

SURVEY RESEARCH

AN OCCASIONAL NEWSLETTER ON SURVEY DEVELOPMENTS

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Survey Research Laboratory
University of Illinois
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Editor: Linda Ardakani

REPORTS ON RESEARCH

MANPOWER TRAINING PROGRAMS STUDIED

Manpower training studies are being conducted by the National Opinion Research Center at the University of Chicago and the Survey Research Center at the State University of New York, Buffalo.

NORC's manpower training study is an evaluation of five federal manpower training programs in ten cities. The study began in October 1969 and will continue over a two and a half year period. NORC will work in conjunction with the LEASCO Systems and Research Corporation of Bethesda, Maryland, for this study sponsored by the Office of Economic Opportunity and the U.S. Department of Labor.

The 10,000 respondents (1,000 per city) sampled in equal numbers from among the five programs will each be interviewed when he enters the program, when he leaves it (for any reason), and then three, nine, and 18 months after the second interview. Individuals eligible for one or more of the programs but not enrolled will also be interviewed.

The ten cities involved are Atlanta, Chicago, Cincinnati, Dallas-Fort Worth, Los Angeles-Long Beach, Detroit, New York, Norfolk, Philadelphia, and Seattle. Celia Homans is directing all aspects of the field operations for NORC.

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The manpower training study of the Survey Research Center at Buffalo concerns the factors leading to the success or failure of on-the-job skill and literacy training programs for "hard-core unemployables" in the Buffalo area and is directed primarily to Project JET--Jobs, Education, and Training.

Sponsored by the U.S. Department of Labor, the study examines the characteristics, attitudes, and experiences of trainees as well as the attitudes and practices of participating and non-participating companies, of unions, of co-workers, and of JET program personnel through personal interviews.

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HEALTH INTERVIEW SURVEY CONDUCTED ANNUALLY

The Health Interview Survey, a part of the National Center for Health Statistics of the U.S. Department of Health, Education, and Welfare, is a continuing survey of the civilian, noninstitutionalized population of the United States to obtain information about health-related items. The Survey collects data from approximately 42,000 households each year, comprising about 134,000 persons.

In addition to data on acute and chronic conditions, short-term disability; long-term limitation of activity and mobility, and persons injured, the Survey collects information on the use of health services.

Reports of the Survey's findings and publications on data evaluation and research methods are published in the Vital and Health Statistics Series released by the National Center for Health Statistics.

To receive a current listing of these free publications, write to: Office of Information, National Center for Health Statistics, Public Health Service, Health Services and Mental Health Administration, U.S. Department of Health, Education, and Welfare, Washington, D.C. 20201.

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SRC STUDIES INTERVIEWING SITUATION

To understand more about the nature of the interview and identify conditions under which accurate reporting takes place, the Survey Research Center at the University of Michigan is doing several methodological studies. These studies are sponsored by the National Center for Health Statistics and the U.S. Department of Labor, with Charles Cannell as program director.

Study results show that for collecting health information, a personal health diary increases the number of acute conditions reported but has little effect on reporting other kinds of health information. It was found that the validity of health information can be increased either by asking long questions (containing redundancies) or by the interviewer using a reinforcing statement every time health information is reported. The effects of these procedures are especially strong in reinterviews, but when the two techniques are combined in a single interview, validity is not significantly improved.

A general finding was that interviewers who are active in task-related behavior are also high in interpersonal types of behavior, rejecting the notion that irrelevant interpersonal behavior is not characteristic of good interviewers. It was also found that respondents who said they liked the interviewer and enjoyed the interview were no better reporters than those less enthusiastic.

SRC found that tape recording interviews is a useful procedure for evaluating questions, interviewer instructions, and interviewer training during pretests. One finding from the tape recordings was that about one-third of interviewer behavior during the interview is largely uncontrolled, implying that this is where interviewer bias may be operating. Another finding was that the effects of race on verbal interaction are minimal. However, the effects of age are great, with younger respondents proving to be more task oriented.

