

## **SIXTY-SECOND ANNUAL AAPOR CONFERENCE PROGRAM OF POLLS AND POLICY**

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### **Short Courses**

#### *Cell Phones and Survey Research*

John Hall, Linda B. Piekarski, Mario Callegaro, and Donna Gillin

#### *Propensity Scores*

Karol Krotki and Sunghee Lee

#### *Multimode Data Collection: Design, Implementation, and Evaluation*

Martin R. Frankel and Michael W. Link

Sponsored by DMS Research

#### *Introduction to Writing Survey Questions*

Nora Cate Schaeffer

#### *Introduction to Survey Sampling*

Colm O'Muircheartaigh

### **Sessions**

#### **WHAT'S BEHIND THE VOTE CHOICE?**

Chair: Christopher Paul Borick, Muhlenberg College

#### *Determining the Impact of Iraq on the 2006 Election: Traditional Versus Priming Methods*

Dan Cassino, Krista Jenkins, and Peter Woolley, Fairleigh Dickinson University  
*Campaigning on Controversy: Gay Marriage, Stem Cell Research, and Voting in the 2004 Presidential Election*

Andrew R. Binder, University of Wisconsin–Madison  
*We Know “It” Makes a Difference, but What Is “It”? : An Exploration of Factors Driving Voter Choices and the “Meaning” behind Them*

Eric W. Rademacher, University of Cincinnati  
Discussant: Michael Butterworth, CBS News

#### **CELL PHONE SURVEYING: COVERAGE BIAS**

Chair: Paul J. Lavrakas, Nielsen Media Research

#### *The Prevalence of Wireless Substitution and Its Impact on Random-Digit-Dial Health Surveys of Young Adults and Adults in Poverty*

Stephen J. Blumberg and Julian V. Luke, National Center for Health Statistics

*What's Missing from National RDD Surveys? The Impact of the Growing Cell-Only Population*

Scott Keeter, Pew Research Center; Courtney Kennedy, University of Michigan; Trevor Thompson and Mike Mokrzycki, The Associated Press; April Clark, Pew Research Center

*An Assessment of Bias Due to Noncoverage of Wireless-Only Households in RDD Surveys of Households with Young Children*

Meena Khare, National Center for Health Statistics; Sadeq Chowdhury and Kirk Wolter, NORC; James A. Singleton, Centers for Disease Control and Prevention

## ISSUES IN MEASURING RACE AND ETHNICITY

Chair: Marla Cralley, Arbitron

*Response Differences to Implicit and Explicit Race-Matching*

Patricia A. LeBaron, University of Michigan; P. Denise Cobb, Southern Illinois University–Edwardsville; Cindy Boland-Perez, University of Arkansas–Little Rock

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

Vincent E. Welch, Kristy Webber, Thomas B. Hoffer, and Brian Lisek, NORC

*New Immigrants, New Complexities: Measuring Race in Surveys*

Kate E. Dalton, NORC

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

Iain Noble, Department for Education and Skills (UK)

Discussant: Christian Collet, Doshisha University

## ASSESSING INTERVIEWER PERFORMANCE

Chair: Nat Ehrlich, Michigan State University

*Evaluating the Performance of Telephone Interviewers*

Nat Ehrlich and Larry A. Hembroff, Michigan State University

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

Suzanne Bard and Maureen Bonner, NORC

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

Joe Murphy, Adam Safir, and Susan Myers, RTI International

*Measuring Interviewer Performance: Are We Over Quantifying?*

Angela N. Knittle, Berwood A. Yost, and Jennifer L. Harding, Franklin & Marshall College

Discussant: Keith Smith, RTI International

## INCREASING RESPONSE AND COMPLETION RATES ON THE WEB

Chair: Paul Schroeder, Schulman, Ronca & Bucuvalas

*Assessment of Variations in Response Rate to Web-Based Student Surveys*

Ananda Mitra, Thomas McCoy, Heather Champion, Mary O'Brian, Mayank Gupta, and Mark Wolfson, Wake Forest University

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

Ting Yan, Frederick G. Conrad, and Mick P. Couper, University of Michigan; Roger Tourangeau, University of Maryland

*Encouraging Web Responses among College Students: An Experiment*

Julie Ladinsky, Geraldine Mooney, and Laura Kalb, Mathematica Policy Research  
*Do Tailored Messages of Encouragement Reduce Web Survey Break-offs?*

Joseph W. Sakshaug, University of Michigan; Scott D. Crawford, Survey Sciences Group; Karen K. Inkelas, University of Maryland

Discussant: David Jones Roe, RTI International

## THE RELIGIOUS FACTOR

Chair: Micheline Blum, Blum & Weprin Associates

*Examination of Types and Effects of Spiritual Seeking*

Kumar Rao, Knowledge Networks; Dwayne Ball and Ronald Hampton, University of Nebraska—Lincoln

*The Dynamic Religion Factor in Worldwide Public Life: How Well Does the U.S. State Department Understand Worldwide Societal Attitudes on Religion?*

Brian J. Grim, Pew Forum on Religion & Public Life; Roger Finke, Pennsylvania State University; Richard Wike, Pew Global Attitudes Project

*Religious Characteristics of American Muslims*

Gregory A. Smith, John C. Green, and Daniel A. Cox, Pew Research Center; Amaney Jamal, Princeton University

*My God's Better Than Yours: Public Opinion and Religious Affect*

Jennifer De Pinto, CBS News; Monika L. McDermott, University of Connecticut

Discussant: Murray Edelman, Rutgers University

## POLLS, POLITICIANS AND THE PUBLIC

Chair: Robert Eisinger, Lewis and Clark College

*Exit Polls and the Interpretation of Election Results*

Michael W. Traugott, University of Michigan

*The Foreign Policy Disconnect: Multilateralist Public, Unilateralist Officials*

Benjamin I. Page, University of Chicago

*Politicians' Use of Polls: Can't Trust 'Em, Can't Ignore 'Em*

David W. Moore, Durham, NH

*The Second Face of Polling: The Use and Misuse of Polls by Politicians*

Lawrence R. Jacobs, University of Minnesota

Discussant: Kathleen A. Frankovic, CBS News

## THE 2006 ELECTIONS

Chair: Michael W. Traugott, University of Michigan

*Anatomy of a Political Ad: An Empirical Evaluation of the 2006 Michael J. Fox Stem Cell Research Advertisement*

Christopher Paul Borick, Muhlenberg College

*Stem Cell Publics: Issue Involvement in the 2006 Midterm Elections*

Kajsa E. Dalrymple, Amy B. Becker, Dietram Scheufele, and Dominique Brossard, University of Wisconsin—Madison

*Consumer Confidence and the 2006 Election*

Trevor Thompson, Dennis Junius, and Mike Mokrzycki, The Associated Press; Michael Gross, Ipsos Public Affairs

*Dual Ballot Effect: Domestic Partnership Initiative Damaged by Marriage Amendment*

Floyd Ciruli, Ciruli Associates

Discussant: Charles Franklin, University of Wisconsin–Madison

## CELL PHONE SURVEYING: USERS' ATTITUDES AND BEHAVIORS

Chair: Charles Shuttles, Nielsen Media Research

*Impact of Cell Phones across Different Populations in Telephone Surveys*

Kristi Hagen, Northern Arizona University

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

Dennis N. Lambries, Robert W. Oldendick, and Lisa Williams, University of South Carolina; Michael W. Link, Centers for Disease Control and Prevention

*Mobile-Only Subscribers are Just Part of the Problem*

Charlotte Steeh, Centers for Disease Control and Prevention

*Egyptian Telephone Surveys between Household Telephone and Cell Phone*

Ahmed Mohamed Loutfy and Mahmoud Ahmed Al Kasabi, Information and Decision Support Center

## RESPONSE PROPENSITY

Chair: John Tarnai, Washington State University

*Estimating Response Propensity among Homeschooling Households in a Government-Sponsored Survey*

Lina P. Guzman, Child Trends; Stacey Bielick, American Institutes for Research

*Experimental Validation of Simulated Alternative Survey Designs*

Barbara C. O'Hare and Robin Gentry, Arbitron; Sonja Ziniel and Robert M. Groves, University of Michigan

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

Young Ik Cho, Timothy P. Johnson, and Allyson L. Holbrook, University of Illinois–Chicago

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

Kristen Olson, University of Michigan

*Assessing Nonresponse Bias Using Response Propensity Models*

Jennifer Sinibaldi and Robert M. Groves, University of Michigan

## CULTURAL CONSIDERATIONS IN SURVEY RESEARCH

Chair: Ana Villar, University of Nebraska–Lincoln

*Asian-Americans, Item Nonresponse and Neutrality in Telephone Surveys: Some Hypotheses and Tests*

