

## FIFTY-THIRD AAPOR CONFERENCE PROGRAM

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### SHORT COURSE—MARKET SEGMENTATION AND SEGMENTATION ANALYSIS

Lynd D. Bacon, Lynd Bacon and Associates; and Tony Babinec, SPSS

### SHORT COURSE—DESIGNING GOOD QUESTIONS

Jon Krosnick, Ohio State University

### AAPOR PLENARY

Chair and Organizer: Mark Schulman, Schulman, Ronca and Bucuvalas  
the market research industry in 2010  
Gordon Black, President, Harris/Black International  
Sol Dutka, President, Audits & Surveys  
Jim Clifton, President, The Gallup Organization

Discussant: Robert Groves, University of Michigan and Joint Program in Survey Methodology

### WAPOR/AAPOR JOINT SESSION—PUBLIC OPINION IN DEVELOPING COUNTRIES

Chair: J. David Kenamer, Virginia Commonwealth University  
*The First Survey in North Korea: Lessons from a Nutritional Study*  
Young I. Chun, University of Maryland  
*Measuring Campaign Awareness in Mexican Politics*  
Alejandro Moreno, Autonomous Technological Institute of Mexico  
*Towards Referendum Day: Polling the Peace Process in Northern Ireland*  
Colin McIlheney, Coopers & Lybrand, Belfast  
*Information Sources in Seven Chilean Newspapers*  
Francisca Greene Gonzalez, Instituto Libertad y Desarrollo, Chile  
Discussant: Dominic L. Lasorsa, University of Texas at Austin

### USERS OF THE INTERNET: NEW BOTTLES OR OLD BOTTLES?

Chair: Gerald Kosicki, Ohio State University  
*New Wine in an Old Bottle? New Media, Opinion Holding and Perceptions of Media Coverage*  
K. Viswanath, Paul Lavrakas, and Chi-yu Wei, Ohio State University  
*Internet Surveying: A Comparison to Telephone Surveys*  
Daniel C. Lockhart, Maritz Marketing Research  
*Cyber California: A Portrait of PC and E-mail Users and How They Differ from Other Californians*  
E. Deborah Jay and Mark Di Camillo, Field Research Corporation  
*Who Is the Digital Citizen? A Systematic Comparison of Telephone and Online Methodologies*  
Joel C. Webster, Chilton Research Services  
Discussant: Brad Fay, Roper Starch Worldwide

# PANEL—CURRENT RESEARCH ON THE IMPACT OF POLLS ON PUBLIC OPINION

Organizer/Chair: Michael Traugott, University of Michigan

Panelists: Mee-Eun Kang, University of Michigan; Paul Lavrakas, Ohio State University; Stanley Presser, University of Maryland; Vincent Price, University of Michigan

Discussant: Michael Kagay, *New York Times*

## INCREASING RESPONSE RATES THROUGH INCENTIVES

Chair: Kenneth John, U.S. General Accounting Office

*Testing the Effects of a Pre-paid Incentive and Express Delivery to Convert Refusals on a Random Digit Dial Telephone Survey*

David Cantor, Patricia Cunningham, and Pamela Gambio, Westat

*The Effect of Prepaid Monetary Incentives on Mail Survey Response Rates and Response Quality*

Robert Baumgartner, Pamela Rathbun, and Hagler Bailly; Kevin Boyle, University of Maine; Michael Welsh, Hagler Bailly; and Drew Laughland, U.S. Fish and Wildlife Service

*Nonmonetary Incentives: Can Their Effects Be Replicated?*

Brad Edwards, Andrew Williams, and Susan Lea, Westat

*An Experimental Study of Ways to Increase Exit Poll Response Rates and Reduce Survey Error*

Daniel Merkle, Murray Edelman, and Kathy Dykeman, Voter News Service; and Chris Brogan, Abt Associates

Discussant: Robert Mason, Oregon State University

## PUBLIC SUPPORT FOR ISSUES

Chair: Barry Feinberg, Audits & Surveys

*Public Support for the First Amendment*

Kenneth Dautrich and Jennifer Necci Dineen, University of Connecticut

*Teaching Our Children Well? The Effect of Political Education on Support for the U.S. Supreme Court*

Stephen M. Caliendo, Purdue University

*Public Support for Social Spending on Drug Addiction: 1973–1996*

Kenneth A. Rasinski, Jeffrey Timberlake, and Eric Lock, National Opinion Research Center

*Changes in Press Attitudes over the Past Decade*

Larry Hugick and Susan Kannel, Princeton Survey Research Associates

Discussant: Patricia Moy, University of Wisconsin—Madison

## EVOLUTION, SEX, AND RELIGION

Chair: Sid Groeneman, Market Facts

*The Development of Attitudes toward Evolution: An Analysis of Generational Transmission and Change*

Jon D. Miller, Chicago Academy of Sciences

*What Americans Believe about Evolution and Religion: A Cross-National Perspective*

George Bishop, University of Cincinnati

*Sex and Free Time: What They Don't Tell You about Graduate School*

John P. Robinson, University of Maryland; and Geoffrey Godbey, Pennsylvania State University

*The Religious Right: Faith, Politics, Traditional Values and Tolerance*

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

Discussant: Andy Smith, University of Wisconsin—Milwaukee

## WAPOR/AAPOR JOINT SESSION—COMPARISONS ACROSS CULTURES

Chair: Rosental Alvez, University of Texas

*The Comparison of Demographical Variables in International/Intercultural Research*

Juergen H.P. Hoffmeyer-Zlotnik, ZUMA

*Attitudes toward Legalized Abortion: A Continuing Divide between East and West Germany*

Allan L. McCutcheon, Gallup Research Center/University of Nebraska at Lincoln

*The Politics of Identity: Attitudes towards Immigrants in the U.S. and Europe*

Mary McIntosh, Princeton Survey Research Associates; and Daniel Abele, Canadian Embassy