NEW AND ONGOING PROJECTS

BUREAU OF APPLIED SOCIAL RESEARCH Columbia University

A Study of Institutions' and Recipients' Participation in the Educational Opportunity Grant Program (B-1106) is a survey of 28,000 students attending college under the EOG program as well as their institutions to determine how the possibility of such a grant affected the student's decision to attend college at all and the college he enrolled in, in particular.

Program Evaluation in Applied Research: An Analysis of Experience and an Approach to Solutions (B-1107) is a study of the current state of evaluation practice and problems of projects of the National Institute of Mental Health's Applied Research Branch.

The Brain Drain: An International Comparative Study (B-1108, 1109) is a cross-national study of the migration and return of students and professionals who originate in developing countries and study in developed countries to identify which determinants of migration and return are universal and which are peculiar to an interaction between a particular pair of countries. Students, non-returnees, returnees, and employers in several countries will be surveyed and secondary analysis of existing surveys will be made.

Research on Foreign Graduate Students in Science and Engineering Using Extant Data (B-1110) examines determinants of expatriation of foreign students and their progress through graduate school.

Fluidics: A Study of the Growth Pattern of a New Technology (B-1111) is a study of the underlying organizational and market factors which affect the development of technical knowledge through interviews with heads of organizations' research departments and other research staff.

A Comparative Study of the Regional Bases of French and Italian Political Parties (B-1113) explores the source of ideological cleavage and political instability in France, observes the dynamics of party development, examines the link between national party leaders and the grass roots base, and compares parties cross-nationally through interviews with party members.

Career Patterns and Values: A Study of Men and Women in Scientific, Professional, and Technical Occupations (S-1113) is a study of the inequality of women in the labor force versus men and differences in their career patterns as well as how differences in occupational values affect these patterns.

The Differential Effects of Reduced Research Funding on University Scientists (S-1114) seeks to identify mechanisms by which scientists affected by national funding cut-backs maintain productivity.

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CARVER RESEARCH FOUNDATION Tuskegee Institute

Tuskegee Area Study is a study of career plans of social science students in Black colleges in Alabama. Data from a sample of social science majors at predominantly Black colleges in Alabama will be compared with data from social science students at predominantly white Alabama institutions.

Survey of Black Social Scientists is a survey to determine career patterns of Black social scientists and the types of problems they have encountered while pursuing their careers. The survey will also investigate the special problems of social scientists working at traditionally Black colleges.

Effects of a New Undergraduate Social Work Curriculum on the Professional Values, Knowledge, and Skills of Its Students is a study of a new curriculum leading to an undergraduate degree in social work. Before and after measures will be administered to program participants and non-participants.

Effects of the Introduction of a New Information Referral Center in the Social Service Network of a Small Southern Community is a study of the use and effects of a "drop-in, referral" center which provides an informal atmosphere in which information about community services can be obtained. Data will be obtained with the use of regular recordkeeping and monitoring devices and participant observation.

Party Politics and Black Representation in Alabama is an analysis of Black voting strength, political organization, and legal barriers to effective Black political participation.

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African and Afro-American History is a project to develop materials for the teaching of Afro-American history.

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SCHOOL OF PUBLIC HEALTH AND
ADMINISTRATIVE MEDICINE
Columbia University

Teen-age Drug Behavior is a national program to study drug use among junior and senior high school students.

Multiphasic Automated Testing for Health (MATH) is a study of the reactions of consumers and physicians to MATH, a prominent feature of medical care which is a battery of laboratory, X-ray, and other tests administered at one location in about three hours and is used for early disease detection.

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SURVEY DATA CENTER
Florida State University

Survey of Florida's Education Needs is a survey of samples of the Florida public, students, teachers, principals, superintendents, school board members, and employers about their satisfactions and dissatisfactions with public education. The study will assess the role of schools in the socialization of youth as well as attitudes in educational policy making.

