



# Survey Research

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May, 1972

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## Current Research

Bureau of Applied Social Research  
Columbia University

*Employment and Financial Status of Workers Seriously Disabled on the Job, Several Years after the Accident.* This study, supported by the National Commission on State Workmen's Compensation Laws, focuses on a small group of New York metropolitan area men with extremely serious permanent job-related disabilities that occurred in the latter 1960s. Comparisons will be made between the living circumstances of these men just prior to and just after being injured, as well as with their current circumstances several years following the injury.

Study directors: A.J. Jaffe and Walter Adams.

*Processes of Undergraduate Learning about Population as a Social Issue.* This study for The Population Council inquires into the process by which undergraduates acquire an interest in population as a social issue, gain knowledge about population problems and various related public policies, and develop personal attitudes regarding family problems. Through interviews, observations, and gathering of documentary materials on 12 college campuses, field personnel are collecting

data that describe the range of population-related activities over a six-week period and the extent to which these reach undergraduates.

Study director: Theresa Rogers.

*New York Neighborhood Study.* With the aid of a \$1.4 million grant from the National Science Foundation's new program for Research Applied to National Needs, BASR is undertaking the largest single study in its history. This is a three-year study to evaluate the effect on citizens of experiments in decentralization carried out by the City of New York. The study proposes to measure citizen experiences in dealing with city government and efforts to influence government in relation to a sense of community, ethnic consciousness, involvement in local and non-local primary and secondary groups, and satisfaction with various aspects of urban life.

The largest component of the study is a three-year panel survey involving personal interviews with 2,400 citizens and 600 community leaders in eight Community Planning Districts--five where the city has instituted decentralization programs and three where it has not. The purpose is to determine whether such programs make government more accessible and responsive to local

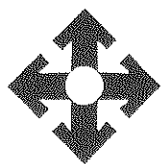
citizens and help improve the quality of life in a neighborhood. Field work on these surveys is being handled by the New York office of the National Opinion Research Center (which see).

The data from the field surveys will be combined with field observations of community activities, institutional analyses, and official statistics. Results will be rapidly fed back to community groups and city agencies to assist in community planning.

Study directors: Allen H. Barton and Sam Sieber.

Completed research:

*Disaffiliation among Urban Women.* In this study for the National Institute of Mental Health, 331 middle-aged and elderly disaffiliated women from three census tracts in Manhattan and 52 clients of a shelter for homeless women were interviewed. The project explored the personal and social consequences of human isolation, the role of public and private organizations in the development and prevention of disaffiliation, and how disaffiliation relates to various other individual and community problems. A 463-page report of the same name by Howard M. Bahr and Gerald R. Garrett is available from BASR for \$10.



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Urbana, Illinois 61801

Bureau of Social Science Research  
Washington D.C.

Completed research:

*Employment Contexts and Disadvantaged Workers.* This report by J. David Roessner is based on a two-year study for the Department of Labor to learn about those graduates of the Department's Work Incentive Program (WIN) who completed training and found employment. The relationships among contextual features and measures of WIN employee integration into the employment setting formed the analytic focus of the study.

The study showed that WIN placements are widely scattered, that the majority of

WIN workers are full-time, permanent employees working regular hours, that the most frequent placements are in clerical positions, and that employers are generally pleased with WIN graduates.

**Division of Behavioral Science Research  
Tuskegee Institute**

*The Utilization of Cooperative Management Service by Black Landowners.* This study, sponsored by the Forest Service of the U.S. Department of Agriculture, relates to the low participation by rural black forest landowners in cooperative Federal-State forestry programs. The study involves personal interviews in an 11-county area in southeast Alabama, northeast Florida, and southeast Georgia. The objectives are (1) to determine the reasons for the low participation by black forest landowners in public forestry assistance programs, and (2) to make recommendations and develop innovative methods for increasing participation by black forest landowners in these programs.

Principal investigators: Glenn R. Howze and John Chavis.

**Economic Research Institute  
Stockholm School of Economics  
Stockholm, Sweden**

*Effects of Information on Individual Economic Behavior.* This panel study of consumer behavior is an outgrowth of an earlier study on the influence that earning additional income by voluntarily working overtime has on an individual's economic planning behavior and attitudes toward saving (*Survey Research*, Summer 1971). The purpose of the present study is to test experimentally whether individual economic behavior (savings and consumption) changes when individuals keep account books on their income and outlays during a period of time. Those who keep books are assumed to gain information about their economic situation, which results in a change in their economic behavior. The study involves

a panel of about 225 persons, who will be interviewed at two different points in time. Between these two interviews, experimental manipulations will be performed.

Project leader: Claes-Robert Julander.

