

FIFTY-SECOND AAPOR CONFERENCE PROGRAM

SHORT COURSE — ANALYZING COMPLEX DATA SETS: VISUALIZATION AND MODELING

William S. Cleveland, Bell Laboratories

SHORT COURSE — COGNITIVE LABORATORY METHODS FOR SURVEY RESEARCH

Judith T. Lessler, Research Triangle Institute

PLENARY SESSION — CONTROVERSIES IN PREELECTION POLLING

Kathleen A. Frankovic, CBS News

Everett C. Ladd, Roper Center

Frank M. Newport, Gallup Organization

John Zogby, John Zogby Group International

CONCURRENT SESSIONS — COGNITIVE ISSUES IN FREQUENCY REPORTING

Chair: Norman Bradburn, NORC

How Do People Answer Income Questions?

Laureen H. Moyer, Naomi Elaine Fansler, and Meredith A. Lee, U.S. Census Bureau
*Last Time You Had 78, How Many Do You Have Now? The Effect of Providing
Previous Reports on Current Reports of Cattle Inventories*

Jaki S. Stanley, National Agricultural Statistics Services, and Martin A. Safer,
Catholic University of America

*The Effects of Level of Discussion and Question Wording on Proxy Response Processes
and Reporting Accuracy*

Barbara Bickart, Rutgers University—Camden; Geeta Menon, New York University;

Joan Phillips, Michigan State University; Seymour Sudman, University of Illinois at

Urbana-Champaign; and Johnny Blair, University of Maryland

Discussant: Fred Conrad, Bureau of Labor Statistics

PANEL DISCUSSION — COMPUTER CONTENT ANALYSIS AND PUBLIC OPINION

Organizer: Mark D. West, University of North Carolina at Asheville

Chair: McKee McClendon, University of Akron

Computer Content Analysis and Public Opinion: The State of An Art

Mark D. West, University of North Carolina at Asheville

*Predictions of the 1984 to 1996 Presidential Election from News Stories Analyzed by
Computer*

Mark Watts, Dhavan Shah, Michael Fibison, David Fan, and David Domke,
University of Minnesota

*Are Theory and Technology Incompatible? Harnessing Computers to Link Media
Content and Public Opinion*

William Evans, Georgia State University

Frame Mapping: A Quantitative Method for Investigating Issues in the Public Sphere

M. Mark Miller and Bonnie Parnell Riechert, University of Tennessee, Knoxville

Preassessment of Scale Reliability: A Computer Content Analysis Approach

Donald G. McTavish, University of Minnesota

VOTER TURNOUT: PAST AND PRESENT

Chair: Susan Buxbaum, Voter News Service

Neighborhood and Community Contextual Effects on Individual Level Voter Turnout: A Case Study of Philadelphia, Pennsylvania

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

A Constant-Sum Method for Determining Voting Probabilities

Janet Hoek and Philip Gendall, Massey University, New Zealand

*Turnout Predictions: A Comparison of Methodologies*Janet Hoek, Massey University, New Zealand, and Rob Daves, *Minnesota Star-Tribune**Historical Patterns in Presidential Vote Choice Depending on Survey Respondents' Likelihood to Turn Out*

Lydia Saad, Gallup Organization

Synthetic Surveys: A Case Study of Voter Turnout in the 1920 Presidential Election

Peter Tuckel, Hunter College, CUNY, and Richard Maisel, New York University

INTERVIEWER EFFECTS AND PERFORMANCE

Chair: Diane O'Rourke, Survey Research Laboratory, University of Illinois

Race-of-Interviewer Effects on Racial and Political Attitudes: Are They a Concern in Telephone Surveys?

Maria Krysan, Pennsylvania State University

An Assessment of Interviewer Effects Models in an RDD Telephone Survey of Substance Use

Timothy P. Johnson, Michael Fendrich, and Chitra Shaligram, University of Illinois at Chicago

Interviewer Effects: Rethinking the Collection and Interpretation of Survey Data

David Rose, Bianca Belmonte, Colleen Dugle Brainard, Anna Marie Brown, Carol L. Silva, and Hank Jenkins-Smith, University of New Mexico

Striking a Balance between Interviewer Quality and Interviewer Productivity

Brian K. Ward, Bridget O'Leary, and Pamela Rathbun, Hagler Bailly Consulting

The Interviewer and Statistical Quality Control Charts

Stephanie Reed, University of North Carolina

PANEL DISCUSSION — DISADVANTAGES AND DISADVANTAGES OF ON-LINE RESEARCH AND THE INTERNET

Organizer: Nicholas J. Tortorello, Roper Starch Worldwide, Inc.

Chair: Harry O'Neill, Roper Starch Worldwide, Inc.

Advantages and Disadvantages of On-Line Research and the Internet

Jan Werner, Jan Werner Data Processing

Net Gain or Loss? Some Preliminary Findings on the Use of Internet and Intranet Surveying

Francis A. Fullman, University of Chicago Hospitals, and Cheryl Harris, Northstar Interactive

OUR COUNTRY, OTHER COUNTRIES: ATTITUDES ON NATIONAL IDENTITY AND FOREIGN AID

Chair: Patricia Moy, University of Wisconsin

Public Relations and Public Opinion: Manipulating Public Opinion for Foreign Aid

Linda J. Penaloza, Wisconsin Survey Research Laboratory

Testing the Structure of European Foreign Policy Opinion: Attitudes toward NATO, Engagement in Bosnia, and European Integration

Mary McIntosh, Princeton Survey Research Associates

Gender, History, and National Identity: Some Empirical Observations on Pre- and Postunification Germany

Roberta Fiske-Rusciano, Rutgers University

National Consciousness, International Image, and the Construction of Identity: The Case of German Reunification