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SURVEY RESEARCH CENTER
University of California at Los Angeles

Allied Health Professions is a study of curriculum development and teacher education in the allied health occupations and professions.

Highway Rest Stop Study is a study of the safety factor of highway rest stops in California.

Student Opinion Studies is a study of student activism. A recent survey of student attitudes will be compared with the findings of a similar survey conducted in 1964 during the Free Speech Movement.

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SURVEY RESEARCH LABORATORY
University of Illinois

Hearing Problems of the Aged (051) is a study of the prevalence, types, and magnitude of hearing loss and how the loss varies with certain social and demographic characteristics. SRL will interview and administer screening tests to 280 respondents aged 60 and older living in Chicago.

Intergenerational Economic Relationships (052) is a personal interview survey of Black and white couples in Chicago and Jackson County, Illinois, 25 years of age or younger, to seek information on their economic and social background. The sample of 200 includes an equal number of whites and Blacks both below and above the poverty level. Interviews will be sought with the parents and adult siblings of the respondents--about 1,600 interviews in total.

Chicago Housing Vacancy Study (053) is a personal interview survey of 13,000 Chicago residents to determine housing conditions and existing housing vacancies.

Public Opinion Survey (054) is a telephone survey of Chicago residents on public opinion toward Vice President Agnew's recent speeches criticizing the media as well as opinions on recent protests and demonstrations.

Racial Attitudes (055) involves data processing of 350 questionnaires on Atlanta racial attitudes.

Attitudes toward Campus Health Service (056) is a survey of 1,600 University of Illinois (Urbana) students on their attitudes toward the University Health Service.

Changing Moeres (057) is a study of three generations to ascertain changing moeres by interviewing 40 families to obtain 240 interviews, with two interviews for each generation.

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WISCONSIN SURVEY RESEARCH LABORATORY
University of Wisconsin

Outdoor Recreation Survey is a survey of recreational behavior of 10,000 Wisconsin residents through telephone interviews.

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CPA Ethics Study is a personal interview survey in Milwaukee to determine ethical practices in the accounting professions.

General Opinion Survey is a comparison survey of general opinion among Blacks and whites in Milwaukee and North Carolina. Personal interviews will be conducted with 500 Blacks and 500 whites.

Individuals' Food Habits is a personal interview survey of nutritional patterns among 400 households in metropolitan Milwaukee.

History, Activities, and Attitudes of Wisconsin Hunters is a mail questionnaire survey of 1,500 Wisconsin hunters, particularly duck hunters.

Rural Family Development Project through Television is a study of what educational needs for grade school dropouts in rural Wisconsin might be satisfied by television.

WHA-TV Television Survey is a telephone interview survey of 500 Madison residents to determine which programs of the University of Wisconsin's educational channel are viewed, with particular concern for the programs on Black culture and history.

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DATA ACCESS CENTERS

ARCHIVES STORE SURVEY DATA *

Social science data archives are depositories of data that scholars, social scientists, and others may use for research. This article describes well-established, general purpose archives and survey research organizations holding national and/or inter-

* Much of the information for this article was taken from Social Science Data Archives in the United States, 1967 published by the Council of Social Science Data Archives, September 1967. This pamphlet includes information about 25 member archives.

national data. There are many other local service archives holding state-wide or local data or holding data for dissemination only within their own academic community.

COUNCIL OF SOCIAL SCIENCE DATA ARCHIVES

213 Social Science Building
139 University Place
University of Pittsburgh
Pittsburgh, Pennsylvania 15213
Executive Director: Ralph Bisco

The Council is a voluntary association of social science organizations that store, collect, and distribute machine-readable data for use in the social sciences. Archives affiliated with universities and governments as well as nonprofit organizations in the United States and abroad belong to the Council. Member archives exchange information about new data sources, methods of data management and retrieval, and promising lines of secondary analysis. The executive office and members of the Council provide advice to existing and planned archives. The Council is supported by the National Science Foundation.

