

SIXTY-THIRD ANNUAL AAPOR CONFERENCE PROGRAM

POLLING FOR THE PUBLIC GOOD

Short Courses

Multidimensional Scaling: Theory and Applications for Public Opinion Research

William G. Jacoby

Analysis and Interpretation of Cognitive Interviews

Gordon Willis and Kristen Miller

Advanced Sampling Methods

J. Michael Brick

Statistics 901 (AKA Statistics for the Professional Non-statistician)

Colm O'Muircheartaigh

Modeling a Likely Electorate (The Art and Science of Finding Those Elusive Likely Voters)

Robert P. Daves

Sessions

AAPOR/WAPOR JOINT SESSION: WORLD PUBLIC OPINION

Chair: Steven Kull, University of Maryland

Perspectives on Class Structure and Economic Equality: A Comparison of the Mexican and the American General Social Surveys

Francisco Abundis and Sandra J. Ley, Parametria; Irina Alberro, El Colegio de Mexico

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

Discussant: Alvin Richman, Washington D.C.

CITIZENS AND THEIR GOVERNMENT

Chair: Patrick Murray, Monmouth University

Citizen Satisfaction Surveys and Output Measures: Why Improved Outputs Do Not Necessarily Lead to Higher Satisfaction

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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
 Discussant: John Russonello, Belden, Russonello & Stewart

ONLINE AND MOBILE DEVICE SURVEYS

Chair: Anthony M. Salvanto, CBS News
Computing Metrics for Online Panels

Mario Callegaro and 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 and 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 and Cleo Redline, Joint Program in Survey Methodology; Fred Conrad and Mick Couper, University of Michigan
 Discussant: Fran A. Featherston, National Science Foundation

PANEL ATTRITION

Chair: Debra Miller, University of Nebraska
Are We Keeping the People We Used to Keep? Changes in Correlates of Panel Survey Attrition over Time

Kristen Olson and 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, Catherine Haggerty, and Colm O'Muircheartaigh, NORC

Potential Duplicates in the Census: Methodology and Selection of Cases for Follow-Up

Leah B. Marshall, U.S. Census Bureau

POLLS FOR THE PUBLIC GOOD I

Chair: Eileen O'Brien, EnergyInformation Administration

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 and James Bowie, Northern Arizona University

Are Polls Good for the Voter? And Why?

Claire Durand, Universite de Montreal; John Goyder, University of Waterloo

Discussant: James G. Wolf, Indiana University Survey Research Center

PUBLIC ACTIVISM AND ENGAGEMENT

Chair: Gerald Kosicki, Ohio State University

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

Discussant: Floyd Ciruli, Ciruli Associates

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

Chair: Michael Xenos, University of Wisconsin-Madison

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, Veronica A. Gardner, and 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

CELL PHONES I

- Chair: Cliff Zukin, Rutgers University
Wireless-Mostly Households: Estimates from the 2007 National Health Interview Survey
 Stephen J. Blumberg and Julian V. Luke, National Center for Health Statistics
Statistical Foundations of Cell-Telephone Surveys
 Kirk Wolter, NORC; 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; Meena Khare and Zhen Zhao, Centers for Disease Control and Prevention
Latent Class Modeling in Survey Methods: Estimation of the Cell Phone Only Population
 Mohammad Albaghal, Shook, Hardy & Bacon

MANAGING INTERVIEWERS AND INTERVIEWER EFFECTS

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

QUESTIONNAIRE FORMAT AND DESIGN ISSUES

Chair: Jeremy E. Morton, RTI International

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 and 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 and 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, Regina Corso, and David Krane, Harris Interactive

SURVEYS AND HEALTHCARE I

Chair: Jeannette Ziegenfuss, University of Minnesota

Health Care Policy Preferences and New Mexicans' Valuations of a Public Good

Amy S. Goodin and Amelia A. Rouse, UNM Institute for Public Policy; Gabriel R. Sanchez, UNM Department of Political Science; Richard Santos and Robert Berrens, UNM Department of Economics

Social Determinants of Health Media Use and Cancer-Related Beliefs in a National Sample

Kasisomayajula Viswanath and Leland K. Ackerson, Dana-Farber Cancer Institute

Online Interactive Cancer Communications Services and Positive Health Outcomes in Women with Breast Cancer

Patricia A. Hernandez and Hernando Rojas, University of Wisconsin-Madison

Perceptions of Health Care Reform among 18+ Louisiana Residents: Challenges and Opportunities

Joanne Binette, AARP; Brittnie M. Nelson, AARP

Discussant: Diane R. Burkom, Battelle Centers for Public Health Research and Evaluation

THE EFFECT OF INVITATIONS ON SURVEY PARTICIPATION

Chair: Ekua Kendall, Arbitron, Inc.

E-mail and Postcard Invitation Designs to Maximize Web-Survey Responses Rates

Michael D. Kaplowitz, Frank Lupi, and Laurie Thorp, Michigan State University; Mick Couper, University of Michigan

Instant Messaging: Applicability for Contacting Potential Web Respondents?

Christopher J. Cox, Paul G. Harwood, and 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

Discussant: Douglas Currivan, RTI International

ROUNDTABLE: NEW HAMPSHIRE PRE-PRIMARY POLLS AND THE ACTUAL VOTE OUTCOME

Chair: Michael W. Traugott, University of Michigan

AAPOR/WAPOR JOINT SESSION: FORMATION OF PUBLIC OPINION

Chair: Patrick Sturgis, University of Surrey

Revisiting "The Voice of the People": An Evaluation of the Claims and Consequences of Deliberative Polling

Laurel Gleason, Ohio State University

Effects of Deliberation Setting on Opinion Change and Subsequent Willingness to Engage in Political Talk

Michael Xenos and Eunkyung Kim, University of Wisconsin–Madison

Public Opinion and the War on Terrorism 2001–2007

Gerald Kosicki, 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, Urbana, Champaign

COGNITIVE INTERVIEWS

Chair: Julie Paasche, Nustats, LLC

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

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 and Kathy Downey, Bureau of Labor Statistics