Christian Collet, Doshisha University

*Cultural Differences or What? Why Asians Avoid Extreme Responses*

Rui Wang and Brian Hempton, Survey Sciences Group; John P. Dugan and Susan R. Komives, University of Maryland

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

Cindy Good and Marla D. Cralley, Arbitron

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

Todd Rockwood, Melissa Constantine, and Karen Virnig, University of Minnesota;

Jessie Saul and Barbara Schillo, ClearWay; Steve Foldes, Blue Cross/Shield of Minnesota

Discussant: Rebecca C. Quarles, QSA Research and Strategy

## METHODOLOGICAL BRIEFS: ASSESSING THE IMPACT OF INCENTIVES

Chair: Adam Safir, RTI International

*Alternatives to Prepaid Monetary Incentives in Mail Surveys*

Phil Gendall, Massey University

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

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

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

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

*Will It Get Their Attention? Prepaid Physician Incentives*

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

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

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

*Pre-Paid Incentives in a Physician Survey*

Sean O. Hogan, RTI International

*The Impact of Incentives on Representativeness in the National Immunization Survey*

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

## ASSESSING OPINION ABOUT HEALTH AND THE ENVIRONMENT

Chair: Jon Miller, Michigan State University

*Public Reactions to Global Health Risks*

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

*Public Opinion and Global Warming Policy in California*

Mark Baldassare and Sonja Petek, Public Policy Institute of California

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

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

*“Who Would Want My Organs?” Older Adults’ Attitudes and Opinions about Organ Donation*

Kimberly Downing, University of Cincinnati

Discussant: Dianne Rucinski, University of Illinois–Chicago

## DEVELOPMENT AND DEPLOYMENT OF ADDRESS-BASED SAMPLING FRAMES

Chair: Christine Bourquin, Nielsen Media Research

*Coverage and Utility of Purchased Residential Address Lists: A Detailed Review of Selected Local Areas*

Sylvia Dohrmann, Westat

*Comparing Mixed-Mode Address-Based Surveys with Random Digit Dialing for General Population Surveys*

Michael W. Link and Ali H. Mokdad, Centers for Disease Control and Prevention;

Michael P. Battaglia and Larry Osborn, Abt Associates; Martin R. Frankel,

Baruch College, City University of New York

*Predicting the Relative Quality of Alternative Sampling Frames*

Colm O'Muircheartaigh, Edward M. English, and Stephanie Eckman, NORC  
*R&D Studies to Replace the RDD-Frame with an ABS-Frame*

Ken Steve, Gail Daily, Paul J. Lavrakas, and Tracie Yancey, Nielsen Media Research;

Dale Kulp, Marketing Systems Group

## 2006 PRE-ELECTION POLLS I

Chair: Andrew Binder, University of Wisconsin–Madison

*What Incumbent Rule? Reevaluating Conventional Wisdom on the Assumed Connection between Undecideds and Challengers*

Douglas Usher, Widmeyer Research and Polling; Gregory Wawro, Columbia University

*Predicting Likely Voters: Using a New Age Methodology for an Age-Old Problem*

Gregg R. Murray, Chris B. Riley, Anthony Scime, State University of New York–Brockport

*Social Desirability, Faulty Memory, and Satisficing in Vote Over-Reporting: A Cross-National Comparison of the American and British Electorates*

Allan L. McCutcheon, Ipek Bilgen, Robert Belli, and Rene Bautista, University of Nebraska–Lincoln

*The Incumbency Rule in an Anti-Incumbent Year: Examining the Effect of Partisanship and Incumbency on Pre-Election Polls in the 2006 Midterm Elections*

Christopher Paul Borick, Muhlenberg College

Discussant: Gerald Kosicki, Ohio State University

## CELL PHONE SURVEYING: SAMPLING AND WEIGHTING

Chair: John Hall, Mathematica Policy Research

*Sampling and Interviewing Methods for Cell Phone Surveys*

J. Michael Brick and Sherman Edwards, Westat; Sunghee Lee, UCLA Center for Health Policy Research

*Combining Cell Phone and Landline Samples: Dual Frame Approach*

Randal S. ZuWallack, ORC Macro

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

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

*Constructing Weights for Landline and Cell Phone RDD Surveys*

Courtney Kennedy, University of Michigan

## RESPONDING TO OPEN-ENDED QUESTIONS

Chair: Mary Ellen Colten, University of Massachusetts–Boston

*Improving Response Quality in List-Style Open-Ended Questions in Web and Telephone Surveys*

Jolene D. Smyth and Don A. Dillman, Washington State University; Leah Melani Christian, University of Georgia

*Context Effects and Thinking about Spending Practices: Open-Ended Responses in an “Out of the Blue” vs. Primed Survey Context*

Carolyn L. Funk, Pew Research Center

*Comparison of Responses from Machine-Coded and Human-Coded Open-Ended Questions.*

Masahiko Aida, Greenberg Quinlan Rosner Research; Amy R. Gershkoff, MSHC Partners

*Ignorance or Ambivalence? Nonresponse to Open-Ended Survey Questions*

Sunshine Hillygus and Chase H. Harrison, Harvard University

Discussant: Jaki McCarthy, U.S. Department of Agriculture

## METHODOLOGICAL BRIEFS: SAMPLING ISSUES

Chair: Bob Lee, University of California, Berkeley

*Non-Coverage Bias in Telephone Surveys in Egypt*

Mahmoud Ahmed El-Kasabi, The Information and Decision Support Center; Sahar El-Tawila and Ali El-Hefnawy, Cairo University

*Improving Contact Information for Mobile Populations: An Advance Contact Experiment*

Megan Henly, Andrew Zukerberg, and Amy Herron, U.S. Census Bureau

*Linking Mailing Addresses to a Household Sampling Frame Based on Census Geography*

Katherine B. Morton, Joseph P. McMichael, James Cajka, Ross Curry, Vincent Iannacchione, and David Cunningham, RTI International

*Suitability of the USPS Delivery Sequence File as a Commercial-Building Frame*

Stephanie Eckman, Michael Colicchia, and Colm O’Muircheartaigh, NORC

*Screening for Low-Income Telephone Households and People Who Do Not Have Health Insurance: Using Auxiliary Sample Frame Information for a Random Digit Dial Survey*

Timothy Triplett and Sharon Long, The Urban Institute; David Dutwin, International Communications Researchq

*Using Peer Locating Procedures to Improve Locate and Contact Rates in a Longitudinal Study*

Brian M. Evans, Tiffany Mattox, Casey Tart, Douglas Currivan, Laura Burns, and Saju Joshua, RTI International

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

Whitney Murphy, Martin Barron, and Kirk Wolter, NORC; Meena Khare, National Center for Health Statistics; Karen Wooten, Centers for Disease Control and Prevention  
*Supplementing the Coverage of Household Sampling Frames Based on Residential Mailing Addresses*

Joseph P. McMichael, David Cunningham, and Vincent Iannacchione, RTI International

## RESPONSE RATES AND RDD SURVEYS

Chair: Janet Streicher, Citibank

*Declining Working Phone Rates Impact RDD Efficiency*

Linda B. Piekarski, Survey Sampling International

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

Douglas B. Currivan, Matthew Farrelly, and Joanne Pais, RTI International; Christie Phelan, ORC Macro

*The Cost of Refusals in Large RDD National Surveys*

Jeffery Stec, CRA International; Paul J. Lavrakas, Nielsen Media Research

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

Robert Montgomery, NORC; Meena Khare, National Center for Health Statistics

Discussant: Mike Dennis, Knowledge Networks

## PERCEPTIONS OF CONTROVERSIAL SOCIAL ISSUES

Chair: Dan Cassino, Fairleigh Dickinson University

*In Search of a Question on Sexual Identity*

Amanda Wilmot, U.K. Office for National Statistics

*Support for Gay Marriage and the Role of Religious/Value Predispositions:*

*Explaining Public Opinion on a Moral Issue through the Examination of Personal Beliefs*

Amy B. Becker, University of Wisconsin–Madison

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

David Jasun Carr, Kelly Luster, Madhu Arora, and Rich Cleland, University of Wisconsin–Madison

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

Claire G. E. Kelley and Sarah M. C. Kelley, International Survey Center

Discussant: Kate Kenski, University of Arizona

## THE ROLE OF SURVEY RESEARCH IN DEVELOPING POLICY

Chair: Rachel Caspar, RTI International

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

Burke Grandjean, Kay Lang, and Suzanna Penningroth, University of Wyoming

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

T. David Jones and Patricia D. Jones, Wright State University

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

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

*Assessing the Quality of Surveys Used for Policy Development*

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

Discussant: Patrick Murray, Monmouth University



## MEET THE AUTHORS

*The Foreign Policy Disconnect: What Americans Want from Our Leaders but Don't Get* (University of Chicago Press, 2006)

Authors: Benjamin I. Page and Marshall M. Bouton

*How to Steal an Election: The Inside Story of How George Bush's Brother and FOX Network Miscalculated the 2000 Election and Changed the Course of History* (Nation Books, 2006)

Author: David W. Moore

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

Author: Patricia Gwartney

*A New Engagement? Political Participation, Civic Life, and the Changing American Citizen* (Oxford University Press, 2006)

Authors: Cliff Zukin, Scott Keeter, Molly Andolina, Krista Jenkins and Michael X.

