

# AAPOR CONFERENCE PROGRAM

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## JOINT WAPOR/AAPOR PANEL

### EUROPE 1992—CHANGES IN THE FUTURE

Chair: Robert M. Worcester, MORI (UK)

*Defining the European Commission's 1992 Communications Strategy*

Daniel Debomy, Optim (France)

*Women in Europe*

Christine de Panafieu (France)

*Lithuania: Attitudes, Values, Ideals of People*

Raza Alishauskiene (Lithuania)

*A Comparison of Lithuanian and Czechoslovakian Political Priorities*

Gordon Heald, Gallup (UK)

### CANDIDATE IMAGES AND VOTER REACTIONS IN THE 1988 U.S. PRESIDENTIAL ELECTIONS

Chair: Mark Schulman, Schulman, Ronca and Bucuvalas

*And Quayle Too: Examining the Electoral Effect of Vice Presidential Candidates*

Martin P. Wattenberg, University of California, Irvine

*Microshifts in Audience Opinions: A Second-by-Second Analysis of the Omaha Vice Presidential Debate*

Frank Biocca, Prabu David, and Mark West, University of North Carolina

*Attack Ads and Turned-Off Voters: Some Effects of Television Advertising in the 1988 Presidential Election*

Pama A. Mitchell, University of North Carolina

*All Things Are Not Linear: Trait Perceptions and Political Person Preference*

Donald T. Cundy, Utah State University

### EFFECTS OF QUESTION ORDER AND QUESTION WORDING IN POLITICAL SURVEYS

Chair: Nancy Mathiowetz, National Center for Health Services Research

*Can Manipulating Context Reduce Overreporting of Voting in Surveys?*

Stanley Presser, University of Maryland

*Measuring Voter Tolerance for Tax Increase: The Impact of Question Design*

Floyd Ciruli, Ciruli Associates

*The Least-First Principle: Maximizing Poll Ratings with Question Order Effects*

David W. Moore, University of New Hampshire

Discussant: Robert Mason, Oregon State University

### THE ABORTION ISSUE IN STATES AROUND THE UNITED STATES

Chair: Kathleen Frankovic, CBS News

*Opinion Toward Abortion in the Heartland*

Arthur H. Miller, Mary Losch, Arleigh Reichl, and Tami Buhr, University of Iowa

*Abortion Attitudes: A Case Study in the "New South"*

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

*A Case Study: Abortion in New Jersey—Respondent/Interviewer Gender Interaction Effects*

Janice Ballou, Rutgers University

*The Impact of the Abortion Issue on State Elections: Implications of the 1989 New Jersey and Virginia Elections*

Debra L. Dodson, Rutgers University

RESPONSE AND NONRESPONSE IN SURVEYS

Chair: Charlotte Steeh, University of Michigan

*Field Techniques for Coping with Declining Response Rates in Major Urban Centers*

Sameer Y. Abraham, University of Chicago

*Evaluating the Use of Respondents to Estimate Nonresponse Bias*

Nora Cate Schaeffer and I-fen Lin, University of Wisconsin

*Nonresponse Bias in a Survey of the Economically Disadvantaged*

John Baj, Ellen M. Dran, and Janet McConeghy, Northern Illinois University

*The "Your Opinion Counts" Refusal Rate Study*

Harry O'Neill, The Roper Organization

*Refusals in Telephone Surveys: Persuading Respondents to Reconsider and the Effects of Refusals on Results*

Marjorie Connelly, Janet Elder, and Deborah Hofmann, New York Times

CULTURES IN CONFLICT AROUND THE WORLD

Chair: Fred Turner, University of Connecticut

*Developing a Multiparty Democracy in Estonia*

Andrus Saar and Liivi Joe, Mass Communication Research and Information Center, Tallinn, Estonia

*Using Mass Media to Modify Racist Stereotype Beliefs*

Robert J. Donovan and Susan Leivers, Donovan Research, Perth, Australia

*American Jews and Israel: After the Intifada*

Steven M. Cohen, Queens College, and Sid Groeneman, Market Facts, Inc.