Discussant: Kristin J. Stettler, U.S. Census Bureau, MA

ELECTIONS AND VOTING

Chair: Lois Timms-Ferrara, University of Connecticut

Measuring Voters' Values in the American National Election Studies

Joshua Pasek, Matthew DeBell, and 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 and 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

Discussant: Patricia Moy, University of Washington

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

PREDICTING NON-RESPONSE

Chair: Adam Safir, Bureau of Labor Statistics

Cultural Associations with Survey Response in the 2000 Census

Geon Lee and Timothy P. Johnson, University of Illinois, Chicago

Predictors of Nonresponse to 2007 Medicare CAHPS Survey

David J. Klein and 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 Ecman, NORC and Joint Program in Survey Methodology; Colm O'Muircheartaigh, NORC

Discussant: John Goyder, University of Waterloo

SURVEY RESEARCH IN THE AFTERMATH OF HURRICANE KATRINA

Chair: Nick Synodinos, University of Hawaii, Manoa

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

Evans Witt, Jonathan Best, and 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 Nukulkiy, 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, Claudia Deane, and Elizabeth Hamel, Kaiser Family Foundation; Melissa Herrmann and Lori Robbins, ICR – International Communications Research

Rebuilding the Nielsen Sample in New Orleans After Katrina

Bob Palutis, The Nielsen Company

Discussant: Scott Keeter, Pew Research Center

THE INFORMED CONSENT CHALLENGE

Chair: Michael Lemay, Joint Program in Survey Methodology

Reluctant Consenters – What Do Respondents Really Mean When They Are Slow to Agree to Participate in Research Studies?

Anne B. Ciemnecki and Karen A. CyBulski, Mathematica Policy Research
The Impact of Active Consent Procedures on Nonresponse and Nonresponse Error in Youth Survey' Data: Evidence from a New Experiment

Matthew Courser, David Collins, and Paul Ditterline, Pacific Institute for Research and Evaluation; Paul Lavrakas, Research Consultant
The Impact of Changes in Informed Consent Language

Erin B. Foster, NORC/University of Chicago; Marcie Cynamon, National Center for Health Statistics

Effects of Informed Consent Language on Response Rates and Respondent Perceptions and Interpretations

Mindy Anderson-Knott and Stacia Jorgensen, University of Nebraska, Lincoln

Discussant: Janice Ballou, Mathematica Policy Research

PANEL: THE AAPOR REPORT ON GUIDELINES FOR USING CELL PHONES IN SURVEYS

Charlotte Steeh, Independent Consultant

Panelists: 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.

Discussant: Trent Buskirk, St Louis University

JOINT AAPOR/WAPOR POSTER SESSION I

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)

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

How Much Is It Worth to You? A Meta-Analysis of the Impact of Incentives on Study Participation

Martin Barron, NORC

Finding What You Want in the Blogosphere: How Motivations Shape Readers' Blog Usage

Aaron S. Veenstra and Ben Sayre, University of Wisconsin – Madison

Kjerstin Thorson, University of Wisconsin – Madison

Teaching Public Opinion with a Data Base Project

Thomas R. Marshall, University Of Texas – Arlington

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

Developing Surveys for Unique Populations: Louisiana Juvenile Justice Program's Access to Care Survey

Lisa Moses and Lisa Evans, LSUHSC, Juvenile Justice Program

Conducting Qualitative Research within a Quantitative Survey Research Context

Jake Bartolone, NORC, Sharon Hicks-Bartlett, NORC

Previous U.S. Presidential Elections: A Comparative Analysis of Different Survey Organizations

Lois Timms-Ferrara and Marc Maynard, Roper Center, University of Connecticut

Using Data Mining Techniques to Examine Reporting Errors in Surveys

Jaki S. McCarthy, USDA National Agricultural Stat. Service

Public Opinion Research in Developing Countries: Papua New Guinea

Stephen Hornbeck, D3 Systems, Inc.

In-Person Recruitment of a Panel to Measure Internet Usage

Michael W. Link, Susan Baylis, Rosemary Holden, and Dinaz Kachhi, The Nielsen Company

Political Parties and Political Alienation Evidence from Survey Research in Morocco

Audra K. Grant, RAND Corporation; Abdelkrim Marzouk, Al Akhawayn University

Using Radio Sawa to Influence Public Opinion in the Middle East: An Examination of Credibility and Effectiveness among a Hostile Audience

Thomas B. Christie and Andrew M. Clark, University of Texas, Arlington
Journalists as Custodians of the Public: Journalists' and Politicians' Perceptions on the Role of the Media in Covering Terrorism

Mario García Gurrionero, Marisa García Guardia, and María Gil Casares, University Complutense of Madrid

Equality and Price Controls: An Analysis of Public Attitudes in Five Nations

Nate Breznau, University of Nevada, Reno

PLENARY SESSION

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

CELL PHONES II

Chair: Steven J. Blumberg, National Center for Health Statistics

The Effects of Excluding Cell-Only Respondents on Understanding Religion in the United States

Gregory A. Smith, Dan Cox, and 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, Jonathan Best, and Jennifer Su, PSRAI; Lee Rainie, Pew Internet and American Life Project

Measuring Health in RDD Surveys: Are Estimates That Exclude the Cell-Only Population Accurate?

Naomi Freedner, Leigh Ann Holterman, and 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, Joel Cantor, and Susan Brownlee, Rutgers University; John Boyle, SRBI

FORMULATION AND MODIFICATION OF PUBLIC OPINION ON KEY ISSUES

Chair: Dennis Lambries, University of South Carolina

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

The Local Factor: The Impact of the Local Press Room in Shaping Public Opinion

Itay Gabay and Amnon Cavari, University of Wisconsin–Madison

The Media Psychology of International Conflict: Anti-Americanism and Islamophobia

Erik C. Nisbet, Cornell University; Yasamin Miller, Survey Research Institute, Cornell University

about “Face”: Punching Signal through Noise – The “Old-Fashioned Way”

Stephen E. Everett, H. A. White, and Robert P. Daves, Everett Group LLC

The Role of Public Education in Influencing Satisfaction with a City: Analysis of Public Opinion Survey Responses

T. David Jones, Katie Dempsey, and Brittany Sumler, Wright State University

INCENTIVES

Chair: Lisa Lee, NORC

Incentives in Private Sector Surveys

Barbara C. O’Hare, Arbitron, Inc.