*Breaking with the Past and Facing the Future: Challenges of Political Socialization Research in Eastern Europe*

Edward M. Horowitz, University of Wisconsin

Discussant: Miguel Basanez, RAC & MORI International

## USING THE INTERNET FOR SURVEYS

Chair: Nicholas E. Synodinos, University of Hawaii at Manoa

*Development of a Standard E-Mail Methodology: Results of an Experiment*

David R. Schaefer and Don A. Dillman, Washington State University

*Electronic and Mail Self-Administered Questionnaires: A Comparative Assessment of Use among Elite Populations*

Sameer Y. Abraham, Darby Miller Steiger, and Colleen Sullivan, The Gallup Organization

*Innovations and Insights in the Design of Web-Based Surveys*

Paul A. Mullin, Research Triangle Institute

*Effective Use of Web-Based Technology: Using the Internet for Data Collection and Communication Applications*

Sandra Bauman, Jennifer Airey, and Hakan Atak, Wirthlin Worldwide

Discussant: Deborah Jay, Field Research Corp.

## SURVEYING PEOPLE WITH DISABILITIES

Organizer: Corinne Kirchner, American Foundation for the Blind

Chair: Kevin Sharp, Schulman, Ronca and Bucuvalas

*Reading the Fine Print: Exploring Discrepancies in Print Reading Disability Estimates*

Paul Beatty, National Center for Health Statistics; Wendy Davis, Bureau of the Census; and Emilie Schmeidler and Corinne Kirchner, American Foundation for the Blind

*Federal Interagency Strategies to Assure Inclusion of People with Disabilities in Federal Surveys and Data Collection Methodologies*

David W. Keer, National Institute on Disability and Rehabilitation Research

*Who's Watching: A Profile of the Blind and Visually Impaired Audience for Television and Video*

Jaelyn Packer and Corinne Kirchner, American Foundation for the Blind

*Access to Health Surveys for Persons with Disabilities*

Gerry E. Hendershot, Paul J. Placek, and Senda R. Benaissa, National Center for Health Statistics

Discussant: Katherine Binns, Louis Harris & Associates

## PANEL—PUMMELING THE POLLSTERS: CASE STUDIES OF HOW POLITICIANS TRY TO TAR THE MESSENGERS

Chair/Organizer: Robert P. Daves, *Star Tribune*

*The Cases of the Presidents and the Polls*

Kathleen Frankovic, CBS News

*The Case of the Methodological Malcontents*

Janice Ballou, The Eagleton Poll

*The Case of the Push Poll Accusation*

Robert P. Daves, The Minnesota Poll

*The Cases of the "Unfair Poll" Accusations*

David Moore, The Gallup Organization

Discussant: Sidney Kraus, Cleveland State University

## NONRESPONSE IN TELEPHONE SURVEYS

Chair: Danna L. Moore, Washington State University

*Telephone Response Rates: The IRS Experience*

John M. Boyle, Schulman, Ronca and Bucuvalas; Dru DeLong, Internal Revenue Service; and Kevin Sharp, Schulman, Ronca and Bucuvalas

*Quantitative Analysis of Telephone Survey Response Rates*

Waiman Mok, Bryan Ward, Robert Baumgartner, and Pamela Rathbun, Hagler Bailly

*Caller-ID: Does It Help or Hinder Survey Research?*

Michael W. Link and Robert W. Oldendick, University of South Carolina

*Estimating the Impact of Nonresponse Error on the National Survey of America's Families*

Robert M. Groves and Eleanor Singer, University of Michigan; and Douglas Wissoker and Genevieve Kenney, Urban Institute

*Telephone Non-Response—A Factorial Experiment of Techniques to Improve Telephone Response Rates*

Katherine Lind, Timothy Johnson, and Vince Parker, University of Illinois at Chicago; and Sam Gillespie, Illinois DASA

## OPINION STABILITY

Chair: Larry Bobo, Harvard University

*Reassessing Public Opinion Stability*

Jason Barabas, Northwestern University

*Nonattitudes in Policy Polls Are Not a Problem for Democratic Decision Rules under Pluralism*

Jon W. Bay, Northwestern University

*Value Stability in the Mass Public*

Marco R. Steenbergen and Kimberly Richburg, University of North Carolina

*Attitude Constraint, Family Values, and Children's Rights*

Craig D. P. Helmstetter and Patricia A. Gwartney, University of Oregon

Discussant: Jon Krosnick, Ohio State University

## POSTER SESSION I

*What to Do When a 15-Minute Closed-Ended Interview Yields 45 Minutes' Worth of Open-Ended Remarks: Coding and Analyzing Responses to a Survey about Community Notification of Released Sex Offenders*

Dretha M. Phillips, Danna Moore, and Roxanne Lieb, Washington State University

*The Impact of a New Mandatory Seatbelt Law in Maine*

Al Leighton, University of Southern Maine

*The Arbitron At-Work Listening Study: A Study of Radio Listening Behavior in the Workplace*

Adam Safir, The Arbitron Company

*The Changing Landscape of America's Music Preferences*

John P. Robinson, University of Maryland; Nicholas Zill, Westat

*The Public and Policy Awareness in Arizona*

Kip Kelly, Edward Sharkey, and Joni Richman-Thomson, Northern Arizona University

*Use of Postmaster Letter to Improve Locating Rate for a Mail Survey with Telephone Follow-Up of a Cohort of Women Who Had Plastic Surgery prior to 1988*

Mary Cay Burich, Marilyn Sawyer, and Kathryn Vargish, Abt Associates

*Sampling Virginia Men Who Have Sex with Men*

J. David Kennamer and Judith B. Bradford, Virginia Commonwealth University

*Measuring Public Opinion on Allowing Citizens to Carry Concealed Handguns: Recent Trends and Question Experiments*

