad@cdc.gov).**

We use detailed calling history data from the 2006 Behavioral Risk Factor Surveillance system (BRFSS), the world's largest on-going public health telephone survey, to assess the efficiency of our calling protocols. The purpose was to identify ways to reduce efforts for cases which have historically yielded very few completes and to reduce respondent burden by decreasing the call attempts. We examined the number of all call attempts, calls for sampled numbers identified as likely households, and those identified as likely businesses, cell phones, or other non-residential numbers. The analyses also examined how potential changes in current BRFSS calling attempt numbers might affect the number of completed interviews obtained, CASRO response rates, and data collection costs. We further demonstrate significant difference in this correlation by pre-call status (households vs. non-households numbers) and disposition codes. Our findings will improve the BRFSS operation.

Understanding Survey Data Collection Through the Analysis of Paradata at Statistics Canada. **Francois LaFlamme, Statistics Canada (francois.laflamme@statcan.ca).**

The development and implementation of computer-assisted data collection methods has provided a wide scope of process data ("paradata") to the survey researchers that can be used to learn more about the data collection survey process. Much of the research discussed in this paper relies upon this call transaction history that contains relevant detailed information about each call or attempt made by case during the data collection process. These analyses are used to evaluate the data collection process in Statistics Canada and to identify strategic opportunities for improvements. The paper examines the methodology used as well as the main findings of various investigations with regards to the following issues: distribution of attempts, attempts versus time spent, contact rate, number of attempts to get a first contact, contact versus interview and sequence of calls. In addition, an overview of the ongoing Paradata research study and a summary of the lessons learned so far are also discussed.

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Cell Phones VII

An Evaluation of Potential Bias in the NIS and NIS-Teen Estimates due to Noncoverage of Wireless Only Households. Meena Khare, NCHS/CDC (mkhare@cdc.gov); Abera Wouhib, NCHS/CDC (AWouhib@cdc.gov); James Singleton, Centers for Disease Control and Prevention (CDC) (JSingleton@cdc.gov).

The prevalence of wireless-only households has been increasing consistently every six month. Estimates from telephone surveys such as the National Immunization Survey (NIS) are subject to potential bias due to increasing noncoverage of wireless-only households. The wireless-only households account for more than 80% of the total noncoverage and previous studies have shown that characteristics of adults living in wireless-only households differ from those living in phoneless households or in households with landline telephones. The NIS is a large telephone survey of households with children aged 19-35 months followed by a mail survey of providers to obtain vaccination records. The NIS-Teen collects vaccination histories for teens aged 13-17 years. Data from the households with children aged 1-4 years and 13-17 years from the 2006 National Health Interview Survey (NHIS) by type of telephone service are used to evaluate potential noncoverage bias. Noncoverage bias is estimated by comparing age-specific NHIS estimates of selected outcome measures associated with vaccination coverage with the estimates for children living in households with landline telephones. Difference in selected estimates between all children living in landline telephone households and children living in landline or wireless-only households are computed using the NHIS weights adjusted for noncoverage. From a previous study using the 2005 NHIS data, Khare et al., 2007 found marginal bias in proxy measures related to vaccination status. The purpose of this paper is to continue evaluation of potential noncoverage bias in the NIS and NIS-Teen survey estimates.

Comparison of Cell Phone and Landline Surveys: A Design Perspective. Lisa Carley-Baxter, RTI International (lcbaxter@rti.org); Andy Peytchev, RTI International (apeytchev@rti.org); Michele Black, CDC (mcl2@cdc.gov).

Rapidly decreasing coverage of landline surveys is increasing the need to implement dual-frame surveys for inference to the adult U.S. population. Vast differences between the way cell phones and landlines are used, and the populations using them, require separate data collection designs. Yet research comparing cell phone surveys to landline telephone surveys is scarce with respect to outcomes such as contact and cooperation. Such studies are needed to inform the design of cell phone surveys and the feasibility of including cell phone samples in telephone surveys. Much can be borrowed from the vast literature on landline surveys. However, factors affecting cooperation in landline surveys may not be the same in cell phone surveys. Interactions over cell phones may be faster, and theories on dual-processing in psychology support the possibility of more peripheral processing of survey requests; reasons for nonresponse may be less related to the survey and more to situational factors. If correct, survey topic and size of the request should have a smaller or no effect on cooperation in the cell phone survey. A national landline RDD survey was followed by two parallel methodological studies using a shortened instrument: an RDD sample of cell phone numbers and a double-sample of nonrespondents in the landline survey. We conducted two experiments in both methodological studies, varying the announced topic and length of the survey. To inform designs on the inclusion of adults with both a cell and landline phone in addition to cell-only, we present relative costs under each scenario, and cell phone use in each group from measures in the screener. We evaluate the efficiency of the cell phone survey by comparing it to the initial landline study on cost-related outcomes. We also compare the cell phone to the nonrespondent survey, relaxing assumptions made about invariance over time, interviewers, etc.

Sampling & Weighting Cell Phone Samples to Supplement RDD Surveys. J. Michael Brick, Westat (mikebrick@westat.com); W. Sherman Edwards, Westat (shermedwards@westat.com); Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu).

The 2007 California Health Interview Survey (CHIS 2007) sampled from both the standard RDD sampling frame and the frame of cell phone numbers. A pilot test of the cell phone sample was conducted in 2006 and the findings of that study informed the design of the full scale effort in 2007. This paper reports on the sampling and weighting of the 2007 survey. Four sampling issues are addressed. First is the allocation of the sample to the landline and cell phone frames, a topic that has received little attention in previous studies. Second, the allocation of the sample within a geographically stratified design is discussed. While the sample was allocated equally over the entire state in the 2005 pilot, it was allocated differentially by region in 2007 to support making estimates at the county level—a major CHIS objective. The paper explores if the intended effect was achieved. Finally, the ability to sample adults within a household when a cell phone is shared is discussed. The 2005 pilot suggested difficulties in sampling persons other than the person answering the cell phone, but was based on a very small sample. The 2007 larger sample will be more informative. Weighting RDD and cell samples together to form approximately unbiased estimates is a difficult task. The CHIS design screens out landline households in the cell phone sample to facilitate the estimation process. We discuss methods of weighting the combined samples to try to reduce the biases due to differential nonresponse in the two frames. The estimates at the county level, where the cell phone sample size might be very small, are also discussed.

"R U in the Network?!" Using Text Messaging Interfaces as Screeners for Working Cell Phone Status. Trent Buskirk, St. Louis University (tbuskirk@slu.edu); Kumar Rao, The Gallup Organization (Kumar_Rao@gallup.com); Mario Callegaro, Knowledge Networks (mcallegaro@knowledgenetworks.com); Zac Arens, University of Maryland (Zac_Arens@gallup.com); Darby Miller Steiger, The Gallup Organization (Darby_Miller_Steiger@gallup.com).

The proliferation of cell phone (CP) usage in the U.S. has forced many survey researchers to include supplementary samples of CP numbers to protect against potential undercoverage errors now encountered with standard landline (LL) sampling designs. However, even though CP usage continues to rise, the national hit rate from CP banks (hovering around 60%) is only slightly higher than the LL analog. Even with this moderate hit rate, inefficiencies in CP designs exist, especially for those that screen for cell phone only (CPO) users. Traditionally, efficient sampling designs from for the LL frame such as Mitofsky-Waskberg took advantage of auxiliary information about telephone banks. However, proprietary/privacy issues preclude application of these techniques to the CP number frame. One piece of auxiliary information that is available for CP numbers is the provider. While no published lists of working CP numbers currently exists explicitly, it is possible to

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take advantage of provider-specific technological resources called Text Messaging Interfaces (TMI) that include both on-line text-messaging processors and 'in-network' search tools to verify the working status of a CP number. While two U.S. studies have noted the use of text messaging as a method of invitation for CP subscribers, no study has explicitly investigated the use of TMI's as screening tools. In this paper we present the findings of an experiment testing the utility of TMI's from four major CP providers as screeners for CP status in an effort to increase working hit contact and participation rates for a CPO panel. While no text messages were sent to any CPs for this study, an automated process was developed to use provider TMI's to confirm working status of CP numbers in the screener condition. The results of this study demonstrate the potential for improving efficiencies of CP sampling designs now and into the future.

Cognitive Interviews II

Inter-rater Reliability for Coding Cognitive Interviews. Jennifer Edgar, Bureau of Labor Statistics (edgar_J@bls.gov); Kathy Downey, Bureau of Labor Statistics (downey_K@bls.gov).

For cognitive interviews to be a useful tool in testing questions, we know that any structured probes should be carefully designed, be well thought out, and present clear objectives to the interviewer. However, even if all of these criteria are met, the potential remains for the results to lose utility if the researchers do not accurately and consistently identify problems and issues raised by participants. This paper presents the coding results of a study of 20 cognitive interviews, conducted by two experienced interviewers using scripted probes. To code the interviews, the cognitive interviewers listened to a recording of the cognitive interview and coded the problems found. Subsets of two to three interviews were coded in rounds in order in an attempt to improve inter-rater reliability. After each coding rounds, the coders discussed the number and types of problems found to gain agreement. In earlier rounds of coding, the coders did not use a coding scheme; in later rounds, they used a coding scheme developed from the Question Appraisal System (QAS-99) (Willis & Lessler, 1999). When calculated using a simple percent agreement for each interview, inter-rater reliability ranged from 60 percent to 80 percent for number of problems per interview and 22 to 75 percent for type of problems per interview. This paper reviews the process of coding cognitive interviews; discusses challenges faced achieving acceptable levels of inter-rater reliability; and provides suggestions for improving inter-rater reliability in cognitive interviewing studies. We will also explore how inter-rater reliability may change based on the type of question items tested and whether a coding form is employed for coding item problems.

Do You See What I See?: Using Visual Methods To Probe Respondent Understanding. George Carter, U.S. Census Bureau (george.r.carter.III@census.gov).

Estimates of household overcrowding are dependent on respondent understanding of how rooms are defined in the American Community Survey (ACS). Measures of neighborhood quality in the American Housing Survey (AHS) are dependent upon how respondents self-define their neighborhoods. In 2007, research was conducted at the U.S. Census Bureau on the use of two new visual cognitive methods, "visual vignettes" and map-based visualization, to probe how respondents count the number of rooms in their housing units and how they define their neighborhoods. "Visual vignettes" representing areas within houses and apartments were created using photographic and computer assisted design (CAD) techniques and used to probe "room" counting in accordance with ACS definitions. "Visual vignette" methodology uses virtual tours as vignettes, representing scenarios respondents are asked to interpret. Vignettes provide a way to assess how intuitive concepts as they are understood by respondents diverge from concepts as they are presented in surveys. Virtual tours, commonly used in real estate advertisements, are 360 degree images that allow the viewer to see a room as if they are located inside the room. Respondents viewed a series of virtual tours and were encouraged to "think aloud" as they applied survey rules and definitions to them. Respondents expressed that the "visual vignettes" were engaging and helped them think through the ACS "rooms" definition. Respondents focused more on room function than room structure in their determination of number of rooms. In map-based visualization, respondents are presented with maps and asked to define the boundaries of areas as they understand them. Maps were produced of areas around respondents' housing units and were used to probe understanding of "neighborhood" as it is defined in the AHS. We found that neighborhood self-definitions varied widely. Cost effectiveness and application of methods to other research will be discussed.

Developing Questionnaire Items to Measure Identity Theft. Theresa DeMaio, U.S. Census Bureau (theresa.j.demaio@census.gov); Jennifer Beck, U.S. Census Bureau (jennifer.l.beck@census.gov).

Identity theft, defined as the misuse of someone's personal information for fraudulent purposes, is becoming a growing problem. In an effort to collect detailed information on the scope and nature of identity theft, the U.S. Department of Justice asked the U.S. Census Bureau to collect these data through a supplement on the National Crime Victimization Survey. Identity theft is often made up of different types of misuses of personal information over long periods of time. The complex nature of this crime presented some key challenges to questionnaire development. The challenges primarily were the result of the highly emotional and salient nature of the identity theft. First, because victims were eager to share all of their identity theft experiences, they tended not to differentiate between successful misuses of personal information from attempted misuses of personal information. This inability to focus on these differences made it difficult to develop questions that collect separate information on actual misuses of personal information and attempted misuses personal information. Second, it was difficult for victims to isolate individual misuses of personal information that made up their identity theft experience. Victims tended to think of their identity theft experiences as a single unit, rather than as an amalgamation of individual misuses. The inability to isolate identity theft experience also made it difficult to collect detailed information on the effects of specific identity theft experiences. Finally, identity theft is often a "faceless crime," because identity theft involves personal information that someone can easily access without interacting with the victim. This anonymity made it difficult to develop questions about the identity theft offenders. In this paper we discuss in some detail each of these challenges in collecting information about identity theft and present solutions.

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Reducing the Number of Cognitive Interviews by Adding Other Cognitive Methods of Testing. Patricia Houle, Statistics Canada (patricia.houle@statcan.ca).

The Questionnaire Design Resource Centre (QDRC) is the focal point of expertise at Statistics Canada for questionnaire design and evaluation. As it stands now, cognitive interviewing to test questionnaires is most often done near the end of questionnaire development process, meaning that as many as 100 test participants are needed. By participating earlier in the questionnaire development process, the QDRC could test new survey topics using more adapted cognitive methods for each step of the questionnaire development process. This would necessitate fewer participants for each phase of testing, thus reducing the burden on the population. Based on a literature review and existing Statistics Canada's questionnaire evaluation projects, this paper will describe how the QDRC could help clients in making appropriate improvements to their questionnaire in a timely manner. This may avoid last minute rushes that lead to possible non-sampling errors in trying to implement necessary and important changes based on testing done too late in the process.

Survey Question Evaluation: Comparing Latent Class Analysis, Cognitive Interviews, Expert Reviews, and Traditional Measures of Validity and Reliability. Ting Yan, NORC, University of Chicago (yan-ting@norc.org); Frauke Kreuter, Joint Program in Survey Methodology (fkreuter@survey.umd.edu); Roger Tourangeau, Joint Program in Survey Methodology, Institute for Social Research (rtourangeau@survey.umd.edu).

Survey researchers have a large set of techniques at their disposal for evaluating survey questions. The various techniques differ in their underlying principles, the types of problems they identify, the practical requirements for carrying them out, the type of results they generate, the personnel required, and so on. Given the large number of different evaluation methods, it is worth exploring two issues: One is how consistent the different methods are with regard to problems identified and the other is how they might best be used in combination to identify problems. Neither issue has been extensively studied in the survey literature. We attempted to tackle both issues in this paper. We compared four different survey question evaluation methods – (informal) expert reviews, cognitive interviews, traditional measures of validity and reliability, and the latent class analysis. Two triplets of survey questions intended to measure the same underlying construct were pretested and evaluated using these four methods. We examined the performance of each method in identifying flawed questions; the consistency among methods is low. This lack of consistency may reflect the unreliability of some of the methods and differences in the types of problems each method is best suited to detect. We also discussed ways to combine these methods in identifying problems and in reducing measurement error.

Methodological Briefs II

Validating Check-All and Forced-Choice Question in a Paper Survey of Provincial Park Campground Users. Brian Dyck, Ministry of Environment, British Columbia (Brian.Dyck@gov.bc.ca); Danna Moore, SESRC, Washington State University (moored@wsu.edu).

Survey researchers often use a check-all question format in Web and mail surveys, but revise it to a forced-choice format in telephone surveys. An underlying assumption is that format is unimportant. Recent experimental studies, however, have quite consistently demonstrated higher affirmative answers in the forced-choice question format than in the check-all question format in both mail and web surveys. Some authors have suggested that the forced-choice question may provide greater accuracy. However, none of the previous studies have included external validation measures. This is critical because without a benchmark one cannot know which format provides a more accurate answer. To examine these issues, a series of three experiments were conducted in 3 provincial park campgrounds in British Columbia in 2006. The experiments include manipulations of two experimental questions: an attribute question and a behavioural question. The experiments were designed to: 1) compare the two formats against an external validation measure for the attribute question; 2) examine the effect of reducing the length of response options for the two formats in both questions; and 3) determine the effect of "chunking" (changing from one column to two columns) for the check-all format. The external validation measure (i.e. type of camping equipment used) was obtained through observation at the time the questionnaire was distributed. Five different versions of the questionnaire were distributed to a random sample of campers (n= 133 to 199; response rates = 50% to 75%). While some of our results are consistent with previous studies, we found that differences in the two formats are unlikely to occur if the check-all question is highly salient and quite short. Surprisingly, our external validation measure indicates that both formats significantly overestimated the types of camping equipment used in all three campgrounds. The implications of this finding for research and policy are discussed.

Response Patterns in a Long Question Grid in a Mail Survey Questionnaire. Olena Kaminska, Gallup Research Center, University of Nebraska-Lincoln (kaminol@gmail.com); Kumar Rao, Gallup Organization (Kumar_Rao@gallup.com).