The Use of Incentives for Academic and Grant-Funded Surveys

Sandra H. Berry and Megan Zander-Cotugno, RAND Corporation

Use of Incentives in Federal Surveys

Diane K. Willimack, U.S. Census Bureau; Brian Harris-Kojetin, U.S. Office of Management and Budget

Incentives in Physician Surveys: An Experiment Using Gift Cards and Checks

Sean O. Hogan and Melanie LaForce, RTI International

It Got Their Attention: Use of Prepaid Incentives on a Survey of Primary Care Physicians

Katherine Ballard LeFauve and Carol Simon, Abt Associates, Inc.; Lauren Smith, Boston University

PANEL STUDIES

Chair: John P. Robinson, University of Maryland

Factors Leading to Successful Tracking and Retention of Homeless and Unstably Housed HIV Positive Longitudinal Study Participants

Jeremy Morton, Noelle Richa, Maria DiGregorio, and Barbara Bibb, RTI International; Daniel Kidder, Centers for Disease Control and Prevention; Angela Aidala, Columbia University

Panel Attrition and Nonresponse Bias in the Health and Retirement Study (HRS)

Sonja Ziniel, University of Michigan Institute for Social Research

Who Moves? The General Social Survey Panel Study

Jibum Kim, John Sokolowski, Ned English, Hee-choon Shin, and Tom W. Smith, NORC

The Impact of Tracing Variation on Response Rates within Panel Studies

Christine Clark, Jennifer Wallin, Kathleen A. Considine, Sarah Harris, Barbara Bibb, and Leyla Stambaugh, RTI International

Why Participate? Perspectives from Respondents in a Survey-Based Biomarker Study

Kristofer Hansen, Nancy Davenport, Gayle D. Love, and Barry Radler, University of Wisconsin–Madison

PRIVACY AND DISCLOSURE

Chair: Charlotte Steeh, Independent Consultant

Synthetic Data for Small Area Estimation

Mandi Yu and Trivellore E. Raghunathan, University of Michigan

To Whom Does “Privacy” Really Matter?

Dinaz Kachhi and Michael W. Link, The Nielsen Company

An Experimental Study of Disclosure Risk, Disclosure Harm, Incentives, and Survey Participation

Mick P. Couper, Eleanor Singer, Frederick G. Conrad, and Robert M. Groves, University of Michigan

Discussant: Mary Losch, University of Northern Iowa

REVISITING THE LIKERT SCALE

Chair: David Dutwin, International Communications Research

Easy Isn't Difficult: Using Meta-Analysis to Compare Positive Likert Scales, Negative Likert Scales and Semantic Differential Scales

Naomi Kamoen, Bregje Holleman, and Huub van den Bergh, Utrecht University

Psychometric Properties of Measurements Obtained with Interval Level Ratings Scales

Fanney Thorsdottir, Social Science Research Institute

The Quest for Culture-Free Measurement: A Possible Alternative to the Likert Scale

Rebecca C. Quarles, QSA Integrated Research Solutions; Xenia P. Montenegro, AARP

Response Order Effects in Rating Scales

Neil Malhotra and Jon A. Krosnick, Stanford University

Discussant: Allan L. McCutcheon, University of Nebraska

SURVEYS AND HEALTHCARE

Chair: Colleen K. Porter, University of Florida

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 and Randall K. Thomas, Harris Interactive; Jonathan D. Klein, University of Rochester

CELL PHONES III

Chair: Charles D. Shuttles, The Nielsen Company

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, Angela DeBello, and 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 and 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

MEDIA MEDIATION AND PUBLIC OPINION

Chair: Gladys Lang, University of Washington

Discussant: Kurt Lang, University of Washington

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

Public Opinion on Public Interest: Radio Audience Perceptions of Localism & Diversity

Benjamin J. Bates, Mark D. Harmon, and Glenn T. Hubbard, University of Tennessee; Steve McClung, Florida State University; Todd Chambers, Texas Tech University

The Impact of Online Satire News during the 2006 Midterm Election

Jocelyn Landau, Annenberg School for Communication

Sticking Together Online: Political Participation and Ideologically Homogeneous Blog Consumption

Aaron S. Veenstra, Ben Sayre, and Kjerstin Thorson, University of Wisconsin–Madison

MODE OF DATA COLLECTION AND HEALTH SURVEYS

Chair: Caroline Roberts, City University London

Discussant: J. Michael Dennis, Knowledge Networks

Differential Reporting of the Timing of Recent Cancer Screening: An Examination of the Effect of Mode of Data Collection

Michelle L. Rogers, Melissa A. Clark, William Rakowski, and Katherine E. Tsubota, Brown University

The Effects of Survey Mode, Patient Mix, and Nonresponse on CAHPS[®] Hospital Survey (HCAHPS) Scores

Marc N. Elliott, Katrin Hambarsoomians, and Megan K. Beckett, RAND Corporation; Alan M. Zaslavsky, Harvard Medical School; William G. Lehrman and Elizabeth Goldstein, CMS; Laura Giordano, HSAG

Same Respondents, Same Questions; Different Modes, Different Responses

Jason D. Stockdale, Vanessa Thornburg, and Arnie Aldridge, RTI International

Telephone Interviews with Community-Dwelling Older Adults: Response Rates and Interview Duration

Melissa A. Clark, Michelle L. Rogers, and Susan M. Allen, Brown University, Center for Gerontology and Health Care Research

PRIMARY PRE-ELECTION POLLS

Chair: Jennifer Agiesta, Washington Post

Discussant: Phil Meyer, University of North Carolina

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

RBS versus RDD Performance in a Low Turnout Primary Election

Patrick Murray and Timothy MacKinnon, Monmouth University Polling Institute

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

RESPONSE II: METHODOLOGICAL BRIEFS

Chair: Patricia Moy, University of Washington

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 and 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 Survey

David M. Grant, Sunghee Lee, and Royce J. Park, UCLA; J. Michael Brick and W. S. Edwards, Westat

SAMPLING ISSUES: HOUSEHOLD SURVEYS

Chair: Martin Barron, NORC

Diescussant: J. Michael Brick, Westat

Developing and Testing Strategies for Adaptive Sampling in a Door to Door Survey through Computer Simulation

Mark W. Andrews, Pablo Diego-Rossel, and Ronaldo Iachan, Macro International, Inc.