*Attitudes to America, Americans, American Foreign and Defense Policy, and to American Multinational Companies in Britain*

Robert M. Worcester, MORI, London

LINKAGE OF PUBLIC OPINION, POLLS, AND PUBLIC POLICY

Chair: Andrew Kohut, Princeton Survey Research Associates

*Setting the Congressional Agenda: The Public Didn't Do It*

Ann N. Crigler, University of Southern California

*The Dynamics of Public Opinion and Policy*

Robert Y. Shapiro and Steve Farkas, Columbia University, and Benjamin I. Page, Northwestern University

*The Use of Public Opinion Polls in Federal Policymaking*

Christopher Arterton, Graduate School of Political Management, and Wendy O'Donnell Ballinger, The Ford Hall Forum

*Objectivity in a Political Environment: Public Policy Surveys for the U.S. Congress*

William A. Eckert and Mark S. Vinkenes, U.S. General Accounting Office  
Discussants: Karlyn Keene, American Enterprise Institute, and Rosita M. Thomas, Congressional Research Service

SPECIAL SESSION

KISH AND FRIENDS: ON TRUTH AND SAMPLING

Moderator: Donna Charron, Decision Research Corporation

Panelists: Eugene Ericksen, Temple University, Robert Groves, University of

Michigan and U.S. Bureau of the Census, Martin Frankel, Baruch College, and Leslie Kish, University of Michigan

#### MEETING

##### CHAPTERS' LUNCH

Chair: Nancy A. Mathiowetz, National Center for Health Services Research

#### MEETING

##### MEMBERS OF NATIONAL NETWORK OF STATE POLLS

Chair: Alfred Tuchfarber

##### EFFECTS OF RACE IN THE 1989 ELECTIONS IN NEW YORK CITY AND VIRGINIA

Chair: Warren Mitofsky, Voter Research and Surveys

*Race-of-Interviewer and Other Effects in Local Preelection Polls*

Richard Morin, Washington Post

*Methodological Problems in Election Polls for the 1989 Mayoral Race*

Andrew Kohut, Princeton Survey Research Associates

Discussants: Brad Coker, Mason-Dixon Opinion Research, Kathleen Frankovic, CBS News, and Sam Leven, Radford University

##### PUBLIC RELATIONS AND EMPLOYEE RESEARCH: LESSONS FROM PAST EXPERIENCE

Chair: Claire Badaracco, Marquette University

*What's New and Different in Public Relations Research*

Walter Lindenmann, Ketchum Public Relations

*Corporate Employee Research*

Myron Emanuel, Myron Emanuel/Communications, Inc., and Robert E. Steen, Fleishman-Hillard Research

Discussant: Harry O'Neill, The Roper Organization

##### FRONTIERS IN THE AUTOMATION OF INTERVIEWING

Chair: Robert S. Lee, Pace University

*State of the Art Overview*

Charles Palit, University of Wisconsin

*CAPI: Advantages and Disadvantages*

Reginald P. Baker, NORC

*Future Developments in Computer-Aided Personal Interviewing*

Joe Curry, Sawtooth Software

#### ROUNDTABLE

##### PUBLIC OPINION ABOUT HEALTH CARE

Organizer: Robert Blendon, Harvard University

Panelists: Humphrey Taylor, Louis Harris and Associates, and Margaret K. Straw, American Association of Retired People

#### ROUNDTABLE

##### THE 1990 CENSUS: WHAT'S GOING ON AND WHAT'S COMING OUT

Organizers: Susan M. Miskura and Philip Fulton, U.S. Bureau of the Census

## ROUNDTABLE

## POLL WARS—OBSERVERS DISCUSS THE PREELECTION POLLS IN NICARAGUA

Organizer: Janice Ballou, Rutgers University

Panelists: Nancy Belden, Belden & Russonello, Carlos Denton, CID-Gallup, Costa Rica, Victor Borge, Victor Borge and Associates, Costa Rica, and Howard Schuman, University of Michigan

## CONJOINT ANALYSIS AND CORRESPONDENCE ANALYSIS

Chair: Charles Cowan, Opinion Research Corp.