In mail surveys, researchers often face the challenge of too little space in the questionnaire for the number of questions they wish to administer. Oftentimes certain structuring methods are used in order to maximize the data gathering efficiency of a given set of questions. One such method involves using a grid format in which two or more questions with the same response options are grouped together in a 'grid' of rows and columns. In this way, the response options are not repeated for every question in the grid, which minimizes not only the use of space in the questionnaire, but also respondent's burden of comprehending new scale for each question in the grid. Nevertheless, multiple items in a list can result in respondent's fatigue which may lead to less careful responses towards the end of the question grid. This article investigates whether respondents tend to provide more extreme and straight (non-differentiation) responses towards the end of the question grid and whether the patterns of respondents are different among respondents with different interest in the topic of the survey. The data for this study comes from 2007 mail profile survey conducted by The Gallup Panel (N=20,691). Two versions of the questionnaire were used with the ordering of the response lists reversed for the grid question sets in one of the versions. Preliminary results indicate that the amount of extreme and non-differentiating responses increases towards the end of the question set, regardless of the content of the items. We discuss the findings from the study, some possible explanations for these effects and conclude with recommendations for future research.

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Enhancing Validity and Reliability of Data Gathered by Paper-Administered Personal Interview Questionnaires. Dawn Norris, U.S. Census Bureau (dawn.r.norris@census.gov); Elizabeth Nichols, U.S. Census Bureau (elizabeth.may.nichols@census.gov); Jennifer Childs, U.S. Census Bureau (jennifer.hunter.childs@census.gov).

When using a paper-administered personal interview (PAPI) questionnaire, the goal is for the interviewer to record on the form all the relevant information that the respondent provides. If interviewers fail to do this, it may indicate a problem with the questionnaire. Currently, the “toolbox” of pretesting methods used by the U.S. Census Bureau to evaluate PAPI questionnaires includes cognitive testing, respondent and interviewer debriefings, observation of interviews, behavior coding, and usability studies with the form in a controlled setting. However, the use of any of those methods independently does not allow us to examine the interrelation of 1) problems with questionnaire design/usability; and 2) problems with interviewer behavior. The method described here allows examination of how form design problems may drive poor interviewer behavior. In the qualitative study presented in this paper, we listened and transcribed 33 interviews tape-recorded during a field study. We then examined the corresponding completed forms. We were able to pinpoint problems with the design of the questionnaire by comparing the interview transcripts to the information recorded on the completed forms. We identified skip-pattern errors and recording of incorrect, unnecessary, and duplicate information. We were also able to determine the validity of the recorded answers based on the interviewers’ and respondents’ conversations during the interview (something that is not possible with traditional behavior coding). The co-examination of forms and interview transcripts facilitated an understanding of the source of inaccurate information, as well as ideas for solutions rooted in form redesign or interviewer training. This paper will describe how this method led to findings that would not have been identified by other methods and provides an additional pretesting method to add to your own “toolbox.”

Does Behavior Coding Help Determine Which Questionnaire Version is Best? Martha Kudela, Westat (marthakudela@westat.com); Kerry Levin, Westat (kerrylevin@westat.com); Gordon Willis, National Cancer Institute (willisg@mail.nih.gov); Salma Shariff-Marco, National Cancer Institute (shariffs@mail.nih.gov); Nancy Breen, National Cancer Institute (breenn@mail.nih.gov).

This paper explores the role of behavior coding in identifying functional differences between two potential versions of a questionnaire. Behavior coding is an observational method used in the later stages of survey development to systematically document behaviors that suggest questionnaire design problems. Examples of such behaviors include wording changes interviewers make when administering draft items, respondent requests for clarification or further information, and respondent answers that do not fit item response requirements (Fowler & Mangione, 1990; Oksenberg, Cannell & Kalton, 1991). Our research applied behavior coding methods for a somewhat novel purpose: To help determine which of two versions of a questionnaire on racial and ethnic discrimination should be selected for a large-scale population health survey. To help measure the impact of experiences of discrimination or unfair treatment related to race/ethnicity on health, the National Cancer Institute developed two versions of an instrument focusing on respondents’ recent and lifetime experiences of such treatment. One version of the instrument first asked respondents about any experiences of unfair treatment, and a follow-up question then asked them to attribute the cause of that treatment (e.g., race, ethnicity, gender, age). A second version asked directly whether each type of unfair treatment was specifically due to the respondent’s race (“In the past 12 months, how often have you been threatened or harassed because you are African American?”). Given that results of cognitive interview testing were inconclusive, a set of 500 telephone field test interviews were audio-recorded and behavior coded to provide additional information on the functioning of each questionnaire version. Results of this paper will discuss the similarities and differences in the types of problems the behavior coding identified in each version. We conclude by assessing whether the behavior coding results were a useful contribution to a decision about which version to select for the final instrument.

Mode, Measurement, and Mayhem: A Closer Look at Measurement Error in a Mixed Mode Study. Kathleen Kephart, University of Nebraska Lincoln (kathleen.kephart@gmail.com); Olena Kaminska, University of Nebraska Lincoln (kaminol@gmail.com); Kumar Rao, Gallup Organization (Kumar_Rao@gallup.com); Ipek Bilgen, University of Nebraska Lincoln (ipek@bigred.unl.edu).

The Gallup Panel recruits members randomly using Random Digit Dial (RDD) methodology and assigns members to receive surveys either through the mail or web. Since both of these modes are self-administered, there is no interviewer to motivate respondents to answer carefully. The only communication of the researcher with the respondents is through the instructions, question wording, and design. The Gallup Panel surveys often include many long lists of questions that use the same response options. When respondents answer long batteries of questions such as these, they may be more likely to change their response patterns towards the end of the battery as they become fatigued, resulting in measurement error. When fatigued, respondents adopt response strategies (such as non-differentiation and extreme answers) that permit them to reduce their perceived response burden. In this study, we investigate measurement error in a mixed mode survey conducted by The Gallup Panel. The survey was sent to active panel members who are assigned to receive surveys, either through the mail or online. Two versions of the questionnaire (reverse item order ballot design) were used in each mode and members were randomly assigned to one of the versions. Preliminary results from the mail surveys have confirmed more extreme and straight non-differentiated responses to items when they are asked later in the response list. Our main research question is whether we observe this measurement error in both mail and web mode groups. The paper discusses how researchers can prevent or reduce these measurement errors and concludes with future research avenues.

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Racial Identification and Attitudes

Social Desirability and Racial Framing of Barack Obama and the Hypothetical Black President. David Wilson, University of Delaware (dcwilson@udel.edu); Darren Davis, University of Notre Dame (Darren.Davis@nd.edu).

Recent elections involving deracialized black candidates reveal a propensity among whites to voice support for black candidates, but privately abstain or vote for someone else. Therefore, instead of accepting the validity of political attitudes toward deracialized candidates, this research explores the extent to which support for Barack Obama and a hypothetical black presidential candidate is tainted by socially desirable responses. Working under the axiom that deracialized candidates purposely avoid racially divisive issues, threatening and confrontational images, and positions challenging the whites' group and self interests, we argue that whites, more than African Americans, should experience greater internalized pressure to voice support for Obama. However, as perceptions of threat to the racial order of society increase, whites' support for deracialized candidates should decrease, at the same time they become sensitive to social norms. Our analysis of race of interviewer effects (surrogate for social desirability bias) and racial labeling (surrogate for threat) of Obama and a hypothetical black candidate supports our expectations. Specifically, while blacks do not show signs of social desirability bias concerning Obama, whites are more likely to voice support for Obama when interviewed by a black interviewer. Moreover, under high threat or when Obama is labeled as "African American" (as opposed to "Black"), whites' support for Obama decreases overall, but Obama's support significantly improves when interviewed by a black interviewer. We take this to mean that whites overcompensate for their support for Obama when he is made to appear more threatening.

Race Identification Across Multiple Respondent Types. Keith Smith, RTI International (kesmith@rti.org); Leyla Stambaugh, RTI International (lstambaugh@rti.org); Karen Morgan, RTI International (kcmorgan@rti.org); Heather Ringeisen, RTI International (hingeisen@rti.org).

This paper will examine discrepancies in reported race identification by multiple respondents within the National Survey of Child and Adolescent Well-being (NSCAW). This topic is of critical importance because race is commonly included as a predictor variable in published NSCAW analyses. For example, some studies have shown that child's race predicts aspects of mental health service use (McCrae, Chapman & Price, 2006) while others have not (Barth et al, 2007; James et al, 2006). The degree to which these findings are valid and reliable is largely dependent upon the reliability of race reports. 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. Begun in October 1999, the sample was drawn from children who were reported to the child welfare system as being maltreated. The NSCAW study design is noteworthy in that many items, including race, were administered to three different respondents: children, their caregivers, and caseworkers. This paper will examine the degree to which these three NSCAW respondents disagreed on the sampled child's race. It will also describe the racial categories that exhibit the greatest levels of disagreement. Preliminary analyses of NSCAW data showed considerable disagreement in race identification, especially between caseworkers and caregivers and between caseworkers and children. A particularly high level of disagreement was found among children identified as Native American. Although the results cannot address accuracy of race reporting, key disagreements that have policy implications will be discussed. Finally, the paper will examine explanatory factors that may be contributing to disagreement.

Social Desirability Bias in Estimated Support for a Black Presidential Candidate. Jennifer A. Heerwig, New York University (ennif@nyu.edu); Brian J. McCabe, New York University (bjmcc@nyu.edu).

In December of 2006, a Newsweek poll reported that ninety-three percent of registered voters would be willing to support a black presidential candidate, but only fifty-six percent of respondents believe that America is ready for a black president. The discrepancy between individual readiness and perceptions of the nation's readiness may underscore deeper attitudes about race and presidential politics in America. In this paper, we conduct a list experiment to gauge measures of social desirability reporting in individuals' support for a black presidential candidate. We find considerable evidence that, when asked directly about support for a black presidential candidate, respondents significantly over-report support. We find that Democrats and liberals report higher levels of overt support and have higher levels of social desirability reporting than Republicans and conservatives. Our evidence suggests that well-educated and politically active respondents are the least likely to misreport their support for a black presidential candidate. The results presented in this paper question the reliability and validity of public opinion polls on the question of race and politics, while simultaneously presenting a truer portrait of the nation's readiness for a black presidential candidate.

Refusal Conversations

The Costs and Benefits of Refusal Conversion in RDD Household Telephone Surveys. Andrea Werner-Leonard, Population Research Laboratory (andrea.werner-leonard@ualberta.ca); Donna Fong, Population Research Laboratory (donna.fong@ualberta.ca).

Researchers over the past few decades have had to deal with a trend in declining response rates in general public telephone surveys, which impact on sample representativeness. Regardless of the strategy involved, researchers are now forced to make tough decisions about the allocation of limited resources that ultimately affect the quality of their data (Miller and Wedeking, 2004). One of the main strategies employed is refusal conversion. In this paper we will discuss various implications of refusal conversion with respect to sample representativeness, data quality, number of attempts to convert, overall financial burden, and ethical considerations. Based on large RDD surveys conducted at a university research centre, we have developed strategies in recent years to maximize response rates while respecting the rights of individuals to refuse to participate and the sponsors' budgetary constraints.

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An Experiment in Converting Refusals for a Large National RDD Telephone Survey of Persons with Chronic Illnesses.
Amanda Maull, Pennsylvania State University's Survey Research Center (aem11@psu.edu); David Johnson, Pennsylvania State University (drj10@psu.edu).

To reduce the increasing nonresponse rates in RDD telephone surveys in a cost efficient manner, we conducted an experiment testing several alternative ways to attempt conversion of refusals. This experiment was part of a study of persons with chronic illnesses in 14 markets (most were metropolitan areas and several were states) which also included a nationally representative sample. A screener interview determined whether the respondent had at least one of five chronic illnesses. The main interview averaged around 30 minutes. Sample sizes in each market were selected to yield a minimum of 350 completed interviews with persons with chronic illnesses. Oversamples for minority respondents were included in several markets raising the maximum number of completed interviews to 600. The national sample had a goal of 800 completed interviews that included a minority oversample. Because of a higher than expected refusal rate, the efficacy of several strategies for refusal conversion were evaluated in 2 of the markets near the beginning of the calling for the study. We used 2,121 cases for which we had an address and one refusal. Cases were randomly assigned to 1 of 4 conditions (G1-G4). G1 received our regular refusal conversion attempts by an interviewer. In G2 a refusal conversion letter by first class mail was added, and in G3 the same letter was sent with a \$2 incentive. G4 was the same as G3 but priority mail was used. G3 and G4 had significantly greater conversion rates (6% higher) than the control group, but priority vs first class mail made little difference. A refusal conversion letter with a \$2 incentive sent using first class mail may be an efficient strategy for improving refusal conversions.

Hang Ups During Introduction and Possible Intervening Variables. Diana Buck, Arbitron, Inc. (diana.buck@arbitron.com); Courtney Mooney, Arbitron, Inc. (courtney.mooney@arbitron.com).

Survey organizations have recognized for quite some time that a large proportion of refusals in RDD surveys are the result of hang-ups by the call recipient in the first few seconds of the introduction (Oksenberg and Cannell, 1988; Arbitron, 2002). Individuals who hang up during introduction (HUDIs) often do not reveal anything about themselves, end the call before hearing what the survey is about, and frequently do not voice specific objections. Therefore, when a refusal conversion is attempted, it is difficult for interviewers to gain their cooperation. With the majority of HUDIs remaining refusals after additional contact attempts, the phenomenon represents a serious problem for telephone survey researchers. Relatively little documentation exists on the frequency of HUDIs. However, Arbitron routinely monitors diary placement calls. And during 2006 and 2007 Arbitron monitored over 60,000 such calls, documented whether a potential respondent hung up at some point during the five sentence introduction, and noted whether these contacts said anything before hanging up. HUDIs increased nearly 3 percentage points from 2006 to 2007. This study documents trends in HUDI incidence and examines the relationship of sample and call characteristics, such as region, urbanicity, and time of day of contact. In addition, United States census data will be utilized to explore the potential relationship between household characteristics such as number of people per household, number of workers per household, number of vehicles per household, and percent 65 and older at the block group level, as suggested by McGuckin, Liss, and Keyes (2001).

What Makes Respondents Change their Minds about Participating?: Comparing Converters to Stable Refusers in an In-Person Survey of Older Adults. Jessica Gruber, NORC/University of Chicago (gruber-jessica@norc.org).

Refusal conversion efforts on large-scale, field data collection projects are often time consuming and costly. Recently, NORC conducted the initial wave of the National Social Life, Health and Aging Project (NSHAP), an innovative, multi-modal study of older adults that examined the interaction between aging, social relationships, and health outcomes. NORC field staff conducted more than 3,000 detailed, in-person interviews with a nationally representative sample of adults aged 57 to 85, achieving a final, weighted response rate of 75.5 percent. Among our completed cases are 827 respondents that had refused participation at some point during the NSHAP field effort. In this paper we examine these respondents, comparing them to the 883 additional refusal cases who we were unable to convert. We compare both demographic characteristics of these groups as well as the various conversion attempts, reasons cited for not participating, and number and content of conversion mailings, and develop models to predict likelihood of successful conversion. These analyses will help researchers with scarce resources to better tailor conversion efforts based on level of case difficulty and probability of interview completion.

Sampling and Weighting Issues

Evaluating the Potential Contributions of a Web-based Convenience Sample to the Accuracy of a Probability Sample.
Marc Elliott, RAND Corporation (elliott@rand.org); Amelia Haviland, RAND Corporation (haviland@rand.org).

We describe a methodology for combining a convenience sample with a probability sample in a way that seeks to minimize the total mean squared error (MSE) of the resulting estimator. We then explore the properties of the resulting composite estimator, a linear combination of the convenience and probability sample estimators with weights that are a function of bias. We discuss the estimator's properties in the context of web-based convenience sampling. Our analysis demonstrates that the use of a convenience sample to supplement a probability sample for cost-effective improvements in the MSE of estimation may be practical only under very limited circumstances. First, the bias remaining, after steps are taken to reduce it, must be quite small, equivalent to no more than 0.02-0.1 standard deviations (about one to five percentage points for a dichotomous outcome). Second, the probability sample should contain at least 1000-10,000 observations in order to effectively estimate bias. Third, it must be inexpensive and feasible to collect at least thousands (and probably tens of thousands) of web-based convenience observations. The convenience sample may be a useful supplement in a large survey where the primary goal is estimates within smaller domains if one is willing to assume that global bias estimates from the full sample also apply to smaller domains. The conclusions about the limited usefulness of convenience samples with estimator bias of more than 0.1 standard deviations can be shown to apply more generally.

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Comparing the Results of Probability and Non-probability Telephone and Internet Survey Data. Rui Wang, Stanford University (wrui@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).

The purpose of this paper is to test whether probability samples and non-probability samples of volunteers yield different survey results. Nine survey companies collected data with an identical questionnaire, one via RDD telephone interviewing, one via the Internet with a sample recruited via RDD telephone interviewing, and seven via the Internet with non-probability samples of volunteers. We first compared the demographic distributions of the nine samples with the Current Population Survey (CPS). Some preliminary results suggest that the distributions of the two probability samples are generally comparable to CPS, while the seven non-probability samples tend to under-represent minority groups, such as Blacks and Hispanics, lower-educated people, etc. We then compared the two probability samples to assess their accuracy via comparisons with government and industry benchmarks when they are available. Some preliminary finding suggests that the RDD Internet sample produced more accurate results compared to the RDD telephone sample, with regard to only those questions that we have benchmarks to compare to. But for some other questions, the two probability samples generated quite different results. We will further explore whether these differences were due to mode effects or other systematic biases. We also compared the two probability samples to the seven non-probability samples in terms of accuracy. While some of the results were comparable between probability samples and non-probability samples, others were found significantly different. For one non-probability sample, most of the results were not comparable to other companies, which might be attributed to the extremely skewed demographic distribution of the sample. To adjust this, we will examine whether data quality of the non-probability samples would be improved by creating weights to match the survey demographics to the nation. Lastly, we will compare whether experiments embedded in the survey yielded comparable results across the platforms.