Richard Schuldt, University of Illinois at Springfield

*The Ties That Bind: Melding Social and Psychological Approaches to Public Opinion*

Jill A. Edy, Cornell University

*The Measurement of Values: When the Latent Becomes Manifest*

Allen Wilcox, University of Nevada

*Qualifying a Quantifying Analysis on Racial Equality*

Maria Krysan, Penn State University

*A Conversational Approach to Self-Administered Questionnaires*

Frederick Conrad, Bureau of Labor Statistics; and Michael Schober, New School for Social Research

*Provider On-Line Locating Facility for a Telephone Survey of Childhood Immunization*

John D. Loft, Abt Associates; Edmond Maes, Center for Disease Control and Prevention; Anita Kneifel and Ann-Sofi Roden, Abt Associates

*Linking Behavioral and Financial Data: New Directions in Survey Research*

Gary Siegel, DePaul University; Vicki Smith, Gary Siegel Organization

*Date Recall—Framing the Question*

Katherine Lind, Diane O'Rourke, Seymour Sudman, and Richard Warnecke, The Survey Research Laboratory, University of Illinois at Chicago; and Mary Fennell, Brown University

*TV Exposure, Happiness and Materialism: A Cross Cultural Comparison*

Ping Wu, Richard Bagozzi, and Aaron Ahuvia, University of Michigan

*Reacting to Crime or to Race? The Role of Prejudice in Whites' Punitive Attitudes*

Devon Johnson, University of California, Los Angeles

**WAPOR/AAPOR JOINT SESSION—PANEL: FOCUS GROUPS TODAY AND TOMORROW**

Organizer/Chair: Nancy Belden, Belden, Russonello & Stewart

Panelists: Donita Buffalo, Buffalo Qualitative Research; John della Volpe, Della Volpe & Associates; Maureen Michaels, Michaels Opinion Research; Robert M. Worcester, Market & Opinion Research, London

**ELECTION POLLING METHODS**

Chair: Micheline Blum, Blum & Weprin

*Improving Election Forecasting: Allocation of Undecided Respondents, Identification of Likely Voters, and Response Order Effects*

Jon A. Krosnick and Penny Visser, Ohio State University; Jesse F. Marquette, University of Akron; and Michael F. Curtin, The Columbus Dispatch

*Accuracy in Pre-election Polling and Projections: Lessons from the Telephone vs. Mail Battle in Ohio*

Alfred J. Tuchfarber, Eric W. Rademacher, and Kimberly Downing, University of Cincinnati

*Predicting Voter Turnout and Vote Outcome in Ballot Elections*

Paul J. Lavrakas, Steve Mockabee, and Quin Monson, Ohio State University

*Reducing Vote Over-reporting in Surveys through Reducing Source Memory Confusions*

Robert F. Belli, Michael W. Traugott, Margaret Young, Santa Traugott, Katherine McGonagle, and Steven Rosenstone, University of Michigan

Discussant: Sheldon Gawiser, Gawiser Associates

**QUESTIONNAIRE DESIGN ISSUES**

Chair: Jason Barabas, Northwestern University

*Questionnaire Design Effects on Interview Outcomes*

Jeffrey C. Moore and Laureen H. Moyer, Bureau of the Census

*Direction of Question Wording Effects in Attitude Items*

Dagmar Krebs, University of Giessen

*Effects of Additional Questions on a Seven-Day Radio Listening Diary Instrument*

Beth Webb, The Arbitron Company

*The Effects of Context, Response Order, Attitude Strength and Crystallization on Responses to Attitude Questions*

Timothy Johnson, University of Illinois at Chicago; Diane O'Rourke, Survey Research Laboratory, University of Illinois

*Attitude Measurement: Positive versus Negative Questions*

John Edwards, Mark Lusnar, and Megan Milenkovic, Loyola University

## PANEL—DISCUSSION OF THE AAPOR REPORT ON FINAL DISPOSITION OF CASE CODES AND THE CALCULATION OF OUTCOME RATES

Organizer/Chair: Tom W. Smith, National Opinion Research Center/University of Chicago

Panelists: Robert P. Daves, Minnesota Poll; Jack Ludwig, The Gallup Organization; Robert M. Groves, University of Michigan; Stanley Presser, University of Maryland

## IMPACT OF THE MEDIA ON POLITICAL BEHAVIOR

Chair: Janet Streicher, IBM Corporation

*The Impact of Ethnicity and Ethnic Media on Presidential Voting Patterns: A Panel Study*

Leo W. Jeffres, Cleveland State University

*Effects of Media Orientations and Use on Political Behavior*

Mira Sotirovic, University of Illinois at Urbana-Champaign; and Jack M. McLeod, University of Wisconsin—Madison

*Media Effects on Social Capital and Political Participation*

Patricia Moy and Dietram A. Scheufele, University of Wisconsin

*The Effect of Television Viewing on Citizenship and Democracy*

Zoltan Bedy, Syracuse University

Discussant: David P. Fan, University of Minnesota

## PUBLIC UNDERSTANDING AND USE OF POLLS

Chair: Dietram A. Scheufele, University of Wisconsin

*Half Empty or Half Full? Summarizing and Interpreting Publicly Released Survey Data*

Frank Newport, The Gallup Organization

*Disseminating Public Opinion Findings to the Public: A Look at How the Public Uses Survey Data in Decision Making*

Stacey Acton and Mark D. Spranca, Rand Corporation

*Adding Texture to Data: Using Respondent Profiles to Enhance Media Reporting of Survey Data*

Quin Monson, Paul J. Lavrakas, Stephen T. Mockabee, and Michael Nolan, Ohio State University

*Are Americans Tired of Polls?*

Bradford Fay and Christopher Rigney, Roper Starch Worldwide

Discussant: Alvin Richman, U.S. Information Agency

## WAPOR/AAPOR JOINT SESSION—SURVEYS AND THE COURTS

Chair: Harry O'Neil, Roper Starch Worldwide

*Beliefs and Behavior: The Use of Survey Evidence in Deceptive Advertising Cases*