Frank Louis Rusciano and Bosah Ebo, Rider University

Collective Memories of Germans and Japanese about the Past Half-Century

Howard Schuman and Hiroko S. Akiyama, University of Michigan; Barbel Knauper, Freie Universitt Berlin

SUBJECTIVE ASSESSMENTS OF INCOME AND EXPENSES

Organizer: Linda L. Stinson, Bureau of Labor Statistics

Chair: Roberta Sangster, Bureau of Labor Statistics

Measuring Subjective Economic Well-Being: A Cognitive Look

Thesia I. Garner and Stephanie S. Shipp, Bureau of Labor Statistics

Subjective Assessments of Economic Well-Being: Understanding the Minimum Income Question

Darby Miller Steiger and Tina Mainieri, University of Michigan; Linda L. Stinson, Bureau of Labor Statistics

Psychological and Measurement Issues Associated with the Income Evaluation Question (IEQ)

Sylvia Fisher, Bureau of Labor Statistics

Using the "Delighted/Terrible" Scale to Measure Feelings about Income

Linda L. Stinson, Bureau of Labor Statistics

Discussant: Seymour Sudman, University of Illinois at Urbana-Champaign

THE CHANGE OF VENUE IN HIGH PROFILE CASES: MEASURING PREJUDICE AND ITS IMPACT ON THE JURY

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

Chair: Robert S. Ross, California State University, Chico

Do Individual Difference Variables Moderate the Effects of Response Order on Judgments of Guilt in Venue Surveys?

Ronald C. Dillehay and Paula J. Barry, University of Nevada, Reno

Jury Selection in High Profile Cases: The Perverse Effects and Limitations of Voir Dire

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

The Polly Klass Trial Voir Dire: Reasonable Presumption of Prejudice, Actual Prejudice, and the Change of Venue in a Maximum Publicity Trial

G. Moran and R. A. Berg, Florida International University

Pretrial Publicity: Can Jurors "Put Bias Aside"?

Kent Tedin, University of Houston

Discussant: R. A. Berg, Florida International University

METHODOLOGICAL ISSUES IN ELECTION POLLING

Chair: Micheline Blum, Blum and Weprin, Inc.

Now You See It, Now You Don't: Volatility and Other Insights into the 1996

Presidential Race Provided by the CNN/USA Today/Gallup Tracking Poll

David W. Moore, Gallup Organization

Stability of Party Identification and Vote Choice during the 1996 Presidential Campaign

Jennifer Necci Dineen and Ken Dautrich, Roper Center, University of Connecticut

A Review of the 1996 Voter News Service Exit Polls

Murray Edelman and Daniel M. Merkle, Voter News Service

A Comparison of Early Voters and Election Day Voters

Daniel M. Merkle and Murray Edelman, Voter News Service

Discussant: Sheldon R. Gawiser, Gawiser Associates, Inc.

CONVERSATIONAL INTERVIEWING

Chair: Nancy Belden, Belden and Russonello

*Does Conversational Interviewing Improve Survey Data Quality beyond the Laboratory?*Michael F. Schober, New School for Social Research, and Frederick G. Conrad,
Bureau of Labor Statistics*Evaluating Conversational Interviewing: Statistical Quality Control Incorporating Deming's Methods with Interviewer/Respondent Interaction Coding*

Catherine C. Haggerty and Lucian Chuchro, National Opinion Research Center

The Digression of Survey Actors in a Face-to-Face Health Interview

Robert F. Belli and Stephanie A. Chardoul, University of Michigan

Is There Tailoring in Telephone Surveys? Evidence from an Experimental Study

Michaela Thoma, University of Mannheim

A Discourse Analysis of How and Why Interviewers Deviate from the Script, with a Suggested Technique for Minimizing Such Divergences

Mary V. Coit

OPINION RESEARCH AROUND THE WORLD

Chair: Janet Streicher, IBM

Differences in Survey Methodology across 17 Countries

Humphrey Taylor, Louis Harris and Associates, Inc.

Survey Methodology Cues in North Korea

Young Chun, University of Maryland

*Testing the Utility of Geodemographic Models in Opinion Research*Edward Evans, Robert Vorek, and Robert Prisuta, American Association for Retired
Persons*The Impact of Local Context on White Americans' Views about Immigration, Immigrants, and Multiculturalism*

Marylee C. Taylor, Pennsylvania State University

Discussant: G. Ray Funkhouser

CHILDREN AND THEIR PARENTS

Chair: Jack Ludwig, Gallup Organization

*Predicting School Success: Comparing the Institutional, Behavioral, and Attitudinal Models*Michael W. Link, University of South Carolina, and Tina R. Link, Airport High
School, West Columbia, SC*The Influences of Political Socialization in the United States and the Netherlands: A Cross-Cultural Comparison*

Antonio Brown, University of Michigan

*Teenage and Parental Attitudes: A Generational and Gender Gap among U.S. Jews?*Ariela Keysar, CUNY Graduate Center, and Barry A. Kosmin, Institute for Jewish
Policy Research, London*Socialization and Attitudes of Children*

Tracy Smith and Eugene S. Vyeki, Case Western Reserve University

Discussant: Josephine Holz, Children's Television Workshop

POSTER SESSION

Racial Differences in Perceptions among Managers and Employees of the Communications Climate in a State Mental Health Agency

Lowndes F. Stephens, University of South Carolina

Can a "Dream Team" Make a Difference? The Influence of Political Consultants on the 1996 U.S. House Elections

Mark J. Guerrieri, University of Michigan—Dearborn

Categories of Computer Use among Faculty

Ananda Mitra, Wake Forest University

Contextual Cues and Printed News: The Differential Impact of Narrative and Photographs on Public Opinion