ROPER PUBLIC OPINION RESEARCH CENTER

Williams College
Williamstown, Massachusetts 10267
Director: Philip K. Hastings
Established: 1946

The Roper Center holds data for about 8,000 public opinion surveys conducted in the United States and abroad, dating from 1936 to the present. A general breakdown of the Center's holdings indicates that 50 percent of its studies concern public affairs, 20 percent are on mass media of communications, 15 percent are on domestic political behavior and attitudes, and 15 percent are on market research. The Center holds all data from the Gallup polls.

Access to the Center's materials is granted to accredited scholars and to other individuals and research organizations who wish to use the data in the public interest. Researchers may use the facility at the Center or they can borrow duplicate sets of punch card decks and data documentation or request the Center's staff to provide tables. Services are provided according to a fee schedule.

Member organizations of the Center's International Survey Library Association re-

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ceive at less than cost a complete up-to-date file of the Roper Center items index cards and may obtain duplicate sets of data from studies releasable on a permanent basis.

INTERNATIONAL DATA LIBRARY AND REFERENCE SERVICE

Survey Research Center
University of California
2220 Piedmont Avenue
Berkeley, California 94720
Director: David Nasatir
Established: 1961

The Library holds sample survey materials and data from studies conducted in the United States and abroad with special emphasis on Asia and Latin America. Subject matter includes politics, communications, and many other aspects of social behavior and public opinion.

Services of the Library are available for academic use anywhere in the world. Besides supplying copies of studies, IBM cards, questionnaires, codes, and magnetic tapes, the Library aids in securing existing survey data located elsewhere, performs all data processing operations, and offers consultation relating to the use and analysis of survey materials. Inquiries should be addressed to Mrs. Diane Quinn, Data Librarian.

NATIONAL OPINION RESEARCH CENTER

University of Chicago
6030 South Ellis Avenue
Chicago, Illinois 60637
Director: Norman M. Bradburn
Established: 1941

NORC holds data from their own surveys conducted in the United States as a whole or particular regions. Subject matter includes health and welfare, occupations and professions, mass communications, economics and business, politics, education, community problems, intergroup relations, and methodology and theory.

NORC will supply the user with entire studies on cards or tape, partial analysis decks on cards or tape, and tabulations or more extensive analysis of data. A list of NORC surveys is available. Inquiries should be addressed to Patrick Bova, Data Librarian.

INTER-UNIVERSITY CONSORTIUM FOR POLITICAL RESEARCH

Institute for Social Research
P. O. Box 1248
Ann Arbor, Michigan 48106
Executive Director: Warren E. Miller

The Consortium is a partnership between the Survey Research Center of the University of Michigan and several universities, colleges, and nonprofit research organizations in the United States and abroad.

The Consortium holds partially integrated collections of survey data, aggregative statistics and public record data including legislative roll calls. The collection centers on the United States, including legislative roll call data extending back to the early 1800's, but includes cross-national survey studies and comparative international data. Data emphasizes variables that reflect ethnic origins, religious affiliations, status, location and mobility, political partisanship, political socialization, occupational and income distributions, and attitudes toward the political system and major institutions, actors, and events.

Consortium members receive two copies of the codebook for each fully cleaned study. Analysis decks with corresponding codebooks as well as complete data files of cleaned studies and collections are available without charge to members. Nonmembers using Consortium services and facilities are charged a fee.

BUREAU OF APPLIED SOCIAL RESEARCH

Columbia University
605 West 115th Street
New York, New York 10025
Director: Allen H. Barton
Established: 1937

The Bureau holds data from surveys conducted in the United States and abroad as well as sample surveys from their own studies and some collections of social statistics. Subject matter includes health and welfare, occupations and professions, mass communications, politics, education, organizations, and other topics in sociology. An inventory of holdings is available.