Representativeness in Online-Surveys Through Stratified Sample. JÖrg Blasius, University of Bonn (jblasius@uni-bonn.de).

While nationwide face-to-face conducted samples are regarded as representative for the total population, online-samples are regarded as biased, especially in terms of age, sex and education. To consider this bias, the data can be weighted in order to receive a representative sample. In case of online surveys, older women with low education receive a very high weight and young men with high education a very low one. Instead of weighting the data, for this study a stratified random sample was drawn out from over 20.000 participants of an online-panel. Thereby, older women with relatively low formal education had a very high likelihood to enter the sample, young men with high education a very low one. For comparing these data with representative, face-to-face conducted data, we used a set of questions from the German General Social Survey 2002. On the basis of more than 1.500 cases each that are equivalent in terms of age, sex and education, we compare the results of the two studies.

Mall-Intercept Versus Online Panel: Does Sample Source for an Experimental Study Matter? Chung-Tung Lin, FDA (chung-tung.lin@fda.hhs.gov).

This presentation will report findings of a study that investigates substantive and behavioral differences between two samples in an experimental survey on consumer perceptions of foods and food labels. One sample was recruited from shopping mall visitors and the other sample from members on an established Internet consumer panel. Participants in both samples self-administered a single questionnaire on the computer. This study uses regression and other statistical approaches on paradata and survey responses to examine the influences of sample source on survey results. While there is little known literature on comparisons between these two sources of sample, existing literature on mode comparisons and on Internet surveys suggest that the two samples may behave differently and provide different survey information. Even though Internet surveys have become more widespread in recent years, mall-intercept surveys are still employed often in various research projects. This case study will contribute to the literature by increasing our knowledge about Internet surveys and about the substitutability of Internet samples for more conventional survey samples.

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Response VII: Length, Framing and Design Issues

A Dynamic Model of the Tradeoff Between Telephone Interview Length and Screening Success. Robert Montgomery, NORC (robert.montgomery@gmail.com).

Many studies have demonstrated, or at least suggested, that the longer an interview is, the lower the survey's response rate is likely to be. This negative relationship between the length of a telephone interview and response rates is usually attributed to increased respondent burden and subsequent failure to complete the interview. However, an additional explanation is available. Little attention has been paid to the dynamics of interviewer quality, likelihood of successful persuasion, and interview length. Put another way, it may be that longer interviews mean that the better interviewers (i.e., those better at persuading respondents to participate) are engaged in interviews more of their time, thereby leading to lower performing interviewers handling (or 'touching') a disproportionate amount of sample and thus leading to lower rates. Drawing from the experience of several studies, we construct a theoretical model that makes explicit the relationships among interview quality, interview length, and response rates, and provide guidance for estimating the impact to productivity caused by changes in the length of the interview. We also compare the model to empirical estimates using data from several large CATI surveys

Measuring the Effect Of Interview Length on Telephone Survey Cooperation. Gillian Eva, Centre for Comparative Social Surveys, City University (g.eva@city.ac.uk); Caroline Roberts, Centre for Comparative Social Surveys, City University (c.e.roberts@city.ac.uk); Peter Lynn, Institute for Social and Economic Research, University of Essex (plynn@essex.ac.uk).

Telephone interviews are typically designed not to exceed a maximum length due to concerns about break-offs and respondent fatigue. Some survey agencies even try to restrict the duration of telephone interviews to less than 20 minutes. While there is likely to be considerable cultural variation in the tolerance for long interviews by telephone, few studies have established empirically the extent to which interview length impacts on response propensity and response rates and whether this varies at all by country. This paper reports on a multi-nation survey experiment designed to address these questions. The experiment was carried out in the context of a program of research exploring issues involved in mixing modes on the European Social Survey. It was designed to test the feasibility of conducting the survey's hour-long face-to-face interview by telephone and ways of modifying the questionnaire to make it more suitable for telephone administration. Probability samples in five countries (Cyprus, Germany, Hungary, Poland and Switzerland) were randomly assigned to three treatment groups, in which target respondents were invited to participate in either a) a 1-hour telephone interview, b) a 45-minute interview, or c) a 30-minute interview. At the end of their interview, respondents in the latter group were invited to participate in a second 30 minute interview (consisting of the remaining half of the standard interview). Using data from call records, we report on the overall response rates in each group, across each of the participating countries, focusing on the effect on levels of cooperation of informing target respondents about interview length in the survey introduction. We also examine the socio-demographic composition of the achieved samples, comparing cooperative and reluctant respondents on a range of key survey measures.

The Framing of the Survey Request, Topic Interest and the Joint Effect on Response Rates. Cong Ye, University of Maryland (eyecong@msn.com).

As a vital effort to persuade people to take part in, survey request tends to heighten the benefits of participation and call for altruistic acts, but the study showed that emphasizing the negative consequences of nonparticipation may sometimes be a more effective way of inducing cooperation. In a list-assisted national RDD survey, we used two types of framings to ask respondents to complete a follow-up survey. The 'loss' framing of request worked better than the 'gain' framing, as prospect theory predicted. To better understand the participation decision, topic interest is introduced into the analysis of interaction. Topic interest has been conclusively associated with survey response. People who are more interested in the topic are more likely to participate in the survey. However, the study showed that levels of topic interest diminished the effect of framing. This is in line with Leverage-saliency theory. Also discussed is the attrition bias.

Upfront and Personal: Effects of Demographic Item Placement on Respondent Refusal to Telephone Surveys. Jeniece Williams, Baylor University (jeniece.williams@baylor.edu); Elizabeth Embry, Baylor University (elizabeth.ninneman@baylor.edu).

Best practices in telephone surveys typically promote placement of demographic items at the end of survey questionnaires (Dillman, 2000). However, because client-based research often utilizes cross-tabulations based on demographic data, if demographic items are included in the beginning of the survey, previously unusable data could be included in the analysis as incomplete or partial interviews. This practice would allow for more robust analysis on a variety of survey items important to the client. We suggest that reordering demographic items from least to most invasive and placing them at the beginning of the questionnaire will counteract Dillman's proposition that refusal rates may increase with placement of demographic items at the beginning of surveys. Our experiment assigns interviews to one of two telephone survey conditions. In the control condition, demographic items are kept at the end of the survey. In the experimental condition, demographic items will follow immediately after the introduction. Partial interviews are measured based on the AAPOR (2006) recommended fifty percent cut-off for refusals. In other words, when fifty percent or more of the survey is completed then that case is considered a partial complete, rather than a refusal.

SUNDAY, MAY 18, 2008 – 8:30 AM – 9:45 AM

New Frontiers in Virtual Interviewing

Virtual Interviews on Mundane, Non-Sensitive Topics: Dialog Capability Affects Response Accuracy More than Visual Realism Does. Frederick Conrad, University of Michigan (fconrad@isr.umich.edu); Michael Schober, New School for Social Research (schober@newschool.edu); Matthew Jans, University of Michigan (mattjans@isr.umich.edu); Rachel Orlowski, University of Michigan (rachanne@umich.edu); Daniel Nielsen, University of Michigan (cypher@isr.umich.edu).

New data collection technologies make it possible to combine many benefits of interviewer and self-administration. For example, a web-based questionnaire can offer clarification to a respondent who gives evidence of confusion. A natural extension of this process is the introduction of virtual or animated interviewing agents into computerized questionnaires: graphical, moving entities in the user interface that ask questions, record answers and potentially do much more. The proposed talk reports a laboratory experiment in which animated interviewing agents asked (spoke) questions about ordinary non-sensitive behaviors and 73 respondents answered (by speaking) based on fictional scenarios (Schober & Conrad, 1997). Our main question is whether response accuracy is affected by how realistic the agent looks (amount of facial and head movement) and how capably it can converse with a respondent (ability to clarify questions when it seems this might help). The interviewing agent assigned to any one respondent was either high or low in 'visual realism' and high or low in 'dialogue capability.' Half of the scenarios were designed to be ambiguous without clarification. Looking just at these cases, respondents were approximately 30% more accurate when the agent was high in dialogue capability than when it was low. However there was no impact of visual realism. Respondents looked at the agent 20-30% of the time – long enough to perceive its visual attributes and, in fact, respondents' ratings of the agent were affected by its visual realism as was the way they interacted with the agent. Yet high visual realism did not increase respondents' requests for clarification – one action that could have improved response accuracy. Interviewing agents asking non-sensitive questions will produce better data if they can converse intelligently; however, more realistic-looking agents might help in ways not studied here, e.g. motivating potential respondents to participate and complete questionnaires.

How Animated Agents Affect Responses in Open-Ended Interviews about Alcohol Use. Natalie Person, Rhodes College (person@rhodes.edu).

Web-enabled animated agent technology has advanced to the point that it would be feasible to create self-administered interviewing systems that use them; for example, in the domain of intelligent tutoring systems the University of Memphis' AutoTutor system, which engages in tutorial dialogue with students, leads to learning gains comparable to those with human tutors. But little is known about the benefits and drawbacks of using such systems for survey interviewing. The current study explores how an animated agent interviewer, built using the AutoTutor platform, affects answers to open-ended questions, relative to human interviewers, CASI, and instant messaging. In the study, seventy-eight college students participated in interviews in which they provided answers to questions about their beliefs about alcohol consumption, their alcohol consumption behaviors, their personal lives, and their family histories. The participants in the study were assigned to one of four conditions: (1) animated agent (AA), (2) text-only (CASI), (3) instant messaging (IM), and (4) human-to-human (FTF). The interview questions were the same in all four conditions and the length of the sessions ranged from approximately 10 minutes to 45 minutes. Results indicated that animated agents did not interfere with participants' willingness to disclose personal information about their beliefs and behaviors regarding alcohol use; intriguingly, participants in the FTF condition used less semantically rich language and fewer emotion words than when interacting with the animated agent. One interpretation of these finding is that face-to-face interviews are face-threatening and that computer-based technologies (e.g., animated agents) may be a viable option for collecting personal and sensitive information in initial interviews. These along with other results from this study inform research on the role of social agency and human-like personas in interviews that require participants to disclose personal information.

Social Cues Can Affect Answers to Threatening Questions in Virtual Interviews. Laura Lind, New School for Social Research (hahnl103@newschool.edu); Michael Schober, New School for Social Research (schober@newschool.edu); Fred Conrad, Institute for Social Research – University of Michigan (FConrad@isr.umich.edu).

The social presence of a human interviewer can affect respondents' answers to sensitive questions, causing them to overreport socially desirable behaviors and underreport socially undesirable ones. Self-administration methods such as ACASI can mitigate some problems associated with interviewer-administration, but human interviewers have been shown to be better at eliciting certain kinds of information from respondents, as well as increasing respondents' willingness to participate in and complete a survey. The study reported here explores whether new technologies for human-looking virtual interviewers could potentially combine the benefits of both self-administration and interviewer-administration. In a laboratory experiment, 240 respondents answered threatening questions either with a human interviewer face to face (FTF), or by clicking in a web browser with one of three self-administered modes: a virtual interviewer designed to include a high number of social cues (i.e. facial movements and expressions), a virtual interviewer with minimal social cues, or via ACASI. The results indicate that the number of social cues present in the virtual interviewers interact with the type and degree of question sensitivity. For example, when asking respondents to report their number of lifetime sex partners, the highly expressive virtual interviewer elicited answers similar to what was seen in the FTF interview (fewer partners) while the minimally expressive virtual interviewer elicited answers similar to what was found with ACASI (more partners). However, when respondents were asked to describe their weight, which could be visually confirmed by a human interviewer, respondents interacting with the highly expressive virtual interviewer described their weight as lower than those who participated in the FTF interview, presumably understanding that the virtual interviewer couldn't see them. Overall, the results indicate that the virtual interviewers sometimes produce social presence effects and sometimes don't, depending on the way in which, and the degree to which, a given question is sensitive.

SUNDAY, MAY 18, 2008 – 8:30 AM – 9:45 AM

When Encouraging Looks Go Too Far: Using Virtual Humans to Understand the Role of Rapport in the Survey Interview.
Brooke Foucault, Northwestern University (b-foucault@northwestern.edu); Joaquin Aguilar, Northwestern University (kino@northwestern.edu); Justine Cassell, Northwestern University (justine@northwestern.edu); Peter Miller, Northwestern University (p-miller@northwestern.edu).

Despite considerable attention from the survey research community, the effect of rapport between interviewer and respondent on survey responding remains a topic of considerable debate. Some researchers suggest that rapport is good for survey interviews because it motivates participants to help interviewers by giving honest responses, even on sensitive questions. Others suggest that rapport is bad for survey interviews because it causes respondents to attempt to ingratiate themselves to interviewers by distorting their responses, especially on sensitive questions, in order to appear more favorably to their interviewers. We propose an alternative explanation. While rapport has previously been considered a unified concept and has yielded different, often contradictory results, we argue that there are multiple types of rapport, some that motivate respondents to answer honestly and others that cause respondents to ingratiate themselves to their interviewers. In this talk, we will discuss our research on the different components of rapport in the survey interview. In our research, rather than depending on post-hoc analyses of interview behavior, or the more-or-less successful performance of trained survey interviewers, we have used prior research in social psychology and our own research on face-to-face interaction to derive a parameterized model of rapport and its effects. That model drives the performance of a series of virtual humans that differ in the kind of rapport they demonstrate. We then used those virtual humans to analyze the effects of different kinds of rapport on socially desirable responding in survey interviews containing sensitive questions.

SUNDAY, MAY 18, 2008 – 8:30 AM – 10:00 AM

Effects of Incentives

Effects of Incentives, Advance Letters, and Telephone Followup in RDD Recruitment for a Consumer Research Panel. Kumar Rao, Gallup Organization (kumar_rao@gallup.com); Darby Steiger, Gallup Organization (Darby_Miller_Steiger@gallup.com); Olena Kaminska, Survey Research and Methodology, University of Nebraska Lincoln (kaminol@gmail.com); Allan McCutcheon, Survey Research and Methodology, University of Nebraska Lincoln (amccutch@uniserve.unl.edu).

Survey response rates have been declining for past several years, particularly for random digit dial (RDD) telephone surveys (see De Leeuw & De Heer, 2002; Steeh 1982). This trend affects consumer research panels like The Gallup Panel that uses Random Digit Dialing (RDD) to recruit its members. If significant improvements in panel recruitment response rates are to be achieved, new approaches must be considered. This paper presents the findings of an experiment conducted by The Gallup Panel to analyze the individual and combined effect of incentives, advance letters, and telephone followup on panel recruitment response rate. The experiment consisted of eight conditions in addition to the control group that represented the existing recruitment methodology, which involved drawing a RDD sample, recruiting households on the phone, sending a welcome packet questionnaire in mail, and following-up for nonresponse after twenty one days. Preliminary results suggest that response rate varies across conditions and advance letter with incentive and telephone followup received the highest panel recruitment response rage. This article concludes with recommendations and future research avenues.

The Effect of Promised Incentives on the Response Rates of a Mail Survey. Anna Fleeman, Arbitron, Inc. (anna.fleeman@arbitron.com).

With growing concerns about the viability of RDD frames, Arbitron began investigating the efficacy of address-based sample frames and the use of mail surveys without phone contact. As part of this study, we examined the effect of promised incentives ranging from \$5 to \$30 on the response rate of a two wave mail survey. A fifteen-question survey was sent to nearly 7,100 households whose addresses were unable to be matched to a phone number. The questionnaire asked about cell phone ownership, internet access, and media usage behaviors and requested contact information to send the incentive. Basic demographics, such as age, race/ethnicity, and household composition were collected. Respondents were able to complete the questionnaire by mail, phone, or on-line. The sample design included two waves and three different promised incentives, each of which increased in the second wave. Sample in the first wave was equally divided into three promised incentive groups: \$5, \$10, and \$20. Wave two was initiated to non-respondents after 21 days. In this second wave, the promised incentives were increased to \$10, \$20, and \$30, respectively. Mailings in both waves were identical with the exception of a \$2 prepaid incentive included in wave one. The conditions of the promised incentive and amounts were made clear both in the cover letter and on the questionnaire itself. Results indicate which promised incentive amount produced the highest response in the first wave, second wave, and combined, and whether statistical differences exist among the response rates. Percentages of returned surveys by mode – mail, phone, Web – will also be examined. Further, the demographic differences by incentive group, wave, and mode will be presented. The results of this study contribute substantial insight to understanding the effect of promised incentives on the response rates of mail surveys when phone contact cannot be made.

Prepays, Promises, and Postpays-Additional evidence on what helps response rates. Tom Barton, Mathematica Policy Research (tbarton@mathematica-mpr.com); Karen Cybulski, Mathematica Policy Research (kcybulski@mathematica-mpr.com); Barbara Lepidus Carlson, Mathematica Policy Research (bcarlson@mathematica-mpr.com).