E. Caeden Powers and Kylo-Patrick R. Hart, University of Michigan

Knowledge Gaps among Women Regarding Cervical Cancer and Colorectal Cancer

Alice Horowitz, National Institute of Dental Research; Cecilie Gaziano, Research Solutions, Inc.; and Parivash Nourjah

Assessing the Psychological Effects of Debt: A Consumer Debt Stress Index

Paul J. Lavrakas and Lucia Dunn, Ohio State University

An Evaluation of the Linkage of the National Survey of Family Growth to the National Health Interview Survey

Vincent G. Iannacchione and Robert E. Mason, Research Triangle Institute; William D. Mosher, National Center for Health Statistics; and Allen P. Duffer, Research Triangle Institute

The Impact of the Extension of Data Collection on the National Survey of Family Growth

Allen Duffer and Vincent G. Iannacchione, Research Triangle Institute

Usability Testing of a Web Site and a Web User Survey

Barbara Foley Wilson and Margot Palmer, National Center for Health Statistics

An Empirical Comparison of World Wide Web and Telephone Surveys

Jerry J. Vaske, Diane B. Gaede, and Glenn Haas, Colorado State University

Improving the Quality of Survey Data in the USPS Residential Customer Satisfaction Research Program

Sid Groeneman, Alan Roshwalb, and Leigh Seaver, Market Facts

CATI Dietary Data Collection—A Case Study

Lynn Hamilton, Vince Parker, and Jennifer Banas, University of Illinois at Chicago

Using Survey Research to Drive Strategic Change

Gary Siegel, DePaul University and Gary Siegel Organization

Interest Groups and Media Coverage

A. Trevor Thrall, University of Michigan

How Advertising Works

Steven Miller, Lieberman Research, Inc.

Interviewing on the Internet

Leif Gjestland, Computers for Marketing Corporation

CONCURRENT SESSIONS — RACE REPORTING

Chair: Rob Santos, NORC

Reliability and Consistency of Self-Reports of Race among Young Multiracial Mothers

David Cantor and Jeffrey Kerwin, Westat, Inc., and Susan Schechter, National Center for Health Statistics

The Multiracial Category as "Wild Card" in Racial Questionnaire Design

Ruth B. McKay, Bureau of Labor Statistics

An Analysis of Measures of Ethnicity and Race

Tom W. Smith, NORC

Third-Person Reporting of Hispanic Origin and Race in a Group Quarters/Establishment Census

Laurie Schwede, U.S. Census Bureau

Discussant: Elizabeth Martin, U.S. Census Bureau

ROUNDTABLE DISCUSSIONS

Behavioral Accounting: A New Application of Survey Research

Gary Siegel, DePaul University and Gary Siegel Organization

Community Collaboration to Develop Service Standards and Evaluation Strategies through Consensus Meetings

Gloria Chapa-Resendez, Risé D. Jones, and Richard Warnecke, University of Illinois Survey Research Laboratory

Divided Government: Voter Perceptions and Intentions

Irving Crespi, Crespi Associates, and Kurt Lang and Gladys Engel Lang, University of Washington

Using Research to Shape Public Perceptions—The Good the Bad and the Ugly

Barry M. Feinberg, Audits and Surveys Worldwide; Walter Lindenmann, Ketchum Public Relations; Mary Mattis, Catalyst; Geri Mazur, Porter-Novelli; Nicholas Tortorello, Roper-Starch Worldwide

POLLING AND THE MEDIA: MEDIA INTERPRETATIONS AND EFFECTS

Chair: Joan Black, J. S. Black and Associates

Media Effects on Complexity and Strength of Attitudes toward the Death Penalty and Prisoners' Rehabilitation

Mira Sotirovic, University of Illinois at Urbana-Champaign

The Gun as Symbol of Evil: Exaggerated Perceptions of Gun Violence as a Media Artifact

Brian Anse Patrick and Kylo-Patrick R. Hart, University of Michigan

Literary Journalism Meets Professional Journalism: An Oil and Water Situation?

Gerald M. Kosicki and Paul J. Lavrakas, Ohio State University

Causal Attribution in Election News Stories: How Journalists Explain Public Opinion Polls

Sandra L. Bauman, Wirthlin Worldwide

Discussant: Warren J. Mitofsky, Mitofsky International

UNDERSTANDING RESPONSE BURDEN

Chair: Fran Featherston, General Accounting Office

Development and Preliminary Validation of a Theoretical Model of "Response Burden"

Leda Kydonieffs and Sylvia Kay Fisher, Bureau of Labor Statistics

How Often Are Americans Surveyed? Constructing a Survey-Based Answer

Barbara Bickart, Rutgers University School of Business—Camden, and David Schmittlein, Wharton School, University of Pennsylvania

Why Respondents Fail to Respond to Surveys

Scott Goold, University of New Mexico

Obtaining Cooperation: Tips from the Lung Cancer and Smoking, Nutrition and Radon Studies

Lisa V. John and Patricia Henderson, Battelle Institute, Center for Public Health Research and Evaluation

Does Taping Interviews of Sensitive Behaviors Affect Respondents' Reporting of Sensitive Behavior? Sandra Smith, Australian National University and University of Maryland

DATA COLLECTION MODE EFFECTS

Chair: Robert Lee, Lubin School of Business, Pace University

Maximum Mail vs. Maximum Telephone Data Collection

Paul D. Biemer, Research Triangle Institute

The Effect of Mode of Data Collection on Consumer Assessments of Health Plans

Floyd Jackson Fowler, Jr., and Patricia Gallagher, University of Massachusetts—Boston

Locating and Interviewing Medicaid—AFDC Beneficiaries: A Report of the CAHPS Field Test Experience

