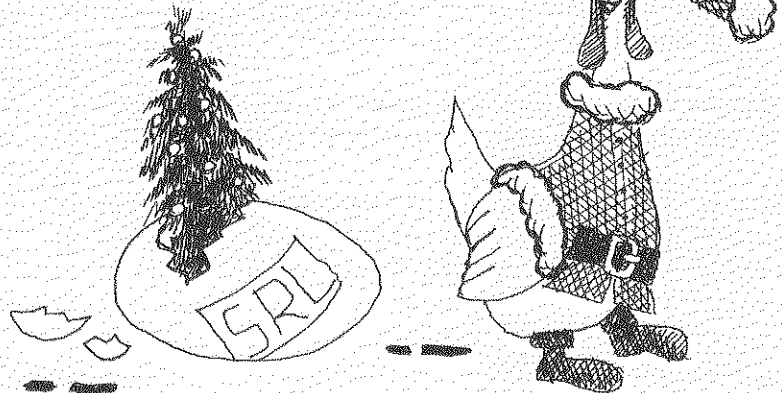


Survey Research Laboratory

Winter 1970

Newsletter



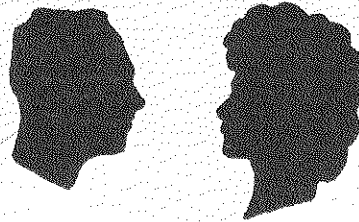
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Survey Research Lab
University of Illinois
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Editor: Vicky Wall

NEW PROJECTS



year in college.

Some psychologists contend that young people undergo an identity crisis at this time. Numerous theories have been advanced to explain the psychological and sociological development which supposedly occurs, but to date none have been tested.

Exposure to new and different surroundings often changes people, young people in particular. Contact with people from different ethnic and religious backgrounds who practice different moral and religious codes may not change any one, but may cause them to reexamine their own beliefs and actions.

2,000 entering freshmen from the Circle and Urbana campuses of the University of Illinois are being questioned on subjects ranging from movie preferences to how well they can discuss the subject of drugs with their parents. Emphasis is placed upon the degree of change, if any, occurring in a student's thinking. To study the changes which sometimes occur, the students are being questioned three times in one year: once before entering college; once in the fall of their freshman year; and once again in the spring of 1971.

(Project 075 continued)

(Project 075 continued)

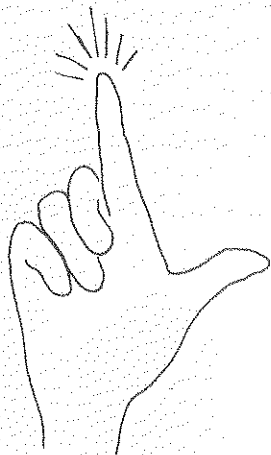
Young people will also be compared on the basis of whether they leave or remain at home to attend college, attend a commuter (Chicago Circle) or residential school (Urbana), and attend a small or large university.

Ron Czaja, SRLCC, who has aged at least 10 years since the study began, is project coordinator.

Professor Allen Burger, a sociologist at the Institute for Juvenile Research in Chicago, discussed the study at SRL November 27th.

080, Interpreters for the Deaf Evaluation.

A scarcity of interpreters for the deaf prompted this study which will determine the characteristics of interpreters and their experiences in this type of work. Interpreter shortage is particularly serious for deaf people who need the services of doctors, lawyers, or psychological therapists. Most contact with the public, for example, for employment, housing, and religious services, requires some kind of interpreter assistance. Usually a family member is sufficient. However, most family members are not available to interpret at all times, and even if they were, their skills are many times not adequate to cover all situations.

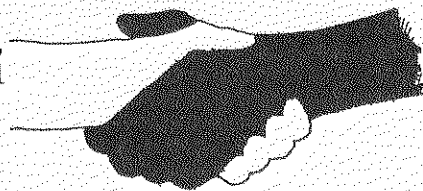


To meet the needs of these citizens in Illinois, the University of Illinois Institute for Research on Exceptional Children is planning to propose a training program for interpreters of the deaf. This study will provide input needed to establish such a program. To determine the types of people who make the best interpreters, the mail questionnaire asks each interpreter the methods he uses to communicate, how often he has served as an interpreter, the hearing ability of his family, and when and how he became interested in this kind of work.

Mati Frankel and Amy Orum, SRL in Urbana, are project coordinators for this study.