Delli Carpini

*When the Press Fails: Political Power and the News Media from Iraq to Katrina* (University of Chicago Press, 2007)

Authors: W. Lance Bennett, Regina Lawrence, and Steven Livingston

*AAPOR Book Award Winners: What Americans Know about Politics and Why It Matters* (Yale University Press, 1996)

Authors: Michael X. Delli Carpini and Scott Keeter

The AAPOR Book Award seeks to recognize influential books that have stimulated theoretical and scientific research in public opinion and/or influenced our understanding or application of survey research methodology.

## PLENARY SESSION

Chair: Patricia Moy, University of Washington

*Polls and the Practice of Politics*

Panelists: Dave Sackett, The Tarrance Group; Mark Mellman, The Mellman Group; Ronald Brownstein, Los Angeles Times

## PRE-ELECTION POLLS II

Chair: Susan Pinkus, Los Angeles Times

*Polls and Races: The Impact of Methods and Conditions on the Accuracy of 2006 Pre-Election Polls*

Chase H. Harrison, Harvard University

*A Probability-Theory-Based Assessment of the Reliability of the 2006 Pre-Election Polls*

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

*Generic Polls and the Midterm Vote*

Robert Erikson, Columbia University; Joseph Bafumi, Dartmouth College;

Christopher Wlezien, Temple University

*Voters and Non-Voters in Midterm Elections*

April Clark and Robert Suls, Pew Research Center; Mike Mokrzycki and Trevor Thompson, The Associated Press

Discussant: J. Quin Monson, Brigham Young University

## CELL PHONE SURVEYING: ALTERNATIVE SAMPLING FRAMES

Chair: J. Michael Brick, Westat

*Sample Frame Assessment for a Large Metropolitan County's Health Survey*

Michael Davern and Todd Rockwood, University of Minnesota; Tim Zimmerman and Sheldon Swaney, Hennepin County

*Use of Online Panels to Normalize Cell-Only Household Representation*

Shawna Fisher, Steve Lavine, and Caren Jellison, Common Knowledge Research Services

*Social Aspects of Mobile Phone Usage and Their Impact on Survey Cooperation*

Vasja Vehovar, University of Ljubljana; Mario Callegaro, University of Nebraska—Lincoln

Discussant: J. Quin Monson, Brigham Young University

## METHODOLOGICAL BRIEFS: MODE EFFECTS &amp; ISSUES

Chair: Scott Keeter, Pew Research Center

*Respondent Incentives in a Multi-Mode Panel Survey: Cumulative Effects on Nonresponse and Bias*

Annette E. Jackle and Peter Lynn, University of Essex

*To Hand Out or to Mail Physician Assessments: That is the Question*

Karen Bogen and Patricia M. Gallagher, University of Massachusetts—Boston; Dana Safran, Tufts University; Dale Shaller, Shaller Consulting; Paul Cleary, Yale University; Robert Michaels, United Medical Associates

*The Effects of Data Collection Mode (Telephone vs. Mail) and Asking about Future Intentions on Self-Reports of Colorectal Cancer Screening*

Timothy Beebe, Sarah Stoner, and Kari Anderson, Mayo Clinic; Michael Davern and Todd Rockwood, University of Minnesota

*Increased Response Rates to Mixed-Mode Surveys: Mode Preference or Extra Attempts?*

Alisha D. Baines, Melissa R. Partin, Maureen Murdoch, and Joan M. Griffin, Center for Chronic Disease Outcomes Research

*What's in a Mode? Assessing the Use of Mixed Modes to Reduce Nonresponse Bias in a Federal Survey*

Kristy Webber, Vincent E. Welch, and Brian Lisek, NORC

*Best Combination of Modes*

Olena Kaminska, Rene Bautista, and Emilio Serrano, University of Nebraska—Lincoln  
*Mode Effects and Item Nonresponse: Evidence from CPS and NLSY Income Questions*

Dan Black, Rupa Datta, and Parvati Krishnamurthy, NORC

*Results of a Within-Panel Web Survey Experiment of Mode Effects: Using the General Social Survey's National Priority & Environmental Policy Attitude Items*

Mike Dennis and Rick Li, Knowledge Networks

## CONFIDENTIALITY AND DATA PRIVACY

Chair: Peyton Craighill, ABC News

*Respondents' Understandings of Confidentiality in a Changing Privacy Environment*

Eleanor Gerber and Ashley Landreth, U.S. Census Bureau

*Are They Willing to Express Their Opinions? Confidentiality Concerns and the Credibility of Responses in a Chinese Survey*

Rui Wang, University of Michigan

*Barriers to Cross-National Surveys: Implications of the Privacy and Data Protection Laws in Europe and North America*

Grant D. Benson, University of Michigan

*Privacy Laws and Survey Research*

Howard Fienberg, Council for Marketing and Opinion Research

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

Mary E. Losch and Gene M. Lutz, University of Northern Iowa

## PANEL PARTICIPATION

Chair: Mary Outwater, University of Oklahoma

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

S.C. Noah Uhrig, University of Essex

*A Study of Attrition in the Gallup Panel*

Harlan Sayles, University of Nebraska–Lincoln; Zachary Arens, The Gallup Organization

*Impact of E-Mail Communications on Panel Retention*

John P. Hesner and Thomas P. Duffy, ORC Macro

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

David James Roe, Jason Stockdale, Matthew Farrelly, and Todd Heinrich, RTI International

Discussant: Robert Santos, The Urban Institute

## STUDYING RACIAL ATTITUDES: ANTECEDENTS AND OUTCOMES

Chair: Danna Moore, Washington State University

*The Origins of Racial Resentment*

David C. Wilson, The Gallup Organization; Darren W. Davis, Michigan State University

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

Robert Ross and Edward Bronson, California State University–Chico

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

Marylee C. Taylor and Peter Mateyka, Pennsylvania State University

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

Thomas Craemer, University of Connecticut

Discussant: George Carter, U.S. Census Bureau

## DELIBERATION AND THE EXPRESSION OF OPINION

Chair: Kathleen Thiede Call, University of Minnesota

*On the Limits of Public Opinion*

Gerald Kosicki, The Ohio State University

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

Weiyu Zhang and Vincent Price, University of Pennsylvania

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

Michael A. Xenos, University of Wisconsin–Madison

*Public Deliberation and Public Opinion about Health Care Policy*

Vincent Price, Joseph N. Cappella, and Lauren Feldman, University of Pennsylvania  
*Influence of Hostile Media Perception on Opinion-Expression Participation*

Hyunseo Hwang, Zhongdang Pan, and Ye Sun, University of Wisconsin–Madison

MIXED MODES IN PRE-ELECTION POLLING

Chair: Trevor Thompson, The Associated Press

*2006 Voter Problems and Perceptions: A Combined Exit and RDD Approach in Franklin County, Ohio*

Fritz J. Scheuren, Susan Hinkins, and Rachel Harter, NORC; Paul Fields and J. Quin Monson, Brigham Young University

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

Mark Blumenthal, Pollster.com; Charles H. Franklin, University of Wisconsin–Madison

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

Neil Malhotra and Jon Krosnick, Stanford University

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

Lonna Rae Atkeson, Luciana Zilberman, and Alex Adams, University of New Mexico; Kyle Saunders, Colorado State University

Discussant: Don Dillman, Washington State University

CELL PHONE SURVEYING: OPERATIONAL ISSUES

Chair: Linda Piekarski, Survey Sampling International

*Survey Research Using Cell Phone Samples: Important Operational and Methodological Considerations*

Anna Fleeman, Arbitron

*Cell Phones and Public-Sector Survey Research: Are Incentive and/or Compensation Offers Really Needed?*

James J. Dayton, Randal S. ZuWallack, Naomi Freedner, and Ruth Burnstein, ORC Macro; Cristine Delnevo, University of Medicine and Dentistry of New Jersey; Susan J. Cummings, Montana Department of Public Health & Human Services; Zi Zhang, Massachusetts Department of Health; Lori Westphal, Florida Department of Health; Michelle Cook, Texas Department of Health; Diane Aye, Connecticut Department of Health

*Broken Voices on Broken Phones: Can Interviewing Be Done by Cell Phone, and at What Cost?*

Nick Moon, GfK NOP

*A Model-Based System for Estimating Critical Components of RDD Sample Frames at National and Local Geographies*