*Trade-Offs in Research Design—the Use of Conjoint and Choice Models and Sampling Issues in Business to Business Research*

Victor Crain, Unisys Corporation

*Multiple Paired Comparisons in Public Opinion Research*

Irving Crespi and David Luery, Total Research Corporation

*Uses and Abuses of Correspondence Analysis*

Betsy Goodnow, Market ACTION Research Software Inc., and Ken Warwick, Kenneth Warwick and Associates

Discussant: Martin Frankel, Baruch College

## "TESTING THE "SPIRAL OF SILENCE" EFFECT

Chair: W. Phillips Davison, Columbia University

*Using the "L-Word" in Public: A Test of the Spiral of Silence in Conservative Orange County, California*

Cheryl Katz and Mark Baldassarre, University of California, Irvine

*Media Effects on the Formation of Public Opinion: A Case Study on the Nuclear Energy Debate in West Germany*

Sabine Mathes, Johannes Gutenberg University, and Rainer Mathes, ZUMA

*The Abortion Issue: Framing, Media Use, and Speaking Out*

William J. Gonzenbach, University of North Carolina

*Measuring Opinion Movements Caused by Majority Opinions*

Edouard Cloutier and Richard Nadeau, Université de Montréal, Jean Guay,

Université d'Ottawa, and Guy Lachapelle, Concordia University

Discussant: Frank L. Rusciano, Rider College

## RACE-OF-INTERVIEWER EFFECTS AND OTHER PROBLEMS OF POLLING IN ELECTIONS WHEN BLACK CANDIDATES FACE WHITE

Chair: Michael Traugott, University of Michigan

*Polls During the Past Decade in Biracial Election Contests*

Larry Hugick and John Zeglarski, The Gallup Organization

*Race-of-Interviewer Effects in the 1989 Virginia Gubernatorial and State Legislature Election Polls*

Scott Keeter, Virginia Commonwealth University

*The Effect of the Interviewer's Race in Political Surveys with Multiracial Candidates*

Murray Edelman and Warren J. Mitofsky, Voter Research & Surveys

*Race-of-Interviewer Effects, Social Desirability Bias, and the 1989 Virginia Gubernatorial Election Polls*

Steven E. Finkel and Thomas M. Guterbock, University of Virginia

## SURVEYS OF DISABLED PEOPLE AND DISABILITY

Chair: John M. Boyle, Schulman, Ronca, Bucuvalas, Inc.

*Response Rates by Type of Disability: Results of 1989 Survey of Disabled Veterans*

Timothy L. Jones, Kramer & Associates, Inc., and Albert C. E. Parker, The Mayatech Corporation

*What's Really There? Economic Consequences of Spinal Cord Injury*

Thomas E. Stripling, Paralyzed Veterans of America

*Determinants of Limitations in Activities of Daily Living Among Disabled Veterans*

Stephen J. Dienstfrey, Department of Veterans Affairs

*Designing a National Survey of Persons with Developmental Disabilities*

Susan A. Stephens, Mathematica Policy Research

## ROUNDTABLE

EVALUATING THE REPORT OF THE COMMITTEE ON NATIONWIDE  
TELEVISION AUDIENCE MEASUREMENT

Organizer: Ron Milavsky, The Roper Center, University of Connecticut

Panelists: Gale Metzger, Statistical Research, Inc., Peter Miller, Northwestern University, John Dimling, A. C. Nielsen Co., and Guy Lometti, ABC

## ROUNDTABLE

HOW AAPOR CAN TAKE A MORE ACTIVE ROLE IN CONVEYING SURVEY  
RESULTS TO THE MEDIA

Organizer: Barbara Lee, NEON: The Literacy Channel

Panelists: Bernard Roshco, U.S. Department of State, Steve Buff, American Sociological Association, Margaret Trapani, Scientists' Institute for Public Information, and Humphrey Taylor, Louis Harris and Associates

## PLENARY SESSION

NEWSPAPERS AND TELEVISION AS ELECTION POLLSTERS:  
DO THEY DO ANYTHING RIGHT?