COMMISSION COLLECTS HOSPITAL DATA

Data on the characteristics and performance of hospitals is being collected by the Commission on Professional and Hospital Activities, a nonprofit educational and scientific organization established in 1955 and sponsored by several professional medical associations. Through computer-based medical records information systems the Commission aggregates individual patient records and summary records from participating hospitals.

The Commission's Professional Activity Study (PAS) is a system of access to information on the participating hospital's clinical records. PAS conducts research on hospital clinical data needs and methods of collecting and handling information of this kind and also makes analyses and studies of morbidity, mortality, and medical and hospital practices.

The librarian at each hospital submits to PAS a one-page form on every patient discharged which serves as the PAS case abstract of the clinical record and is the basis of the entire system. From PAS the hospital receives its routine discharge statistics and its disease, operation, and physician indexes.

The Commission's Medical Audit Program (MAP) provides a method for evaluating medical care in all branches of medicine. PAS and PAS-MAP reports give abstracts of every individual case and also give summaries on critical elements of medical care.

The over 1,000 hospitals participating in PAS discharge over ten million patients annually. The hospitals represent 47 states, the District of Columbia, Puerto Rico, Canada, Australia, Saudi Arabia, and Venezuela.

Researchers studying the quality of medical care and the use and effectiveness of hospitals may obtain tabulations and analyses of data from the Commission. Information about the work of the Commission and access to its data can be obtained from the Commission on Professional and Hospital Activities, 1968 Green Road, Ann Arbor, Michigan 48105.

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POTPOURRI

PLANS UNDERWAY FOR 1970 CENSUS

Summary Tape Program

Most of the 1970 census results will be presented on summary tapes. These counts will provide data with greater subject and geographic detail than is feasible or desirable to publish in printed reports. Except for the fifth count, all counts will be arranged on tapes so data for individual states can be readily purchased. The anticipated cost per reel: \$60.

First Count Summary Tapes will contain final complete-count population and housing data for states, counties, congressional districts, minor civil divisions, places, and enumeration districts in nonmail census areas or block groups in mail census areas. Tabulations will be made for age, sex, race, marital status, relationship to head of household, population under 18 and over 65 by household relationship, family type, crowding, tenure of occupied housing units, vacancy status, units in structure, rooms, plumbing facilities, basement, telephone, and value or rent. Many tabulations will be cross-classified by race. Tapes will be available August-December 1970.

Second Count Summary Tapes will contain information available on the first count tapes but in greater detail. These tapes will contain complete-count population and housing data at the level of census tracts, minor civil divisions, and larger census areas. The tapes will be available October 1970-April 1971.

Third Count Summary Tapes will contain complete-count population and housing data for city blocks. These tapes will contain less data than the first or second counts; however, these block tapes will contain more data than was available for the 1960 census. Tapes will be available January-July 1971.

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Fourth Count Summary Tapes will contain 5, 15, and 20 percent sample population and housing characteristics such as occupation, income, education, and household equipment and facilities. Tapes will contain data down to the census tract or minor civil division level and will be available January-October 1971.

Fifth Count Summary Tapes will contain population and housing data for ZIP-code areas. Tapes will show data at the five-digit level for ZIP-code areas entirely within SMSA boundaries and at the three-digit level for the rest of the nation. About 800 items of information on social and economic characteristics of the sample population and housing characteristics for the ZIP-code areas will be provided. Tapes will be available July 1971.

Sixth Count Summary Tapes, currently in the design stage, will provide detailed tabulations and cross-classifications for states, SMSA's, and larger cities and counties. Tapes will be available March-November 1971.

First Count Test Reel

A test reel for the first count, based on data from the Dane County, Wisconsin, "dress rehearsal" census conducted in 1968, is now available. For persons planning to use first count summary tapes, this test reel will be valuable in planning data aggregations and other statistical displays, developing and checking computer programs, and undertaking other experimental activities for later application. The data are presented in the same format to be followed by the 1970 summary tapes.