Julie A. Brown and Shirley E. Nederend, Survey Research Group, RAND
Some Considerations for Conducting an Electronic Mail Study with University Students
 Andrew N. Williams and Christopher C. Morphew, Iowa State University
 Discussant: Donald Camburn, Research Triangle Institute

“SOCIAL CAPITAL” AND COMMUNITY INVOLVEMENT

Chair: Patricia A. Gwartney, University of Oregon
Practicing What We Preach? The Influence of a Societal Interest Value on Volunteerism

Carolyn L. Funk, Rice University
Social Capital Is Alive and Well: New Data from the AARP Survey of Community Involvement

Thomas G. Guterbock, University of Virginia; Rachelle Cummins, American Association of Retired Persons; and John C. Fries, University of Virginia
Community “Visioning” and Survey Research: How Public Opinion Research Is Helping Communities Take Control of Their Futures

Frederic I. Solop, Northern Arizona University
Are We Truly Running Out of Time? A Longitudinal Examination of Daily Time Pressures, 1992–1997 Keith Neuman, Corporate Research Associates, Inc.

Discussant: Robert O. Simmons, Defense Manpower Data Center

QUESTIONNAIRE DESIGN

Chair: Jennifer Rothgeb, U.S. Census Bureau
Questionnaire Designers versus Instrument Authors: Bottlenecks in the Development of Computer-Administered Questionnaires

Irvin R. Katz, Educational Testing Service, and Linda L. Stinson and Frederick G. Conrad, Bureau of Labor Statistics
Survey Instrument Translation: A Test Comparing the Committee Approach and Back-Translation

Alicia Schoua-Glusberg, Research Support Services
Better Formatting for Lower Response Burden
 Meredith Lee and Andrew Zukerberg, U.S. Census Bureau
Improving the Navigational Qualities of the Decennial Census Short Forms
 Cleo R. Jenkins, U.S. Census Bureau

A Framework for Questionnaire Design: Labaw Revisited
 Philip Gendall, Massey University, New Zealand

PANEL DISCUSSION — RICH COMMUNITY, POOR COMMUNITY: A TALE OF TWO COMMUNITIES

Organizer and chair: Jack Elinson, Columbia University
Why and How the Harlem Household Survey: Methodological and Operational Challenges to Survey Research in an Urban Minority Community

Angela A. Aidala, Columbia University School of Public Health and the Harlem Center for Health Protection and Disease Prevention; Harlem Household Survey Team

The Health of Harlem and the Harlem Household Survey
 Robert E. Fullilove and the Harlem Household Survey Team, Columbia University School of Public Health

Community Health Assessment Challenges and Opportunities Presented in Large Suburban County

Mark A. Guarino and Donna Szot, Bergen County Department of Health Services

Community Health Assessment Methodological Approach

Janice Ballou and Patrick Murray, Eagleton Poll, Rutgers University
 Discussant: Jack Fowler, University of Massachusetts

OPINIONS ABOUT POLLS AND THE MEDIA

Chair: Kimberly Downing, University of Cincinnati

Voter Evaluations of News Media Coverage of the 1996 Presidential Campaign

Thomas Hartley and Kenneth Dautrich, University of Connecticut

The People Talk Back: Public Attitudes about the News Media

Ted J. Smith III, Virginia Commonwealth University, and S. Robert Lichter, Center for Media and Public Affairs

Studying Public Opinion about Public Opinion: To Poll or Not to Poll

Ellen M. Dran, Northern Illinois University, and Anne Hildreth, University at Albany

Polling about Polls in the Philippines

Linda Luz B. Guerrero and Mahar Mangahas, Social Weather Stations

Discussant: Michael Kagay, *New York Times*

NONRESPONSE ISSUES — INCENTIVES

Chair: Michael J. O'Neil, O'Neil Associates, Inc.

Multivariate Studies of Survey Participation Using Laboratory Experiments: Incentives, Burden, Initial Refusals, Disclosure of Rationale for Differential Incentives

Robert Groves, University of Michigan and Joint Program in Survey Methodology;
 Eleanor Singer and Amy Corning, University of Michigan; Ashley Bowers, Joint Program in Survey Methodology

When \$10 Does Not Equal \$10: The Effect of Framing on the Impact of Incentives

Eleanor Singer, Nancy Gebler, and John Van Hoewyk, University of Michigan; and Jan Brown, Market Strategies, Inc.

Prepaid Monetary Incentives and Mail Survey Response Rates

Robert M. Baumgartner and Pamela Rathbun, Hagler Bailly Consulting, Inc.

Incentives in Population Based Health Surveys

Richard Strouse and John Hall, Mathematica Policy Research, Inc.

Discussant: Richard Warnecke, University of Illinois at Chicago

TELEPHONE SAMPLING ISSUES

Chair: Katy Dowd, Research Triangle Institute

Targeting Respondents in Small Defined Geographic Areas: Experiences from a Large-Scale Telephone Survey

Andrew A. Beveridge, CUNY; Michael Bucuvalas, Schulman, Ronca, and Bucuvalas, Inc.; Charles Kadushin, Kenneth Trippel, and David Livert, CUNY

Can Plus Digit Sampling of Phone Numbers Generate a Probability Sample?