Chair: Adam Clymer, Senior Editor, The New York Times

Presentation: Bill Kovach, Curator, Nieman Foundation, Harvard University

Presentation: Albert H. Cantril, author of forthcoming book on polls for reporters and editors on behalf of the National Council of Public Polls

Presentation: Linda DiVall, President, American Viewpoint

## ATTITUDE STABILITY AND THE RELIABILITY OF MEASUREMENTS

Chair: Manfred Kuechler, Hunter College

*Psychological Determinants of Attitude Stability and Change*

Kenneth A. Rasinski, University of Chicago

*The Impact of Verbal Labeling of Response Alternatives and*

*Branching on Attitude Measurement Reliability in Surveys*

Jon A. Krosnick and Matthew K. Berent, Ohio State University

*No Opinion Filters and Attitude Reliability*

McKee J. McClendon, University of Akron, and Duane R. Alwin, University of Michigan

Discussant: George Bishop, University of Cincinnati

## ANALYZING THE CONTENT AND EFFECT OF MASS MEDIA

Chair: James Beniger, University of Southern California

*News Coverage of Abortion, Public Opinion, and Statistics: Are They Related?*

Juliet Dee, Douglas McLeod, Elizabeth Perse, Nancy Signorielli, and Margaret Crohan, University of Delaware

*Pessimistic Rumination in Popular Songs and Newsmagazines, 1890-1990, as a Predictor of Socioeconomic Trends*

Harold M. Zullo, Rutgers University

*Testing of Bandwagon and Underdog Effects Via Fabricated News Stories*

Paul J. Lavrakas and Kathy L. Schenck, Northwestern University

*Stability of Attitudes, Media Coverage, and Indifference to Labor Unions*

Diane E. Schmidt, Southern Illinois University

## NEW DEVELOPMENTS IN MAIL SURVEYS

Chair: Nora Cate Schaeffer, University of Wisconsin

*Impact of Anonymity in Mail Surveys*

John M. Boyle, Schulman, Ronca and Bucuvalas, Inc.

*Modifying the Total Design Method for Mail Surveys for a Special Population and Personal Delivery Situations*

Gary E. Machlis, University of Idaho, and Don A. Dillman, Washington State University

*The Impact of a Sponsor Letter on Mail Survey Response Rates*

John M. Kennedy, Indiana University, and Thomas E. Pinelli, NASA Langley Research Center

*AIDS-Related Knowledge and Attitudes: A Survey of College Students*

Neil W. Henry and Judith B. Bradford, Virginia Commonwealth University

## ROUNDTABLE

## ASKING ABOUT SEX IN SURVEYS

Organizer: Ronald W. Wilson, National Center for Health Statistics

Panelists: Tom W. Smith, NORC, "The General Social Survey"

Wendy Visscher, Research Triangle Institute, "The National Household Seroprevalence Survey—Dallas Pretest"

David Mingay, NORC, "Cognitive Aspects of the PHS National Survey"

Stuart Michaels, NORC, "Questionnaire Development for the PHS National Survey"

Gordon Heald, U.K. Gallup, "The British Experience"

Diane Binson, Loyola University of Chicago, "The Chicago Study"

## NEW DEVELOPMENTS IN TELEPHONE SURVEY METHODS

Chair: Jacob Ludwig, The Gallup Organization

*Assessing Telephone Sample Designs That Use Counts of Listed Numbers to Improve Efficiency*

James M. Lepkowski, University of Michigan, Clyde Tucker, Bureau of Labor Statistics, and Robert M. Groves, University of Michigan and U.S. Bureau of the Census

*Implementing a Strategic Plan for Electronic Interviewing: A "Real-Time" Learning Experience*

Anne Groom, Total Research Corporation

*Telephone Answering Machine Messages and Completion Rates for Telephone Surveys*

Robert M. Baumgartner, HBRS, Inc.