Dale W. Kulp, Marketing Systems Group

# CONDUCTING WEB-BASED SURVEYS

Chair: Susan Sprachman, Mathematica Policy Research

*To Branch or Not to Branch: Item Construction in Web Surveys*

Ashley Grosse, Samantha Luks, and Douglas Rivers, Polimetrix

*Asking for Numbers and Quantities: Visual Design Effects in Web Surveys and Paper and Pencil Surveys*

Marek Fuchs, University of Kassel

*Universal Accessibility in Web Survey Design: Practical Guidelines for Implementation*

Holly L. Harrison and Jeff Coburn, University of Massachusetts–Boston

*The Impact of Format Changes on Web Survey Abandonment and Response Distributions*

Robert Gonyea, Todd Chamberlain, and John Kennedy, Indiana University

*Exploring Statistical Inference from Web-Based Surveys: How Does It Work?*

Robert Santos, The Urban Institute

Discussant: Steven Martin, University of Maryland

# RANDOM-DIGIT-DIALING ISSUES IN SURVEY RESEARCH

Chair: Jeannette Ziegenfuss, University of Minnesota

*Incorporating a Multi-Modality Design into a Random-Digit-Dialing Survey*

Michael P. Battaglia and Larry Osborn, Abt Associates; Michael W. Link and

Ali H. Mokdad, Centers for Disease Control and Prevention; Martin R. Frankel,

Baruch College, City University of New York

*Optimizing the Day and Time of the First Dial in Random-Digit-Dial Telephone Surveys*

Benjamin Skalland and Chao Xu, NORC; Karen Wooten, Centers for Disease Control and Prevention

*Gaining Efficiencies in Scheduling Callbacks in Large RDD National Surveys*

Jeffery Stec, CRA International; Paul J. Lavrakas, Charles Shuttles, Gail Daily, Tracie

Yancey, and Ralph Watkins, Nielsen Media Research

Discussant: Allan McCutcheon, University of Nebraska–Lincoln

# USING LETTERS TO INCREASE RESPONSE RATES

Chair: Anna Chan, U.S. Census Bureau

*Revisiting the Use of Tailored Spanish Language Advance Letters in RDD Surveys*

Lisa Carley-Baxter, David James Roe, and Rosanna Quiroz, RTI International;

Michael W. Link, Centers for Disease Control and Prevention

*The Effect of a Pre-Notification Letter on Response Rate in a Mail Survey Depending on the Number of Contacts*

Olena Kaminska, University of Nebraska–Lincoln; Bart Goeminne, SAS Belgium;

Marc Swyngedouw, Katholieke Universiteit Leuven

*The Effects of Including Previous Survey Results in a Cover Letter*

Jeremy Morton, Judith Lynch, and Pinliang Chen, RTI International; Lorraine Babeu, U.S. Department of Defense

*The Junk Mail Effect: Using Endorsement Letters and Brochures in Sample Member Correspondence*

Shana M. Brown and Claire Jennings, NORC

Discussant: Young Chun, American Institutes for Research

PUBLIC OPINION AND CURRENT AFFAIRS

Chair: Kenneth Winneg, University of Pennsylvania

*Does the War on Terror Close the Gender Gap?*

Barbara Bardes, University of Cincinnati

*Political and Social Attitudes of American Muslims*

Gregory A. Smith, John C. Green, and Daniel A. Cox, Pew Research Center; Amaney Jamal, Princeton University

*Interest in Politics and "Opinion Over-Reporting": Evidence from a Recent Survey Experiment*

Nick Allum and Patrick Sturgis, University of Surrey; Patten Smith, Ipsos-MORI  
*Is Anyone Listening? Academic Freedom, "Intellectual Diversity," and Conservative Critiques of the American Professoriate*

Solon J. Simmons, George Mason University; Neil Gross, Harvard University

Discussant: Keith Neuman, Environics Research

MEDIA EFFECTS ON ATTITUDES AND BEHAVIORS

Chair: Justin Bailey, Nielsen Media Research

*Negative Media and Unit-Level Response*

Nancy Bates, U.S. Census Bureau

*Channeling Home: Transnational Media Use and Expectations*

Andrea E. Hickerson, University of Washington

*Media Coverage of West Nile Virus and Avian Flu: An Analysis of the Agenda-Building Process Related to Epidemic Hazards*

Tsung-Jen Shih, Rosalyna Wijaya, and Dominique Brossard, University of Wisconsin–Madison

*The Media Nexus: How Objective Conditions are Turned into Subjective Opinion*

Steven T. Procopio and Robert K. Goidel, Louisiana State University

*Ethical/Strategic Frames and Opinions on Stem Cell Research: An Attitude Structure Approach*

Nam-Jin Lee, Douglas M. McLeod, and Dhavan V. Shah, University of Wisconsin–Madison

ISSUES IN ELECTION POLLING

Chair: Martin Barron, NORC

*Exit Polls and Ethnic Diversity: How to Improve Estimates and Reduce Bias among Minority Voters*

Matt A. Barreto and Francisco Pedraza, University of Washington

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

Stephen Nuno, University of California–Irvine; Fernando Guerra, Loyola Marymount University

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

Richard L. Clark, University of Georgia

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

Nicolaos E. Synodinos, University of Hawaii; Eiji Matsuda, The Asahi Shimbun

*Issues in Exit Polling Methodology in the 2006 Midterm Elections*

Joel D. Bloom, The University at Albany, State University of New York; Joe Lenski, Edison Media Research; Jennifer Agiesta, Belden Russonello & Stewart

#### CELL PHONE SURVEYING: RESULTS OF PILOT STUDIES

Chair: Mario Callegaro, University of Nebraska–Lincoln

*Conducting Public Health Surveys over Cell Phones: The Behavioral Risk Factor Surveillance System Experience*

Michael W. Link and Ali H. Mokdad, Centers for Disease Control and Prevention;

Michael P. Battaglia and Larry Osborn, Abt Associates; Martin R. Frankel,

Baruch College, City University of New York

*Cell Phone Augmentation of a National RDD Survey*

John M. Boyle, Schulman, Ronca & Bucuvalas; Alan Block and Eunyoung Lim,

National Highway Traffic Safety Administration

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

Courtney Mooney and Marla D. Cralley, Arbitron

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

Karen L. Tucker, Battelle

#### QUESTION ORDER EFFECTS

Chair: James J. Bason, University of Georgia

*Perpetration and Victimization: The Impact of Question Order on Reports of Intimate Partner Violence and Sexual Violence*

Susan Elizabeth Twiddy and Lisa Carley-Baxter, RTI International; Michele Lynberg, Centers for Disease Control and Prevention

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

Timothy Vercellotti, Rutgers University

*Impact of Question Order of Respondent Cell Phone and E-mail Address on Questionnaire Completion*

Rashna Ghadialy, NORC

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

James M. Ellis, Virginia Commonwealth University

#### ISSUES IN HEALTH-RELATED SURVEYS

Chair: Joanne Pascale, U.S. Census Bureau

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

Steven Cohen, Agency for Healthcare Research and Quality

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

David Kashihara, Agency for Healthcare Research and Quality; Diana Wobus, Westat  
*Effect of Translation on General Health Status across Five Interview Languages*

Sunghee Lee and David Grant, UCLA Center for Health Policy Research  
*The Effects of Substituting Generic for Customized Questionnaires in a Health Plan Satisfaction Survey*

Sherman Edwards and John Rauch, Westat  
 Discussant: Tom W. Smith, NORC

METHODOLOGICAL BRIEFS: NONRESPONSE ISSUES

Chair: Jennifer Rothgeb, U.S. Census Bureau

*Nonresponse Analysis of Relational Estimates Based on RDD Survey Data*

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

*A Systematic Investigation into the Hypothesis of Systematic Nonresponse*

Larry A. Hembroff and Nat Ehrlich, Michigan State University

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

Elizabeth A. P. Copello and Peter Frechtel, RTI International

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

Kristie Hannah and Barbara M. Fernandez, ORC Macro

*A Procedure for Establishing Baselines for Item Nonresponse*

Michael Wood, Hunter College, City University of New York

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

Aaron M. Pearson, Rui Wang, Tina Manieri, and Brian Hempton, Survey Sciences Group; Karen K. Inkelas, John P. Dugan, and Susan R. Komives, University of Maryland

*Which Young Adult Males are the Bane of Survey Response?*

Sue L. Mann, Arthur V. Peterson, and Diana J. Lynn, Fred Hutchinson Cancer Research Center

*Take Me off Your List: Who are These Nonresponders?*

Cynthia Howes and Patrick Cagney, NORC; Gary Euler, Centers for Disease Control and Prevention

ATTITUDES ABOUT POLITICAL AND PUBLIC AFFAIRS

Chair: Marylee Taylor, Pennsylvania State University

*The Political Economy of British Attitudes toward the Iraq War*

Terri L. Towner, Purdue University

*South Koreans' Attitudes towards the United States, North Korea and Korean Unification*