Gösta Forsman and Stig Danielsson, University of Linköping, Sweden

A Comparison of "Last Birthday" and "Youngest Male/Oldest Female" Respondent Selection Procedures

Scott Keeter and Kevin Fisher, Virginia Commonwealth University

Accuracy of the Most Recent Birthday Method for Random Selection of Household Respondents

Katherine Lind, Timothy Johnson, and Victoria Gwiasda, University of Illinois at Chicago

Coverage Bias in Various List-Assisted RDD Sample Designs

Lee Giesbrecht, Joint Program in Survey Methodology

MATHEMATICS AND MEASUREMENT ERROR

Chair: Paul Biemer, Research Triangle Institute

An Empirical Test of a Bayesian Recall Model

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

Assessing Utility in the Population of Potential Patients: Comparing the Standard Reference Gamble and Linear Scaling Formats in a Telephone Survey

Kenneth Wilson, Claudia Williams, Michelle Sachariat, Charles Brown, and Kathleen Dunn, East Carolina University

Item Nonresponse and Measurement Error: A Latent Class Analysis of Respondent Resistance and Comprehension

Allan L. McCutcheon, Gallup Research Center, University of Nebraska—Lincoln
Context Domains and Correlated Error in Survey Research

Daniel McDonald, Carroll J. Glynn, Eunkyung Park, and Annie Webber, Cornell University

Recall Decay and Telescoping in Self-Reports of Alcohol, Tobacco, and Marijuana Use: Results from the National Household Survey of Drug Abuse (NHSDA)

Robert A. Johnson and Kenneth A. Rasinski, NORC

PANEL DISCUSSION — DO AMERICANS STILL CARE ABOUT THE NEWS?

Chair: Mark Schulman, Schulman, Ronca, and Bucuvalas, Inc.

Yes, American Still Do Care about the News, but Not the Way They Used To: Behavioral Evidence from Television, Newspapers, and Magazines

Jay Mattlin, NBC

Public Attentiveness to the News, 1989–1997

Kimberly Parker and Claudia Deane, Pew Research Center

Profile of the American News Consumer

Cliff Zukin, Eagleton Institute of Politics and Princeton Survey Research Associates, and Larry Hugick, Princeton Survey Research Associates

Discussant: Larry McGill, Freedom Forum Media Studies Center

EXPLAINING THE '96 VOTE

Chair: Kenneth Winneg, Chilton Research Services

Soccer Moms and the 1996 Presidential Election

Jennifer Airey, Voter News Service/Wirthlin Worldwide

Messages from the Voters: Comparing the Partisan, Ideological and Programmatic Messages of the 1994 and 1996 National Elections

Alfred J. Tuchfarber, Eric Rademacher, and Kim Downing, University of Cincinnati
Gender, Cultural Issues, and the 1996 Presidential Election

Debra L. Dodson, Rutgers University

“Litmus-Test” Issues, Voting Intentions, and Election Polling

Trevor Tompson, Northwestern University, and Paul J. Lavrakas, Ohio State University

Driving the Vote: Self-Reported Explanations for the 1996 Presidential Vote

Frank M. Newport, Gallup Organization

NONRESPONSE ISSUES: THE EFFECTS OF FOLLOW-UP

Chair: Kristen Conrad, Consumer/Industrial Research Service

When Enough Is Enough: Calls to Complete, Telephone Survey Response Rates, and Bias

James B. Greenless and Michael J. Wilson, Westat, Inc.

Optimal Times to Contact and Interview Respondents

Nancy Mathiowetz, Joint Program in Survey Methodology

Response Time to Various Mail Surveys

Vincent A. Scardino, Abt Associates, Inc.

Discussant: Sherry Marcy, DataStat

AUDIO COMPUTER-ASSISTED SELF-INTERVIEWING RESEARCH

Chair: David Cantor, Westat

Initial Results from the Conversion of the National Household Survey on Drug Abuse to Computer-Assisted Interviewing

Rachel Caspar, Research Triangle Institute

A Comparison of Computer-Assisted and Paper-and-Pencil Self-Administered Questionnaires in a Drug Use Survey

Debra Wright, William Aquilino, and Andrew Supple, University of Wisconsin
Impact of Attitudes toward Computers and Beliefs about Confidentiality on Responses to a Computer-Assisted Self-Administered Survey on Drug Use

Andrew Supple, Debra Wright, and William Aquilino, University of Wisconsin
Discussant: Reg Baker, Market Strategies

OPINION IN FORMERLY COMMUNIST COUNTRIES

Chair: Richard Sobel, Harvard University

Post-Communism, Opinion Continuity and Change

Hubert Tworzecki, Emory University

Troubled Transitions: Public Opinion in Russia and Ukraine Five Years after the Dissolution of the Soviet Union

Richard B. Dobson, U.S. Information Agency

Civic Engagement and Sociotropic Behavior in a Postcommunist State

Adam F. Gearing and Jeffery J. Mondak, University of Pittsburgh

Micro-Consequences of Macro-Changes: Sources of Regime Support in Russia

Boris Sergeyev, University of California, Santa Barbara, and University of Connecticut

Discussant: Patricia Moy, University of Wisconsin

REPORTING ERROR AND RECORD CHECKS

Chair: Joy Sharp, U.S. Census Bureau

An Investigation of Methods for Matching RDD Respondents with Contact Information for Validation Studies

Michael Traugott, Jim Lepkowski, and Paul Weiss, University of Michigan
Recall Error in Health Surveys among Teen and Adult Respondents—Influences on Accuracy and the Nature of Error

Nancy Mathiowetz, Joint Program in Survey Methodology, and Sarah Dipko, Westat, Inc.

Respondent Characteristics Associated with Misreporting of Vaccinations in a Telephone Survey

Michael P. Battaglia, Abt Associates, Inc.; Trena Ezzati-Rice, National Center for Health Statistics; and Elizabeth R. Zell, Centers for Disease Control and Prevention
Over-Editing: An Examination of the Potential Harmful Effects of Survey Data Editing

Ward Rakestraw Kay, Joint Program in Survey Methodology
Discussant: Karen Bogen, U.S. Census Bureau

CIVIC JOURNALISM AND DELIBERATIVE POLLING

Chair: Kimberly Downing, University of Cincinnati

Effects of Media on Support for Proposition 209, the California Civil Rights Initiative
Kenneth A. Rasinski, NORC

Does Civic Journalism Work?