*Respondent-Initiated Computer-Directed Surveys*

Eric R. Wendler, AT&T Bell Laboratories

# RACIAL PREJUDICE AND THE AMERICAN POLITICAL FABRIC

Chair: Lawrence Bobo, University of Wisconsin

*Measuring Racial Attitudes: An Experiment from Louisiana*

Susan E. Howell and Sylvia Warren, University of New Orleans

*Societal Obligations, Individualism, and Redistributive Policies II: Prejudice and Politics*

Lawrence Bobo and Frederick Licari, University of Wisconsin

*White Opposition to Affirmative Action: Symbolic Racism, Perceived Interests, and Antipathy toward Government Coercion*

Michael Hughes, Virginia Polytechnic Institute and State University

*Changes in Racial Attitudes Among Young Adults, 1984–1989*

Charlotte Steeh and Howard Schuman, University of Michigan

*Race and the Democratic Party*

Shoon Murray and Jonathan Cowden, Yale University

# QUESTION CONTEXT EFFECTS AND COGNITIVE ASPECTS OF SURVEYS

Chair: Jon Krosnick, Ohio State University

*Assimilation and Contrast Effects in Part-Whole Question Sequences: A Conversational Logic Analysis*

Norbert Schwarz, ZUMA, Fritz Strack, University of Mannheim, and Hans Peter Mai, University of Heidelberg

*Response Order Effects in Survey Measurement: Cognitive Elaboration and the Likelihood of Endorsement*

Hans J. Hippler and Norbert Schwarz, ZUMA, and Elisabeth Noelle-Neumann, Institute for Public Opinion Research

*Question Order Effects and Brand Evaluations: The Moderating Role of Consumer Knowledge*

Barbara A. Bickart, University of Florida

*A Method for Identifying Cognitive Properties of Survey Items*

Barbara H. Forsyth, Michael L. Hubbard, and Judith T. Lessler, Research Triangle Institute

# ROUNDTABLE

WHAT RISKS DO SURVEYS POSE TO RESPONDENTS?

WHAT SHOULD AAPOR DO?

Organizer: Peter Miller, Northwestern University

Panelists: John Boyle, Schulman, Ronca and Bucuvalas, and Donna Charron, Decision Research Corporation

# ROUNDTABLE

POLLING ON MYSTICAL EXPERIENCES

Organizer: Murray Edelman, Voter Research and Surveys

Panelist: William Stratman, Gordon S. Black Corporation

# PRESIDENTIAL ADDRESS

Philip Meyer, University of North Carolina

# SURVEYS ON THE NATION'S #1 PROBLEM—DRUGS

Chair: Robert Bezilla, George H. Gallup International Institute

*The Nature and Extent of America's Drug Problem: What We Know from Survey Research*

Lana D. Harrison, National Institute of Justice

*Public Opinion in Drug-Plagued Neighborhoods Toward Antidrug Strategies*

Paul J. Lavrakas and Susan M. Hartnett, Northwestern University, and Dennis P. Rosenbaum, University of Illinois, Chicago

*How Drugs Became the Public's Number One Problem Facing the Country*

Robert Bezilla and George Gallup, Jr., George H. Gallup International Institute

*Knowledge Gaps and Smoking Behavior*

G. A. Donohue, Clarice N. Olien, and P. J. Tichenor, University of Minnesota

## ETHNOGRAPHIC RESEARCH ON METHODOLOGICAL ISSUES

Chair: Elizabeth Martin, U.S. Bureau of the Census

*Establishing Congruence and Control: Some Ethnographic Insights for Survey Interviewing*

Matt T. Salo, U.S. Bureau of the Census

*As Simple as One, Two, Three: Census Underenumeration Among the American Indians and Alaskan Natives*

Carol Lujan, Arizona State University

*Calculating Residence: A Cognitive Approach to Household Membership Judgments Among Low Income Blacks*

Eleanor R. Gerber, George Mason University

*The Social Meaning of the Census*

Elijah Anderson, University of Pennsylvania

## ROUNDTABLE

## COMMUNICATIONS THEORY: AN INTERDISCIPLINARY VIEW

Organizer: W. Russell Neuman, M.I.T.