Low response rates continue to be a major issue for random digit dial (RDD) surveys. We recently tested a variety of incentive structures in a large nationwide RDD household survey, the Community Tracking Study (CTS). The three prior rounds of the CTS utilized a methodology that incorporated a panel of telephone numbers supplemented with new telephone numbers in each round. For the 2007 CTS, a new panel was begun, which meant that the benefit of cooperative households from prior rounds would not be present. To increase the overall response rate for the study, we experimented with both the timing and the quantity of respondent incentives. After randomly generating telephone numbers, we matched household addresses to those numbers where possible. The first experiment tested the effect of a cash prepay (\$5 bill), in the initial mailing to those households with a matched address. Secondly, we experimented with the amount of a promised incentive- offering either \$20 or \$40 for completion of the survey. For households that refused over the telephone, we then sent checks to those with a matched name and address. Finally, we tested sending the \$40 check as a prepay to some households. Preliminary results confirm previous studies as to the effectiveness of the \$5 cash incentive in both increased response rates and reduced effort to gain completes. Final results of these and the other experiments will add to the literature on respondent incentives.

The Effect of Varying Incentives on Survey Results in an Age-Targeted Telephone Study. Erin Wargo, NORC (wargo-erin@norc.org); Ned English, NORC (english-ned@norc.org).

This paper presents the results of an experiment designed to examine the differential effect of varying incentive amounts on households with unlisted telephone numbers. The Neighborhood, Organization, Aging and Health project (NOAH) was a telephone study funded by the National Institute on Aging and conducted by NORC examining the influence of neighborhood context on the health and well-being of older adults. We completed approximately 1,500 interviews with individuals aged 65 and older living in selected Chicago communities. The project chose to purchase an age-targeted sampling frame from InfoUSA for efficiency. In order to optimize coverage, we also decided to include households believed to contain at least one 65-year-old but that were missing a telephone number. We then used a commercial locating product to retrieve telephone numbers for households with missing numbers. Locating was unable to retrieve telephones number for a majority of households missing telephone numbers a-priori. Finally, we sent a letter to those households we were unable to locate telephone numbers for informing them of the study and asking them to call in to participate. NORC designed an experiment to examine the effect of different incentives amounts (\$10, \$5, or No Incentive) on response rates for those households missing telephone numbers. This

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paper will discuss the results of the experiment. Specifically, we will address: whether or not respondents were willing to call-in to complete a telephone interview after being prompted by a letter; what incentive was most effective in encouraging respondents to call in; what type of households were willing to call in; and ultimately, was it viable to use a targeted commercial sample list including households without phone numbers to conduct a telephone study.

Election Campaign Dynamics

Campaign Microtargeting and Presidential Voting in 2004. Sunshine Hillygus, Harvard University (hillygus@fas.harvard.edu); J. Monson, Brigham Young University (Quin.Monson@byu.edu).

Much of the political science research on presidential campaigns has focused on the impact of the campaign ‘air wars’ (tv ads, earned media) on voting behavior. Yet, candidates have given increasing attention to ‘ground war’ efforts (direct mail, phone calls, personal canvassing) in recent elections. With such activities taking a more prominent role in campaign communications, it raises basic questions about the nature and influence of the ground war compared to the air war. In this paper we use data from the 2004 Campaign Communications Survey (CCS), a unique collection of campaign communications collected and reported by a national sample of registered voters in the closing weeks of the 2004 campaign, to examine the volume, content, and effect of ground war activities. In comparing television and direct communications in the 2004 presidential election, our analysis identifies noteworthy differences in candidate strategy across these different modes of communication. Using a variety of statistical approaches, including nonparametric matching and instrumental probit model, we then evaluate the influence of direct mail communications on voter decision making.

Examining Effects of Political Ads on Voter Support: OLS and Heckman Models of Candidate Evaluations and Partisan Voting. Dhavan Shah, University of Wisconsin-Madison (dshah@wisc.edu); Hyunseo Hwang, University of Wisconsin – Madison (hyunseohwang@wisc.edu); Nam-jin Lee, University of Wisconsin – Madison (namjinlee@wisc.edu); Melissa Gotlieb, University of Wisconsin – Madison (mrgotlieb@wisc.edu); Rosanne Scholl, University of Wisconsin – Madison (rmscholl@wisc.edu); Aaron Veenstra, University of Wisconsin – Madison (asveenstra@wisc.edu); Emily Vraga, University of Wisconsin – Madison (ekvraga@wisc.edu); Ming Wang, University of Wisconsin – Madison (mwang24@wisc.edu); Itay Gabay, University of Wisconsin – Madison (gabay@wisc.edu).

A now sizable body of research on the effects of political ads has found that even as campaign messages lead to cynicism and mistrust, they also mobilize participation, with exposure encouraging engagement. However, a more fundamental question that has received comparatively little attention: do ads influence voters’ candidate support? This study expands on recent work by Franz and Ridout (2007) to test the effects of the volume of ad exposure, the ratio of this exposure that was negative ads, and, most relevant, the ratio of party sponsored ads and the interaction of this partisan advertising ratio with respondents’ ideology. Researchers have found this questions difficult to answer because accurate measures of exposure to campaign ads have been elusive. Self-reports of negativity or sponsor of ads viewed are too complex a calculation to be reliable. Our data combine national survey data collected following the 2004 election with content-analyzed measures of ad placement on a market-by-market and program-by-program basis. This allows individual level propensity estimates of the volume of ad exposure, the tone of this exposure, and the partisan tilt of the campaign experience. Given that our survey data contains measures of candidate attitudes, voting behavior, market of residence, and patterns of TV viewing, we can estimate the volume, negativity, and partisanship of individual advertising exposure and their consequences (Shah et al. 2007). We tested two outcomes: (1) relative feeling thermometer scores for Kerry over Bush using OLS models for liberal, moderate, and conservative voters and (2) the actual vote choice – both the decision to vote as well as for whom to vote – using a Heckman Probit model. Both models indicate ads are influential, with the partisan flow of campaign exposure influencing candidate evaluations and vote choice, especially among political moderates. Comparatively, there were few effects for volume or negativity.

Advertising and Views of Party Difference: Changes Through the Election Cycle. Aaron Veenstra, University of Wisconsin-Madison (asveenstra@wisc.edu); Emily Vraga, University of Wisconsin-Madison (ekvraga@wisc.edu); Douglas McLeod, University of Wisconsin-Madison (dmmcleod@wisc.edu).

Previous research has demonstrated the ability of political advertising to provide information to voters (Patterson & McClure, 1976), and of so-called “negative” advertising in particular (Finkel & Geer, 1998). However, most of that work does not deal with two important problems. First, the quality of the information contained in political ads in general is not scrutinized, potentially allowing for the “learning” of misinformation. Second, the long-term impact of ads on political knowledge and awareness has generally not been measured. This study aims to deal with these issues in the context of perceived difference between the two major American political parties. Our analysis was conducted using panel survey data collecting during and after the 2004 U.S. presidential election, as well as an estimate of individual ad exposure constructed based on ad-buy data, place of residence and frequency of viewing different genres of TV shows. Research by Ridout and Goldstein (2004) shows that this method of estimating exposure to political ads has significant advantages over conventional strategies. Regression analysis using a wave of the study collected immediately after Election Day shows that total volume of ad exposure is negatively associated with perceiving differences between the two parties ($\bar{Y} = -.08$, $p < .01$). In the wave conducted eight months later, that result is reversed – total exposure positively predicts perception of differences between the parties ($\bar{Y} = .08$, $p < .05$); the percentage of the ads one saw that were run by Democratic candidates is a marginally significant predictor ($\bar{Y} = .06$, $p < .1$). These findings appear to demonstrate the ability of campaigns to mask the differences between the two parties when pursuing independents during the general election process. Though voters may absorb that idea during the campaign, it fades as the election season gives way to the subsequent governing term.

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Longitudinal Tracking of Voter Perceptions During the 2007-2008 Election Cycle Using a Probability-Based Internet Panel. Trevor Tompson, The Associated Press (TTompson@ap.org); Michael Lawrence, Knowledge Networks, Inc. (mlawrence@knowledgenetworks.com); Stefan Subias, Knowledge Networks, Inc (ssubias@knowledgenetworks.com).

The Associated Press and Yahoo! News are conducting a longitudinal study tracking the attitudes and perceptions of a national sample of more than 2,000 U.S. adults during the 2007-2008 election cycle. Between November 2007 and October 2008, the survey participants will be administered eight (8) online surveys, measuring the perceptions of these individuals from before the first primary through just before the general election in November, 2008. The survey participants are members of the probability-based internet panel created by Knowledge Networks. The study presents an opportunity to investigate sample and data quality for an online longitudinal sample. Traditional longitudinal studies use costly means for limiting attrition, such as substantial respondent incentives and interviewer visits and telephone calls to respondents. While the study utilizes relatively small panelist incentives, email reminders, and limited telephone followup, it emphasizes the opportunity for participants to share their evolving perceptions from well before the first primary or caucus up to the general election along with a limited opportunity to share "man on the street" perceptions with AP reporters. It will also include planned fresh cross-sections to test for panel conditioning. We will present analytic findings regarding methodological issues using survey response data and metadata from the first few waves of online data collection. The areas of inquiry are: (i) predictors of unit-level non-response (survival analysis across the waves); (ii) item non-response patterns and the impact of item non-response on survey results; (iii) panel conditioning effects on the survey response data. Substantive findings will also be presented bearing on the relationship between media consumption related to the election and survey results.

Methodological Issues in Health Surveys

On a Wing, a Prayer, and a Phone Number: Using Minimal Household Data to Locate Young Mobile Respondents. Keeshawna Brooks, NORC (brooks-keeshawna@norc.org); Kari Nysse-Carris, NORC (carris-kari@norc.org); Jennifer Satorius, NORC/University Of Chicago (satorius-jennifer@norc.org); Kathleen O'Connor, National Center For Health Statistics/CDC (kdo7@cdc.gov).

Survey researchers use locating protocols to track respondents over time. What if researchers wish to locate and interview young adults, using telephone numbers that are over five years old from a cross-sectional study? What options do researchers have to address these atypical constraints? Do certain respondent characteristics predict success in locating? The 2007 Survey of Adult Transition and Health, or SATH, faced these circumstances. SATH is a nationwide survey that examines the health of 19- to 23-year-olds. The goals are to examine their current health care needs and experiences while they transition from pediatric to adult health care providers. SATH respondents were previously identified as having one or more special health care needs in the 2001 National Survey of Children with Special Health Care Needs (NS-CSHCN), a large national cross-sectional Random Digit Dial (RDD) telephone survey. Parents or guardians completed the 2001 interviews; young adults completed the 2007 interviews using cellular or landline telephones, or the Internet. Both surveys were sponsored by the Maternal and Child Health Bureau and conducted by the Centers for Disease Control and Prevention (CDC), National Center for Health Statistics using the State and Local Area Integrated Telephone Survey (SLAITS) mechanism with contractor assistance. SATH employed a unique two-tiered locating protocol designed around 6-year-old RDD numbers. First, we located 2001 respondents to gain consent to link the 2001 and 2007 data, and obtain current contact information for the young adults. Then, we contacted the young adults and gained consent to conduct the SATH interviews. We describe the locating process, examine NS-CSHCN data to identify respondent characteristics that predict success in locating and discuss how our results generalize to other situations. Such extrapolations are critical as researchers confront dynamic challenges presented by an increasingly mobile society or complex residential relocation efforts due to natural disasters.

Challenges in Developing a New Approach to the Survey Measurement of Disability. Roeland Beerten, UK Office for National Statistics (roeland.beerten@ons.gov.uk); Fiona Glen, Office for National Statistics (fiona.glen@ons.gov.uk); Amanda Wilmot, Office for National Statistics (amanda.wilmot@ons.gov.uk); Tom Howe, Office for National Statistics (thomas.howe@ons.gov.uk).

The UK Office for National Statistics is currently developing a new Longitudinal Disability Survey of Great Britain for the Office for Disability Issues. There are a number of key challenges in the development of this survey – both in terms of measurement and sampling. Although there have been previous disability surveys in the UK during the 1980s and 90s the more recent thinking around the concept of disability suggests a move from a medical to a social model. This has implications for the way disability is measured in the context of a survey questionnaire. This paper will explain the implications of the changes in conceptual definitions for questionnaire development and testing. It will discuss the different stages in the questionnaire development, and how the new measures will be tested through a number of qualitative techniques such as expert reviews, in-depth interviewing and focus groups. In addition to the qualitative testing the survey development will take into account input from a Reference Network of disability organisations and disabled individuals, and the paper will discuss how this input is taken on board alongside the results of the qualitative testing. It will also give an overview of the overall survey design, including the model for the longitudinal component of the survey.

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Measuring the Adoption of Health Information Technology in the United States: Bringing Consistency to Survey Approaches. Sherman Edwards, Westat (ShermEdwards@westat.com); Sid Schneider, Westat (SidSchneider@westat.com); Suzie Burke-Bebbe, OASPE, U.S. DHHS (suzie.burke-bebee@hhs.gov); Ritu Agarwal, Robert H. Smith School of Business, University of Maryland (ragarwal@rhsmith.umd.edu); Corey Angst, Mendoza College of Business, University of Notre Dame (cangst@nd.edu); Daniel Sangria, Westat (DanSangria@westat.com).

Health information technology (HIT) has the potential to bring many benefits to the healthcare system. It may enhance patient safety, eliminate duplicative tests and procedures, enable freer flow of information among providers, give physicians easier access to information, and reduce some costs. Nonetheless, physicians and hospitals have been adopting HIT at a slow pace. Many reasons have been identified for this problem: HIT is expensive, cost savings inure not to the providers who have to spend the money but to health plans, some outdated laws impede donations of HIT, the technology is not completely interoperable yet, and HIT raises privacy and security concerns. Government agencies, industry organizations, medical associations and publishers have fielded surveys of physicians, administrators, and IT professionals in health care settings in an effort to monitor the level of adoption of HIT in the United States. The results have been inconsistent and could lead to differing policies for promoting HIT. Our paper examines one of the sources of that inconsistency by assessing the different approaches taken by 34 surveys measuring HIT adoption, using an appraisal system developed by Forsyth and Hubbard (2002). The results show that the surveys used different nomenclature for HIT functions, employed different question structures, and addressed different aspects of adoption. For example, the surveys measured level of adoption in varying ways—the proportion of patients whose records are stored electronically, or the specific HIT features in use, or the subset of clinicians who used the system, or the proportion or type of patient encounters for which the clinicians used HIT. Our paper points to several survey design guidelines that could make surveys on HIT more consistent with each other, more valid measures of the level of adoption of HIT, and more meaningful to guide policy.

A Comparison of Medical Condition Estimates Based on Condition-Specific Questions Versus Conditions Associated with Reporting of Medical Events or Health Problems: Medical Expenditure Panel Survey, 2004. Frances Chevarley, AHRQ/DHHS (fran.chevarley@ahrq.hhs.gov); Anita Soni, AHRQ (anita.soni@ahrq.hhs.gov).

The prevalence and costs of medical conditions are important to public health. In this paper we analyze and report on condition estimates from the Medical Expenditure Panel Survey (MEPS), a nationally representative survey of the civilian non-institutionalized U.S. population that collects data on health care use, expenditures, source of payment, insurance coverage, and quality of care. We will compare two types of estimates: the first will be based on responses to condition-specific questions in the priority conditions section of the household component interview; the other type of estimate will be based on the condition enumeration section which lists the health conditions associated with health events or other things that occurred between the rounds or since the last interview. For this paper, we will analyze the condition estimates from these two sources for selected priority conditions such as asthma and emphysema to assess differences and potential reasons for similarities and/or differences. We also will benchmark the two sources of MEPS estimates with condition estimates from other national surveys, if possible. ICD-9 codes are included in the medical condition file and will be used in our analysis.

CATI Event History Calendar and Conventional Questionnaire Methods: Retrospective Reports of Health Status. Robert Belli, Survey Research and Methodology Program, University of Nebraska (bbelli2@unl.edu); Ipek Bilgen, University of Nebraska (ipek@bigred.unl.edu).

In a prior AAPOR presentation, Belli, Agrawal, and Andreski (2004) reported that in comparison to traditional standardized conventional questionnaire (CQ) CATI interviews, CATI Event History Calendar (EHC) interviews were shown to provide better quality retrospective reports on objective and subjective states, including reports of health status. Participants in the Panel Study of Income Dynamics (PSID) served as respondents who were randomly assigned to methods, with data collected on 313 CATI EHC (94% cooperation rate) and 318 CATI CQ (97% cooperation rate) respondents. Using panel data from the PSID as validation, the correspondence between the life course retrospective reports collected by computerized EHC and CQ methods and the prospective reports found a shallower slope in the CQ interviews relative to the panel reports, but no difference in slopes between EHC interviews and the panel reports. One possible explanation for these results is that the CQ question led to fewer transitions in health status due to an acquiescence bias; the question wording was constructed in which reporting "yes" would have led to no additional changes in health status during the remainder of one's life. To assess the viability of the acquiescence bias explanation, a split-ballot experiment was implemented in an omnibus survey conducted by the University of Nebraska's Bureau of Sociological Research (N= 937, AAPOR standard definition #1 cooperation rate = 38.2%). Three versions of the question were randomly assigned: one version of the question was identical to that already administered, a second version would lead to more frequent reports of health status changes if acquiescence bias was at work, and a third version provided two alternatives (stayed same; changed). All three versions resulted in equivalent levels of reported transitions in life course health status, indicating that advantages of EHC interviewing cannot be attributed to poor question wording in the CQ.

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Public Beliefs: Creationism, Evolution and Science

Evolution, Public Opinion, and American Politics. George Bishop, University of Cincinnati (george.bishop@uc.edu).