Cliff Zukin, Rutgers University; David Blomquist, *Record*

Adapting Deliberative Polling to Public Journalism,

Robert P. Daves, *Minnesota Star-Tribune*

Discussant: Sheldon R. Gawiser, Gawiser Associates, Inc.

RESPONSE AND NONRESPONSE IN ESTABLISHMENT SURVEYS

Chair: John Tarnai, Washington State University

Surveys of Establishments: How Mode Sequence Effects Response Rate and Quality of Results

Renee Shatos Petrie and Danna Moore, Washington State University

Nonresponse Follow-Up in Establishment Surveys: A Split-Half Experiment

Young I. Chun, Bureau of Labor Statistics

Procedures for Reducing Measurement Error in Establishment Surveys

Karen L. Goldenberg, Bureau of Labor Statistics; and Kerry Levin, Tracey Hagerty,

Ted Shen, and David Cantor, Westat, Inc.

Redesigning Economic Surveys of Establishments

Eileen M. O'Brien, National Agricultural Statistics Service

Effects of Precontacting Procedures on Response and Cost in Self-Administered Establishment Surveys

Carl Ramirez, U.S. General Accounting Office

REPORTING RELIGION AND CHURCH ATTENDANCE

Chair: Geraldine Mooney, *Mathematica*

Who Do I Say That I Am? Using Religious Identification to Understand Religious Beliefs

J. Tobin Grant, Stephen T. Mockabee, and Quin Monson, Ohio State University
How Then Shall We Measure? Adjusting Survey Methodology to Remove the Gap between Head-Counts and Survey Estimates of Church Attendance

Robert D. Woodberry, University of North Carolina at Chapel Hill
Do People Lie about Going to Church?

Tom W. Smith, NORC

Discussant: Robert Belli, University of Michigan

OPINIONS OF ELITES, OPINIONS ABOUT ELITES

Chair: Andrew J. Cober, University of Virginia

Capitalists and the Cold War: Foreign Policy Attitudes of the Business Elite in the Vietnam Era

Allen H. Barton, University of Florida

Bridging the Gap between Public and Expert Views of the Economy

John M. Benson, Robert J. Blendon, and Daniel Gitterman, Harvard University;

Mollyann Brodie, Drew E. Altman, and Matt James, Henry J. Kaiser Family

Foundation; and Rich Morin and Mario Brossard, *Washington Post*

The Relevance of Trust to the Evaluation of Political Elites

Glenn R. Parker and Suzanne L. Parker, Florida State University

"Presidential Popularity" in a Non-American Context

Thomas Hartley and Carlos Elordi, University of Connecticut

Discussant: Dale A. Neuman, University of Missouri—Kansas City

POSTER SESSION

An Examination of Item Nonresponse in the 1996 Health Care Survey of DOD Beneficiaries

Tanya J. Guthrie, Department of Defense

The Legibility of Text on Paper and Laptop Computer

Deborah Stone and Sylvia Kay Fisher, Bureau of Labor Statistics

Why Colin Powell "Almost" Ran

Barry M. Feinberg, Audits and Surveys Worldwide

Political Attitudes of HMO Physicians

Allen A. Russell and Donald K. Freeborn, Kaiser Center for Health Research

A Cross-Cultural Comparison of Attitudes Related to International Human Rights

G. Ray Funkhouser

Question Wording and Partisanship Re-Examined. Part II. A Follow-Up and Final Report

- David W. Moore, Gallup Organization
- What Do We Really Gain from Using Replacement Questionnaires to Increase Response to Mail Surveys?* Theresa F. Leslie, U.S. Census Bureau
- Applying Technology to Aggregate Review in a New BLS Wage Survey*
James Kennedy and Frances Faltz-Harris, Bureau of Labor Statistics
- How Inaccurate Is Measurement of Size Reporting?*
Judith Perlman and Suzanne Perry, RAND
- The Telephone Respondent's Perspective*
Terry Gromala
- Fear of Crime and Community Policing in Public Housing*
Harry L. Wilson and John G. Keyser, Roanoke College
- Time Inequalities and Irrelevancies*
John P. Robinson, University of Maryland, and Geoffrey Godbey, Penn State University
- The (More) Complete Pretest: Augmenting Traditional Pretest Procedures with Some Cognitive Techniques for a Mail Survey on Work and Well-Being*
Betty Bower Simon, Survey Research Laboratory, University of Illinois
- Comparing Test-Retest Reliability and Social Desirability Biases in CATI, CASI, and CAPI Interviews*
David J. Mingay and R. Kim, University of Chicago; J. D. Summerell, University-Community Healthcare, Inc.; M. F. Rozien, University of Chicago; and C. Hodder-Malloy and R. Goldbloom, IWK-Grace Health Center
- The Collective Memory of Russians about Events from the Former Soviet Union*
Amy D. Corning and Howard Schuman, University of Michigan
- The Effects of Wording, Response Categories and Question Ordering on Sensitive Issue Survey Questions*
Kurt David Johnson, University of Nebraska
- Improving Respondent Reporting for the Last Birthday Method of Respondent Selection*
Berwood Yost, Millersville University
- Analysis of Male Underrepresentation in an RDD Survey Using the Most Recent Birthday Method of Respondent Selection*
Scott Beach and Donald Musa, University of Pittsburgh
- Change in Death Penalty Attitudes in the U.S., 1972–1994: The Effects of Age, Race, and Crime Rates*
Michael Hughes and Danny Axsom, Virginia Polytechnic Institute and State University