Panelists: George Comstock, Syracuse University (Psychology), Eli Noam, Columbia University (Economics), Gladys Lang, University of Washington (Sociology), Doris Graber, University of Illinois, Chicago (Political Science), James Carey, University of Illinois, Urbana (Humanities), and James Beniger, U.S.C. (Information Sciences)

## ROUNDTABLE

## RECENT DEVELOPMENTS IN PRECISION JOURNALISM

Organizers: Dwight Morris, Los Angeles Times, and Robert P. Daves, Minneapolis Star Tribune

## ROUNDTABLE

## DO WE NEED SCHOOLS FOR POLITICOS?

Organizer: Barbara Farah, Graduate School of Political Management, New York

Panelists: Christopher Arterton, Graduate School of Political Management, and Janice Ballou, Rutgers University

## ROUNDTABLE

## RESEARCH AROUND THE WORLD—A CURRENT AND RETROSPECTIVE VIEW OF INTERNATIONAL SURVEY RESEARCH CONDUCTED BY THE U.S. INFORMATION AGENCY ON BEHALF OF POLICYMAKERS

Organizer: William J. Millard, former Chief of Latin American Branch, Office of Research, USIA



Panelists: Richard B. Dobson, Soviet analyst, USIA, Douglas Wertman, senior management analyst, USIA, Kenneth P. Adler, former Deputy Director, Office of Research, USIA, and Helen M. Crossley, information specialist, USIA

#### ROUNDTABLE

#### PUBLIC OPINION'S STEPCHILDREN: A DISCUSSION OF SOME SAMPLING AND STATISTICAL ISSUES IN MARKETING RESEARCH

Organizer: Mort David, David & Associates

Panelists: Theodore Dunn, Spagna and Dunn, Inc., *Multivariate—Yes! Overpromise and Misinterpretation—No!*

Paul Gurwitz, Renaissance Research & Consulting, *A Cross-Tab's All You Need—Or Is It?*

Barry Feinberg, Audits & Surveys, *Mall Interviewing: Can We Really Make a Silk Purse Out of a Sow's Ear?*

Charles Cowan, Opinion Research Corp., *Sampling for Unusual Populations in Unusual Circumstances*

#### AAPOR ANNUAL MEMBERSHIP MEETING

#### MEETING OF 1991 PROGRAM COMMITTEE

Chair: Lawrence Bobo, University of Wisconsin

#### BANQUET AND PRESENTATION OF AWARDS

#### FOCUS GROUPS: RECENT DEVELOPMENTS IN THEIR DESIGN AND USE

Chair: Theresa DeMaio, U.S. Bureau of the Census

*Complementary Information from Survey Data and Focus Group Insights*

Clara Manfredi, Loretta, Lacey, and Richard B. Warnecke, University of Illinois, Chicago, George Balch, Aurora University, and Karen Allen, College of Nursing, University of Illinois, Chicago

*Focus Groups Applied to Public Policy and Program Evaluation*

Stephen K. Dietz, Westat, Inc.

*Citizen Review Panels: A Hybrid of Focus Groups and Survey Research*

John Doble, The Public Agenda Foundation

Discussant: Meryl Moritz, Meryl Moritz Resources

#### SAMPLING, FINDING, AND INTERVIEWING RARE POPULATIONS

Chair: Kenneth John, Schulman, Ronca, and Bucuvalas

*Mission Impossible: Difficult to Interview Populations*

Patricia M. Henderson and O. Susan Butler, Survey Research Associates, Inc.