081, South Holland School Integration.

About two years ago, South Holland School District 151 integrated its student body. To determine citizen knowledge of and attitudes toward educational policies and new school programs, the school district is surveying South Holland community for its attitudes toward desegregation. SRL is advising the planning, conduct, and evaluation of this study which focuses on the policy of desegregation, tax referenda and educational opportunities. Interviewing for the study is being conducted by community volunteers who are being trained and supervised by the Lab. The College of Education at the University of Illinois in Urbana is also helping the school district with its integration program.



Marlene Simon, SRLCC, is project coordinator.

Project 083, Neighborhood Youth Corps. The musical HAIR, visits to Operation Bread Basket, the Afro-American and Natural History Museums, Menard State Prison and a campout were some of the field trips taken by 568 students from Champaign, Urbana, Rantoul, Danville, and Mahomet. In an effort to reach and prevent potential high school dropouts, the U.S. Department of Labor funded Neighborhood Youth Corps programs all over the country which offered its participants courses in summer school, jobs with pay, and several interesting and informative field trips.

The goal of Project 083 is to determine the success of the Neighborhood Youth Corps.

Project Coordinator is Jo Cobin, Urbana.

#

N.L.R.B.—074

Fred Smuda, Field Supervisor

Labor unions have been a topic of constant debate ever since the first ones were formed in the late 1800's. Conflicts between unions

(N.L.R.B.—074 continued)

(N.L.R.B.-074 continued)

and management have at times become so intense that Congress felt justified in establishing a regulating agency, National Labor Relations Board, to intervene between the two. The primary responsibilities of N.L.R.B. are to mediate employer-employee labor disputes and regulate the process through which a union becomes the bargaining agent for labor.

In order to understand the second function of N.L.R.B., SRL is currently conducting a study in labor elections. N.L.R.B. has laid down specific rules which govern activities of union and management in a representation election. The purposes of this study are three-fold: (1) to determine the degree to which these rules are observed; (2) the affect of both the union and management's campaigns on workers' decisions to be represented or not by the union; and (3) to construct a set of indices which will predict a worker's voting intent during a representation election.

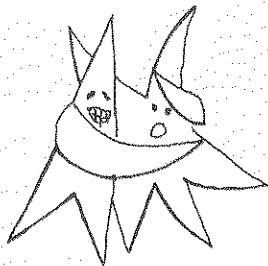
Over the course of the next 18 months, SRL will examine 35 of these elections. Interviewing will be done in 3 cities: Chicago, East St. Louis, and Indianapolis. Because this study is one of the few outside of Illinois, we are not only interested in the subject matter of the study, but also in how easily we can operate outside the state.

Ed Lackner, Urbana, is project coordinator.

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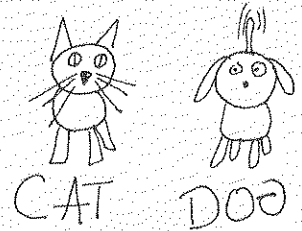
NEW STARS AT SRL

IN Chicago...



Instead of going to the dogs, Annette Durkin left the Medical Research Center at the Medical Center in Chicago, where research is conducted on dogs, rats and chimpanzies, and came to SRLCC to assume the responsibilities of Administrative Secretary. At the Medical Research Center, Annette was Chief Clerk. She has also worked at the outpatient clinic at Presbyterian St. Lukes Hospital in Chicago. With her eight years of experience looking after assorted animals at the Medical Center,

she is now ready to give medical advice to SRL staff members and their pets.



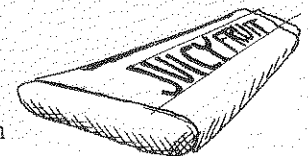
IN Urbana...

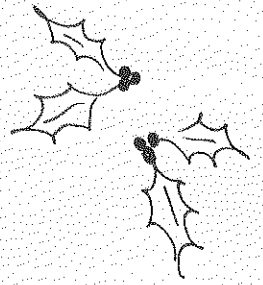
Amy Orum is a new research associate at SRL in Urbana. Amy received her BA in sociology and history at Wellsley and an MA in sociology at the University of Chicago. At Emory University in Atlanta, Georgia, she did graduate work in history and worked as a research associate at the Center for the Study of Social Change. (no wonder she's so stuck up) Amy is often seen wearing exotic brass earrings, walking toward the library struggling with a stack of of books on women's liberation. Right on, Amy.