CONCURRENT SESSIONS — ROUNDTABLE DISCUSSIONS

Sampling Vulnerable Populations

- Dretha M. Phillips, Louis N. Gray, and Rodney K. Baxter, Washington State University
- Client Participation in Questionnaire Pretesting*
Diane K. Willimack and Kristin Stettler, National Agricultural Statistics Service
- A Discussion of Teaching Survey Methods*
John M. Kennedy, Indiana University

SEX AND DRUGS

Chair: Roger Tourangeau, NORC

- SAQs and Sex: A Reanalysis of the National Health and Social Life Survey*
Mick P. Couper, University of Michigan and the Joint Program in Survey Methodology; and Linda L. Stinson, Bureau of Labor Statistics and the Joint Program in Survey Methodology
- Discrepant Sexual Partner Reports*
Norman Brown and Robert Sinclair, University of Alberta

Question, Interviewer and Respondent Effects on Self-Reported Sexual Behavior for Whites and African Americans

Joseph A. Catania, Diane Binson, Jesse Canchola, and Nancy Adler, University of California, San Francisco

Retest Artifact in Cross-Sectional Student Drug Use Surveys

Michael Fendrich and Mary Ellen Mackesy-Amiti, University of Illinois at Chicago

Racial Differences in Surveys of Drug Prevalence: More than Measurement Error?

Ann F. Brunswick, Columbia University

IDEOLOGY AND OPINIONS

Chair: Quin Monson, Survey Research Unit, Ohio State University

Political Expertise and Issue Voting in Presidential Elections

Paul Goren, University of Pittsburgh

Describing and Explaining Support for Social Welfare Programs over Time

Fay Lomax Cook and Jason Barabas, Institute for Policy Research, Northwestern University

Education's Effect on Public Opinion

Charlotte Steeh, University of Wisconsin—Milwaukee

Measuring How the Public Feels about Abortion

Cheryl Arnedt, CBS News

Discussant: Evans Witt, Voters News Service

NONRESPONSE IN PANEL SURVEYS AND REFUSAL CONVERSION

Chair: Colleen Sullivan, Gallup Organization

Panel Attrition Among Women with High School or Less Education

Jennifer A. Parsons, Sally A. Freels, and Richard B. Warnecke, University of Illinois at Chicago

Gender Differences in Nonresponse to the National Longitudinal Surveys of Youth

Dianne Rucinski, Edwin Hunt, and Hee-Choon Shin, NORC

Evaluation of Nonresponse in the Belgian Election Panel Study '91–'95

Geert Loosveldt and Ann Carton, University of Leuven

Weighting Converted Refusals in RDD Sample Surveys

Robert Mason and Virginia Lesser, Oregon State University; Michael Traugott, University of Michigan

Refusal Conversions: Do We Improve Sample Representativeness or Data Quality?

Cheryl J. Wiese, University of Nebraska—Lincoln

DEVELOPING CAI APPLICATIONS: THE USER'S PERSPECTIVE

Chair: Brad Edwards

CAI Instrument Usability Testing

Sue Ellen Hansen, Marek Fuchs, and Mick P. Couper, University of Michigan

Questionnaire Designer: A Software Tool for Specification of Computer-Administered Questionnaire

Irvin R. Katz, Educational Testing Service, and Frederick G. Conrad, Bureau of Labor Statistics

A Study of Survey Interviewers' Text Comprehension and Preference for Pop-Up Screen Formats

Deborah Stone and Sylvia Kay Fisher, Bureau of Labor Statistics

Interviewer Behavior on CAPI Grids and Lists

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

Discussant: William Nicholls II, U.S. Census Bureau

AAPOR SHORT COURSE — LIST-ASSISTED TELEPHONE SURVEYS: DESIGN, ESTIMATION, AND ADMINISTRATION

Robert J. Casady, Bureau of Labor Statistics; James M. Lepkowski, University of Michigan; and Clyde Tucker, Bureau of Labor Statistics

CONCURRENT SESSIONS — QUESTION WORDING AND ORDER

Chair: Barbara O'Hare, Arbitron

The Republican Who Did Not Want to Become President: Colin Powell's Impact on Evaluations of the Republican Party and Bob Dole

Norbert Schwarz, University of Michigan, and Diederik Stapel, University of Amsterdam

Response-Order Effects in Public Opinion Surveys: The Plausibility of Rival Hypotheses

George Bishop, University of Cincinnati, and Andrew Smith, University of Wisconsin—Milwaukee

The Last Shall Be First: Effects of Question Order and Wording: Taking Stock of 50 Years of Split-Ballot Experiments

Thomas Petersen, Institut für Demoskopie Allensbach

(Non)Threatening (Un)Balanced Questions

Marijan Manoilov, University of Ljubljana, Slovenia

Discussant: Jennifer Dykema, University of Wisconsin

PANEL DISCUSSION — COLLECTING AND DISSEMINATING RESEARCH DATA USING THE INTERNET (JOINTLY SPONSORED BY THE INTERNATIONAL FIELD DIRECTORS AND FIELD TECHNOLOGIES CONFERENCE)

Chair: Theo A. Downes Leguin, Intel

Trials and Tribulations: Using E-Mail for Conducting Surveys

Timothy Triplett and Elena Tracy, University of Maryland, and Mick Couper, Joint Program in Survey Methodology, University of Michigan

Making Intranets Work for Market Research Dissemination

Bill Shelton, Gallup Organization

The Web as a Tool for Sharing and Disseminating Academic Research Information

Bill Connett, University of Michigan

Discussant: John Kennedy, Indiana University

DRUGS: POLITICS AND POLLING

Chair: Stephen T. Mockabee, Ohio State University

"Teen Drug Abuse on the Rise" Survey Methodology, Presidential Politics and the Media

Peter V. Miller, Northwestern University

Talking about Drugs: Intrinsic and Extrinsic Factors Influencing Responsiveness to Surveys during the 1996 Election

Jack M. McLeod, Patricia Moy, Dietram A. Scheufele, and Edward M. Horowitz, University of Wisconsin—Madison

Neighborhood and Individual Bases of Drug Attitudes: For Whom Is Drug Use a National Problem?