*Developing a Probability Sample of Prostitutes*

Sandra H. Berry, Naihua Duan, and David K. Kanouse, The RAND Corporation

*The Accuracy of Self-Reports to Sensitive Questions: Some Findings from*

*Interviewing the Homeless*

Pamela C. Campanelli, Matt T. Salo, Laurel Schwede, and Brian Jackson, U.S. Bureau of the Census

*Native American Data Collection: Problems and Solutions in Surveying Native Americans*

Audrey McDonald, Audrey McDonald Associates

#### ANALYZING JOURNALISTS AND THE NEWS

Chair: Irwin Lewis, Los Angeles Times

*Armed and Dangerous Statistics: A Study of the Media's Coverage of Trends in Gun Ownership by Women*

Tom W. Smith, University of Chicago

*Role Perceptions and Professional Norms of Journalists in a Comparative Perspective*

Wolfgang Donsbach, Columbia University

*Who? What? When? Where? Why? How?: Does Routine Television News Supply Sober Answers?*

Doris A. Graber, University of Illinois, Chicago

*The Marriage of Journalism and Public Opinion Polling: Consequences for the Political Process*

Gladys Engel Lang and Kurt Lang, University of Washington

#### MEASUREMENT PROBLEMS IN SURVEYS

Chair: Norman Bradburn, NORC, University of Chicago

*Understanding the Second Language of Speech: Using Speech Modifiers in Interviews, Pretest, and Participant Observations*

Brian Keenan, U.S. General Accounting Office

*A Quantitative Assessment of Qualitative Questionnaire Development Methods*

Robert M. Groves and Katherine Bischooping, University of Michigan

*Testing a Scalar Model of Political Efficacy*

Joseph Jucewicz, Neumann College, and Marion Just, Wellesley College

*Reported Repeated Job Search Among Youth*

Judith Tanur, State University of New York—Stony Brook, and Hee-Choon Shin, Pennsylvania State University

*The Use of Anchoring Strategies by Proxy Respondents in Answering Attitude Questions*

Geeta Menon and Seymour Sudman, University of Illinois, Barbara A. Bickart, University of Florida, and Johnny Blair, University of Maryland

#### THE FIGHT AGAINST AIDS: CONTRIBUTIONS FROM SURVEY RESEARCH

Chair: Vincent Price, University of Michigan

*AIDS-Related Knowledge, Attitudes, and Behavior of Students at an Inner City High School*

Jennifer L. Lauby, Laurie J. Bauman, and Nancy Reuben, Albert Einstein College of Medicine

*Conducting an "Anonymous" Household HIV Survey*

W. Visscher, M. Holt, and M. F. Weeks, Research Triangle Institute

*Levels and Sources of Knowledge About AIDS Among Georgians: Results of a Statewide Survey*

William Griswold and Scott A. Shamp, University of Georgia, and Dwight Morris, Los Angeles Times

*Issues in the Measurement of Contact with Persons with AIDS*

Michael W. Traugott, Robert M. Groves, and Theodore Downes-Le Guin, University of Michigan

*Context Effects on Responses to Questions About AIDS*

Eleanor Singer, Columbia University, Diane Colasanto, Princeton Survey Research Associates, and Theresa F. Rogers, Columbia University

#### SURVEYING THE ELDERLY

Chair: Larry Hugick, The Gallup Organization

*A Model for Follow-Up of Dropouts in a Longitudinal Study of Aging*

B. Hiscock, J. Fozard, L. Fried, and E. J. Metter, Gerontology Research Center, and E.-E. Alldredge and K. Campbell, The Mayatech Corporation

*Nonresponse Among Older Adults in a Multimodality Study*

Kathleen Carr, Patricia Schwirian, and Kent Schwirian, Ohio State University

*Vacation Time and Locational Retirement Decisions*

Raymond K. Oldakowski and Diane P. O'Rourke, University of Illinois

## ROUNDTABLE

## POLLS FROM EAST AND WEST GERMANY

Organizer: Elisabeth Noelle-Neumann, Institute for Public Opinion Research,  
Allensbach, West Germany