GeoframeTM: A New Method of Field Enumeration

Leslie Athey, Joseph McMichael, Brian Evans, and 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, Joseph P. McMichael, Vincent G. Iannacchione, and 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, Susan Mitchell, Kristine Fahrney, and Wanda Stephenson, RTI International

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, Kathleen Kephart, and Ana Villar, University of Nebraska, Lincoln; Beth-Ellen Pennell, University of Michigan

Testing the Functional Equivalency of Spanish Translations on the 2006 General Social Survey

Tom W. Smith, NORC

Translation Tools for Multilingual Survey

Karl Dinkelmann, Peter P. Mohler, GESIS-ZUMA; Beth-Ellen Pennell, University of Michigan Institute for Social Research, Janet Harkness, University of Nebraska, Lincoln and ZUMA

Guidelines for Best Practice in Cross-Cultural Survey

Kristen Alcser and Beth-Ellen Pennell, University of Michigan Institute for Social Research

ASSESSING DATA QUALITY

Chair: Terry Richardson, U.S. Government Accountability Office

Measuring Data Quality for Telephone Interviews

Ryan King, U.S. Census Bureau

Using Computer Audio-Recorded Interviewing to Assess Interviewer Coding Error

Matthew Strobl, Kristine Fahrney, Mai Nguyen, Barbara Bibb, Rita Thissen, Wandy Stephenson, and Susan Mitchell, RTI International

Paralinguistic Measures of Response Error in Cognitive Assessments in a Survey Interview

Dana Garbarski, Nora Cate Schaeffer, and Douglas W. Maynard, University of Wisconsin–Madison; Jennifer Dykema, University of Wisconsin

Using Statistical Trends to Detect Interviewer Falsification in the NLSY97

Jodie A. Daquilanea and Kanru Xia, NORC/University of Chicago
CARI: A Tool for Improving Data Quality Now and the Next Time

Wendy Hicks, Brad Edwards, Karen Tourangeau, and Brett McBride, Westat;
Lauren Harris-Kojetin and Abigail Moss, National Center for Health Statistics

ATTITUDES TOWARDS IMMIGRATION

Chair: Ana Villar, University of Nebraska, Lincoln

Discussant: Kate Stewart, Belden, Russonello & 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

CELL PHONES IV

Chair: Robert Oldendick, University of South Carolina

Discussant: Thomas Guterbock, University of Virginia

Landline and Cell Phone Usage Patterns among Young Adults

Douglas B. Currivan and Jason D. Stockdale, RTI International; David J. Roe, Survey Sciences Group

Coverage Bias in Surveys Excluding Cell Phone Only Adults: Evaluation of Bias and Effectiveness of Post-survey Adjustments

Andy Peytchev and 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, Stephen Immerwahr, Donna Eisenhower, and 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

METHODOLOGICAL BRIEFS

Chair: George Bishop, University of Cincinnati

The Effect of Meter Decals on Improving Compliance among Younger Demographics

Arianne Buckley and 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 and 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 Corp.; Jon Krosnick, Stanford University

QUESTIONNAIRE DESIGN

Chair: Jordan Lin, U.S. Food and Drug Administration

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 and 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 and Randall K. Thomas, Harris Interactive

What a Difference a "Don't Know" Makes: An Experiment in the Measurement of Organ Donor Registration

Kimberly Downing, Misook Gwon, Ashley Kanotz, and Eric Rademacher, University of Cincinnati

Accentuate the Negative! How Contrastive Questions Differentiate Between Pro and Con Attitudes

Bregje Holleman and Jos V. Berkum, Utrecht Institute for Linguistics OTS, Utrecht University; Steve Janssen and Jaap Murre, Department of Psychology, University of Amsterdam

RESPONSE III: BIAS ISSUES

Young Chun, American Institutes for Research

Comparative Bias in Surveying Ethnic Populations

David Dutwin, Melissa Herrmann, and Russ Tisinger, ICR – International Communications Research

An Evaluation of Nonresponse Bias in a Public Housing Survey

Lisa Lee, Catherine Haggerty, Michelle Ernst, and Kenneth Rasinski, NORC

Assessment of Bias for the VHA Survey of Enrollees

Randal ZuWallack and 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 Non-coverage Bias in an RDD Survey

Sunghye Lee, David M. Grant, and Royce J. Park, UCLA Center for Health Policy Research; J Michael Brick, Westat

THE HILLARY EFFECT: GENDER AND PRESIDENTIAL POLITICS

Chair: Nancy Belden, Belden, Russonello & Stewart

Hillary Clinton, Gender and Electoral Viability: An Experimental Analysis

Krista Jenkins, Dan Cassino, and Peter Woolley, Fairleigh Dickinson University's Public Mind 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 and Meredith Conroy, University of California, Santa Barbara
Gender and Race of Interviewer Effects in Polling about the 2008 Democratic Presidential Candidates

Sarah L. Dutton, Jennifer De Pinto, and Fred Backus, CBS News

AAPOR POSTER SESSION II

Gutenberg Revisited: A Comprehensive Analysis of the Use of New Media by American Adults

Jon D. Miller and Linda G. Kimmel, Michigan State University; Eliene Augenbraun and Julia Schulhof, ScienCentral, Inc.

Making Terrorism Salient During Presidential Campaigns: The Effects of Priming 9/11 on Candidate Evaluations

Jocelyn Landau, Annenberg School for Communication

How the Technological Tail Wags the Research Dog: Computer Assisted Personal Interviewing and Question Recycling

Julie C. Gibbs, University of Surrey

Community Collaboration: Designing Survey Research in Partnership

Don Levy, Siena Research Institute

Correlates of Consent to Physical Measurements in the 2006 Health and Retirement Study

Joseph W. Sakshaug, Mick P. Couper, and Mary Beth Ofstedal, Institute for Social Research, University of Michigan

Comments on Weighted and Unweighted Response Rates

Frank Potter, Mathematica Policy Research, Inc.