Computer Program to Display Data

The Bureau is developing a computer program, the DAUList Summary Tape Display Program, which will display the contents of summary tapes. The program will provide access to first count summary tape data through computer search and annotated print-out. With the addition of explanatory text to describe each table and item, the program will be capable of generalization for display of other counts.

Summary Tape Processing Centers

To improve access to 1970 census data, the Bureau has formally recognized several organizations throughout the country as summary tape processing centers which will provide services to census data users. Information on these centers can be obtained from the Data Access and Use Laboratory, Bureau of the Census, Washington, D.C. 20233.

Records for Individual Households

For 1970 census data computer tape products similar to the 1/1,000 and the 1/10,000 samples of the 1960 census will contain a sample of records for individual households. The 1970 Public Use Samples will include detailed characteristics of the households as well as demographic characteristics of each household's neighborhood and state.

Where to Obtain 1970 Census Data

The recently formed Central Users' Service will handle all requests for 1970 census data products including the first count test reel, summary tapes, technical documentation for tapes, display programs for verifying the contents of tapes, public use samples, maps and geographic reference books, address coding guides, standard tabulations for special areas, and special tabulations. Requests for information and data products should be addressed to Chief, Central Users' Service, Population Division, Bureau of the Census, Washington, D.C. 20233.

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2ND CONFERENCE OF FIELD DIRECTORS TO BE AT NORC

The second Conference of Field Directors will be held at the National Opinion Research Center in Chicago this spring. Participants will exchange and discuss field problems, attempts at solutions, and methodological experiments undertaken by participating organizations.

For information about the Conference write to: Eve Weinberg, Field Director, National Opinion Research Center, University of Chicago, Chicago, Illinois 60637.

SURVEY ORGANIZATIONS OFFER SHARED-TIME SURVEYS

Omnibus or amalgam surveys offer social scientists an economical survey research tool. These shared-time surveys use one questionnaire that combines questions from several researchers. Survey results are obtained at relatively low cost by spreading costs among several research interests. In particular, shared-time surveys serve researchers who do not seek enough data to warrant a separate survey.

NORC at the University of Chicago conducts three or four amalgam surveys each year. Each participant receives IBM cards with responses to his questions from personal interviews with a sample of about 1,500 respondents throughout the country, plus responses to background items such as occupation, sex, age, family composition, and education. A 20 minute section of an amalgam survey costs about \$20,000, varying according to the number of open-ended questions, whereas a separate national survey of the same length might cost as much as \$40,000. Single questions in the amalgam survey cost less than \$1,000.

The UCLA Survey Research Center will launch a regularly scheduled amalgam survey, called Los Angeles Metropolitan Area Studies (LAMAS), this spring. Personal interviews with a sample of 1,000 for LAMAS I will begin on April 1, 1970, to coincide with the U.S. Census. Each participant will receive IBM cards for his questions plus background data based on a sample from the entire metropolitan area. Preliminary estimates indicate that one structured question will cost \$400.

The Survey Research Laboratory at the University of Illinois conducted its first omnibus survey in 1968. Starting early in February 1970, SRL plans a state-wide telephone survey of 800 respondents. The telephone interview will take about 30 minutes per respondent, and the cost will be about \$300 per minute of interview time. Each participant receives IBM cards with answers to his questions, plus answers to an extensive group of socioeconomic questions for each respondent or family and straight frequency tabulations on these data.

The Wisconsin Survey Research Laboratory conducts a yearly omnibus survey to serve the research interests of the University of Wisconsin faculty. Personal interviews are conducted with a sample of about 600 adult residents of Wisconsin.

The Survey Data Center at Florida State University is planning to start the first of a series of continuing omnibus state-wide surveys sometime this year.