Jibum Kim, NORC; Carl Gershenson, University of Chicago; Jaeki Jeong, Soongsil University

*An Investigation of Panel Conditioning with Attitudes toward U.S. Foreign Policy*

Poom Nukulkij, Joseph Hadfield, and Stefan Subias, Knowledge Networks; Evan Lewis, Program on International Policy Attitudes

*Dimensions and Predictors of American Language Policy Attitudes*

William P. Rivers and John P. Robinson, University of Maryland



*The Climate for Reforming California's Health Care System: What Voters are Saying*  
Mark DiCamillo, Field Research Corporation

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

Chair: Jonathan Kelley, University of Nevada–Reno  
*Community Participation and Community Benefit in Large Health Surveys: Enhancing Quality, Relevance, and Use of the California Health Interview Survey*

E. Richard Brown, UCLA Center for Health Policy Research  
*Working with Community-Based Organizations (CBOs): Capacity-Building for Survey Research*

Dianne Rucinski, University of Illinois–Chicago  
*Partnering with Communities in Survey Design, Implementation and Dissemination*  
Kathleen Thiede Call, University of Minnesota

*Community Participation in Surveys: The American Community Survey Process*  
Cheryl V. Chambers, U.S. Census Bureau

Discussant: Christopher Wlezien, Temple University

#### CELL PHONE SURVEYING: WHERE DO WE GO FROM HERE?

Chair: Paul J. Lavrakas, Nielsen Media Research

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

#### QUESTIONNAIRE DESIGN

Chair: Phil Gendall, Massey University

*After a Decade of Development: A Visual Design Framework for How Respondents Process Survey Information*

Leah Melani Christian, University of Georgia; Don A. Dillman and Jolene D. Smyth, Washington State University

*Optimal Design of Branching Questions to Measure Bipolar Constructs*

Jon Krosnick and Neil Malhotra, Stanford University  
*Definitions, Clarifications and Other Question Complexities: New Experiments on Questionnaire Design Decisions*

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

Discussant: Todd Rockwood, University of Minnesota

#### SELF-REPORTS IN THE SURVEY CONTEXT

Chair: Larry Snell, Mathematica Policy Research

*Difficult-to-Reach Respondents and Validation of Self-Reports*

Young Ik Cho, Allyson L. Holbrook, and Timothy P. Johnson, University of Illinois–Chicago

*"Your Old Man's a Dustman?" The Accuracy of Young People's Reports of Parental Occupations and the Implications for Analysis of Educational Attainment Data Using Such Reports*

Iain Noble, Department for Education and Skills (UK); Nick Moon, GfK NOP

*Medicaid Underreporting: The Role of Household Composition*

Joanne Pascale, Marc I. Roemer, and Dean Michael Resnick, U.S. Census Bureau  
 Discussant: Douglas Currivan, RTI International

## UNDERSTANDING RESPONSE RATES

Chair: Stephanie Eckman, NORC

*National Response Rates for Surveys of College Students: Institutional and Regional Factors*

Matt Jans, University of Michigan; Anthony Roman, University of Massachusetts–Boston

*A Multi-Level Modeling Approach to Explaining State-Level Variation in Response Rates*

Adam Safir, Joe Murphy, Hyunjoo Park, and Kevin Wang, RTI International; Dicy Painter, Substance Abuse and Mental Health Services Administration

*Using a Multi-Mode Design to Maintain Response Rates*

Duston Pope, Market Strategies; Amy Vincus and Sean Hanley, Pacific Institute for Research and Evaluation

*What Can We Learn From an Analysis of the 1999–2006 Massachusetts BRFSS Response Rates?*

Zi Zhang, Massachusetts Department of Health; Randal S. ZuWallack, ORC Macro  
 Discussant: Pat Dean Brick, Westat

## SHAPING POLITICAL THOUGHTS AND BEHAVIORS

Chair: John Nienstedt, Competitive Edge Research

*Parenting and Politics: How Parenting Style Influences Political Thought*

Ward Kay, George Mason University

*Exploring the Impact of Gender Role Attitudes on Political Efficacy: The Case of Japanese Women*

Kana Fuse and Nanaho Hanada, The Ohio State University

*The Gender Gap in Political Knowledge: Does the Gap Really Exist?*

Kate Kenski, University of Arizona

*Communication, Value, and Political Consumerism*

Sun Young Lee and Dhavan Shah, University of Wisconsin–Madison

Discussant: John Robinson, University of Maryland

## POLITICAL ATTITUDES AND BEHAVIORS OF SPECIAL POPULATIONS

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

*The Partisan Hearts and Minds of U.S. Immigrants*

Casey A. Klofstad, University of Miami; Benjamin Bishin, University of California–Riverside; Daniel Stevens, Hartwick College

*Mobilizing the Early Voter*

J. Quin Monson and Lindsay Nielson, Brigham Young University

*Why Military Families May No Longer Be Part of the Republican Base and the Implications for Future Elections*

Amy R. Gershkoff, MSHC Partners

Discussant: Joel Bloom, State University of New York–Albany

## SURVEYING ACROSS THE LIFE SPAN

Chair: Andrea Hickerson, University of Washington

*Minimizing Assessment Burden on Preschool Children: Balancing Burden and Reliability*

Susan Sprachman, Sally Atkins-Burnett, Steve Glazerman, Sarah Avellar, and Miriam Loewenberg, Mathematica Policy Research

*Does a Free Magazine Subscription Offer Entice Young Men to Participate in Survey Research?*

Anna Fleeman, Arbitron; Christina Frederick, Consultant  
*When Should We Call Older Respondents? Cognitive Aging, Circadian Rhythm, and Data Quality*

Sonja Ziniel, University of Michigan

*Survey Interviewing Among the Deceased: Pitfalls, Problems, and Possibilities*

Jeffrey C. Moore and Elizabeth A. Martin, U.S. Census Bureau

Discussant: Robert Groves, University of Michigan

## ROUNDTABLE: CHALLENGES TO CONDUCTING ESTABLISHMENT SURVEYS

Organizer and Chair: Mark Morgan, Macro International

Panelists: LinChiat Chang, Opinion Research Corporation; Fran Featherston, National Science Foundation; Everett Maroon, Social Security Administration; Mick P. Couper, University of Michigan

## MEETING THE CHALLENGE: THE INTERNATIONAL STANDARDS ORGANIZATION AND ITS STANDARDS FOR MARKET, OPINION, AND SURVEY RESEARCH

Chair: Thomas Guterbock, University of Virginia

*An Overview of the New ISO Standards*

Tom W. Smith, NORC

*Potential Advantages and Disadvantages of ISO Certification*

Reg Baker, Market Strategies

*Quality Standards and Assessment Schemes: A UK Perspective*

Peter Jackson, Market Research Quality Standards Association

*ISO Quality Standards for Research: Its Application to the North American Research Industry*

Don Ambrose, Consumer Contact

## THE COGNITIVE FACTOR IN SURVEYS I

Chair: Lisa Carley-Baxter, RTI International

*Using Behavior Coding to Validate Cognitive Interview Findings*

Johnny Blair, Allison Castellano Ackermann, and Linda Piccinino, Abt Associates;

Rachel M. Levenstein, University of Michigan

*Cognitive Interviewing with Asian Populations: Findings from Chinese and Korean Interviews*

Hyunjo Park, RTI International; Yuling Pan, U.S. Census Bureau

*Cognitive Testing of Translated Materials: The Need for a Baseline*

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

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

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

Discussant: Stacey Bielick, American Institutes for Research

## EVALUATING SURVEY COSTS AND QUALITY

Chair: Lance Selfa, NORC

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

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

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

Keith R. Smith, Paul Biemer, Kathryn Dowd, and Ruben Chiflikyan, RTI International  
*Evaluation of the Quality of RDD Survey Estimates: A Comparison of Health Statistics from the Behavioral Risk Factor Surveillance System (BRFSS) and Other National Surveys*

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

*Building Dynamic Survey Cost Models Using Survey Paradata*

Robert M. Groves and Emilia Peytcheva, University of Michigan

## METHODOLOGICAL BRIEFS: EXAMINING RESPONSE RATES

Chair: Joe Churpek, Northern Arizona University

*Manipulating Caller ID for Higher Survey Response in RDD Surveys*

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

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

Heidi Guyer, Gina-Qian Cheung, and James Wagner, University of Michigan  
*Advanced Notification Helps Participation: Using a Pre-Alert Letter as a Way to Increase Response in RDD Telephone Surveys*

Lisa M. D'Elia, Scarborough Research

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

Aniekan Okon, Jeffrey C. Moore, and Nancy Bates, U.S. Census Bureau  
*Variables Affecting Consent and Response Rates for an Asthma Follow-Up Survey*