Conducting Survey Research among Physicians and other Medical Professionals – A Review of Current Literature

Timothy S. Flanigan; Emily McFarlane, and Sarah Cook, RTI International
Genetic Algorithms in Complex Sample Design

Benjamin T. Phillips, Steinhardt Social Research Institute, Brandeis University

Trends in American Sleep Patterns: 1965–2005

John P. Robinson and Steven Martin, University of Maryland

One in Eight High School Biology Teachers is a Creationist

Eric Plutzer and Michael B. Berkman, Penn State University
Survey Research in Emerging Democracies (the Case of Belarus)

Oleg Manaev, School of Journalism and Electronic Media, UT, Knoxville
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 and Sara Showen, Survey Sciences Group, LLC

The SABA's Political Navigation Charts

Salvador Armando Borrego Alvarado, Margarita Riojas Charles, and Laura Monica Borrego Garza, SABA Consultores (Mexico)

ADVANCE LETTERS AND REMINDER COMMUNICATIONS

Chair: Diane K. Willimack, U.S. Census Bureau

"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 and Diana Buck, Arbitron, Inc.

Modifying Advance Letter Formats to Improve Readability and Response Rates
Elizabeth Welch and Enyinnaya Adighibe, NORC; Nidhi Jain, Centers for Disease Control and Prevention*First Mailings versus Follow-Up Mailings: Do the Same Strategies Have the Same Effects?*

Emily McFarlane, Joe Murphy, and Murray Olmsted, RTI International
Discussant: David J. Roe, Survey Sciences Group, LLC

ADVANCES IN DATA ANALYSIS

Chair: Matt Berent, Intuit Corp.

Using Predictive Marginals to Produce Standardized Estimates

Kathryn Spagnola and Michael Witt, RTI International

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

B. D. Garrett and 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 and Edward Castro, U.S. Census Bureau

CELL PHONES V

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, Abdoulaye Diop, James M. Ellis, John Lee P. Holmes, and 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 and Naomi Freedner, Macro International, Inc.

RESPONSE IV: METHODOLOGICAL BRIEFS

Chair: Robert M. Groves, University of Michigan

Combined Strategies to Increase Early Response Rates

Melissa Cominole, Jeff Franklin, and Peter Siegel, RTI International

Individual versus 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, Elham E. Alldredge, and 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 and Michael W. Link, Nielsen Media Research

Respondent Incentives: Do They Alter Data Quality or Study Findings?

Alicia M. Frasier, Tracie E. Carroll, and Jessica E. Graber, NORC/University of Chicago; Kathleen S. O'Connor, National Center for Health Statistics, CDC

SURVEY RESEARCH IN THE AFTERMATH OF HURRICANE KATRINA II

Chair: Evans Witt, PSRAI

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 and 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

Discussant: Allen Barton, University of North Carolina, Chapel Hill

SURVEYING ETHNIC AND LANGUAGE MINORITIES

Chair: Ana Villar, University of Nebraska, Lincoln

Issues in Identifying Indigenous Mexicans and Central Americans in Surveys

Susan M. Gabbard, Edward Kissam, James Glasnapp, and 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 and Ali H. Mokdad, Centers for Disease Control and Prevention

Native American Response Patterns in Comparison to Other Minority Populations

Rashna Ghadialy and 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, Leticia Reed, and Chris Ellis, RTI International

CELL PHONES VI

Chair: Andy Peytchev, RTI International

Pilot Development of a Smartphone-Enabled Full-Probability Panel

Craig A. Hill, Paul Biemer, Derek Coombs, Joe Eyerma, and 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, Gallup Organization; Olena Kaminska, University of Nebraska

The MacroPoll Wireless Experience: Development and Lessons Learned

John D. Austin, Randy ZuWallack, Andy Dyer, and James Dayton, Macro International, Inc.

Discussant: Barbara Bryant, University of Michigan

MODE EFFECTS I

Chair: Norman Trussell, The Nielsen Company

Do Respondents Really Have Preference for Interviewing Mode?

Wei Zeng, Olena Kaminska, and Allan L. McCutcheon, University of Nebraska, Lincoln

Mode Effects in the U.S. Consumer Expenditures Quarterly Interview Survey

Adam Safir and Karen Goldenberg, Bureau of Labor Statistics

Predictors and Barriers to Collecting Data from Early Childhood Educators Using the Web

Margaret Caspe, Kathy Sonnenfeld, Cassandra Meagher, Susan Sprachman, and 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 and Cindy D. Good, Arbitron, Inc.

Discussant: Don A. Dillman, Washington State University

PUBLIC POLICY AND PUBLIC OPINION

Chair: Eric Plutzer, Pennsylvania State University

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. Vallens, Jill E. Hopke, Keith J. Zukas, Emily E. Carpenter, and 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, Bistra Anatchkova, Burke Grandjean, Jason F. Shogren, and Patricia A. Taylor, University of Wyoming; Benjamin Simon, U.S. Department of the Interior

QUESTIONNAIRE DESIGN FROM THE RESPONDENT’S PERSPECTIVE

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

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

Caroline E. Roberts and 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, Kristy Webber, and Kimberly Williams, NORC

The Accuracy of Global versus 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/Polimetrix

Discussant: Keith Neuman, Environics Research Group

RESPONSE V: METHODOLOGICAL BRIEFS

Chair: Michelle Cantave, REDA International, Inc.