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MISCONCEPTIONS ABOUT SURVEYS

MARY KELLY BLACK*

As with many young disciplines, survey research is often lumped in a blank condemnation of so-called pseudo sciences. This criticism should be heeded and not simply avoided by alluding to the "scientific" basis for sample selection, etc. The following letter received from a professor of English, in response to an announcement of our first omnibus survey, is typical of such denunciations:

"What exactly are you going to survey? Do you think, are you so arrogant to think that everything in this world--metaphysical, existential, not to mention social or psychological--is susceptible to your 'analysis?' On my part I resent your intrusions into areas of our existence, which by their very definition, are beyond statistics or your brand of certainty. And my colleagues in the sciences, at least this is the view I get from luncheons and cocktail parties, are equally disturbed by your violation of the scientific method and your laboratory view of society."

My response was: "Your letter was given to me since I was primarily responsible for the design of the omnibus announcement, and am as equally preoccupied as yourself with the validity of the survey method as a viable research tool.

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*Mary Kelly Black is Administrative Assistant to Robert Ferber, Survey Research Laboratory, University of Illinois.

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"Regarding your criticism of the survey method in general, since we are not planning to undertake surveys dealing with the meta-physical or existential, this is not at issue. However, if ever we should want to engage in such unprecedented analyses, we would first thoroughly read Bertrand Russell's On Human Knowledge, which seems the clearest statement we have on the problems and weaknesses of inference and analysis. In addition, it is my feeling that many survey researchers are their own greatest critics, since they are especially aware of the problems and shortcomings inherent in their methods. But, they also feel that the survey, as a research tool, offers great potential--indeed may be the major means--for advancing knowledge in the social sciences.

"I recall once being bemused with I. A. Richards' rigorous delineations of what seemed to me the simplicity, spontaneity, and vitality of poetry. However, I felt that such 'measurements' of poetry might have a potential for illuminating the reader that I could not then foresee. The survey method, as well, might have the same potential for illuminating other aspects of man.

"Thanks for your gesture to bridge the gap between our worlds."

He never replied. I wish he had, for the need to explain and remove common misconceptions about surveys, especially among other academicians, is important.

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NEW PUBLICATIONS

Attitudes toward Inflation. Institute for Social Research, University of Michigan, Ann Arbor, Michigan, December 16, 1969. Supplement to The Outlook for Consumer Demand, November 1969. Results of questions on attitudes toward inflation and toward welfare program in a survey conducted during the fourth quarter of 1969.

Census Bureau Methodological Research, 1968. U.S. Bureau of the Census, Washington, D.C.: U.S. Government Printing Office, 1969. 19 pp. \$.35. An annotated list of papers and reports.

Field Work Methods in General Use, First Report--1968. London, W.I.: Market Research Society, 1968. D-12 pp. \$1.00.

Guide to Census Bureau Data Files and Special Tabulations. Washington, D.C.: U.S. Government Printing Office. 254 pp. \$1.25. Describes the data files and selected special tabulations originating during the 1958-1968 period which are currently available and provides information on how these materials may be obtained. It also outlines the programs and activities of the Census Bureau, defines the geographic areas covered, and describes the data files and special tabulations available.

Handbook of Selected Sample Surveys in the Federal Government with Annotated Bibliography, 1960-1968. Jean Namias, New York: St. John's University Press, 1969. 296 pp. \$12.50. A semi-technical, but non-mathematical volume to acquaint the reader with the practical application of statistical techniques through summaries of surveys of major federal agencies.

1970 Census User Guide (2nd Draft). Washington, D.C.: U.S. Government Printing Office. 254 pp. \$5.25.

Outlook for Consumer Demand, The. Institute for Social Research, University of Michigan, Ann Arbor, Michigan, October-November 1969. Report on consumer attitudes and inclinations to buy based on a nationwide sample interview survey, conducted in October-November 1969. The survey has been conducted for the past two decades.

Small-Area Data Notes is an occasional newsletter that highlights new developments in Census Bureau programs of interest to users at the state, regional, county, and city levels. It is available at \$.10 a copy from the Bureau of the Census, Washington, D.C. 20233.