Opposition to Darwin's theory of evolution never seems to fade away in religious-minded America. Over eighty years ago the Scopes "monkey trial" in Dayton, Tennessee marked the beginning of a long battle for public opinion pitting biblical creationism against the teaching of evolution in American public schools. The controversy about human evolution surfaced recently in American presidential politics, with three GOP hopefuls—Representative Tom Tancredo (Colorado), Kansas Senator Sam Brownback, and former Arkansas governor Mike Huckabee—all proclaiming their disbelief in human evolution at the May 3, 2007 debate among GOP presidential candidates. Furthermore, as David Masci observed in the Pew forum on Religion & Public Life, "it has long been an active front in the nation's culture war" state legislatures, town councils and school boards have, for decades, grappled with the issue in schools." But surprisingly, as Eugenie Scott has reminded us, despite the long history of the antievolutionist movement in America and its implications for public policy, there has been little social scientific research on "what makes these people tick." Social scientists have yet to produce a testable comprehensive explanation of the causal sources of American public opinion on this enduring "culture war" issue in science, religion, and politics. The author addresses this conspicuous gap in the public opinion literature with a systematic analysis of Gallup national surveys, providing: (1) a comprehensive picture of the nature and origins of American public opinion on the creation-evolution issue over the past 25-30 years, including its most recent reincarnation in the "intelligent design" controversy, (2) its connection to the so-called "culture war" in American politics on such issues as abortion, cloning, homosexuality, gay marriage, and "moral values", and (3) its relationship to public opinion indicators such as political ideology, party identification, presidential approval, and candidate preferences in the 2008 election.

Stars in Their Eyes? Beliefs About Astrology, Science and Pseudoscience in Europe. Nick Allum, University of Essex (nallum@essex.ac.uk).

One of the key competencies of scientific citizenship is the ability to discriminate between claims that are supported by scientific evidence and those that are based on assertion or on evidence which purports to be scientific, but in fact is not. Astrology is a prototypical pseudoscience in that it makes claims based on a formal system that can be mistaken for scientific by an uninformed or unwary citizenry. Surveys have repeatedly found that many Americans and Europeans believe that astrology does in fact have some basis in science. For instance, in 2001, 53% of Europeans thought that astrology is 'rather scientific' and only a minority (39%) said it is "not at all scientific" (Eurobarometer Survey 55.2). While we might consider the reading of the horoscope pages in newspapers and magazines a rather harmless activity, it is likely that associated with belief in the credibility of astrology will be beliefs in the credibility of other pseudoscience that may have more damaging effects. In this paper I present results from an Europe-wide randomised survey question wording experiment designed to investigate connotations of the terms 'astrology' and 'horoscopes' in relation to other scientific fields. The effects of a range of other social, cognitive and personality variables that are hypothesised to underlie beliefs about astrology, including religious beliefs, scientific literacy and core values, are examined using regression models. The results cast light on how and why beliefs about science and pseudoscience in Europe vary between individual citizens and between the populations of different countries. The results also contain lessons for how we measure beliefs about science in general population surveys.

Public Understanding and Support for Genetics Research. James Wolf, Survey Research Center (jawolf@iupui.edu).

A 3-year grant from the Richard M. Fairbanks Foundation to the Indiana University Center for Bioethics (IUCB) has established a new multidisciplinary research, policy development and public education program that will examine the ethical, legal and social issues arising from predictive health research studies. The Survey Research Center (SRC) at IUPUI plays an ongoing role in this by working with IUCB researchers as they undertake multidisciplinary research studies on ethical, legal, social issues, and explore strategies to ensure that there is active public awareness of and support for predictive health research. We are defining predictive health research as those studies that aim to identify genetic and environmental factors associated with health and disease to predict the risks associated with disease onset, and in so doing to better prevent and treat disease. Researchers at Indiana University Medical Center were anxious to find out how receptive citizens of Indiana would be to participating in predictive research. In late summer 2007 the SRC conducted a phone survey of over 1,000 randomly selected adults throughout Indiana. The questionnaire was designed to measure public perception of its own understanding of genetics research, their likelihood of participating if asked, public confidence in research and other background variables with an emphasis on religious dimensions. Preliminary findings reveal a high sense of decision-making efficacy regarding genetics and participation in such research. A small majority express a willingness to actually participate in genetics research which might be inferred from the wide variance we found in public confidence in this type of research. This paper will explore in more detail the characteristics that might explain the differences in opinion among the public that could result in barriers to participation for large segments of the population.

The Scientific American: A Casualty of the Culture Wars? Carl Gershenson, University of Chicago (cgershenson@gmail.com).

This paper addresses two issues: 1) Do America's most religious citizens lack faith in science in general, or do they only protest select issues? And 2) what determines on which issues the most religious will disagree with the scientific establishment? Using data from the 2006 General Social Survey, I break down responses to variables measuring faith in/knowledge of science by church attendance and attitudes toward the Bible. I find that 1) most Americans, even the most religious, have faith in science most of the time, and 2) belief in biblical inerrancy is not a sufficient explanation for religious skepticism regarding evolution, the age of the earth, and the Big Bang.

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Simulation, Imputation and Other Analytic Techniques

Testing the Limits of Multiple Imputation in Public Opinion Research: Creating Responses to a Question that was Never Asked. James Stoutenborough, University of Kansas (jstout@ku.edu).

Missing data is a problem that has plagued social scientists since we began to use statistical analyses to test our hypotheses. Nowhere is this more evident than in the realm of public opinion research. Using traditional data analysis techniques, a missing observation typically results in the deletion of the entire case. Multiple imputation (MI) has emerged as an answer to this problem. Unfortunately, it is still unclear the limits of this approach. This paper attempts to test the limits of MI by testing the ability of MI to recreate answers to entire questions by examining the public's confidence in the Executive Branch. This examination is beneficial to anyone using public opinion data because a common problem we run into is that a certain question may not be asked as often as we would like. The paper begins with exercises designed to demonstrate the reliability of MI by randomly deleting observations from a complete data set and comparing the results to the full data. After demonstrating power of MI, I expand the data set to include multiple public opinion polls. Once again, I randomly delete the good data to make sure the MI will accurately recreate the values. I then push the power of MI further by deleting an entire question from one of the polls, thus allowing MI to predict an entire poll's worth of answers to that question. After some initial success I push MI even further to test how many observations and questions it can recreate until the statistical modeling of the data is significantly different than the full data set. The results of this analysis suggest that public opinion scholars can greatly expand their analyses even in light of incomplete data through the proper use of multiple imputations.

Improving the Efficiency of Web Survey Experiments. Samantha Luks, YouGov Polimetrix (sam@polimetrix.com); Doug Rivers, YouGov Polimetrix (doug@polimetrix.com).

This paper investigates potential improvements that can be made to online survey experiments using pairing and blocking techniques, as opposed to simple random assignment. While random assignment studies hold the assumption that control and treatment groups have the same characteristics, statistical variability causes this to not always be the case in practice. With some frequency, control and treatment groups end up being significantly different on one or more variables of interest, simply by chance. As a solution, matched pair and block experiments create control and treatment groups that are more similar than they would be by purely random allocation. In matched pair experiments, respondents with similar characteristics are "paired" and assigned to separate treatments, thereby ensuring that the control and experimental groups are statistically identical. This design leads to increased efficiency in treatment effect estimates (Randomized blocking is a more general case of this type of design). In a recent YouGov-Polimetrix survey, we implemented survey software that assigns respondent pairs and blocks to separate treatment groups automatically, while avoiding the predictable assignment problem. Using data from this survey, we compare the efficiency between randomized pair, randomized block, and simple random assignment experiments. Additionally, we examine if any types of unexpected bias are introduced by using randomized pair and block designs instead of traditional methods.

The Survey Simulator: An Estimation Tool for Telephone Interviewing. John Rogers, Public Research Institute, San Francisco State University (jdrogers@sfsu.edu).

The consequences of error in survey cost estimation can be severe for survey providers, their clients, and funding agencies. Although cost estimation has long been recognized as a serious challenge, there are few if any tools to assist researchers in this critical component of project development. A recent report from a 2006 workshop by the National Institute of Statistical Sciences concluded that "Existing theory, methodology, and software tools are not adequate to address current, let alone emerging, problems associated with survey costs." A primary recommendation of the workshop participants was "the creation of agent-based or other simulation models of surveys, for such purposes as prospective evaluation of policies and interventions and sensitivity analyses." The Survey Simulator is a prototype computer program designed to provide a first step towards meeting the needs identified by the NISS workshop participants, and to offer a simple and useful tool for practitioners. The design and function of the program will be presented, with examples from selected surveys conducted at the Public Research Institute. Current capabilities include a simulated CATI survey with a wide variety of user-configurable settings, including response propensities at successive levels of contact, household enumeration, and multilingual populations and interviewers. Control factors include number of completed interviews, response rate, number of completed shifts and efficiency (interviews per hour). The program will be made available to conference participants. An initial version of The Survey Simulator will be presented at the December meeting of the Pacific Association for Public Opinion Research; the current proposal will additionally cover program enhancements and usage examples based on feedback from that presentation and user reports.

Optimizing Sample Allocation according to Interviewer's Experience in a RDD Telephone Survey. Chao Xu, NORC (xu-chao@norc.org); Gary Euler, CDC (gle0@CDC.GOV).

Interviewer characteristics, such as previous experience and voice quality, have been shown to have an impact on the outcome of survey interviews. For example, the experience of an interviewer positively influences both gaining cooperation and interview completion. Thus, the most effective allocation of sample to maximize cooperation and completion would be to give all cases to experienced interviewers. Practically, however, this is virtually impossible: often there are too few experienced interviewers available while at the same time less experienced interviewers need to work cases in order to become more experienced. Therefore, the optimal allocation of sample should give experienced interviewers only cases which will yield a worse outcome when interviewed by less experienced interviewers. In a RDD telephone survey, we can take advantage of the sample frame to gain some useful information about the case prior to dialing. Such information includes whether a case has a listed or unlisted telephone number, whether or not an address is available for the telephone number, and the geographic characteristics associated with the case's telephone number bank. By modeling these frame variables with indicators of interviewer experience we can estimate the probability of interview completion based on different interviewer experience levels and certain types of sample. This paper uses data from the National Immunization Survey (NIS) to build a logistic regression model

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to estimate what factors predict the highest probability of interview completion. The NIS is a nationwide, list-assisted random digit-dialing (RDD) survey conducted by NORC at the University of Chicago for the Centers for Disease Control and Prevention. The NIS monitors the vaccination rates of children between the ages of 19 and 35 months. By interpreting the parameters of the model, we develop an optimizing allocation method given fixed interviewer hours.

Web Surveys of College Students

Worth the Weight?: The Benefits and Pitfalls in Applying Survey Weights to Web Surveys of College Undergraduates.
Joel Bloom, The University at Albany, SUNY (joelbloom@gmail.com).

Web surveys of campus populations are a unique survey sub-type. On the plus side, we have e-mail addresses for everyone; on the minus side, not everyone uses their campus address. On the plus side, it is easy and inexpensive to invite the entire population, producing a large "sample" size (I use "sample" in quotation marks because these surveys are not typically sample surveys); on the minus side, response rates are typically low, raising issues of non-representativeness and non-response bias. On the plus side, we can easily weight the survey "sample" to known population parameters such as gender, ethnicity, academic level, residential status, type of admit, and others. But while weighting may indeed correct for non-representativeness of the survey "sample," it is impossible to correct for non-response bias unrelated to the factors included in the weights – particularly the possibility that respondents, regardless of their characteristics, may be more engaged and have higher satisfaction levels than non-respondents. We also need to be careful not to make any particular under-represented group try to speak for a much larger group of non-respondents. In this paper, I review the literature on weighting of student surveys, and analyze several surveys conducted at The University at Albany, SUNY, during the last few years: in particular, the 2006 Student Opinion Survey (administered to a cluster sample of classrooms) and the 2007 Student Experience Survey (administered by web to all matriculated undergraduates). I show that weighting, while an important (and I argue necessary) tool, does not solve all problems. At the same time, I also show that increasing response rates are not a panacea – even high response-rate surveys are subject to the same types of problems as low-response rate surveys, albeit to a lesser degree, and should thus be weighted as well.

Mode Effects and Non-Response Bias in an Undergraduate Student Satisfaction Survey: Results From a Randomized Experiment Comparing Telephone and Web Administration. Scott Beach, University of Pittsburgh (scottb@pitt.edu); Donald Musa, University of Pittsburgh (dmuc@pitt.edu); Patricia Beeson, University of Pittsburgh (beeson@pitt.edu); Carrie Sparks, University of Pittsburgh (casst145@pitt.edu).

Student satisfaction surveys are a key source of input to university enrollment management and quality improvement efforts. Maximizing response rates and collecting high quality data in these surveys are priorities for university administrators. One of the key design decisions in student surveys is mode of administration, with many arguing that web surveys are particularly appropriate for this population. This paper presents results of a randomized experiment comparing telephone (sample n = 1,967) and web-based (n = 1,966) administrations of surveys to freshmen, sophomores, and juniors at the University of Pittsburgh in spring, 2007. Both modes involved multiple follow-up contacts to maximize response rates, and the survey instrument was parallel across modes. The survey asked about satisfaction and experiences in academic, social, and several other campus life domains. The overall response rate was slightly higher for the web (60.4%; n = 1,188 responses) than for the telephone (55.4%; n = 1,090), although this difference varied by sub-groups of students. Differences between responders and non-responders (obtained from administrative records) were also somewhat different for telephone versus web. Analyses of the effects of mode on survey responses showed fairly consistent differences in which students reported significantly lower satisfaction levels on the web compared to the telephone when reporting to an interviewer. Mode effects were found for evaluative/subjective survey items, but were less likely for survey items dealing with factual/objective behavior. Mode effects were especially pronounced in the domain of social integration and satisfaction. There were also interesting reversals of the mode effects (e.g., web greater than phone) on items related to the perceived contribution of their college education to various academic skills. Implications of the findings for the design of student surveys are discussed.

Graduate vs. Undergraduate Student Respondent Behavior Differences in Web Surveys. Sara Showen, Survey Sciences Group, LLC (sshowen@surveysciences.com); David Roe, Survey Sciences Group, LLC (droe@surveysciences.com); Daniel Eisenberg, University of Michigan School of Public Health (daneis@umich.edu).

The web is rapidly becoming the most popular way to collect data from university students. It is important to understand the response traits of this population – especially any differences that may exist within sub-populations. Using data collected from the 2007 Healthy Minds Study, a survey of 13,000 graduate and undergraduate students from 12 universities, this paper explores the difference in response behavior between graduate and undergraduate students. We will examine the response behavior of these two student groups by comparing several survey environment variables. The survey environment variables of interest include; the length of time respondents spend in the survey, the time of day the completed survey was submitted, the browser used to submit the survey, the number of logins required before the survey was submitted and the time it takes to submit after the initial contact. Where appropriate, we will also examine differences in measures of survey quality – such as item missing data rates and completion rates. Understanding these variables in the context of student life is important in creating and administering effective web-based surveys and contact protocols to university students. Each of the variables will be examined for the population group as a whole and then broken down by graduate and undergraduate students allowing for independent conclusions for and comparisons between each group. Once these administrative variables have been examined, more informed decisions can be made when deciding how and when web-based surveys will be administered on college campus.

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Rate of Response in Web-based Data Collection as a Factor of Author of E-mail Invitation. Ananda Mitra, Wake Forest University Department of Communication (ananda@wfu.edu).

Sometimes data collection requirements demand that data be collected in a short time period to study time-sensitive issues. Web-based data collection is particularly well suited for such data collection efforts specially if the target population has easy access to the Internet. In this study we report on 12 randomized trials where the data collection had to be completed within a 120 hour period in two large state Universities. Each university had six trials spread over a period of 12 months. The data collection protocol involved sending an invitation to the subjects followed by a reminder 24 hours after the delivery of the invitation e-mail. In one university the e-mails were signed by an official within the university whereas in the other university the e-mails came from a person outside the institution. Data collection was completed rapidly in the case where the e-mail signatory was within the institution with 96% of the data being collected within 24 hours. Data collection rate was slower in the case of the university where the e-mail signatory was from outside the institution with only 67% of the data being collected within the 24 hours. This suggests that in time-sensitive data collection situations where the data needs to be collected rapidly it is more likely that the data collection effort would be successful if the recipients see the e-mails coming from someone in their own institution. It is likely that there is greater credibility attached to one's own institution as opposed to an external data collection agency. This finding suggests that it is preferable to have e-mails originating from recognizable sources rather than sources unknown to the recipients. This is important in the age of increasing "spam" e-mails that populate e-mail boxes. Future studies need to take this into account when designing Web-based data collection efforts.

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Address-Based Sampling

Addressing the Cell Phone-Only Problem: Cell Phone Sampling Versus Address Based Sampling. Michael Link, The Nielsen Company (Michael.Link@Nielsen.com); Gail Daily, The Nielsen Company (Gail.Daily@Nielsen.com); Charles Shuttles, The Nielsen Company (Chuck.Shuttles@Nielsen.com); Christine Bourquin, The Nielsen Company (Christine.Bourquin@Nielsen.com); Tracie Yancey, The Nielsen Company (Tracie.Yancey@Nielsen.com).