Jutta Phillips, pronounced you-da, was born in Cochabamba, Bolivia, and educated at Richwood Community High in Peoria, that's Peoria, Illinois (what a let down after Bolivia). Being the only student in a wealthy high school who drove a Volkswagon instead of a Cadillac didn't bother her, and she went on to hob nob with the rich at the University of Illinois. With a BS in sociology in hand, Jutta, pronounced jut-ah by her telephone interviewers, stormed Leo Burnett, Inc., one of the largest advertising agencies in the world, and worked as an assistant research analyst. Here at SRL, Jutta works as a supervisor of telephone interviewers and with more experience plans to take over Bell Telephone.

Ed Lakner, who chews Juicy Fruit gum, works as a research assistant professor for the Lab and also for the research branch of the College of Communications. Ed is in the process of working his way back to his home town of Cleveland, Ohio -- the town he left many years



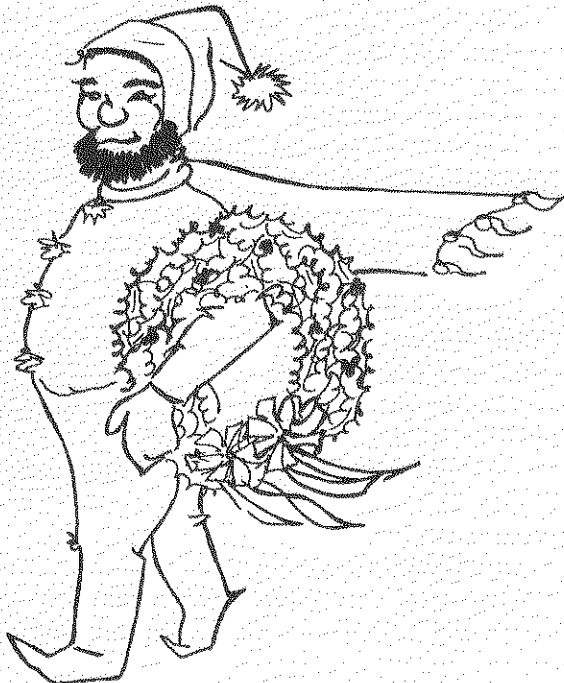


Greetings . . .

To those who ask the questions (and get the answers)

Too often in our day to day contacts with each other, we overlook the simple amenities that can make our work so much more pleasant. Attention is concentrated on what is being done wrong, with the aim of improving. However, what is being done right may not even be mentioned.

Isn't it nice that there is a Holiday Season when we can take a few minutes from our hectic schedules, to say a few nice things to each other. We just want to thank you for your contribution to the growth and success of SRL. May you and those close to you have a happy holiday season and success and happiness this coming year.



Matt Hauck

Matt Hauck
Field Operations Head



Fred Smuda

Vicky Wall



Bernita Fruhling



Padmini Ramaswamy



Jo Cobin



Matt Hauck



Amy Orum

Greetings From the Field Staff



Robert Ferber
Director



Jutta Phillips

(New Stars continued)

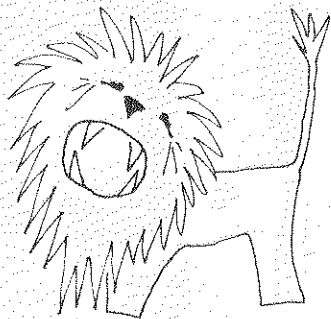
ago in pursuit of a BS in psychology at the University of Colorado. He received his Ph.D. in psycholinguistics at the University of Illinois in Urbana. (Psycholinguistics is a cover term used by the CIA for sociology.) Ed didn't have much to say about SRL, only that he enjoys the view of the cornfields that his fourth floor office affords him.

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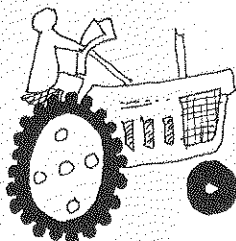
WHO SAID INTERVIEWING WAS DULL?

In response to a brief questionnaire about interviewing experiences, several unusual occurrences have come to my attention. For a smile and a chuckle during the merry Christmas season, I pass them along.