Janet Hoek, Philip Gendall, and Natalie Erceg, Massey University, New Zealand

*Survey Data to Support a Change of Venue: How Much Prejudice Does it Take?*

Edward J. Bronson and Robert S. Ross, California State University, Chico

*The Tobacco Industry Calls Polls to the Witness Stand*

Lydia Saad, The Gallup Organization

*Stability of Opinions on Capital Punishment: How Different Stimuli Elicit Different Results*

Karl-Heinz Reuband, University of Dusseldorf

Discussant: Graham Hueber, Ketchum Public Relations

POLITICS AND ELECTIONS

Chair: Jeff Scott, Voter News Service

*Understanding Issue Voting in Presidential Elections: Results from the 1996 Survey of Governmental Objectives*

J. Merrill Shanks and Douglas Alan Strand, University of California, Berkeley  
*Presidential Polls as a Time Series: The Case of 1996*

Robert S. Erikson and Christopher Wlezien, University of Houston  
*The American Public and a National Third Party: Who Wants One and Why*  
Christian Collet, University of California, Irvine

*Racial Consciousness and Voter Turnout in Urban America*

Kurt C. Schlichting, Fairfield University; Peter S. Tuckel, Hunter College, City  
University of New York; and Richard Maisel, New York University

Discussant: Michael Traugott, University of Michigan

METHODS MISCELLANY

Chair: Patricia A. Gwartney, University of Oregon

*Census and Sensibility: A Report Card on the Census*

Robert Goldenkoff, General Accounting Office  
*Day of Week Effects: A Preliminary Examination*

G. Donald Ferree, Jr., University of Connecticut  
*Assessing a Non-traditional Approach to Interviewing Randomly Selected Respondents in a Telephone Survey*

Patricia Cunningham, David Cantor, and Sarah Dipko, Westat  
*Cognitive Interpretation of Numeric Scale Labels*

Roberta L. Sangster, Bureau of Labor Statistics

Discussant: Karen Goldenberg, Bureau of Labor Statistics

UNDERSTANDING DELIBERATIVE POLLS

Chair: Kenneth A. Rasinski, National Opinion Research Center

*The NIC Experience: Delegate Participation in the 1996 National Issues Convention*

Tom W. Smith, National Opinion Research Center  
*Polls: Deliberative and Non-deliberative*

Norman M. Bradburn, National Opinion Research Center  
*Deliberative Polling, Public Opinion, and Representative Democracy: The Case of the National Issues Convention*

Robert C. Luskin and James Fishkin, University of Texas at Austin  
*The Group Influence in Deliberative Polling™ Opinion Change*

Kenneth A. Rasinski, National Opinion Research Center

Discussant: Daniel M. Merkle, Voter News Service

MEASURING PERCEPTIONS OF SELF AND SOCIETY

Chair: Ruth McKay, Bureau of Labor Statistics

*I'm OK, but Everyone Else Is Going to the Dogs: A Comparison of Public Perceptions of Societal Morals and Self-Reported Moral Beliefs*

Trevor Thompson and Paul Lavrakas, Ohio State University  
*Perceived Opinion of Public Policy: Individual Determinants That Enhance the Likelihood of Perceiving Differences with Public Opinion*

Mark R. Joslyn, University of Kansas  
*Elite Cues in Presidential Campaigns, 1988–1996: Insight into the Public Perception of a Liberal News Media*

David Domke and David Fan, University of Minnesota; Mark D. Watts, Florida  
International University; and Dhavan V. Shah, University of Minnesota



*Race and Gender as Cues for Blacks and Whites: The "Life Experiences" Hypothesis*

Susan E. Howell, University of New Orleans

*Partisan Perceptions of Public Opinion: An Extension of the Hostile Media Effect*

Cindy T. Christen and Prathana Kannaovakun, University of Wisconsin

## ISSUES IN CONDUCTING HEALTH SURVEYS

Chair: Karen CyBulski, Mathematica Policy Research *Understanding Public Support for and the Impact of Questionnaire Design on Surveys about Physician-Assisted Suicide*

Kathleen Stewart and Nancy Belden, Belden, Russonello &amp; Stewart

*Asking about Condom Use: Is There a Standard Approach That Should Be Adopted across Surveys?*

John E. Anderson, Cornelius Rietmeijer, Ronald Wilson, and Peggy Barker, Centers for Disease Control and Prevention

*Collecting Information about the Health Care Experiences of Adolescents*

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

*Are Reporting Errors due to Encoding Limitations or Retrieval Failure? Child Vaccination Surveys as a Case Study*

Roger Tourangeau, The Gallup Organization; Lisa Lee and Angela Brittingham, National Opinion Research Center; Gordon Willis and Pamela Ching, Centers for Disease Control and Prevention; Steven Black, Kaiser Permanente Pediatric Vaccine Study Center

Discussant: Karen Donelan, Harvard School of Public Health

## PANEL—MEASURING POLITICAL ATTITUDES AND BEHAVIOR: HOW WELL ARE WE DOING?

Organizer/Chair: John P. Robinson, University of Maryland

Panelists: Kathleen Knight, University of Houston; Lee Sigelman, George Washington University; Merrill Shanks, University of California, Berkeley; Henry Brady, University of California, Berkeley

## THE PEW RESEARCH CENTER STUDY OF SURVEY NONRESPONSE

Organizer: Scott Keeter, Virginia Commonwealth University

Chair: Andrew Kohut, Pew Research Center for the People and the Press

*Consequences of Reducing Telephone Survey Non-response, or What Can You Do in Eight Weeks That You Can't Do in Five Days?*

Scott Keeter, Virginia Commonwealth University; and Carolyn Miller, Princeton Survey Research Associates