David Livert, Charles Kadushin, and Leonard Saxe, Graduate Center, City University of New York

Public Perceptions and Misperceptions of the Teen Alcohol and Drug Use Problem

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

Discussant: Kenneth A. Rasinski, NORC

CONTACT AND NONRESPONSE

Chair: Barbara Nash, Market Decisions

The Threat of Telephone Answering Machines: A Recent Assessment

Charlotte Steeh, Swarnjit S. Arora, and Andrew Smith, University of Wisconsin—Milwaukee

The Effect of Different Introductions and Answering Machine Messages on Response Rates

Peter Tuckel, Hunter College, CUNY, and Trish Shukers, Quality Controlled Services

Telephone Answering Machines Messages and Completion Rates

Robert M. Baumgartner, Pamela R. Rathbun, and Kristina Grebener, Hagler Bailly Consulting, Inc.

A Response Rate Experiment in RDD Surveys

J. Michael Brick and Mary A. Collins, Westat, Inc.

Improving Pre-notification Letters for Major Government Surveys

Jean Martin, Nikki Bennett, Stephanie Freeth, and Amanda White, Office for National Statistics, London

REACHING POPULATIONS OF SPECIAL INTEREST

Chair: Michael Weeks, Research Triangle Institute

Improving Survey Response Rates in Resistant Groups

Galen E. Switzer, Jean M. Goycoola, and Mary Amanda Dew, University of Pittsburgh Medical Center

Telephone Ownership and Health Risk Indicators: Data from the NHIS

John E. Anderson, Centers for Disease Control and Prevention

The Trials and Tribulations of Random Digit Dial Sampling and Minority Populations

Katherine Lind, Ann Hatalsky, Richard Warnecke, and Risé Jones, University of Illinois at Chicago

Applying Rigorous Sampling Strategies for Studying Hard to Reach Populations: Are the Results Worth the Effort?

Peter Messeri and Angela Aidala, Columbia University; Dorothy Jones Jessop and Katherine A. Nelson, Medical Health & Research Association; Deisha Jetter, NYC Department of Health; and Kim Fox, NYC HIV Care Services Program

Scheduling CAPI Interviews in the National Survey of Family Growth Cycle V—Main Study

Janice Kelly and Susan Kinsey, Research Triangle Institute

COGNITIVE METHODS FOR PRETESTING QUESTIONNAIRES

Chair: Stephanie Brown, U.S. Census Bureau

Development of a CAHPS Medicare HMO Health Care Assessment Questionnaire:

Some Lessons from Cognitive Testing

Jenny A. Schnaier, Research Triangle Institute

Development of CAHPS Adult Privately Insured Health Care Assessment

Questionnaire: Some Lessons from Cognitive Testing

Lauren Burnbauer, Research Triangle Institute

The Use of Vignettes in Evaluating Household Roster Information: Does Anybody Read the Rules?

Catherine Keeley, Eleanor R. Gerber, and Tracy R. Wellens, U.S. Census Bureau

The Norm of Reciprocity: A Study Using Cognitive Interviews

Roberta Sangster and Monica Dashen, Bureau of Labor Statistics

Variation in Cognitive Interviewer Behavior—Extent and Consequences

Paul Beatty, Susan Schechter, and Karen Whitaker, National Center for Health Statistics

PANEL DISCUSSION — THE USE OF POLLS: BEFORE, DURING, AND AFTER TELEVISED PRESIDENTIAL DEBATES

Organizer: Sidney Kraus, Cleveland State University

Expectations, Performance, and Instant Analysis

Michael Traugott, University of Michigan

In Defense of Horse Race Journalism

Warren Mitofsky, Mitofsky International

Open Debates to Qualified Candidates—Eliminate Horse Race and Instant Polling

Russell J. Verney, Reform Party

Some Not So Radical Ideas for Polling

Sidney Kraus, Cleveland State University

TRAINING AND FIELD MANAGEMENT

Chair: Ward Kay, University of Maryland

Communication and Support Needs of CATI-CAPI Interviewers: The WIC Infant Feeding Practices Study

Lisa V. John, Patricia Henderson, and Joan Huber, Battelle Centers for Public Health Research and Evaluation

A Survey Budgeting System

Brian L. James, Consultant; Karol P. Krotki and Amy H. Rathbun, Education Statistics Services Institute

CAI and the Cost of Field Support

Robert Wagers and Lynn Marie Malinowski, National Opinion Research Center

Practical, Ethical and Legal Considerations in the Involvement of Underage Youth as Partners in Survey Research

Jaana Myllyluoma, Battelle/Survey Research Associates, and Donald Sharp, Centers for Disease Control and Prevention

PANEL DISCUSSION — CASIC: BRAVE NEW WORLD OR DEATH KNEEL FOR SURVEY RESEARCH: A DEBATE (JOINTLY SPONSORED BY THE INTERNATIONAL FIELD DIRECTORS AND FIELD TECHNOLOGIES CONFERENCE)

Chair and organizer: William L. Nicholls II, U.S. Census Bureau

Panelists: Reginald P. Baker, Market Strategies, Inc.; James R. Beniger, University of Southern California; and Mick P. Couper, Joint Program in Survey Methodology