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

Item Non-response and Imputation in a Cross-National Survey on Retirement Confidence: One Size Does Not Fit All

Robert H. Prisuta and Sibora Gjecovi, AARP

Changes in Survey Response Rate Reporting in the Professional Literature over the Past Five Years

Timothy Johnson and Linda Owens, University of Illinois

And Stay Out! The Effect of Access Impediments on Nonresponse Bias in Household Surveys

Jennie Pearson, Kristen Olson, and An Liu, University of Nebraska, Lincoln
How Much is Enough? The Impact of Extensive Telephone Follow-Up on CAHPS® Hospital Survey Results

Roger Levine, Christian Evensen, and Steven Garfinkel, American Institutes for Research

From Household to Business and Back Again: The Impact of Telephone Number Churn on RDD Response Rates

Heather M. Morrison, Whitney E. Murphy, and Robert H. Montgomery, NORC; Stephen J. Blumberg, NCHS

SURVEYING RESPONDENTS WITH DISABILITIES

Chair: Theresa J. DeMaio, U.S. Census Bureau

The Validation of Self Identifiers For Persons with Mobility Impairment and Experience with Relevant Substantive Items: Field Test Results

Patricia M. Gallagher and Deanne Dworski-Riggs, University of Massachusetts, Boston; Vickie Stringfellow, Boston Beyond; Melissa Atherton, Center for Health Policy & Research

Using Multiple Survey Modes in a Study of Individuals with Disabilities

Virginia M. Lesser, Lydia Newton, and Danny Yang, Department of Statistics, Survey Research Center; Kate Hunter-Zaworski, National Center for Accessible Transportation

Factors That Influence Self-Report of Disability Status by Adolescents

Heather Ridolfo and Aaron Maitland, University of Maryland

How Do People with Chronic Health Conditions Decide on an Overall Health Self-Rating? Using Cognitive Interviews to Assess Measurement Quality

Janice Ballou and Brian Roff, Mathematica Policy Research, Inc.; Susan Goold, University of Michigan; Carrie Thiessen and Joel Weissman, Institute for Health Policy

Discussant: Sandra Berry, RAND Corporation

DUAL FRAME DESIGNS

Chair: Mark W. Andrews, Macro International

A Dual-Frame Design for National Immunization Survey

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

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 and 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
 Discussant: Charles DeSogra, Knowledge Networks

METHODOLOGICAL BRIEFS: MODE ISSUES

Chair: Timothy Johnson, University of Illinois, Chicago

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

Bryan D. Rookey and Don A. Dillman, Washington State University; Steve Hanway, Gallup

Effects of Mode on Extreme Answers

An Liu, Olena Kaminska, Jennie Pearson, and 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 and Daifeng Han, Westat

The Effects of Interview Mode on Census Coverage

Martine Kostanich, U.S. Census Bureau

QUESTION DESIGN IN POLITICAL SURVEYS

Chair: Matt Berent, Intuit Corp.

Moderators of the Name-Order Effect: The 2004 Presidential Election in Ohio

Daniel T. Blocksom, Daniel Schneider, and Jon A. Krosnick, Stanford University

Results of the 2006 ANES Voter Turnout Experiment

Allyson L. Holbrook, Survey Research Laboratory, University of Illinois, Chicago; Jon A. Krosnick, Stanford University

Party Hardy: Effects of Response Format on U.S. Political Party Identification

Regina Corso, Randall K. Thomas, and David Krane, Harris Interactive
Response Order, Party Choice, and Evaluations of the National Economy: A Survey Experiment

Patrick Sturgis and Martin Choo, University of Surrey; Patten Smith, Ipsos MORI

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 and Sarah Park, NuStats, LLC; Alison Prevost and Vassia Gueorguieva, American University Center for Democracy and Election Management

Discussant: Dhavan V. Shah, University of Wisconsin–Madison

RESPONSE VI: NON-RESPONSE ISSUES

Chair: Micheline Blum, Baruch College

Testing MIDA to Deal with Survey Nonresponse

Tom W. Smith, NORC

Supplemental Sampling Frame Data as a Means of Assessing Response Bias in a Hierarchical Sample of University Faculty

A. Lauren Crain, Brian C. Martinson, and Dana McGree, Health Partners Research Foundation; Emily A. Ronning and Melissa S. Anderson, University of Minnesota; Raymond De Vries, University of Michigan

Design and Implementation of an In-Field Follow-Up Study to Evaluate Bias in an RDD Survey

Mary Hagedorn, Wendy Van de Kerckhove, Priscilla Carver, J. Michael Brick, and Jill Montaquila, Westat

A Comparison of Listed and Unlisted Households on Nonresponse and Measurement Error

Ting Yan and Chao Xu, NORC; Meena Khare and Phil Smith, CDC

Bias Estimation and Findings from an In-Field Follow-Up Study Designed to Evaluate Bias in an RDD Study

Wendy Van de Kerckhove, Jill M. Montaquila, and J. Michael Brick, Westat

SURVEYING IN A CHANGING TELEPHONE ENVIRONMENT

Chair: Patricia A. Gwartney, University of Oregon

Evaluating Efficiency and Effectiveness of Cell Phone Samples

Sudeshna Sen, Johanna Zmud, and Carlos Arce, NuStats, LLC

Relative Costs of a Multi-frame, Multi-mode Enhancement to an RDD Survey

Sherman Edwards and 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, Mark A. Schulman, and Seth Bohinsky, Abt SRBI, Inc.

Biases in RDD Sampling: A 21st Century Digital World Reassessment

Dale W. Kulp and Mansour Fahimi, Marketing Systems Group; J. Michael Brick, Westat

Discussant: Kristen M. Olson, University of Nebraska

THE IMPACT OF DIFFERENT SURVEY METHODS AND MODES

Chair: Melissa A. Clark, Brown University

Responsive Design for Household Surveys: Illustration of Management Interventions Based on Survey Paradata

Robert M. Groves, Nicole Kirgis, Emilia Peytcheva, James Wagner, and 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, University of Chicago; Gary Euler, Meena Khare, and Julian Luke, Centers for Disease Control and Prevention

RDD versus Site Test: Mode Effects on Gathering a Household Roster and Alternate Addresses

Elizabeth Nichols, Jennifer H. Childs, and 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 and Allison Oneill, Washington State University; Jolene D. Smyth, University of Nebraska; Leah M. Christian, University of Georgia
Discussant: Michael Traugott, University of Michigan

VOTER DECISION MAKING

Chair: Jon Cohen, Washington Post

Have You Made Up Your Minds Yet? Undecided Voters in the New Hampshire Primary

Andrew Smith and 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
Discussant: Helmut Norpoth, Washington State University

AAPOR POSTER SESSION III

Changing Public Opinion in Wartime: Motion Pictures and War Support During World War II

Michael Morzenti, State University of New York, Stony Brook
Priming Using Respondents from Online Panels: Experiments, Problems and Solutions

William McCready and Sergei Rodkin, Knowledge Networks; Linda J. Skitka, University of Illinois, Chicago
Internet Access Panels and Public Opinion and Attitude Estimates

Linda B. Piekarski, Survey Sampling International; Michal Galin, Julian Baim, and Konstantin Augemberg, Mediamark Research & Intelligence, LLC; Martin Frankel, Baruch College, CUNY; Sue Prince, Survey Sampling International, LLC

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

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

Electric Personalities – Segmenting the Public on Drivers of Electricity Conservation Behavior

Bob Collins, Ontario Power Authority

Building a Segmentation Model to Target the 2010 Census Communications Campaign

Nancy Bates and Mary H. Mulry, U.S. Census Bureau

Capturing Feedback from Military Generals During Wartime: What Works?