*Stimulating Nonresponse Error from Surveys of Varying Effort: The Case of the Pew Center RDD Experiment*

Robert M. Groves, Stanley Presser, and Stephen Hanway, the Joint Program in Survey Methodology

*Race and Reluctant Respondents: The Consequences of Non-response in Public Opinion Surveys*

Gregory Flemming and Kimberly Parker, Pew Research Center

Discussant: John Brehm, Duke University

## IMPROVING THE FRAME AND COVERAGE

Chair: Sherry Marcy, National Research Corporation

*Respondent Selection in RDD Surveys: A Randomized Trial of Selection Performance*

Charles E. Denk and John Hall, Mathematica Policy Research

*Surveying Rare Populations with Probability Sampling: The Case of Interviewing Undocumented Immigrants*

Cynthia D. Good and Marc Berk, Project HOPE; Rosario Jacinto, NuStats International; and Martin Frankel, Abt Associates



*Improving the Feasibility of Including Deaf Respondents in Telephone Surveys*

Barbara Foley Wilson, Gerry Hendershot, Senda Benaissa, Karen Whitaker, and Paul Beatty, National Center for Health Statistics

Discussant: Donald P. Camburn, Research Triangle Institute

## PANEL—SHOULD QUESTIONNAIRES BE COPYRIGHTED?

Organizers: Peter V. Miller, Northwestern University; Dianne Rucinski, The Ounce of Prevention Fund

Chair: Peter V. Miller, Northwestern University

Panelists: Peter V. Miller, Northwestern University; Dianne Rucinski, The Ounce of Prevention Fund; Robert Alan Garrett, Arnold and Porter; Warren Mitofsky, Mitofsky International

## PUBLIC OPINION THEORY: PART I

Chair: Kurt Lang, University of Washington

*An Introduction to Social Representations*

Bennett Kadel, Wisconsin Survey Research Laboratory

*Public Opinion as Elephant, Unicorn, or Electron: What Concept Corresponds to Our Indicators?*

Allen Barton, Columbia University (emeritus)

*This Thing Called . . . Public Opinion? Issues Raised by the World Reaction to the Death of Princess Diana*

Robert M. Worcester, Market & Opinion Research International

*Publicly Mediated Opinion: Explorations of the Public Nature of Opinion Expression*

Linda J. Penalosa, Wisconsin Survey Research Laboratory

Discussant: Gladys Engel Lang, University of Washington

## PANEL—CUSTOMER SATISFACTION TRENDS, MEASUREMENT AND USE

Organizer: Barbara Everitt Bryant, University of Michigan Business School

Chair: Sandra L. Bauman, Wirthlin Worldwide

Participants: Barbara Everitt Bryant, University of Michigan Business School; Andrew J. Morrison, Market Strategies; Glen Phelps, The Gallup Organization

## IMPROVING MEASUREMENT IN DRUG USE SURVEYS

Chair: Rachel A. Caspar, Research Triangle Institute

*Enhancing the Validity of Drug Use Data: An Experiment*

Nora Fitzgerald, National Institute of Justice; and George Yacoubian, Temple University

*Effects of Third Party Presence on Self-Reported Drug and Alcohol Use in CASI and Paper and Pencil Self-Administered Surveys*

William Aquilino, University of Wisconsin

*Improving Estimates of Drug Use by Use of Validation Methods*

Michael Fendrich, University of Illinois at Chicago; Seymour Sudman, University of Illinois at Urbana-Champaign; and Joseph S. Wislar and Melanie Archer, University of Illinois at Chicago

*Do Interviewer-Respondent Race Effects Impact the Measurement of Illicit Substance Use and Related Attitudes?*

David Livert and Charles Kadushin, City University of New York; and Mark Schulman and Andy Weiss, Schulman, Ronca & Bucuvalas

Discussant: Peter V. Miller, Northwestern University

## PUBLIC JOURNALISM: VIEWS FROM REPORTERS AND ITS IMPACT ON THE PUBLIC

Organizer: Esther Thorson, University of Missouri

*Public Journalism and Traditional Journalism: A Shift in Values?*

David Arant and Philip Meyer, University of North Carolina  
*Issue Learning and Media Signals: Does Civic Journalism Produce Better Informed Citizens?*

Marco Steenberg, Timothy Vercellotti, and Philip Meyer, University of North Carolina

*Of What Use Civic Journalism: Do Newspapers Really Make a Difference in Community Participation?*

Keith Stamm, University of Washington  
*Public Participation, Civic Attitudes and Consumption of Public Journalism*

Esther Thorson, University of Missouri; and Steven Chaffee, Stanford University  
 Discussant: Cole Campbell, *St. Louis Post-Dispatch*

#### COGNITIVE ASPECTS OF SURVEY MEASUREMENT

Chair: Donna Eisenhower, National Opinion Research Center

*Experimenting with Bayesian Recall*

S. James Press, University of California, Riverside; and Judith Tanur, State University of New York, Stony Brook

*Violating Conversational Conventions Disrupts Cognitive Processing of Survey Questions*

Allyson Ankerbrand and Jon A. Krosnick, Ohio State University; Richard T. Carson, University of California, San Diego; and Robert C. Mitchell, Clark University

*Integration of the Cognitive Methods with a Split-Half Experiment: Redesign of an Establishment Survey Questionnaire*

Young I. Chun, Bureau of Statistics

*Beyond Concurrent Interviews: An Evaluation of Cognitive Interviewing Techniques for Self-Administered Questionnaires*

Cleo Redline, Richard Smiley, Meredith Lee, and Theresa DeMaio, Bureau of the Census; and Don Dillman, Washington State University

*Testing Propositions about the Occurrence of Primacy Effects in Telephone Surveys*  
 David W. Moore and Frank Newport, The Gallup Organization