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

*Increasing the Cooperation Rate through the Advance Letter*

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

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

Barbara C. O'Hare, Anna Fleeman, Daniel Singer, and Robin Gentry, Arbitron

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

Sarah Dipko, Kerry Levin, Barbara Forsyth, and Debra Stark, Westat; Mary-Helen Risler, Internal Revenue Service

## PERCEPTIONS AROUND THE WORLD

Chair: M. Mandy Sha, RTI International

*Democracy and Crime Victimization in Latin America: Analysis of Results from the Latin American Public Opinion Project*

Orlando J. Perez, Central Michigan University

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

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

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

Mariah D. R. Evans and Clayton Peoples, University of Nevada–Reno

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

Ulises Beltrán, Ulises Beltrán y Asociados; Marcos Valdivia, Universidad Nacional Autónoma de México

Discussant: Alvin Richman, Retired from the U.S. State Department

## METHODOLOGICAL STUDIES OF YOUTH

Chair: Colleen Porter, University of Florida

*Do Low Response Rates Indicate Nonresponse Error? Evidence from the Youth Tobacco Surveys*

Charlotte Steeh, Peter Mariolis, Patrick Cox, Darylema Williams, Annette McClave, and Anna Teplinskaya, Centers for Disease Control and Prevention

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

Linda G. Kimmel and Jon D. Miller, Michigan State University

*The Effect of Household Composition on Young Male Survey Participation*

Robin Gentry, Arbitron

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

Renee Shatos Petrie, DatStat; Barbara J. McMorris, I3 Innovus, Health Economics & Outcome; Gina Marchesini, University of Washington

Discussant: Karol Krotki, RTI International

## RESPONDENTS AND THE SURVEY INSTRUMENT

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

*Non-Differentiation and Web-Based Survey Methods: An Experiment*

Eric Taylor, Western Wats

*Improving Importance Assessment: Experimental Comparisons between Variations of Ranking and Rating Tasks*

Randall Thomas, Joanna Allenza, and Susan Behnke, Harris Interactive

*Cognitive Ability and Paralinguistic Measures of Response Error*

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

*Everybody's Talkin': The Impact of Verbal Behaviors in Conventional and Event-History Calendar Interviews*

Jamie Marincic, Robert Belli, and Ipek Bilgen, University of Nebraska–Lincoln  
Discussant: Eleanor Gerber, U.S. Census Bureau

## PARTY IDENTIFICATION AND PRESIDENTIAL APPROVAL

Chair: Lonna Rae Atkeson, University of New Mexico

*The Dynamics of Presidential Approval: Gross Versus Net Changes of Bush's Approval*

Zachary Arens, Darby Miller-Steiger, and Jeffrey M. Jones, The Gallup Organization  
*Political Ideology and Partisanship in the United States*

Jon D. Miller, Michigan State University

*Presidential Approval and Gas Prices: The Bush Presidency in Historical Context*

Laurel Harbridge and Jon Krosnick, Stanford University

*Presidential Approval Measures: Tracking Change, Predicting Behavior, and Cross-Mode Comparisons*

David Krane, Randall Thomas, and Humphrey Taylor, Harris Interactive

*The Effects of Partisanship on Public Opinion*

Angelo Elias, Université de Montréal

## THE COGNITIVE FACTOR IN SURVEYS II

Chair: Kathy Sonnenfeld, Mathematica Policy Research

*Methodology for Cognitive Testing of Translations in Multiple Languages*

Yuling Pan and Ashley Landreth, U.S. Census Bureau; Marjorie Hinsdale and

Hyunjoo Park, RTI International; Alisú Schoua-Glusberg, Research Support Services

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

Alisú Schoua-Glusberg, Research Support Services

*The Effect of Interviewer Behaviors on False Alarms in Cognitive Interviews*

Rachel M. Levenstein and Frederick G. Conrad, University of Michigan; Johnny

Blair, Abt Associates; Roger Tourangeau and Aaron Maitland, University of

Maryland

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

M. Mandy Sha, Rosanna Quiroz, Rachel A. Caspar, and Georgina McAvinchey, RTI  
International

Discussant: Jeffrey C. Moore, U.S. Census Bureau

## INTERVIEWER EFFECTS

Chair: Annette Jackle, University of Essex

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

Rachel E. Davis, Jennifer G. Nguyen, Mick P. Couper, Victor J. Strecher, and Ken  
Resnicow, University of Michigan; Sarah M. Greene, Group Health Center for  
Health Studies

*Sex of Interviewer Effects in Survey Research*

Krista Jenkins, Fairleigh Dickinson University; Cliff Zukin, Rutgers University

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

Michael John Swiontkowski, Arbitron

*Sources of Interviewer Variance on Questions on Ethno-Religious Identity*

Benjamin T. Phillips, Brandeis University

*Interviewer Race: Does It Matter?*

Jennifer Lynn Schmidt and Melissa Herrmann, International Communications Research

USING INCENTIVES

Chair: Charles DiSogra, Knowledge Networks

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

Justin T. Bailey, Paul J. Lavrakas, and Mildred A. Bennett, Nielsen Media Research  
*Nonresponders Who Initially Agreed to Participate: A Follow-Up Study to the February 06 Large Cash Incentive Test*

Kimberly D. Brown, Justin T. Bailey, Norm G. Trussell, and Paul J. Lavrakas, Nielsen Media Research

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

Linda S. Mendenko and Patricia Nemeth, Mathematica Policy Research

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

Karen H. Grigorian, Shana M. Brown, and Claire Jennings, NORC

*A "Cooling Off" Period: The Effect of Retrospective Monetary Incentives on Response Rates*

Alicia M. Frasier, Heidi L. Upchurch, and Elizabeth M. Welch, NORC; Kathleen S. O'Connor, National Center for Health Statistics

CROSS-NATIONALLY SPEAKING: PUBLIC OPINION AROUND THE WORLD

Chair: Marek Fuchs, University of Kassel

*Attitudes of American Muslims and Muslims in Other Countries*

Rich Morin, Nilanthi Samaranyake, Juliana Horowitz, and Richard Wike, Pew Research Center

*Meritocracy and Subjective Class in 24 Nations East and West*

Jonathan Kelley, University of Nevada–Reno; Peter Robert, TARKI Social Research Center

*Public Diplomacy Challenges in Denying Iran Nuclear Weapons*

Alvin Richman, Retired from U.S. State Department

Discussant: Brian Grim, Pew Forum on Religion and Public Life

USING POLLS FOR POLICY

Chair: Patricia Taylor, University of Wyoming

*The Role of Direct Democracy in California Governance: Public Opinion on Making Policy at the Ballot Box*

Mark Baldassare, Public Policy Institute of California

*Public Opinion and the Bush Tax Cuts: The Untold Story*

Martha Crum, The Graduate Center, City University of New York

*Online and Offline Gambling among Youth: Polling and Policy*

Kenneth Winneg and Jean Lutkenhouse, University of Pennsylvania

*The Role of Polling in Health Care Policy-Making in Canada*

François Petry, Université Laval; Christine Rothmayr-Allison, Université de Montréal

Discussant: Vincent Price, University of Pennsylvania

## REACHING AND STUDYING SPECIAL POPULATIONS

Chair: Holly Harrison, University of Massachusetts–Boston

*Collecting Survey Data from Non-English-Speaking Populations*

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

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

Debra Wright, Matt Sloan, and Kirsten Barrett, Mathematica Policy Research;

Gina Livermore, Cornell University

*Mail Surveys among the Very Old: A Study of Retrospective Accounts of the Nazi Past*

Karl-Heinz Reuband, University of Duesseldorf

*Surveying International Travelers: An Argument for Intercept Interviewing*

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

Discussant: Lizza Miller, DatStat

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

Organizer and Chair: Floyd Ciruli, Ciruli Associates

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

## MODE EFFECTS I

Chair: Linda Stork, Mathematica Policy Research

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

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

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

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

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

Karl G. Feld, Sandra Newman, and John Richardson, D3 Systems

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

Frauke Kreuter, Ting Yan, and Roger Tourangeau, University of Maryland

*Analysis of Mode Effects on Item Response Rate*

Syed Ahsan and Vincent E. Welch, NORC



## INTERVIEWER PERFORMANCE

Chair: Janice Ballou, Mathematica Policy Research

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

Wil Dijkstra and Johannes H. Smit, Free University Amsterdam; Yfke P. Ongena,  
University of Nebraska–Lincoln

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

Bruce Allen, Pat Dean Brick, and Sarah Dipko, Westat

*Monitoring CATI Interviewers*

John Tarnai, Washington State University

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

Jennifer L. Harding, Berwood A. Yost, and Angela N. Knittle, Franklin & Marshall  
College