Three of our interviewers tie for first place when it comes to unusual experiences. Mrs. Mildred Kradrack of Chicago, who enjoys viewing, community work and people, spent four hours one afternoon tearing apart and fixing a broken bicycle for several thankful little boys. Another interviewer from Chicago, Mrs. Beatrice Huhn, encountered a difficult man, who worked for an advertising agency, when she was interviewing for a survey on consumer products. The interview went smoothly until she asked him for his phone number, which was to be used for verification. This polite and cooperative man turned into a beast, demanded to see her credentials and social security card, and took down her phone number. When she left, both husband and wife watched her carefully and stood on the sidewalk in front of their home as she drove away. That evening she received three anonymous telephone calls. This experience just goes to show that you should never interview anyone who has a sidewalk in front of their home.



Mrs. Pauline Collins of Peoria, who has done interviewing for close to 13 years, has ridden on tractors to interview farmers,



and taken small children to school with their mothers to meet interview quotas.

Both Mrs. Collins and Miss Evelma Keeling of Chicago have encountered embarrassing situations while interviewing. Mrs. Collins has walked into a home only to discover a nearly nude young woman who seemed to be expecting someone else. Mrs. Collins made this interview brief, as she was almost certain that that someone was not her.

Miss Keeling received a proposition from an 82 year old bachelor who apologized for his brashness by explaining that he had to act quickly because he probably would never see her again. Miss Keeling thanked him for his obvious admiration, but explained that consorting with respondents was the biggest taboo of her work. Just remember that, ladies, when those grandfatherly types turn out to have more energy than Don Juan in his prime.

One interview stands out most in Mrs. Kradrack's mind. It was the one where the next door neighbor came into the room and thinking that Mrs. Kradrack was a welfare worker, stood in the middle of the floor and cut off all of her hair to protest the system.

All interviewers have been put off, but Miss Keeling ran across a stalling technique that deserves attention. She reports: "After some persuasion, the respondent let me in. However, after about five minutes of questions, he telephoned a friend. I sat uncomfortably for 10 or 12 minutes listening to his conversation. After he hung up, I proceeded with the interview. But 2 or 3 questions later, he dialed again and started an animated conversation, ignoring me entirely. This procedure was repeated 4 times during the interview. Evidently he did not have nerve enough to say he didn't want to be interviewed and was hoping his tactics would cause me to get disgusted and leave. But when an interviewer gets a foot in the door, she doesn't discourage easily. Despite frazzled nerves, I completed the interview."

Miss Jewishstine Wherry of Chicago felt humbled after some interviewing experiences in her city's poverty stricken neighborhoods. Miss Wherry hopes that her work can in some way help to improve the housing conditions of some Chicago citizens. The interviewing experience

*(Who Said Interviewing
was Dull? continued)*

that stands out most in her mind was an interview with a lady who was confined to a wheelchair. She reports: "I met a lady who had no legs and got around in a wheelchair very well. She stated that she hoped she could always do for herself. She did not think being in a chair was a handicap, just another way of life."

Miss Keeling's final comment about interviewing was that "people are beautiful. To delve into the whys of social behavior makes one realize that many forces other than ourselves mold our lives."

So who ever said that interviewing was dull?

#

FROM THE OTHER END OF THE LINE

"Did you ever try talking to a meatball? Or find out how it thinks?" This was the smart aleck response made by Arnie Goot, a telephone interviewer (TI) in Urbana, to the question, "Is there some reason why you are interviewing and not, for example, working for food service, the library, etc.?" Arnie has come across his share of smart alecks (and meatballs) and graduate students. In fact, the longest interview he ever had, which was 30 minutes, was to a graduate student who felt it was his duty to correct and improve the survey. Arnie has also done personal interviewing in Chicago on the Vacancy Study, 053, and thought it was a gas.



Linda Wolfe has also run into fast talking graduate students; one in particular, who was in sociology, wanted to rewrite the questionnaire. Another of Miss Wolfe's respondents thought it was up to her to complete the entire survey. (This response is commonly referred to as "going bananas".)

Another TI had to call back a respondent 3 times before beginning the interview. The respondent was stuck under the sofa, attempting to retrieve her cat.

Every once in awhile, TI's will find one of their professors or teaching assistants on their assignment sheets. Mary Kujawski spent one evening talking with her art history TA about the course, professor, and upcoming exam. However, Mary was sorry to report this conversation didn't help her grade.

On the Recreation Study, one TI was told by an elderly woman, about 60 or 70, that campgrounds should be quiet and secluded, "only if you have a chaperone." When this same interviewer called a respondent around 6:45 pm and started to explain the study, the woman said, "What, this time of morning!" and hung up. On the Entering Freshmen Study, 075, this same TI found himself explaining what students should take to school, the heating in the dorm, and instead of making contact with the freshman, ended up rapping with his father.