Larry Luskin, Andrew Dyer, and Christopher Fultz, Macro International, Inc.; Lt. Col. Gregory Wilson, Defense Logistics Agency

IT and Activity Displacement: Behavioral Evidence from the U.S. General Social Survey (GSS)

John P. Robinson and Steven Martin, University of Maryland

Use of Conjoint Research to Help Determine Appropriate Sentences for Driving Offences

Nick Moon, GfK NOP Social Research

Measuring Customer Satisfaction and Loyalty: Improving the “Net-Promoter” Score

Daniel Schneider and Jon Krosnick, Stanford University; Matt Berent, Intuit Corp.; Randall Thomas, Harris Interactive

Why Text Mine?

James Parry and Sarah Tomashek, SPSS Inc.

Using the ESRC Question Bank: An Online Resource Developed for the Social Survey Research Community

Julie C. Gibbs, University of Surrey

How Effective Are Last Year’s Survey Nonresponse Adjustments? An Examination of Nonresponse Adjustments over Time

Wei Zeng and Kristen Olson, University of Nebraska, Lincoln

CALL SCHEDULING AND OPTIMIZATION OF RESPONSE RATES

Chair: Joanne Pascale, U.S. Census Bureau

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 and Robert L. Woldman, North Carolina State Center for Health Statistics

Correlation Between Number of Telephone Survey Dial Attempts and Response Rates

Shaohua S. Hu and 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

CELL PHONES VII

Chair: Anna Fleeman-Elhini, Arbitron, Inc.

An Evaluation of Potential Bias in the NIS and NIS-Teen Estimates due to Noncoverage of Wireless Only Households

Meena Khare and 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 and 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 and Darby Miller Steiger, Gallup Organization; Mario Callegaro, Knowledge Networks; Zac Arens, University of Maryland

Discussant: Linda Piekarski, Survey Sampling International

COGNITIVE INTERVIEWS II

Chair: Stephanie Wilson, National Center for Health Statistics

Inter-rater Reliability for Coding Cognitive Interviews

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

METHODOLOGICAL BRIEFS II

Chair: Mick P. Couper, University of Michigan

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, Elizabeth Nichols, and Jennifer H. Childs, U.S. Census Bureau
Does Behavior Coding Help Determine Which Questionnaire Version is Best?

Martha S. Kudela and Kerry Levin, Westat; Gordon Willis, Salma Shariff-Marco, and Nancy Breen, National Cancer Institute

Mode, Measurement, and Mayhem: A Closer Look at Measurement Error in a Mixed Mode Study

Kathleen M. Kephart, Olena Kaminska, and Ipek Bilgen, University of Nebraska, Lincoln; Kumar Rao, Gallup Organization

RACIAL IDENTIFICATION AND ATTITUDES

Chair: Charlotte Steeh, Independent Consultant

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, Leyla Stambaugh, Karen Morgan, and 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 and Brian J. McCabe, New York University

Discussant: Murray Edelman, Rutgers University

REFUSAL CONVERSIONS

Chair: Nora Cate Schaeffer, University of Wisconsin–Madison

The Costs and Benefits of Refusal Conversion in RDD Household Telephone Surveys

Andrea Werner-Leonard and 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 and 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. Graber, NORC/University of Chicago

Discussant: Mary Hagedorn, Westat

SAMPLING AND WEIGHTING ISSUES

Chair: James W. Stoutenborough, University of Kansas

Evaluating the Potential Contributions of a Web-Based Convenience Sample to the Accuracy of a Probability Sample

Marc N. Elliott and Amelia Haviland, RAND Corporation

Comparing the Results of Probability and Non-probability Telephone and Internet Survey Data

Rui Wang and Jon Krosnick, Stanford University

Representativeness in Online-Surveys Through Stratified Sample

Joerg Blasius, University of Bonn

Mall-Intercept versus Online Panel: Does Sample Source for an Experimental Study Matter?

Chung-Tung J. Lin, FDA

Discussant: Michael Link, The Nielsen Company

RESPONSE VII: LENGTH, FRAMING AND DESIGN ISSUES

Chair: Jennifer Edgar, Bureau of Labor Statistics

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 and 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 and Elizabeth L. Embry, Baylor University

Discussant: Nick Moon, GfK NOP Social Research

NEW FRONTIERS IN VIRTUAL INTERVIEWING

Chair: Adam Gluck, Arbitron, Inc.

Virtual Interviews on Mundane, Non-sensitive Topics: Dialog Capability Affects Response Accuracy More than Visual Realism Does

Frederick G. Conrad, Matthew Jans, Rachel A. Orlowski, and Daniel Nielsen, University of Michigan; Michael F. Schober, New School for Social Research
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 and 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, Joaquin Aguilar, Justine Cassell, and Peter Miller, Northwestern University

Discussant: Jon Krosnick, Stanford University

EFFECTS OF INCENTIVES

Chair: Beth-Ellen Pennell, University of Michigan
Effects of Incentives, Advance Letters, and Telephone Follow-Up in RDD Recruitment for a Consumer Research Panel

Kumar Rao and Darby M. Steiger, Gallup Organization; Olena Kaminska and 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, Karen Cybulski, and Barbara Lepidus Carlson, Mathematica Policy Research
The Effect of Varying Incentives on Survey Results in an Age-Targeted Telephone Study

Erin Wargo and Ned English, NORC
 Discussant: Andy Zukerberg, Gallup Organization

ELECTION CAMPAIGN DYNAMICS

Chair: Wendy Scattergood, St Norbert College
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, Hyunseo Hwang, Nam-jin Lee, Melissa R. Gotlieb, Rosanne Scholl, Aaron Veenstra, Emily Vraga, Ming Wang, and Itay Gabay, University of Wisconsin–Madison

Advertising and Views of Party Difference: Changes Through the Election Cycle

Aaron S. Veenstra, Emily K. Vraga, and 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 and Stefan Subias, Knowledge Networks, Inc.