Survey of Consumer Finances, 1968. Institute for Social Research, University of Michigan, Ann Arbor, Michigan, 1969. Report of the liquid asset holdings of families in the United States to indicate changes in magnitude of various financial assets held as well as differences in the holdings of different population groups. The survey has been conducted for the past two decades.

PERSONNEL NOTES

George H. Brown, former Director of Marketing Research for Ford Motor Company, succeeded A. Ross Eckler as the new Director of the Bureau of the Census in September 1969. Dr. Brown has had a great deal of experience in statistics and management. In 1937 he began a 17-year career on the faculty of the University of Chicago. In addition to being professor of marketing, from 1948 to 1950 he was Director of Development for the Biological, Physical, and Social Science Divisions of the School of Social Service and of the School of Business. From 1950 to 1954 he was Director of the Business Problems Bureau. He is a past president of the American Marketing Association and has been a member of the Executive Committee of the Commerce Department's National Marketing Advisory Committee. He is a member of the Education Operating Committee of the Better Business Bureau Research and Education Foundation, Vice Chairman of the Board of Trustees of the Marketing Science Institute, a Trustee of the Foundation for Research on Human Behavior, a Director and Treasurer of the Advertising Research Foundation, and an Affiliate by Invitation of the American Psychological Association's Division of Consumer Psychology.

Robert E. Mitchell became the Director of the Survey Data Center at Florida State University in October 1969. He accepted this position after spending over three years on loan by the University of California, Berkeley, to The Chinese University of Hong Kong where he established and directed its Social Survey Research Center. Prior to his work in China, he was deputy director and coordinator of international research at the Survey Research Center, Berkeley.

Leo G. Reeder, former Associate Director, is the new Director of UCLA's Survey Research Center as of July 1969. He replaces Raymond J. Jessen who left to devote his full time to research and teaching.

Joel S. Rose is the new Director of the Technical Services Section of the Survey Research Center, State University of New York at Buffalo. He was formerly Director of Technical Services at the Public Opinion Survey Unit, University of Missouri.

REVISED LIST OF ACADEMIC SURVEY ORGANIZATIONS

UNITED STATES AND CANADA

Alabama

Dr. Edgar Epps, Associate Director
Carver Research Foundation
Tuskegee Institute
Social Science Division
Tuskegee, Alabama 36088

Canada

Professor C. Michael Lanphier
Acting Director
Survey Research Centre (1967-68)
Institute for Behavioral Research
York University
4700 Keele Street
Downsview, Toronto, Ontario

California

Mr. William L. Nicholls, II, Acting Director
Survey Research Center (1958)
2220 Piedmont Avenue
Berkeley, California 94720

Professor Leo G. Reeder, Director
Survey Research Center (1964)
University of California
Los Angeles, California 90024

Florida

Dr. Robert E. Mitchell, Director
Survey Data Center (1969)
620 Bellamy Building
Florida State University
Tallahassee, Florida 32306

Illinois

Professor Norman M. Bradburn, Director
National Opinion Research Center (1941)
University of Chicago
6030 South Ellis Avenue
Chicago, Illinois 60637

Professor Robert Ferber, Director
Survey Research Laboratory (1964)
University of Illinois
Urbana, Illinois 61801

Indiana

Professor T. R. Balarkrishnan
Department of Sociology
Indiana University
Bloomington, Indiana 47401.

continued

* Date established (where known) in parentheses.

Iowa

Dr. Ted Bancroft, Director
Statistical Laboratory
Iowa State University
Ames, Iowa 50010

Massachusetts

Professor Morris Axelrod, Director
Survey Research Program
Joint Center for Urban Studies
Harvard University
44a Brattle Street
Cambridge, Massachusetts 02138

Michigan

Professor Angus Campbell, Director
Survey Research Center (1946)
Institute for Social Research
University of Michigan
Ann Arbor, Michigan 48104

Missouri

Professor David Leuthold, Director
Public Opinion Survey Unit
B&PA Research Center
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