Discussant: Anthony M. Salvanto, CBS News

## CONVERTING REFUSALS

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

*Tailored Refusal Letters: Are They Worth the Effort?*

Sonja Ziniel and Mick P. Couper, University of Michigan

*“There’s No Point Trying Again”: Interviewer Judgments on the Likelihood of  
Converting a Refusal in a CAPI Panel Study*

Nickie Rose, GfK NOP

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

Matt Sloan and Melissa Cidade, Mathematica Policy Research

*Focus Group Refusal Conversion*

Arianne Buckley and Ekuia Kendall, Arbitron

Discussant: Joe Murphy, RTI International

## MEASURING POLITICAL ATTITUDES

Chair: Timothy Johnson, University of Illinois–Chicago

*Evaluating Follow-Up Probes to “Don’t Know” Responses in Political Polls*

LinChiat Chang, Opinion Research Corporation; Keating Holland, CNN

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

John D. Edwards and Lisa Sandberg, Loyola University Chicago

*Party Polarization and the California Recall*

Eric McGhee, University of Oregon; Mark Baldassare, Public Policy Institute of  
California

*Can We Trust the General Trust Question? A Survey Experiment*

Nick Allum, Patrick Sturgis, and Roger Patulny, University of Surrey; Patten Smith,  
Ipsos-MORI

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

Christopher N. Bergstresser and Kenneth A. Rasinski, NORC

## ROUNDTABLE: COMMUNICATION TECHNOLOGIES AND THE SURVEY INTERVIEW PROCESS

Organizers and Co-Chairs: Michael F. Schober, New School for Social Research;  
Frederick G. Conrad, University of Michigan

*Dialogue Capability and Perceptual Realism in Survey Interviewing Agents*

Michael F. Schober, New School for Social Research; Frederick G. Conrad, University of Michigan

*Automating the Survey Interview with Dynamic Multimodal Interfaces*

Michael Johnston, AT&T Labs

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

Justine Cassell and Peter V. Miller, Northwestern University

*Disclosure and Deception in Tomorrow's Survey Interview*

Jeff Hancock, Cornell University

## WORKING WITH DATA . . . AND MISSING DATA

Chair: Rashna Ghadialy, NORC

*Translation of Verbal and Attitudinal Expressions into Numeric Probabilities*

Richard Seltzer and Yolanda Curtis, Howard University

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

Carol L. Wilson, Corporate Research Associates

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

Mansour Fahimi, RTI International

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

Joseph Michael, Patti Cloud, Shobha Shagle, and Jill Connelly, NORC

## AAPOR.ORG: A FRESH LOOK

Organizer and Chair: Brad Edwards, Westat

Panelists: Mark Blumenthal, Pollster.com; Steve Everett, The Everett Group; Thomas Guterbock, University of Virginia; Ryan Hubbard and Sid Schneider, Westat

## MODE EFFECTS II

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

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

Geon Lee, University of Illinois–Chicago

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

Rui Jiao, Wei Zeng, Allan L. McCutcheon, Rene Bautista, and Olena Kaminska, University of Nebraska–Lincoln; Robert Manchin, Gallup Europe

*Scaling Social Desirability: Establishing Its Influence Across Modes*

David Krane, Randall Thomas, and Humphrey Taylor, Harris Interactive

*Internet vs. Telephone: Examining Mode Effects in Alcohol Research*

Sergei Rodkin and Mike Dennis, Knowledge Networks; Timothy Heeren and Erika Edwards, Boston University

*The Impact of Mode Choice on Late Responders in Longitudinal Surveys*

Geraldine Mooney, Nancy Duda, and Barbara Rogers, Mathematica Policy Research; Deborah Trunzo, Substance Abuse and Mental Health Services Administration

THE EFFECTS OF QUESTION WORDING AND DESIGN

Chair: Mary Losch, University of Northern Iowa

*Beliefs about Genes and Environment as Causes of Behavior: The Effect of Question Framing*

Mick P. Couper, Eleanor Singer, Trivellore Raghunathan, John van Hoewyk, and Toni C. Antonucci, University of Michigan

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

Mario Callegaro, University of Nebraska–Lincoln

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

Wyndy L. Wiitala and Colleen Carlin, Market Strategies

Discussant: John Kennedy, Indiana University

NONRESPONSE ISSUES

Chair: Charlotte Steen, Centers for Disease Control and Prevention

*Where are We Losing Respondents? Trends in Survey Eligibility and Participation*

Ali H. Mokdad and Michael W. Link, Centers for Disease Control and Prevention

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

Andy Peytchev, RTI International; Emilia Peytcheva, University of Michigan

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

Ting Yan and Richard Curtin, University of Michigan

*Citizenship Status and Survey Nonresponse*

Thomas Hoffer, Mary Hess, and Brian Lisek, NORC

Discussant: Kristen Olson, University of Michigan

MEASURING AMERICAN PUBLIC OPINION

Chair: Kimberly Downing, University of Cincinnati

*Troubles in America: An Index of Societal Well-Being, 1991–2004*

Tom W. Smith, NORC

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

George Bishop, University of Cincinnati

*Immigration Takes Center Stage: A Meta-Analysis*

Fred Solop and Nancy Wonders, Northern Arizona University

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

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

Discussant: Eric McGhee, University of Oregon

## MEDIA EFFECTS ON POLITICAL AND SOCIAL ATTITUDES

Chair: Floyd Ciruli, Ciruli Associates

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

Lucy Atkinson, University of Wisconsin–Madison

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

Russ Tisinger, University of Pennsylvania

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

Porismita Borah, University of Wisconsin–Madison

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

Tsung-Jen Shih, University of Wisconsin–Madison

Discussant: Eric McGhee, University of Oregon

## METHODOLOGICAL BRIEFS: MEASUREMENT AND DESIGN ISSUES

Chair: Mark Hungerford, University of Washington

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

LinChiat Chang, Linda Shea, and Eric Wendler, Opinion Research Corporation; Larry Luskin, ORC Macro

*Ballot-Order Effects in California from 1976 to 2006*

Daniel Schneider, Jon Krosnick, and Eyal Ophir, Stanford University

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

James J. Bason, University of Georgia

*Methodological Issues Related to Measuring Caregiver Time*

Lisa K. Schwartz and Krisztina Marton, Mathematica Policy Research; D. E. B. Potter and Leslie Conwell, Agency for Healthcare Research and Quality

*Using Analytic Coding Tools to Compare Pretesting Methods*

Martha Stapleton Kudela, Barbara Forsyth, and Kerry Levin, Westat; Gordon Willis and Dierdre Lawrence, National Cancer Institute

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

Michele Lynberg, Centers for Disease Control and Prevention; Lisa Carley-Baxter and Susan Twiddy, RTI International

*Practices that Minimize Online Panelist Satisficing Behavior*

Shawna Fisher and Steve Lavine, Common Knowledge Research Services

## SAMPLING AND MEASUREMENT ISSUES IN HEALTH-RELATED SURVEYS

Chair: Steven Cohen, U.S. Agency for Healthcare Research and Quality

*Misinterpreted Questions or Misinterpreted Answers? A Closer Look at the Reliability and Validity of Health-Related Attitude Questions*

Stephanie Willson, National Center for Health Statistics; Aaron Maitland, University of Maryland

*Health Disparities or Measurement Disparities?*

Timothy P. Johnson, Young Ik Cho, and Allyson L. Holbrook, University of Illinois–Chicago

*Who is Participating in a Cell Phone-Based Pilot Health Survey?*

Zi Zhang, Massachusetts Department of Health; Randal S. ZuWallack, ORC Macro  
*Challenges in Sampling and Data Collection Methodology for the 2006 Survey of Health-Related Behaviors among Guard/Reserve Military Personnel*

Russ Vandermaas-Peeler and Scott Scheffler, RTI International  
Discussant: Sherman Edwards, Westat

REACHING AND STUDYING ETHNIC, RELIGIOUS, AND RACIAL GROUPS

Chair: David Krane, Harris Interactive

*White Pages, White People: Reasons for the Low Listed-Phone Rates of African-Americans*

Thomas Guterbock, Abdoulaye Diop, and Laura M. Holian, University of Virginia  
*Designing and Implementing a Probability Sample of Muslim Americans*  
Scott Keeter and Gregory A. Smith, Pew Research Center; J. Michael Brick, Westat;  
Courtney Kennedy, University of Michigan; Chintan Turakhia and Mark  
Schulman, Schulman, Ronca & Bucuvalas

*Reaching Hispanics Using RDD, Hispanic Surname, and Census Tract Samples*

Marla D. Cralley and Courtney Mooney, Arbitron; Linda Piekarski, Survey Sampling International

*Recruitment and Retention for a Hispanic Population: Results from a Community Health Study*

Mary Dingwall, Meghan Wool, and Sharon Jasim-Hanif, Westat; Tim Wade, Andrey Egorov, and Ann Williams, U.S. Environmental Protection Agency