Discussant: Peter J. Woolley, Farleigh Dickinson University

METHODOLOGICAL ISSUES IN HEALTH SURVEYS

Chair: Shaohua Sean Hu, Centers for Disease Control and Prevention

On a Wing, a Prayer, and a Phone Number: Using Minimal Household Data to Locate Young Mobile Respondents

Keeshawna Brooks, Kari L. Nysse-Carris, and Jennifer Satorius, NORC; 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, Amanda Wilmot, and Tom Howe, Office for National Statistics

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

Sherman Edwards, Sid Schneider, and Daniel Sangria, 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

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 M. Chevarley and Anita Soni, AHRQ
CATI Event History Calendar and Conventional Questionnaire Methods: Retrospective Reports of Health Status

Robert F. Belli and Ipek Bilgen, University of Nebraska

PUBLIC BELIEFS: CREATIONISM, EVOLUTION AND SCIENCE

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

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

Discussant: Carolyn L. Funk, Virginia Commonwealth University

SIMULATION, IMPUTATION AND OTHER ANALYTIC TECHNIQUES

Chair: Kathryn Spagnola, RTI International

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 and 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

Discussant: Colm O'Muircheartaigh, University of Chicago

WEB SURVEYS OF COLLEGE STUDENTS

Chair: Bryan D. Rookey, Washington State University

Worth the Weight? The Benefits and Pitfalls in Applying Survey Weights to Web Surveys of College Undergraduates

Joel D. Bloom, 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, Donald Musa, Patricia Beeson, and Carrie Sparks, University of Pittsburgh

Graduate versus Undergraduate Student Respondent Behavior Differences in Web Surveys

Sara A. Showen and 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

Discussant: John Kennedy, Indiana University

ADDRESS-BASED SAMPLING

Chair: Robert Montgomery, NORC

Addressing the Cell Phone-Only Problem: Cell Phone Sampling versus Address Based Sampling

Michael W. Link, Gail Daily, Charles D. Shuttles, Christine Bourquin, and 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, Michael W. Link, Gail Daily, Christine Bourquin, and Tracie Yancey, The Nielsen Company

Identifying Cell-Phone-Only Households Using an Address-Based Sample Frame

Anna Fleeman and Nicole Wasikowski, Arbitron, Inc.

Transitioning to Address Based Sampling: Results from Nielsen's TV Ratings Survey Pilot

Gail Daily, Tracie Yancey, Michael Link, Christine Bourquin, and Charles D. Shuttles, The Nielsen Company

Discussant: Mark A. Schulman, Abt SRBI, Inc.

LANGUAGE AND CULTURE ISSUES IN SURVEY RESEARCH

Chair: Cheryl Weise, Center for Health Studies

Customizing Survey Methods to the Target Population – Innovative Approaches to Improving Response Rates and Data Quality among Hispanics

Brian M. Evans, Rosanna Quiroz, Leslie Athey, Joe McMichael, and Victoria Albright, RTI International; Michelle O'Hegarty, Centers for Disease Control and Prevention

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 and 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

LESSONS LEARNED FROM THE RATINGS GAME: REPORTS FROM ARBITRON AND NIELSEN

Chair: Justin Baily, The Nielsen Company

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, Lorelle Vanno, Elizabeth Matthes, Justin Bailey, and Michael Link, The Nielsen Company
The Meter Accessory Test: A Split Sample Comparison of Daily Response Rate in Panels

Adam Gluck, Arbitron, Inc.
 Discussant: Peter Miller, Northwestern University

RELIGION AND ETHNICITY

Chair: Nick Allum, University of Essex
Cross-Survey Analysis of the Prevalence and Characteristics of Low Incidence Religious Groups in the United States

Liz Tighe, Len Saxe, and Melissa Barnett, Brandeis University; David Livert, Penn State University, Lehigh Valley
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, Greg Smith, and Allison Pond, Pew Forum on Religion & Public Life

Trends in Religion and Civic Engagement in the United States: 1972–2006
 Tom W. Smith, NORC

Discussant: Bill McCready, Knowledge Networks

RESPONSE VIII: EXPERIMENTAL TESTS

Chair: Joel Bloom, University at Albany, SUNY
Response Rate and Coverage Bias Experiments from a Recurring Health Care Study

Colleen Carlin and Daniel Zahs, Market Strategies International
Less is More? Examining the Results of a Social Security Number Experiment in a Federal Survey

Kristy Webber, Vincent Welch, Kimberly Williams, and Brianna Groenhout, NORC
Turning the Tables: Use of Caller-ID Signaling to Improve Response to a Multi-stage Dual-Mode Survey

Kimberly D. Brown, Michael W. Link, Kyle D. Vallar, and 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 and Donato Vaccaro, Consumer Reports (Consumers Union)

Discussant: Karen Goldenberg, Bureau of Labor Statistics

USING POLLS FOR THE PUBLIC GOOD II

Chair: Christopher P. Borick, Muhlenberg College

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, Johanna P. Zmud, and 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, Kimberly Kendziora, Linda Hamilton, and Ebony Walton, American Institutes for Research

PANEL ON "THE AMERICAN VOTER REVISITED"

Chair: Helmut Norpoth, Stony Brook University

Panelists: Michael Kagay, New York Times (ret.), Kathleen Frankovic, CBS News, Jon A. Krosnick, Stanford University, George F. Bishop, University of Cincinnati, Michael Lewis-Beck, University of Iowa, William Jacoby, Michigan State University