#### CLINTON POLLING: SEX, LIES AND AUDIOTAPE—A PANEL DISCUSSION

Organizer/Chair: Warren J. Mitofsky, Mitofsky International

Panelists: Adam Clymer, *New York Times*; Kathleen Frankovic, CBS News; Tom Rosenstiel, Project for Excellence in Journalism, Pew Charitable Trust

#### PUBLIC OPINION THEORY: PART 2

Chair: Gladys Engel Lang, University of Washington

*Public Opinion and the Mass Audience: Theorizing the Power of the Public*

Katherine Jackson, Northwestern University

*Questioning the “Public” in Public Opinion: Surveys Can’t Get You from Here to There*

Fred H. Goldner, Queens College (emeritus)

*What Surveys Can Tell Us about Public Opinion: Revisiting the Blumer/Converse Debate*

Scott L. Althaus, University of Illinois at Urbana-Champaign

*An Evaluation of Spiral of Silence Theory Compared with a Process Model of Public Opinion*

Irving Crespi, Crespi Associates

Discussant: Kurt Lang, University of Washington

#### POSTER SESSION 2

*Gender Bias in the 1993–1996 Behavioral Risk Factor Surveillance System Surveys: The Importance of Taking Probabilities of Selection into Account*

Peter Mariolis, Centers for Disease Control and Prevention

*Improving the Communications Climate in a State Mental Health Agency*

Lowndes F. Stephens, University of South Carolina

*Results of an Experiment Using Different Mail Carriers for a Mail Survey of Immunization Providers*

John D. Loft and Edmond Maes, Center for Disease Control and Prevention; Anita Kneifel, Ann-Sofi Roden, K. P. Srinath, and Rebecca Strella, Abt Associates; Victor Coronado and Robert Wright, Center for Disease Control and Prevention

*Monitoring Childhood Vaccination Coverage Levels throughout the U.S.*

Michael Battaglia, Abt Associates; Victor G. Coronado, Centers for Disease Control and Prevention; David Hoaglin, Abt Associates; Robert A. Wright, Centers for Disease Control and Prevention; and Ellen Anderson, Trena M. Ezzati-Rice, and Edmond Maes, Centers for Disease Control and Prevention

*Re-Membering Memberships: Improving the Way We Count Organizational Affiliation*

Thomas M. Guterbock and John C. Fries, University of Virginia

*A Forms Design Appraisal Checklist for Evaluating Survey Forms Design Problems*

Sylvia Kay Fisher, Deborah Stone, and Linda L. Stinson, Bureau of Labor Statistics

*Economic Literacy: Has the Growth in Personal Finance and Business News Increased It?*

Lowndes F. Stephens, University of South Carolina

*Beyond the Questionnaire: Predicting Survey-Based Behaviors from Secondary Data*

Barbara C. O'Hare and Daniel Estersohn, The Arbitron Company

*Gender, Highest Degree, Years of Experience and Number of Months Worked Annually as Salary Predictors among Members of a Professional Organization during the 1990s*

Jeanette Olach Janota, American Speech-Language-Hearing Association

*Teens Talk: Are Adolescents Willing and Able to Answer Survey Questions?*

Jennifer C. Hess, Jennifer Rothgeb, and Andrew Zukerberg, Bureau of the Census; Kerry Richter, Child Trends

*Data Editing as a Measure of Questionnaire Quality*

Charles Day and Jaki Stanley, National Agricultural Statistics Service

*Differences in Patron Survey Responses by Mall Exit*

J.A.F. Nicholls and Sydney Roslow, Florida International University; Sandipa Dublsh, Fairleigh Dickinson University; and Carl J. Kranendonk, Florida International University

*Political Participation and the Mass Media in the 1996 Election: A Structural Equation Modeling Approach*

Mee-Eun Kang, University of Michigan

*Obtaining Permission from Respondents for Reinterviews: The Effect of Question Wording*

Dennis Jacobo, The Gallup Organization

*The Social Closeness Corollary: A "Reverse" Perspective on the Third-Person Effect*

Edward M. Horowitz, University of Wisconsin—Madison

## THE PUBLIC'S VIEWS ON HEALTH CARE

Chair: Cecilie Gaziano, Research Solutions

*Understanding the Managed Care Backlash*

John M. Benson and Robert J. Blendon, Harvard University; Mollyann Brodie, Drew E. Altman, Larry Levitt, Diane Rowland and Matt James, Henry J. Kaiser Family Foundation; and Larry Hugick, Princeton Survey Research Associates

*Americans' Views on Children's Healthcare*

Robert Blendon, John T. Young, and Marie McCormick, Harvard School of Public Health; Martha Kropf and Johnny Blair, University of Maryland

*Women's Attitudes and Knowledge about Women's Health Issues*

Kimberly Downing, University of Cincinnati

*The Closer You Are, the Worse It Looks: Consumer and Physician Attitudes about Managed Care in a Mature Market*

Robert P. Daves, The Minnesota Poll; Karen Donelan, Harvard School of Public Health

Discussant: Maureen Michaels, Michaels Research

## POLITICAL ATTITUDES AND VALUES

Chair: K. Vishwanath, Ohio State University

*Political Attitudes of Latinos in Orange County, CA*

Mark Baldassare, Public Policy Institute of California

*Fiscal Frames and Electoral Fortunes: Tax Policy Attitudes and Issue Framing in the 1996 Presidential Election*

J. Tobin Grant and Stephen T. Mockabee, Ohio State University

*Talk Radio Discourse as Public Argumentation: A Dialectical Analysis*

Scott L. Hale, University of Illinois at Urbana-Champaign

*Dan Quayle vs. Murphy Brown (Five Years Later): Traditional Values and the American People*