Developing cost effective methods for reaching households which no longer have a landline but do have access to a cell phone, so called cell phone only households (CPOs), is a critical item on the agenda of most data collection organizations. Concerns about sample coverage and data biases resulting from the exclusion of CPOs have increased over the past few years as the penetration of CPO households continues to climb, exceeding 50% in some subgroups. To date, two methodologies have emerged as potential means for addressing this issue. The first involves sampling telephone numbers from known cell phone exchanges and calling these numbers or combining these with a sample of landline numbers in a dual frame design. This approach can be further refined by either interviewing all of those who answer the cell phone regardless of whether they have a landline or screening cell phone respondents to identify those living in CPO households. An alternative approach involves sampling of addresses rather than telephone numbers. Address based sampling (ABS) is a new technique built upon the relatively recent availability of large scale address databases. For example, residential address data from the U.S. Postal Service provides nearly 98% coverage of U.S. households. Further, these addresses can be reverse-matched to commercially available databases to identify a relatively large proportion of telephone numbers, facilitating the use of mixed-mode approaches. Here we delineate and compare the advantages and limitations of these two approaches, including discussion of sampling and weighting approaches, operational considerations, timeliness, and cost. We draw examples from several recently conducted studies employing each of these approaches. The findings from this research help bring into sharper focus the potential alternatives to traditional random digit dialed (RDD) telephone surveys for conducting cost effective data collection of the general public.

"Neither Snow nor Rain nor Heat nor Gloom of Night": A Large-Scale Mixed-Mode Approach to Utilizing Address Based Sampling. Charles Shuttles, The Nielsen Company (Chuck.Shuttles@nielsen.com); Michael Link, The Nielsen Company (Michael.Link@nielsen.com); Gail Daily, The Nielsen Company (Gail.Daily@nielsen.com); Christine Bourquin, The Nielsen Company (Christine.Bourquin@nielsen.com); Tracie Yancey, The Nielsen Company (Tracie.Yancey@nielsen.com).

'Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds,' is the unofficial motto of the U.S. Postal Service and its letter carriers, who may be delivering part of the solution to the declining coverage experienced with landline telephone frame samples. Our research focuses on the use an address based sampling (ABS) methodology on a large-scale mixed-mode national survey in order to resolve problems related to telephone frame undercoverage, particularly of cell phone only households. An ABS frame generated from the U.S. Postal Service's residential address data provides 98% coverage of U.S. households. Furthermore, just over 60% of these addresses can be matched with telephone numbers using commercially available databases. This gives researchers the opportunity to use multiple modes of contact to improve response rates. We examine data from a nationwide pilot study conducted in November 2007, which used an ABS approach to identify approximately 25,000 addresses (15,000 with telephone numbers; 10,000 without telephone numbers). We provide an overview of the multi-mode methodology employed, including some of the critical operational considerations of using such an approach (e.g., differences in handling addresses with and without telephone numbers); the success rates in attempts to collect telephone numbers from addresses with no identifiable telephone numbers through a multiple mode approach (call-in, Internet, and mail-in); the response rates and household characteristics of respondents to each mode; and any pertinent operational best practices. We then discuss the potential uses of ABS in mixed-mode surveying that enhances the public good through inclusion/higher coverage, especially in areas or subgroups with low landline penetration.

Identifying Cell-Phone-Only Households Using an Address-Based Sample Frame. Anna Fleeman, Arbitron, Inc. (anna.fleeman@arbitron.com); Nicole Wasikowski, Arbitron, Inc (nicole.wasikowski@arbitron.com).

To investigate better methods and more cost-effective ways of identifying cell-phone-only (CPO) households in survey research, Arbitron conducted an address-based sample frame study in Fall 2007. The primary goal was to estimate the number of CPO households reached using the address frame. A sample of 30,000 addresses was selected across seven metropolitan areas across the U.S. Two different vendors were used to append phone numbers to the addresses. This resulted in two separate sample types: phone-matched and no-phone-matched households. We determined whether any of the phone-matched records were from cell phone exchanges/working blocks and then sought to obtain phone numbers for those that could not be matched by the vendor to determine whether they were CPO households. To obtain these phone numbers, we sent a short questionnaire to a subset of the no-phone-matched sample (n=7,094). The questionnaire requested contact information and asked about media use behaviors and cell/landline ownership. Basic demographic characteristics such as age, race/ethnicity, and household composition were also collected. Promised incentives ranging from \$5 to \$30 were offered for returning the questionnaire. Of those returned, we estimated the percentage of households that were CPO, landline-only, both cell and landline, or no phone service. Findings to be presented include the percentage of the address-based sample resulting in CPO households and their characteristics. These characteristics will be compared to those of non-CPO households returning a questionnaire and to findings from other cell phone research that used an RDD telephone frame. The results from this research study are crucial to understanding the most methodologically sound and financially effective way to identify CPO households and whether using an address frame is a better way to include CPO households in survey research.

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Transitioning to Address Based Sampling: Results from Nielsen's TV Ratings Survey Pilot. Gail Daily, The Nielsen Company (Gail.Daily@Nielsen.com); Tracie Ynacey, The Nielsen Company (Tracie.Ynacey@Nielsen.com); Michael Link, The Nielsen Company (Michael.Link@Nielsen.com); Christine Bourquin, The Nielsen Company (Christine.Bourquin@Nielsen.com); Charles Shuttles, The Nielsen Company (Chuck.Shuttles@Nielsen.com).

Address based sampling (ABS) represents a paradigm shift away from traditional random digit dialed (RDD) techniques as an inexpensive means of drawing geographically dispersed samples for general population surveys. The methodology relies on sampling from databases of addresses rather than from the landline telephone frame and offers up to 98% coverage of residential households in the U.S. It offers a means of reaching cell phone only households without the need to sample from cell phone exchanges. Nielsen is pioneering the use of this approach, moving its flagship RDD survey, the Nielsen TV Ratings Survey, from an RDD to ABS. This is a multi-stage survey in which households are sampled from a landline telephone frame, recruited by telephone, and then mailed a paper diary to record their television viewing. In November 2007, a large scale pilot study was conducted with a nationwide sample of 25,000 addresses. Approximately 60% of the addresses were successfully matched to telephone numbers and followed the same calling and mailing procedures as the RDD approach. For the 40% of addresses without a telephone number, a presurvey questionnaire was mailed to each address to collect demographic information about the home and a contact telephone number. Respondents could reply via mail, a website, or calling a toll free number. All cases with a telephone number were then recruited for the TV Ratings Survey by telephone, while those with no identifiable telephone number were mailed a TV Ratings Survey with instructions. We report on the results of the pilot study, making comparisons with the regular RDD survey conducted during the same timeframe. In the analysis we examine final response rates to the TV Rating Survey and demographic characteristics across the two sampling approaches. We discuss the findings in light of the need to find a cost effective alternative to RDD.

Language and Culture Issues in Survey Research

Customizing Survey Methods to the Target Population – Innovative Approaches to Improving Response Rates and Data Quality among Hispanics. Brian Evans, RTI International (evans@rti.org); Rosanna Quiroz, RTI International (quiroz@rti.org); Leslie Athey, RTI International (lathey@rti.org); Michelle O'Hegarty, Centers for Disease Control and Prevention (izr0@cdc.gov); Joe McMichael, RTI International (mcmichael@rti.org); Victoria Albright, RTI International (valbright@rti.org).

The explosive growth of the Hispanic/Latino U.S. population has an ever-increasing impact on national and regional survey estimates as sometimes they do not accurately represent the Hispanic/Latino populations in a survey universe. Additionally, new interviewing challenges are encountered when contacting Hispanic populations compared to non-Hispanic populations due to language, cultural, and immigration issues. These concerns require us to revisit current survey methods with regard to the Hispanic population. Traditionally in national studies, survey methodology adaptations to accommodate members of the Hispanic/Latino population have been limited to translating an English instrument into Spanish and to employing Spanish-speaking interviewers. The Hispanic/Latino Adult Tobacco Survey (H/L ATS) sponsored by the Centers for Disease Control and Prevention (CDC) faced these challenges. This in person survey collected data from household members in the colonias, unincorporated and often poor areas that house many immigrants on the Texas-Mexico border just outside of El Paso, Texas. This survey faced numerous challenges in achieving quality data and high response rates among Hispanics in a border community. These obstacles included reluctance to participate due to distrust of outsiders, communication barriers due to linguistic differences, the level of education and acculturation of potential respondents, potential respondent's experience with surveys, and potential fears of participating in a survey in the United States. This paper describes procedures taken to overcome the challenges faced in conducting the H/L ATS study: specialized development of the questionnaire (customized questions for the colonias), innovative approaches to interviewer recruitment and training (work with local outreach workers, an all Spanish interviewer training), and methods used to gain the confidence of participants (interviewer uniforms, personalized responses to questions). The paper also presents lessons learned and suggestions of how these methods could be applied to future studies involving Hispanic populations.

Language of Administration as a Cause of Measurement Error. Emilia Peytcheva, University of Michigan (emilia_petrova@yahoo.com).

In the age of globalization, societies are characterized by an increasing number of people with multiple cultural and racial backgrounds. Often, such individuals speak more than one language and have experienced more than one culture. Large national surveys usually allow respondents to answer in the language of their choice. Yet theories from psycholinguistics suggest that the same person can provide different responses depending on the language of interview even without problems associated with translation. Different languages are spoken in different cultural contexts and are inevitably associated with the respective cultural meaning system. Hence, the language of the interview can serve as a powerful situational cue that primes a cultural meaning system. One likely result is that the language of survey administration affects respondent's reference frame, influencing how respondents perceive the intent of the questions and their affective characteristics. Analyses of the New Immigrant Survey data are conducted to examine the effect of language of administration on survey responding. The analyses focus on the sample of Mexican immigrants. The lack of random assignment to a language is addressed by estimated propensities to select English based on covariates predictive of language preference. Conditional on the language propensity scores, responses to substantive questions for those interviewed in English and those interviewed in Spanish are compared to test for differences in responses due to language of administration. Hypotheses are tested for types of questions that will be differentially affected by language. Differences in responses due to language of interview would suggest that practitioners should take into account cultural norms across population subgroups and determine language of survey administration for bilingual respondents depending on the domain of interest and descriptive/comparative survey objectives.

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Explaining Differences in Inter-Coder Reliability between English and Spanish Language Behavior Coding Research. Patricia Goerman, U.S. Census Bureau (patricia.l.goerman@census.gov); Jennifer Childs, U.S. Census Bureau (jennifer.hunter.childs@census.gov).

Previous behavior coding studies have shown that there is often variation in inter-coder reliability across different language versions of a survey instrument (Edwards et al., 2004 and Hunter and Landreth, 2005). This study examines the issue of inter-coder reliability in multilingual behavior coding studies with a focus on bilingual (Spanish/English) behavior coding studies conducted by the U.S. Census Bureau. The Census Bureau is in the process of developing an electronic instrument for use in followup interviews for nonrespondents in the 2010 Census. As a part of the development process, early versions of the instrument were field tested in both 2004 and 2006 and behavior coding was conducted both years. For both studies, we tape recorded a sample of Spanish and English language interviews and behavior coded interviewer and respondent behaviors to assess and improve the question wording. Within each study, the same bilingual coders were used to code both Spanish and English language cases (though the interviewers differed between studies). Inter-coder reliability was calculated based upon all of the coders having coded the same set of 3-4 cases in English and 3-4 cases in Spanish each year. In 2004, we found that inter-coder reliability was consistently lower in Spanish than in English. In 2006, inter-coder reliability was relatively low overall with some variation across languages with coders doing better in some respects in English and in other areas in Spanish. Through an examination of notes taken by the coders in both studies and in methods used in each study, this paper aims to explain differences in reliability between the Spanish and English cases and to make recommendations as to how to improve the methods used when coding interviews in a multilingual behavior coding study.

Non-English Speakers' Opinions on a Multilingual Brochure and Perceived Changes in their Survey Response Behavior. Anna Chan, U.S. Census Bureau (anna.y.chan@census.gov); Yuling Pan, U.S. Census Bureau (yuling.pan@census.gov).

It is a common practice for survey organizations to mail pre-notification materials in an effort to reduce household nonresponse (Groves, 1989). With the growing number of non-English speaking households in the U.S. (Pan 2005), the Census Bureau has recently expanded its effort to make advance materials for its American Community Survey (ACS) more meaningful to those households by designing a multilingual informational brochure to provide important information about ACS, confidentiality assurance, survey sponsorship and telephone number for language assistance. This brochure will be mailed along with advance letters and later with the questionnaire. By removing the language barriers, the underlying assumption is that the advance materials will now 'reach' these non-English speaking sampled households. There is little understanding on the mechanism through which such advance materials might have effects on the response rate on general population (Grove, 1989). In this exploratory study, we will evaluate the effectiveness of advance materials by comparing the behavior and attitudes of native English speakers with those of monolingual and bilingual Chinese respondents on a new ACS multilingual brochure. Respondents will be observed during cognitive interviews on how they handle the advance materials. We will assess respondents' perception on the likelihood that they will open and read the packets, and participate in the ACS if selected. We will explore the rationales for their survey response intention. This is one of the few researches to conduct a comparative study of the effectiveness of advance materials on native English speakers and Chinese-speaking respondents. Respondents for this study will be selected from a current larger cognitive study of 96 Chinese, Korean, Russian and Spanish respondents and 20 native English speakers whose demographic characteristics will mirror those derived from the latest ACS data. The primary focus of that project is to examine the quality of the translated multilingual brochure.

Lessons Learned from the Ratings Game: Reports from Arbitron and Nielsen

The Role of New Technology and its' Effect on Best Practices Methodology. Ekua Kendall, Arbitron, Inc. (ekua.kendall@arbitron.com).

Arbitron has developed an electronic personal meter known as the Portable People Meter (PPM). It was recently selected as one of TIME Magazine's best inventions of the year! The meter is a passive measurement of a panelist's media choices. It works by automatically detecting audio exposure to encoded radio and TV signals. Arbitron simply requires that panelists wear our 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. Our panel consists of people within different households that are recruited and agree to participate in the Ratings. The emerging importance of technology and the use of panels has come to center stage Arbitron has been embracing progressive technology for panelist communications to gain strides in compliance/cooperation rates. Since 2004, one of the most notable strides has been the development of a website just for our panelists. This presentation is an awaited update to the 2007 APPOR presentation in Anaheim, CA and will show the impact that the new website has had on methodology and best practices for research and the community at large. This presentation will share data insights on compliance and cooperation affected by the introduction of an interactive panelist website. The data will also reveal how the completion of this phase signifies a big leap towards communicating with respondents on their own channels of communication. Usability testing data, compliance data and website analytics will be shared as a part of this in depth presentation. Can new technology impact panelists' compliance and cooperation? This presentation will answer that question and more! Contact: Ekua Kendall, Arbitron, Inc., 9705 Patuxent Woods Drive, Columbia, MD 21046. ekua.kendall@arbitron.com

Using RFID Technology To Passively Measure Print Readership: An Analysis Of Arbitron's Lab And Field Tests. Adam Gluck, Arbitron, Inc. (adam.gluck@arbitron.com); Pat Pellegrini, Arbitron, Inc. (Pat.Pellegrini@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 (meters) are carried throughout the day by a randomly selected, representative panel of participants. The meter can currently track tv and radio consumption habits by detecting inaudible 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

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market are generated based on this information. Arbitron has also begun research into using the meter to detect RFID signals in an effort to passively measure print media. By placing special RFID "tags" into magazines, we can detect when a magazine is being "read" by a person by examining the RFID codes emitted by the magazine tag that are recorded by a persons meter. In this paper, we present the most recent results from both laboratory and limited field tests of prototype RFID tags placed into select consumer magazines. More specifically, this paper reports on the testing of a comprehensive set of magazine types (binding types, thickness), comparisons of recall (diary) versus passive electronic measurement, and the results of laboratory tests designed to examine range of detection, incidence of false positive detections (spillover) and multi-media detection.

Transitioning from Self-Reports to Self-Installed Electronic Audience Measurement. **Norman Trussell, The Nielsen Company** (norman.trussell@nielsen.com); **Lorelle Vanno, The Nielsen Company** (lorelle.vanno@nielsen.com); **Elizabeth Mattheiss, The Nielsen Company** (elizabeth.mattheiss@nielsen.com); **Justin Bailey, The Nielsen Company** (justin.bailey@nielsen.com); **Michael Link, The Nielsen Company** (michael.link@nielsen.com).

For the past century, self-reports have served as the primary means of collecting information from the public about different types of behavior. Technological innovations have opened new doors for measuring certain behaviors through electronic means. Nielsen has used self-reports recorded in a paper diary for television audience measurement since the 1950s. Yet, as viewing choices have increased and television technology has evolved, respondents increasingly have difficulty accurately and completely recording all viewing information in a paper-based diary. Over the last several years Nielsen began to leverage these newer technologies with relatively expensive and invasive electronic metering devices (traditionally reserved for national ratings) deployed to replace the diary in the largest local television markets. More recently, Nielsen developed the "mailable meter", a smaller self-installed television meter that captures tuning data (what shows were watched and for how long). This technology can potentially collect more complete and accurate television tuning information, while reducing respondent burden (completion of a much simpler viewing log of who is watching). Methodologies were developed to maximize respondent cooperation and compliance, focusing on three key areas: (1) recruitment techniques to ensure a high level of commitment among participating households; (2) a support structure to provide assistance to respondents throughout the measurement period; and (3) an optimized incentive structure which balances participation gains with cost. In November 2007, a mailable meter field test was conducted with more than 400 households in parallel with self-reported diary measurement. Key metrics from this test were analyzed across different demographic groups, including recruitment rates, return rates, final response rates, and respondents' experiences and perceived burden via data collected by a follow-up questionnaire after completion of the study. Findings from this effort are compared with those from the self-reported diary and are discussed within the growing shift from self-reports to electronic behavior measurement.