WEB-BASED SURVEYS: LESSONS LEARNED

Chair: Duston Pope, Market Strategies

*Separating the Wheat from the Chaff: Ensuring Data Quality in Internet Samples*

Reg Baker, Market Strategies; Theo Downes-Le Guin, Doxus

*Minimizing Respondent Effort Increases Use of Definitions in Web Surveys*

Andy Peytchev, RTI International; Frederick G. Conrad and Mick P. Couper, University of Michigan; Roger Tourangeau, University of Maryland

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

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

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

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

*Isolating Primacy-Inducing Conditions in Web Surveys*

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

METHODOLOGICAL BRIEFS: MAXIMIZING RESPONSE RATES AND MINIMIZING RESPONDENT BURDEN

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

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

Lekha Venkataraman and Evonne Zurawski, NORC

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

Jessica E. Graber, Katie Lundeen, Colm O'Muircheartaigh, and Erin Wargo, NORC

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

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

*Does Varying Graphics on Premailing Materials Affect Agreement Rates?*

Adam Gluck, Arbitron

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

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

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

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

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

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

## INFLUENCES OF THE INFORMATION ENVIRONMENT

Chair: Patricia Gwartney, University of Oregon

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

Mary Currin-Percival, University of Minnesota–Duluth

*“Just Thinking”: Attitude Authenticity and Citizen Competence*

Mathieu Turgeon, University of North Texas

*Of Time and Television*

John Robinson and Steven Martin, University of Maryland

Discussant: Steven Procopio, Louisiana State University

## NEW TECHNOLOGY IN SURVEY RESEARCH

Chair: Nancy Bates, U.S. Census Bureau

*Evolution of Audio Recording in Field Surveys*

M. Rita Thissen, Sridevi Sattaluri, Emily McFarlane, and Paul Biemer, RTI International

*An Examination of an Online Editing Process: Theory and Practice*

Casey Tart, Amy Lister, and Jamie Isaac, RTI International

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

Scott Beach and Richard Schulz, University of Pittsburgh

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

Matthew Courser, Rick Zimmerman, and Pam Cupp, Pacific Institute for Research and Evaluation; Arvin Bhana, Human Sciences Research Council (South Africa)

Keeping up with the “Now Technology”: Communication on Respondents’ Own Channel

Ekua Kendall, Arbitron

## AAPOR Poster Session I

### GROUP 1

Discussant: Masahiko Aida, Greenberg Quinlan Rosner Research  
*Identity Theft Protection: Gauging Support among Adults 18+ in Delaware, Oklahoma, and South Carolina for Security Freeze Legislation*

Jennifer H. Sauer, American Association of Retired Persons  
*Marathon Reinterviews*

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

Larry A. Hembroff and Nat Ehrlich, Michigan State University  
*Assessing Public Opinion Regarding the Design of the Arizona State Quarter Coin*

James I. Bowie, Northern Arizona University  
*Results from the 2006 Industry Image Study*

Patrick Glaser, Council for Marketing and Opinion Research

### GROUP 2

Discussant: Carol Wilson, Corporate Research Associates  
*Trends in U.S. Government Surveys: Evidence from 20 Years of OMB Clearance Forms*

Stanley Presser and Susan C. Kenney, University of Maryland  
*State Intervention and Women’s Employment in 39 Countries: Policy Implications of the Welfare State Paradox*

Jonathan Kelley, University of Nevada–Reno  
*Information Technology and Social Change, 2000–2006: Behavioral and Attitudinal Evidence from the General Social Survey (GSS)*

John P. Robinson, University of Maryland  
*Using a Follow-Up Health Insurance Survey to Study a Target Subpopulation*  
Colleen K. Porter, R. Paul Duncan, and Jianyi Zhang, University of Florida; Barbara E. Langner, University of Kansas Medical Center

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

Lisa Lee, Catherine Haggerty, and Kenneth A. Rasinski, NORC

### GROUP 3

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

Lance Selfa, Karen H. Grigorian, and Scott Sederstrom, NORC  
*Comparison of Cell Phone-Only and Landline Households*

Ryan McKinney, Arbitron

*Decreasing the Disconnect: Policy Versus the Procedures That Work!*

Ekua Kendall, Arbitron

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

Sarah Dutton, CBS News

*Subjective Social Mobility: Data from 30 Nations*

Sarah M. C. Kelley and Claire G. E. Kelley, International Survey Center

## AAPOR Poster Session II

### GROUP 1

Discussant: Diop Abdoulaye, University of Virginia

*Using Statistical Process Control as a Data Monitoring and Analysis Tool for the Drug Abuse Warning Network*

Katie Gasque, Westat

*Pathways and Barriers to Participation in a Survey-Based Biomarker Study*

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

*Do Relationships between Uninsurance and Its Important Covariates*

*Vary as Much as Point Estimates Do among the National Surveys Measuring Uninsurance?*

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

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

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

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

Yfke P. Ongena, Yelena Kruse, Rene Bautista, Javier Perez Berestycki, and Jake Vitense, University of Nebraska–Lincoln

### GROUP 2

Discussant: Mansour Fahimi, RTI International

*Investigating Predatory Lending through RDD and Victim Surveys*

Danna L. Moore and David Whidbee, Washington State University

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

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

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

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

*Monitoring on the Cheap without Losing Sleep*

Frank J. Mierzwa and Ellen L. Marks, RTI International



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

Ipek Bilgen, University of Nebraska–Lincoln; Evi Scholz, ZUMA

GROUP 3

Discussant: Randal S. ZuWallack, ORC Macro

*The Use of Progressive Involvement Principles in a Telephone Survey Introduction*

Anh Thu Burks, Paul J. Lavrakas, and Millie A. Bennett, Nielsen Media Research;

Erik Camayd-Freixas, Florida International University

*Asking Questions in Multimode Surveys: An Overview of 30 Guidelines*

Jennifer Hunter Childs, Theresa DeMaio, Eleanor Gerber, Joan Marie Hill, and

Elizabeth Ann Martin, U.S. Census Bureau

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

Bojana Lobe and Vasja Vehovar, University of Ljubljana

*Mixed-Mode Effects: A Multilevel Approach*

Emilio Serrano, Olena Kaminska, and Allan L. McCutcheon, University of Nebraska–

Lincoln; Robert Manchin, Gallup Europe

*Cell Phones and Public-Sector Survey Research: Comparison of Land and Mobile Line*

*Response Rates and Cost Impacts of Conducting Survey Research by Cell Phone*

Daniel Gundersen, University of Medicine and Dentistry of New Jersey; James J.

Dayton, ORC Macro

**AAPOR Poster Session III**

GROUP 1

Discussant: Rita Thissen, RTI International

*Estimating Reliability Using Panel Data: Alternatives to Cronbach's Alpha and Why We Need Them*

Paul Biemer, RTI International; Sharon Christ and Christopher Wiesen, University of North Carolina–Chapel Hill

*One Missed Call: Measure of Cell Phone Usage in a RDD Telephone Survey*

Kathy Krey and Jodien Matos, Baylor University

*Investigating the Relationship between Census Mail Response and the Advertising and Partnership Campaign*

Mary H. Mulry and Jay K. Keller, U.S. Census Bureau

*Adolescent Reports of Parental Characteristics*

Heather Ridolfo and Aaron Maitland, University of Maryland

*Actor-Observer Differences in Survey Reports*

Krisztina Marton, Shawn Marsh, and Lisa K. Schwartz, Mathematica Policy Research

GROUP 2

Discussant: Lydia Saad, The Gallup Organization

*Is This a Mobile Home or a Monastery? Differentiating Group Quarters from Housing Units with a Validation Questionnaire*

George Carter and Laurie Schwede, U.S. Census Bureau

*A Geographic Approach to Analyzing Movers in an Inner-City Neighborhood Survey*

Edward M. English, Colm O'Muircheartaigh, and Catherine Haggerty, NORC

*Pairing Geospatial Information with Survey Data*

Sara A. Showen and Scott D. Crawford, Survey Sciences Group; Robert Saltz, Pacific Institute for Research and Evaluation

*Use of Incentives in an Institutional Survey: Health Plan Medical Directors*

Lorayn Olson and Larry Osborn, Abt Associates; Carrie Klabunde, National Cancer Institute

*Developing a Contact Strategy to Maximize Self-Administered Web Participation*

Jeffrey Franklin, Joe Simpson, and Nadia Paoli, RTI International

## GROUP 3

Discussant: Steve Hanway, The Gallup Organization

*Adaptive Protocol Designs for Surveys*

James Wagner and Trivellore Raghunathan, University of Michigan

*Web and Paper Surveys: Validity, Reliability, and Practicality*

Lizza Miller, DatStat

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

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

*Interview Timing Data: Simple yet Powerful Survey Instrument Development Tools*

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

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

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