A variety of reasons were listed which explain the popularity of telephone interviewing. George Dion works as a TI to earn money for motorcycle parts. J. Scott Olson enjoys the pay, the fact that he can work his own hours and at night. Another interviewer enjoys talking to people semi-anonymously. (We had better check this character out!)

#

SOME RESULTS...

038 PUBLIC HOUSING STUDY

In the summer of 1969, SRL conducted a survey of the social welfare, health services and needs of residents in family public housing developments in Chicago. The study was sponsored by the Chicago Welfare Council; the findings were presented to the Chicago Housing Authority. Twenty-five public housing sites with a total population of 138,035, a family population of 28,808 and a population of 7,070 children were studied. The medium income of these families was \$4,350, the average family size 4.8, and 60% of the families received no form of public assistance. Over half the families were fully self-supporting; 94% were black.

Fear for personal and family safety, due to violence and crime, was the residents' major

(038 Public Housing Study continued)

concern. When asked what aspects of their community needed improvement, most residents gave supervised recreation services for children and youth, health care services, and day care for pre-schoolers top priority. Next in line were job training and placement programs for youth and adults, library services, Head-Start programs, and legal aid counseling.

Exclusion from easy access to health care for pre-schoolers and teens, and non-existent dental care were common among families living in these public housing developments.

The residents sampled were asked what they liked least and best about Public Housing. Residents disliked (1) elevators - because of poor service, breakdowns, and their fear of physical assault, (2) misbehavior of youth, and (3) the feeling of fear that stems from youth problems. Residents did, however, appreciate the low rent, space layout, heat, and ventilation of Public Housing.

When asked about the surrounding neighborhoods, residents complained of poor quality stores for shopping and inadequate police protection.

#

048, CONSUMER EXPENDITURE STUDY

Slip covers, art objects, hardware, brooms, tricycles and campers were some of the expenditures focused on in the Consumer Expenditure Study, conducted in Decatur, Peoria, and Springfield last winter. Respondents were asked several questions about their expenditures - e.g., how many products were purchased, where and when the product was bought, how much and whether the purchase was cash or charge - to determine how well consumers remember their expenditures.

The data indicate that one member households remember better than do other households, and 2 member households better than large ones. No difference exists among families with 3, 4 or 5 members.

As would be expected, children, income and education influence how accurately consumers recall. As the number of family members,

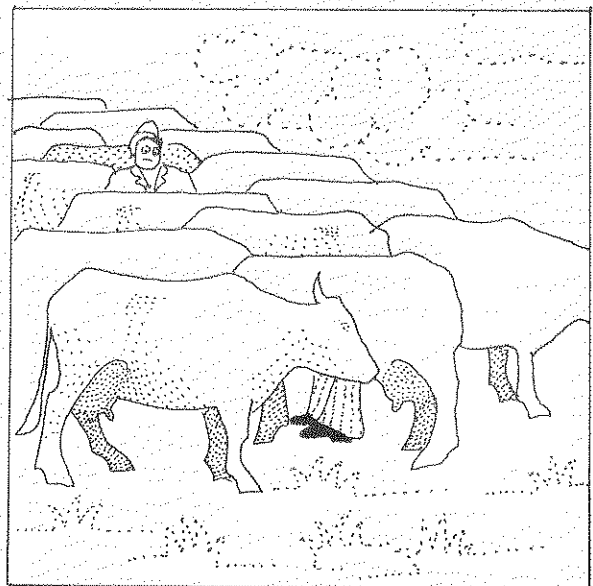
amount of income and years of education increases, recall becomes worse. Households where the head is a college graduate do not remember quite as well as those where the head does not have college training. This is probably due to the higher incomes of college graduates, which in turn increases the number of purchases made.

People who rent recall better than do homeowners, probably because their income is usually not as high.

Age also plays a large part in a respondent's ability to recall expenditures. As age increases, purchase reporting drops.

#

Apologies from my typewriter for any errors in the last issue, Padmini Ramaswamy's article in particular. It seems that in my machine's haste and efforts to appear efficient, that some keys fought to go first, and others popped up for no reason at all. I have severely admonished them all, and have taken away special privileges from the s's, h's, and w's.



Allen Meyer

Can you find the hidden (and reluctant) respondent?