The Meter Accessory Test: A Split Sample Comparison of Daily Response Rate in Panels. **Adam Gluck, Arbitron, Inc.** (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 (meters) are carried throughout the day by a randomly selected, representative panel of participants. The meter can track tv and radio consumption habits by detecting inaudible 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. Only panelists who wear their meter for a minimum amount of time each day contribute to the ratings, and these panelists are considered "in-tab" for the day. Other panelists that do not keep their meter with them are "out of tab". The percent of eligible panelists that are "in-tab" each day is considered the daily "in-tab rate". Having a higher "in-tab rate" is desirable, as this reduces the potential for non-response bias. In the spring of 2007, Arbitron conducted a test to determine if offering panelists "meter carry accessories" would encourage them to wear their meter more often and thus be "in-tab" more frequently. Approximately 1500 panelists in Houston were selected, and they were divided into two groups: a test group that was offered accessories and a control group that was not. Following the fulfillment of accessory requests, panelists' daily in-tab rates were tracked from April thru September. In this paper, the differences between the average daily "in-tab" rate of the control group and the test group are analyzed to determine the effectiveness of offering meter carry accessories to panelists.

Religion and Ethnicity

Cross-Survey Analysis of the Prevalence and Characteristics of Low Incidence Religious Groups in the United States. **Liz Tighe, Brandeis University** (tighe@brandeis.edu); **David Livert, Penn State University, Lehigh Valley** (del11@psu.edu); **Len Saxe, Brandeis University** (saxe@brandeis.edu); **Melissa Barnett, Brandeis University** (mbarnett@brandeis.edu).

One defining characteristic of the United States is the tolerance of religious diversity. Ironically, another unique characteristic of the U.S. – the separation of church and state – precludes the U.S. government from collecting data on the religious identification of citizens. Consequently, individual non-governmental surveys – such as the American Religious Identification Survey – are the primary means of estimating the religious composition of the U.S. Single surveys for population estimates are problematic. Many include too few respondents for reliably estimating low-incidence religious groups (those ranging from 1% to 10%). Moreover, any individual survey contains systematic errors that arise from questionnaire construction, sampling, sponsorship, or "house" effects. This study seeks to overcome these challenges through the development of cross-survey analytic techniques and their application to a data set consisting of 50 independent surveys of the U.S. adult household population. Surveys include those drawn from series such as the General Social Survey, Pew's Religious Life series, as well as news polls and surveys conducted by independent investigators. About one third were designed specifically to assess issues related to religious life. Most focused on more general topics of politics and social life, but included questions about religious identity as background information. Multilevel and advanced Bayesian techniques were employed to account for within survey clustering and to

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develop estimates of smaller groups, such as Jewish, Mormon and Muslim, as well as larger groups such as catholic. Estimates were post-stratified across surveys on basic demographics such as age, sex, race and education. In addition, adjustments were made for the over- or under-representation of regions, states and metropolitan areas across the sample of surveys. The results from this analysis provide not only a more detailed image of smaller religious groups in the United States, but also a methodological framework for other small group estimation.

How Much Do Americans Like Jews?: Using the Feeling Thermometer to Measure Social Attitudes. Sid Groeneman, Groeneman Research & Consulting (sid@groeneman.com).

Interest in attitudes toward Jews has a long, eventful history. Serious empirical research on the subject had to await development and application of the tools and methods of modern social science, which didn't begin until the 1930s and 1940s. Early attempts – some still popular today – were based on the concept of social distance and the measurement of stereotypes. This paper (1) reviews and critiques various approaches which have been used (often under the rubric of anti-Semitism research); (2) presents data on Americans' attitudes toward Jews (and toward other groups for comparison); (3) attributes younger age cohorts' slightly cooler feelings toward Jews to their less favorable views toward religion generally; and (4) examines the viability of one particular method – use of the feeling thermometer tool – for measuring attitudes towards Jews (and, by extension, toward other social groups).

Two Approaches to Measuring Evangelical Protestants. Dan Cox, Pew Forum on Religion & Public Life (dcox@pewforum.org); Greg Smith, Pew Forum on Religion & Public Life (gsmith@pewforum.org); Allison Pond, Pew Forum on Religion & Public Life (apond@pewforum.org).

Much recent research has been devoted to understanding the role different religious groups play in the political process. Religious affiliation is an important social determinant affecting not only social and political attitudes but also political behavior. Given the importance of religious affiliation it is paramount that survey researchers have accurate ways to measure it. In many election exit polls and surveys conducted by various media organizations, researchers have adopted a shortcut for measuring religious affiliation among Protestants. Rather than ascertaining respondents' actual denominational affiliation (e.g., Southern Baptist Convention, United Methodist, Lutheran Church – Missouri Synod, etc.) and then grouping denominations into evangelical and mainline Protestant traditions, surveys simply ask self-identified Protestants whether or not they think of themselves as "born-again or evangelical Christians." Protestants responding yes to this question are grouped together as "evangelicals," while those answering no are grouped together as "mainline Protestants." While using this shortcut approach to measuring religious affiliation has proved quite powerful analytically, it remains unclear exactly how well this measure correlates with actual religious affiliation. This paper uses data from a landmark survey conducted by the Pew Forum on Religion & Public Life in 2007 to analyze the properties of the widely-used "born-again" shortcut measure of religious affiliation. We assess the degree of overlap in the evangelical and mainline Protestant categories as measured by the shortcut method as opposed to a more detailed analysis of actual religious affiliation. We consider the impact of the measurement approach for estimates of the size and demographic composition of these groups. And we investigate which of the two approaches is the better predictor of other social and political attitudes. Taken together, these analyses help delineate and inform researchers' choices in measuring religious affiliation by providing a sense of the costs and benefits of each of these two approaches.

Trends in Religion and Civic Engagement in the United States:1972-2006. Tom Smith, NORC (smitht@norc.uchicago.edu).

Major changes have been occurring in religion and civic engagement over the last four decades. The religious changes are complex. There has been no simple trend towards or away from religious belief and behavior. Different indicators such as identifying with a religion, attending religious services, praying, and believing in God and an afterlife, show trends that differ in direction, timing, and/or magnitude. Likewise, trends regarding civic engagement and social capital have been variable. These include changes in behaviors such as presidential voting, group memberships, and social interactions with neighbors and changes in attitudes and evaluations such as confidence in political institutions and misanthropy towards fellow citizens. Religious beliefs and behaviors and civic actions and attitudes are often, but not always, related to one another. Most commonly more religious involvement is positively related to more civic engagement. However, there are exceptions to this general pattern and the associations have sometimes changed over time. Analysis is mostly based on the General Social Surveys of the National Opinion Research Center, University of Chicago.

Response VIII: Experimental Tests

Response Rate and Coverage Bias Experiments from a Recurring Health Care Study. Colleen Carlin, Market Strategies International (colleen.carlin@marketstrategies.com); Daniel Zahs, Market Strategies International (dan.zahs@marketstrategies.com).

As telephone based research is still with us, so is the concern over non-response. Not only have response rates declined over the years, but there are also other confounding factors, one of the main ones being an increasing concern over coverage bias. Our current research involves a response rate experiment and quasi-experiment related to coverage. The response rate experiment compared results obtained from a protocol that yielded a low response rate to one that yielded a significantly higher rate. The coverage experiment compared results from a RDD sample frame to one that utilized respondents who had completed a similar study the previous year in addition to respondents recruited from a listed sample frame. Both experiments are based on data collected from a large, monthly survey that focuses on health care related issues. Under normal circumstances, a large number of surveys (10,000) are collected each month within a short field period. Low response rates are accepted due to time constraints, but also as a function of cost. Preliminary results show that while the change in protocol increased the response rate from around 5% to 40%, no significant changes were found in the demographic composition or the response to the health related items. Similarly, the frame that utilized just the previous respondents (and the studies standard fielding

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protocol) yielded a response rate similar to the response rate treatment group. RDD and listed sample produced similar substantive and demographic responses while respondents who had participated in the past produced substantively different results. Implications of the results will be discussed as well as limitations of the current study and recommendations for future studies.

Less is More? Examining the Results of a Social Security Number Experiment in a Federal Survey. Kristy Webber, NORC (webber-kristy@norc.org); Vincent Welch, NORC (welch-vince@norc.org); Kimberly Williams, NORC (williams-kim@norc.org); Brianna Gorenhout, NORC (gorenhout-brianna@norc.org).

As the population becomes more resistant to providing sensitive information on surveys, new methods are needed to ensure maximum response for potentially sensitive items. With the rising threat of identity theft, one of the most sensitive items for respondents is the Social Security Number (SSN). However, SSN is a useful identifier necessary to prevent duplicate entries and to cross-reference data, and therefore is a vital piece of information for large surveys. In 2006, the Survey of Earned Doctorates, a multi-mode census of all new research doctorate recipients in the U.S. sponsored by the National Science Foundation, sought to examine the sensitivity of the Social Security Number question. The SSN question on the SED has historically asked for the full nine digit number. However, the item non-response rate for this question was among the highest of any other item and had been steadily increasing in the past several years. In response, the SED conducted an experiment whereby 10% of the potential respondents were randomly selected to receive a questionnaire asking for just the last four digits of their SSN, while the remaining 90% were asked for their full nine digit SSN. The design held across both modes (paper and web) when possible. This paper will examine whether asking for partial SSN is a successful method of decreasing sensitivity and increasing the response to this item. We will also analyze item response rates for other sensitive items on the survey by question type (partial versus full SSN). Finally, we will look at the likelihood of response to the item based on mode of completion and question type.

Turning the Tables: Use of Caller-ID Signaling to Improve Response to a Multi-Stage Dual-Mode Survey. Kimberly Brown, The Nielsen Company (kimberly.brown@nielsen.com); Michael Link, The Nielsen Company (Michael.Link@Nielsen.com); Kyle Vallar, The Nielsen Company (Kyle.Vallar@Nielsen.com); CharlesShuttles, The Nielsen Company (Chuck.Shuttles@Nielsen.com).

Call screening through the use of Caller ID technology is a critical factor in nonresponse in landline telephone surveys. Typically, if a Caller ID unit does not display a specific name and/or telephone number as the source of a call, sample members are less likely to answer. New signaling technology, however, permits data collectors to display a company name and/or telephone number on Caller ID units as part of an incoming call. By providing more concrete identifying information it is thought that households will be more likely to answer the telephone. This approach is tested using the Nielsen TV Ratings survey, a multi-stage survey in which households are sampled from a landline telephone frame, recruited by telephone, then mailed a paper diary to record their television viewing. A split-sample test design was implemented in May 2007, in which Caller-ID signaling was utilized for 10% of the 2,853,440 telephone numbers called; the remaining cases served as a control. "Nielsen Ratings" and a local number for our call center were displayed for those who have Caller ID. All other phone rules and mail treatments remained unchanged. The main variables of interest were assessing the likelihood that households where Caller ID signaling was used would (a) be more willing to participate in the survey when contacted by telephone and (b) be more likely to return the mailed diary. Other variables examined included sample type, call attempt dispositions, age and race distributions, and quality of the returned diary questionnaires. Findings indicate that recruitment rates were increased by 3.6% among listed households and 5.4% among unlisted households. Final response rates to the mail portion of the survey were also increased. We discuss the findings within the context of the use of new technologies to provide electronic notification to households of a survey request.

Testing the Effects of Multiple Manipulations on Print and Online Survey Response Rates: Lessons Learned at Consumer Reports. Meredith Bachman, Consumer Reports (Consumers Union) (bachme@consumer.org); Donato Vaccaro, Consumer Reports (Consumers Union) (vaccdo@consumer.org).

Each year the Consumer Reports National Research Center conducts a large-scale survey, which asks Consumer Reports magazine and online subscribers to report on their experiences with a variety of products (e.g. automobiles, electronics) and services (e.g. HMOs, cell-phone service). Both print and online survey methodologies are used. Generating close to one million responses a year, our Annual Questionnaire is one of the largest surveys in the world. Additionally, CRNRC conducts several other online surveys throughout the year. Maintaining high response rates to these surveys is vital to the organization as surveys are an important source for magazine and Web-site content. In turn, over the past several years, we have conducted a variety of tests examining the impact of various factors (e.g., invitation wording, questionnaire appearance, domain names, incentives) on response rates. Due to the large number of subscribers we survey each year, we have been able to test the effects of multiple different manipulations. Our paper will present which tests have been most and least effective and we will discuss similarities and differences between print versus online modes. For example, we will share data which suggests that incentives that are effective in increasing print survey response rates are largely ineffective when it comes to online surveys. We will also focus on various issues unique to online surveys (e.g., the impact of small changes in email subject headers, the importance of domain names coming from "trustworthy" sources). The discussion will focus on how our findings are similar to and different from those already discussed in the literature (and what might explain differences). In addition we will speak to the larger conference theme in addressing the unique challenges faced by groups such as Consumer Reports for whom surveying provides a public service but for whom dropping response rates are an increasing concern.

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Using Polls for the Public Good II

Public and Leader Perceptions of the role of the United Nations in Enhancing the International Public Good. Gregory Holyk, University of Illinois at Chicago (gholyk2@uic.edu).

The United Nations (UN) is arguably the most important organization for international cooperation. Many policymakers, academics, and the media presently question the purpose, structure, and effectiveness of UN, and the place of multilateralism in contemporary international relations. Public and leader support for UN is therefore a timely issue to explore. The general public has historically been quite supportive of the UN while political policy elites have not (Page & Shapiro 1992; Holsti 2004). Page has also demonstrated a disturbing disconnect between aggregate public foreign policy preferences and actual administration policies (Page 2006). The UN is consistently viewed by the public as an institution that is able to carry out policies for the “public good” in the international arena. It is important to determine on which specific issues the public and leaders differ and what factors contribute to their policy preferences. This paper utilizes the 2004 Chicago Council on Global Affairs (CCGA) polls. The CCGA polls ask many of the same questions of both leaders and the public, which allows for a unique opportunity for comparative analysis. The paper examines similarities and differences in aggregate opinion between leaders and the public as well as Logit models of policy support where foreign policy goals, attitudes, and basic values are used to predict support for specific policies. The predictive models of policy preferences are able to go beyond aggregate opinion and determine whether the same factors predict individual policy preferences for elites and the public, or whether there are significant differences in how individuals in these two groups think about U.S. policies regarding the UN. As the major world power, U.S. leader and public perceptions of the UN are critical to its ability to enhance the public good and this paper seeks to contribute to our understanding of this crucial aspect of international relations.

Reservoirs of goodwill in school bond approval. David Hill, Hill Research Consultants (dhill@hillresearch.com).

Study of multiple districts shows that generic measures of attitudinal goodwill toward school districts are better predictors of success or failure of school bond proposals than are measures of attitudes toward specific provisions of bond proposals, such as size, purpose, or tax impact.

Polls for the Public Good: Communicating the Value of Research. Julie Paasche, NuStats, LLC (jpaasche@nustats.com); Johanna Zmud, NuStats (jzmud@nustats.com); Mia Zmud, NuStats, LLC (mzmud@nustats.com); Tim Lomax, Texas Transportation Institute (tlomax@tti.org); Joseph Schofer, Northwestern University (jschofer@northwestern.edu).

Many worthwhile and insightful research projects go unnoticed, results are not communicated to the extent needed, and further research remains unfunded. Is research undervalued or is it that researchers themselves need to improve their ability to communicate the value of research? The Transportation Research Board realized that communicating the value of research is critical for conveying research results, advancing the body of work, and funding future research into important issues. To provide guidance to researchers on communicating the value of research, the project team studied eight diverse, large-scale, successful research projects as case studies. From these cases studies, as well as a review of best practices in other fields, guidance for researchers was developed. Communicating value is more than providing numbers to calculate the quantitative side of value using cost-benefit formulas. Decision makers assess value in terms of the perception of the importance and worthiness of the expected outcomes. This perception is informed and influenced by a skillfully applied communication process. It is the invisible, intangible perceptions people form and remember that can mean the difference between a project getting funded or dropped. Embarking on a program to influence perceptions and establish value requires careful planning, diligence, and patience. It is not a one-shot campaign, nor can it be executed at the last second when funding decisions are about to be made. Above all, the effort does not focus on promotion alone. Establishing and communicating value is a process that must purposefully consider five key elements: context, strategy, content, channels, and style. Researchers must realize that communicating the value of research is a multi-layer challenge of which the outer layers (context, strategy, and content) are just as, or even more, important than the inner layers of communication channels and style.

Using Student Opinion Research to Inform and Build School Reforms: Insights from the Student Connection Census in Chicago Public Schools. Young Chun, American Institutes for Research (ychun@air.org); Kimberly Kendziora, American Institutes for Research (kkendziora@air.org); Linda Hamilton, American Institutes for Research (Lhamilton@air.org); Ebony Walton, American Institutes for Research (ctr_ewalton@air.org).