Brian E. Harpuder, Stephen T. Mockabee, Quin Monson, Trevor N. Tompson, and

Paul J. Lavrakas, Survey Research Center, Ohio State University

*The Gender Gap in Virginia: Gubernatorial Election Polls*

Harry L. Wilson, Roanoke College

## DECREASING NONRESPONSE

Chair: James H. Drew, GTE Laboratories

*An Experimental Evaluation of Response to a Multi-Mode Sequence by Professionals in Establishment Settings*

Danna L. Moore and Dretha M. Phillips, Washington State University

*Calling All Newspaper Readers . . . And Calling . . . And Calling: The Impact of Callbacks on Readership Rates*

Sue Greer, Greer Research Associates; and Virginia Dodge Fielder, Knight-Ridder

*An Analysis of the Effect of Varying Pre-survey Letter Characteristics on Cooperation Rates*

John M. Kennedy, Roger Parks, Nancy G. Bannister, Heather Terhune, and Jennifer Inghram, Indiana University

*Pre-alerting Sampled Households—A Test of Alternative Treatments*

Carol Morin and Sharon Riley, The Arbitron Company

*The Effect of Longitudinal Burden on Survey Participation*

Richard Apodaca, Susan Lea, and Brad Edwards, Westat

## MEASURING HISPANICS

Chair: Susan Pinkus, *Los Angeles Times* Poll

*A Report on the Relationships between Language Preference and Other Key Population Variables among U.S. Hispanics*

Marla Cralley, John Fleetwood, and Ann Shulla, The Arbitron Company

*Question Wording Effects on Hispanic Coverage in the Current Population Survey*

Ruth B. McKay, Brian Harris-Kojetin, and Clyde Tucker, Bureau of Labor Statistics  
*Can Language Preference Questions Influence Reported Media Usage among Hispanic Survey Respondents?*

Robert H. Patchen and Marla D. Cralley, The Arbitron Company

*The Effects of Proxy Response on the Reporting of Race and Ethnicity*

Brian A. Harris-Kojetin, Bureau of Labor Statistics; and Nancy Mathiowetz, Joint Program in Survey Methodology

Discussant: Charles Rund, Charleton Research Company

## PANEL—MINIMUM STANDARDS FOR LEGAL RESEARCH: SHOULD AAPOR HAVE A ROLE?

Organizer/Chair: Edward J. Bronson, California State University, Chico

Panelists: Harry O'Neil, Roper Starch Worldwide; Clyde Tucker, Bureau of Labor Statistics; Seymour Sudman, University of Illinois at Urbana-Champaign; E. Deborah Jay, Field Research Corporation

## ROUNDTABLES

## IMPROVING SURVEY RESPONSE IN TARGET POPULATIONS VIA PROMOTION AND PUBLICITY

Organizers: Jaki Stanley, National Agricultural Statistics Service; Jay V. Johnson, National Agricultural Statistics Service

## MEASURING HOW AMERICANS SPEND THEIR TIME: DESIGNING, IMPLEMENTING, ANALYZING, AND REPORTING A TIME-USE SURVEY

Organizers: Linda L. Stinson, Bureau of Labor Statistics; Kerry Levin, Barbara Forsyth, and Angie Becher, Westat

## NONRESPONSE TRENDS IN BUSINESS SURVEYS

Carl Ramirez, General Accounting Office

## MULTIPLE METHODS OF SURVEYING OLDER AMERICANS: RESPONSE RATES, DATA QUALITY, AND COSTS

Organizers: Katharyn Marks, Ada-Helen Bayer, and Theresa Keenan, AARP

## JOINT SESSION: FIELD DIRECTORS &amp; TECHNOLOGIES CONFERENCE (IFDTC)/AAPOR

## POSTER SESSION 3

*Trying Something Different: Oral Questionnaire Translation by Committee*

Alisu Schoua-Glusberg, Research Support Services

*When is CAPI Cost-Effective?*

Joan W. Law and Michael Kwit, National Opinion Research Center

*Cognitive Issues Associated with Collecting Cash Contributions in the Consumer Expenditure Survey*

Sylvia Kay Fisher and John Bosley, Bureau of Labor Statistics

*An Evaluation of Cognitive and Traditional Methods to Develop an Effective Notification Card for a Telephone-Administered Patient Survey*

David J. Mingay and Lisa Robillard, University of Chicago

*Can Information from and about Interviewers Predict Their CAPI Behavior?*

D.E.B. Potter, Agency for Health Care Policy & Research; and Sandra Sperry, Brad Edwards, and Richard Dulaney, Westat

*Assessing Questionnaire Administration Time and Length: An Interactive Spreadsheet Approach*

Sandra Berry and Shirley E. Nederend, Rand Corporation

*Is a Higher Response Rate Always Better?*

Robert O'Connor, Richard J. Bord, and Ann Fisher, Pennsylvania State University

*Using Survey Research to Collect Financial Data*

Gary Siegel, DePaul University

## IFDTC/AAPOR JOINT SESSION—METHODS FOR EVALUATING INSTRUMENTS IN A CAPI ENVIRONMENT

Organizer: Mick Couper, University of Michigan

Chair: Frances Chevarley, National Center for Health Statistics

*CAPI Instrument Evaluation: Behavior Coding, Trace Files and Usability Methods*

James M. Lepkowski, Mick P. Couper, Sue Ellen Hansen, Wendy Landers, Katherine

A. McGonagle, and Jay Schlegel, University of Michigan

*Evaluating the NHIS CAPI Instrument Using Trace Files*

Mick P. Couper and Jay Schlegel, University of Michigan

*Usability Evaluation of the NHIS Instrument*

Sue Ellen Hansen and Mick P. Couper, University of Michigan; and Marek Fuchs, University of Eichstaett, Germany  
 Discussants: F. Jackson Fowler, University of Massachusetts, Boston; Renate Roske-Hofstrand, CTA