The last two decades have witnessed an intense period of school reform, with hundreds of major public and private initiatives aimed at improving schools. One of the most powerful and influential changes has been a shift in focus from inputs to outcomes. States have developed academic standards for what students are expected to learn, assessments to measure progress toward those standards, and policies designed to align curriculum, instruction, and resources. As school reform increasingly focuses on standards-based accountability in core academic areas, there are concurrent calls to address the conditions for learning. These are the personal, interpersonal, instructional, organizational, and policy barriers and facilitators that influence students' academic learning and preparation for college, careers, and citizenship. Chicago is the first school district to include conditions for learning among its metrics for public accountability. American Institutes for Research (AIR) has worked closely with Chicago to define the aspects of school experience that were hypothesized to affect academic performance most closely: the extent to which students experience a safe and respectful school climate, feel challenged, are supported, and regard their peers as socially and emotionally skilled. In this paper, we test the hypothesis that these conditions for learning are related to student achievement across schools. We link the Chicago Student Connection census data of 145,000 students collected by AIR to achievement data in Chicago from the National Assessment of Educational Progress conducted by the National Center for Education Statistics. Our goal is to examine the validity of including student opinion in public accountability instruments for schools, in turn contributing to the public good of school reform.

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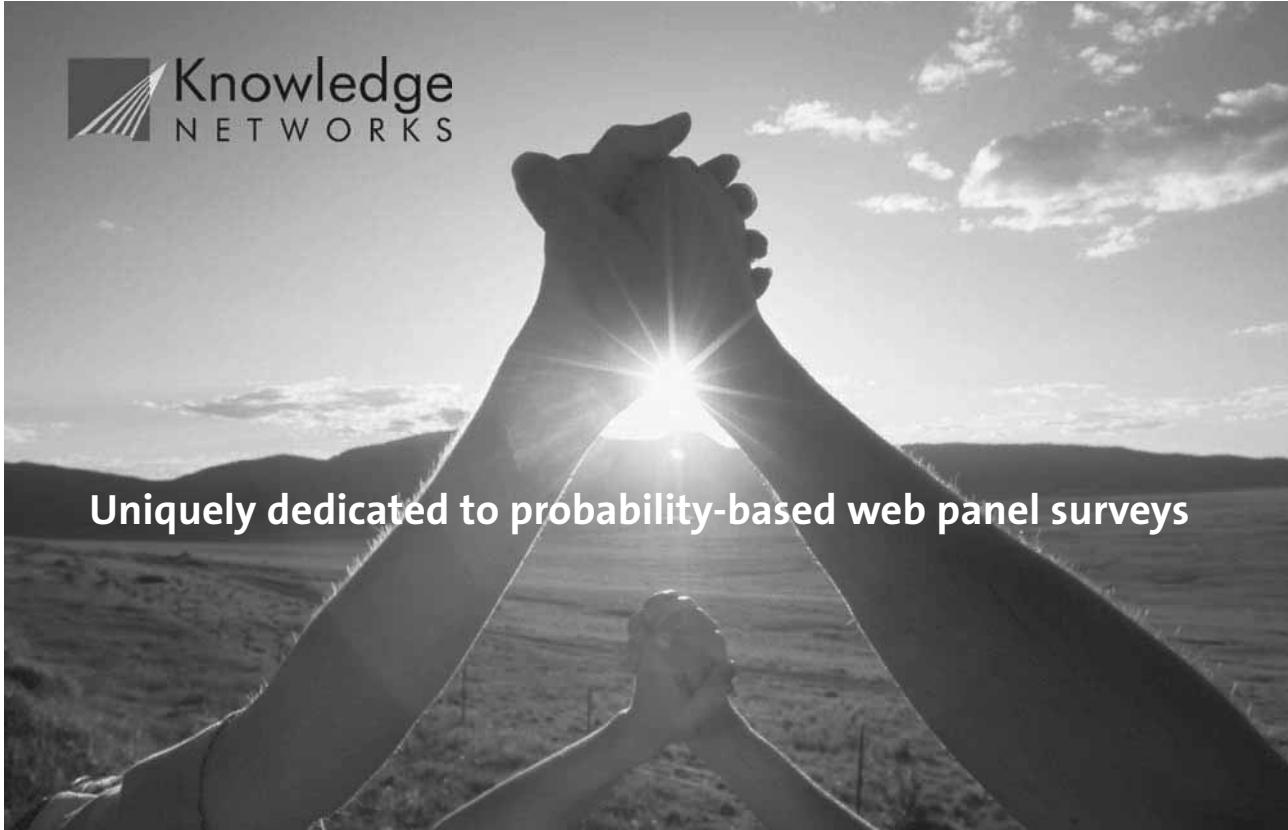
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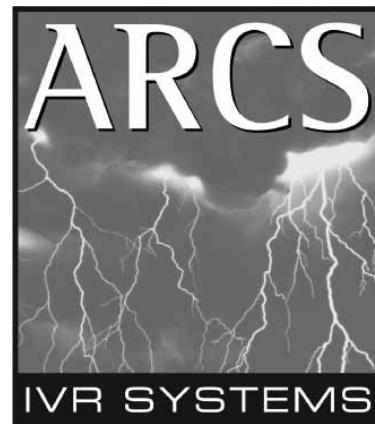
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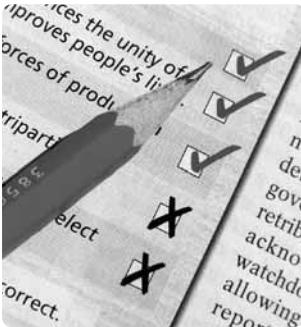
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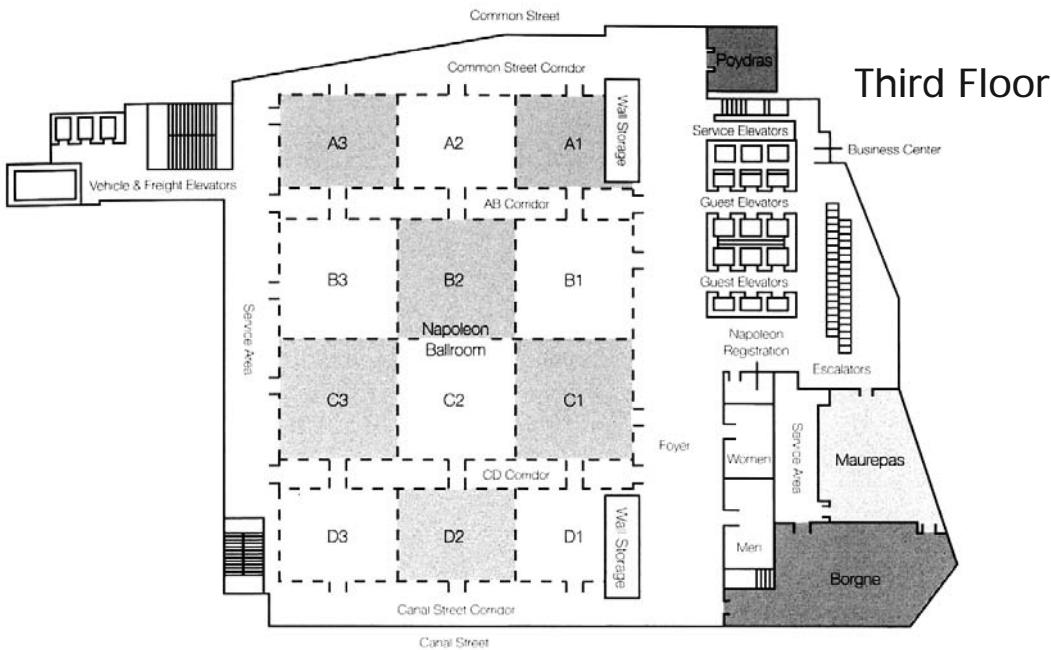
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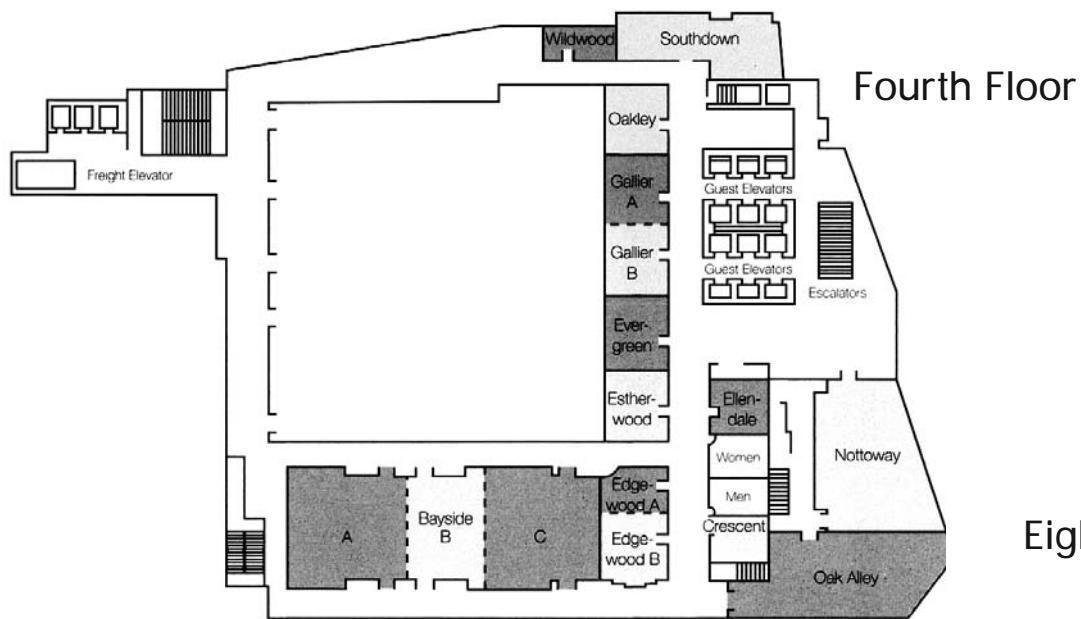


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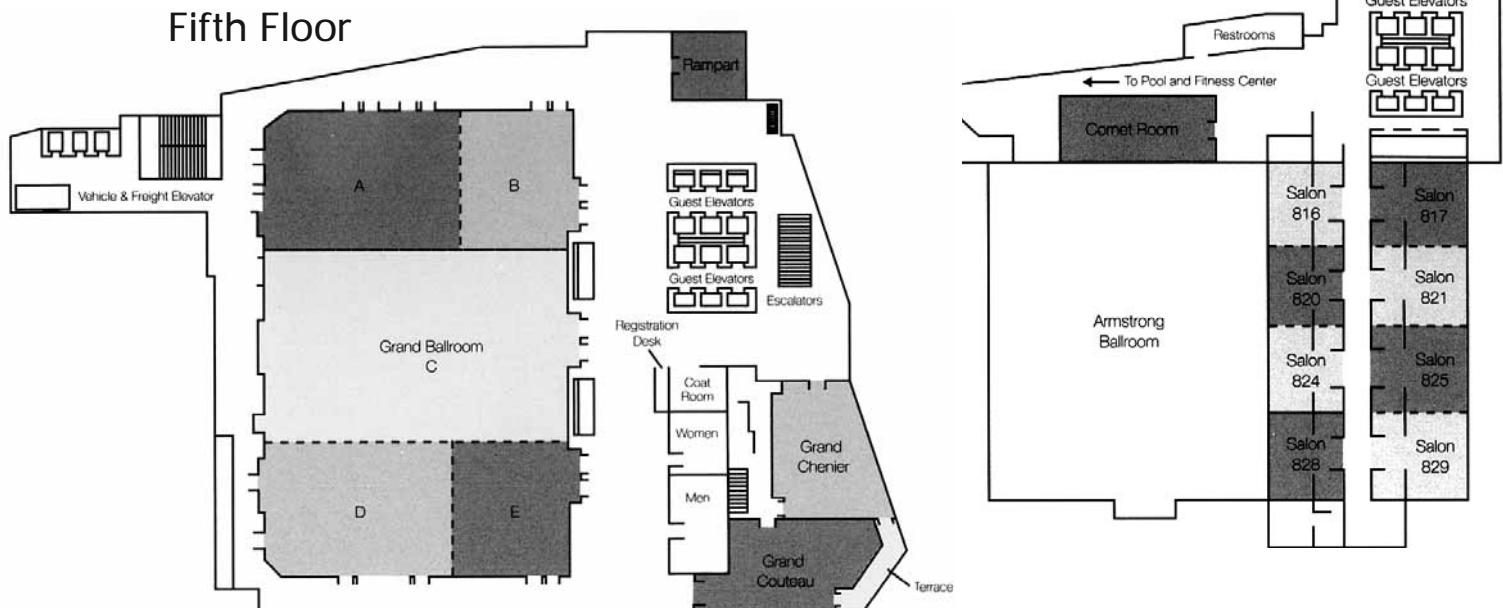
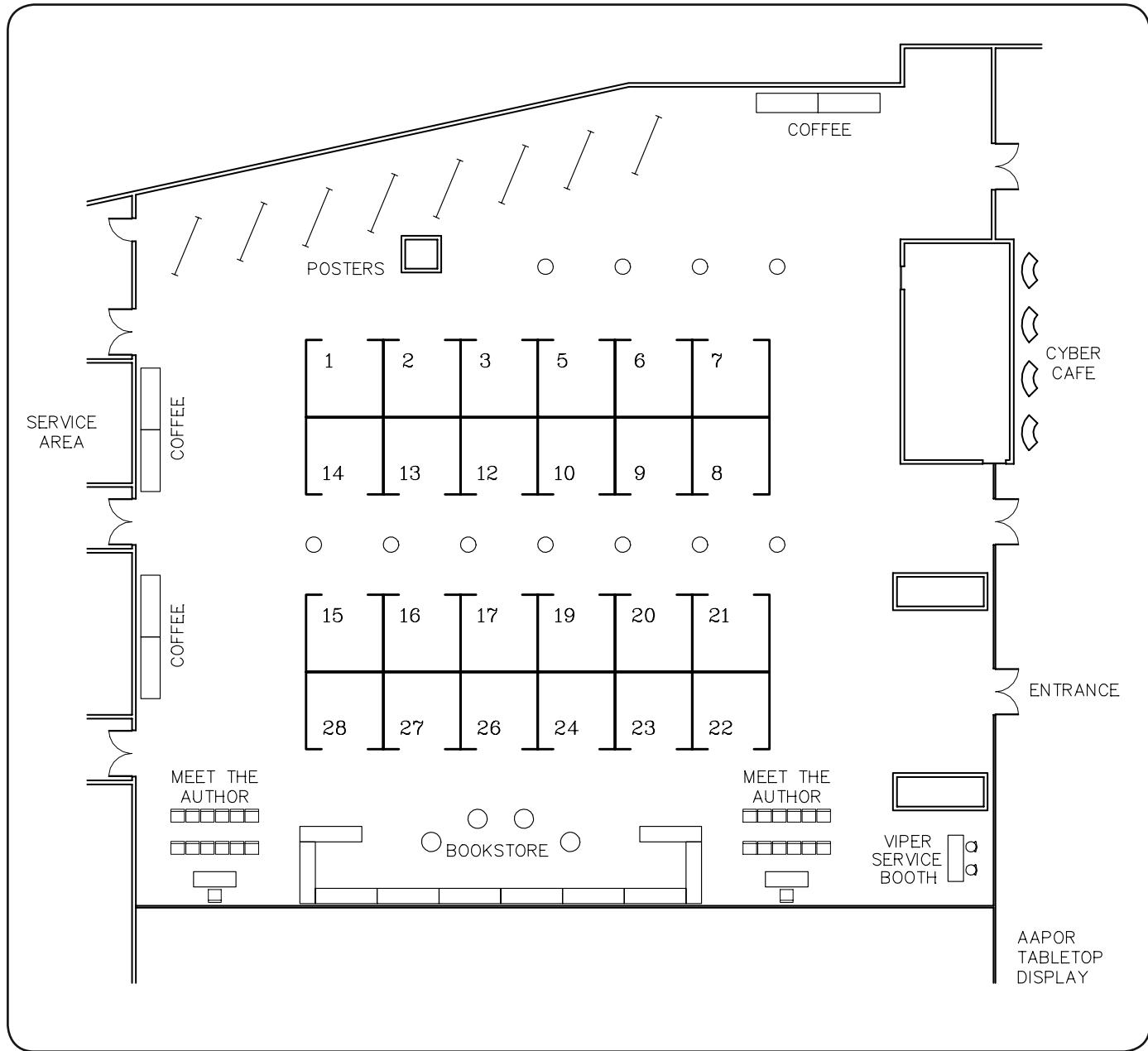


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Technology and Software Exhibits

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| 10 – Abt/SRBI | 26 – Issues & Answers | 16 – Survey Sampling International |
| 3 – ASDE Survey Sampler | 22 – Macro International, Inc. | 2 – Survey Sciences Group |
| 24 – CfMC | 9 – Marketing Systems Group | 27 – The Nielsen Company |
| 23 – Confirmit | 7 – NORC | 6 – The Roper Center for Public |
| 5 – e-Rewards Market Research | 28 – Oxford University Press | Opinion Research |
| 17 – E-Tabs Limited | 8 – Pew Research Center | 1 – VOXCO |
| 19 – Fleetwood Group, Inc. | 20 & 21 – RTI International | 15 – Western Wats |
| 12 – InfoUSA Government Division | 13 & 14 – SPSS, Inc. | |

Publishers/Book Exhibits – Bookstore

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| Cambridge University Press | University of Chicago Press |
| Guilford Publications | Wiley/Jossey-Bass |
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