#### IFDTC/AAPOR JOINT SESSION—INTERVIEWER SELECTION, TRAINING, AND QUALITY

Chair: Kathryn Dykeman, Voter News Service

*Interviewer Selection and Data Quality in Survey Research*

Ann Carton and Geert Loosveldt, K. U. Leuven, Belgium

*Response Accuracy When Interviewers Stray from Standardization*

Michael F. Schober, New School for Social Research; and Frederick G. Conrad, Bureau of Labor Statistics

*Interviewer Training Techniques: Current Practice within Survey Organizations*

Darby Miller Steiger, The Gallup Organization; Robert M. Groves, University of Michigan

*Attributes to Look for in Recruiting Telephone Interviewers*

Kathryn Dowd, Paul Bierner, and Mike Weeks, Research Triangle Institute

Discussant: Jaki S. Stanley, National Agricultural Statistics Service

#### THE MEDIA AND PUBLIC OPINION

Chair: L. Annie Weber, Cornell University

*Public Opinion and Communication Mapping*

Kimberly A. Neuendorf, Leo W. Jeffres, and David Atkin, Cleveland State University

*The Republican Revolution: A Case Study of the Influence of the Media on Elite Responses to Election Outcomes*

Amy Gangl, University of Minnesota

*Media Use of Expert Sources and Its Effects on Public Opinion*

Sophia Chan, University of Wisconsin—Madison

*Framing and Attitude Strength: The Case of Gun Control*

Frauke Schnell, West Chester University; Karen Callaghan, University of Massachusetts, Boston; Nayda Terkildsen, University of California, Davis

Discussant: Jo Holz, Holz Research & Consulting

#### PANEL—SOFTWARE AND METHODS FOR CONDUCTING INTERNET SURVEYS

Organizer/Chair: Young Chun, Bureau of Labor Statistics and University of Maryland

Panelists: Alison Andrews, Schulman, Ronca and Bucuvalas; Zenel Batagelj, University of Ljubljana; Tonya M. Green, IBM Global Services; William H. MacElroy, Socratic Technologies; James F. Newswanger, Schulman, Ronca and Bucuvalas; Chen-Chi Shing, Radford University; Vasja Vehovar, University of Ljubljana

#### INTERVIEWER/RESPONDENT INTERACTION EFFECTS

Chair: Trevor Tompson, Ohio State University

*Race-of-Interviewer and the Study of Public Opinion*

Robert Oldendick and Michael Link, University of South Carolina

*An Experiment to Improve Drug Use Reports during Survey Interviews*

Timothy Johnson, Michael Fendrich, Seymour Sudman, Elizabeth Severns, and Joseph Wislar, Survey Research Laboratory, University of Illinois

*An Analysis of Interviewer-Respondent Interaction on Data-Quality in a Validation Study*

Jennifer Dykeman and Nora Cate Schaeffer, University of Wisconsin

*Interviewer Gender Effects on Gender-Related Questions*

Melissa Herrmann, Chilton Research Services  
 Discussant: Charlotte Steeh, Applied Research Center

## AAPOR SHORT COURSE—NONRESPONSE IN HOUSEHOLD INTERVIEWER SURVEYS

Robert M. Groves, University of Michigan, and Joint Program in Survey Methodology

## IFDTC/AAPOR JOINT SESSION

## PANEL—ORGANIZATIONAL FACTORS IN SUCCESSFUL CAI IMPLEMENTATION

Organizer/Chair: Bill Nicholls, Consultant

Participants: William F. Connett, University of Michigan; Michael Dennis, Abt Associates; Jean Martin, Office for National Statistics, London; Robert N. Tinari, Bureau of the Census

## THE RESPONDENT AS INFORMANT

Chair: Stephanie Brown, U.S. Bureau of the Census

*The Effects of Retention Intervals on Self Reports and Proxy Reports*

Monica Dashen, Bureau of Labor Statistics  
*Reports of Smoking in a National Survey: Self and Proxy Reports in Screening and Detailed Interviews*

Roger Tourangeau, The Gallup Organization; Angela Brittingham, National Opinion Research Center; Ward Kay, U.S. Bureau of the Census

*The Respondent as Informant: Evidence from Neighborhood Reports on Drugs, Alcohol, and Crime Victimization*

Andrew A. Beveridge, Charles Kadushin, and David Livert, City University of New York

*Can Parent Reports Be Used to Measure the Quality of Pediatric Asthma Care?*

Laurie J. Bauman, Albert Einstein College of Medicine; Yvonne Senturia, David Rosenstreich, Yvonne Coyle, Rebecca Gruchalla, Ellen Crain, Wayne Morgan, Maryse Roudier, and Herman Mitchell, Albert Einstein College of Medicine; and Ernestine Smartt, Inner City Asthma Study (ICAS)

Discussant: Karl Landis, Temple University

## ISSUES IN SURVEY MANAGEMENT

Chair: Barbara O'Hare, Arbitron

*Use of an Intranet to Manage a Telephone Survey: The National Immunization Survey*

J. Michael Dennis, Abt Associates; Victor G. Coronado, Centers for Disease Control and Prevention; Martin Frankel, Ann-Sofi Roden, and Candice Saulsberry, Abt Associates; Howard Speizer, National Opinion Research Center; and Robert Wright, National Center for Health Statistics

*Web-Based Survey Tools*

Sarah Nusser, Iowa State University; and Dean Thompson, Department of Agriculture

*Managing an A-CASI Study for the First Time*

Beth Severns, Timothy Johnson, Michael Fendrich, and Seymour Sudman, University of Illinois at Chicago, Survey Research Laboratory

*Managing 78 Simultaneous RDD Samples*

Paul Buckley, Clayton Daniel, and Candace Saulsberry, Abt Associates; Victor Coronado and Edmund Maes, Center for Disease Control and Prevention; Trena Ezzatti-Rice and Robert Wright, National Center for Health Statistics; Ann-Sofi Roden, Abt Associates

Discussant: Ward Kay, U.S. Bureau of the Census