**Completed research:**

*Mutual Relations between Business and Mass Media.* This study investigated the relationships between the mass media and management in business enterprises. Personal interviews were held with 25 respondents (13 managing directors and 12 editors-in-chief and program directors at the Swedish Broadcasting Corp.) and mail questionnaires were sent to 585 people (300 business executives and union leaders and 285 newspaper and broadcasting journalists). The purpose was to locate differences, if any, between various groups of journalists and businessmen in their expectations and demands on themselves and on each other and in their opinions regarding the degree to which these demands are met in reality. The study has been reported in a book, *Massmedia och foretagen* (Mass Media and Business), with a summary in English.

Project leaders: Björn Fjaestad and Kjell Nowak.

**Institute for Survey Research  
Temple University**

*Oral Contraceptive Use and Abnormal Cervical Cytology.* A five-year prospective study continues under funding from the National Institute of Child Health and Human Development. The purpose is to examine the relationship between oral contraception, pill usage, and the rates of cervical cancer. The study involves 30,000 women in clinics in ten cities around the country and in Puerto Rico.

*Physicians' Attitudes toward Abortion.* A study funded by the National Institute of Child Health and Human Development to examine the attitudes of physicians with regard to mechanical and

medical abortion. A national probability sample of 1,500 physicians will be interviewed to provide descriptive information and data on interrelationships between attitudes toward present and future contraceptives and abortifacients, and a variety of antecedent and contemporaneous variables.

*Career Patterns.* This study involves interviews with a sample of 1,300 fourteen-year-old boys and their mothers in Philadelphia. By following these boys through their early teenage years and interviewing them and their mothers yearly, it is hoped to gain information on, among other things, those factors that may contribute to delinquent and criminal behavior. This study is being conducted for Drs. Lalli and Savits of Temple University.

Israel Institute of Applied Social Research  
Jerusalem, Israel

*The Image of Medical Services in the Eyes of the Public.* This personal interview study, sponsored by the Health Evaluation Unit of the Israel Ministry of Health, involves about 2,000 respondents in the four main centers of Israel. The purposes are to study the image that the public holds of the services of medical clinics, to investigate the factors associated with the public's satisfaction with them, and to propose recommendations for improvements.

Principal investigator: Zeev Ben-Sira.

*Problems in the Adjustment of Immigrants of Mixed Marriage.* This is one in a continuing series of studies for the Israel Ministry of Absorption. The purposes of this particular study are to provide information on the absorption problem specific to families of mixed marriage and to ascertain public attitudes toward these families. The study involves personal interviews with 1,770 respondents in the four major urban centers of Israel.

Principal investigator: Aaron Antonovsky.

National Opinion Research Center  
University of Chicago

*National Data Program for the Social Sciences.* This five-year project, which was listed in the last issue of *Survey Research* as the National Data Program for Sociology, is now under way, with the first survey being fielded by NORC this spring. The remaining four surveys will be spaced about a year apart.

These surveys will measure the nation's attitudes on many of the most urgent and controversial issues of the day. Since the surveys will use a standard questionnaire, with certain questions repeated each year, they will provide information for those interested in doing in-depth analyses on opinion trends.

About half of the 1972 survey covers attitudinal areas such as race relations, social control, subjective occupational satisfaction, and sex roles. The other half contains the usual demographic data (age, sex, race, socioeconomic status, ethnicity, family composition, political party preference, religion, etc.).

The samples will consist of a national cross section of adults, 18 and over, and will total approximately 1,600. A probability sample with quotas is being used.

Through a collaborative arrangement with NORC, the data from these surveys will be distributed by the Roper Public Opinion Research Center at Williams College. After completion of the field work, NORC will clean the data and prepare the codebook. The Roper Center will then process all requests for duplicate data sets at a cost of \$25.00 per deck (including the codebook). There will probably be three or four decks per survey. Use of these data will be completely unrestricted.

The data for the first survey will be ready for distribution in early summer, 1972. For information on data availability, write to the Roper Public

Opinion Research Center, P.O. Box 624, Williams College, Williamstown, Mass. 01267.

*Study of the Ethnic Media in Urban Areas.* This study, sponsored by the Mary R. Markle Foundation, is one of several being conducted under the general direction of Andrew M. Greeley, in the Center for the Study of American Pluralism, a division of NORC. In this particular project, comparative studies of the black, Polish, and Spanish language press and radio will be made to examine the similarities and differences in their personnel and approach to defining themselves and their readership. Telephone interviews will be conducted with 100-200 respondents in U.S. cities that have such presses. Study directors: Andrew M. Greeley and Douglas Zeman.

#### In New York

*Role and Fertility Patterns in Urban Mothers.* This study, sponsored by the Columbia University School of Public Health, investigates the relationship between female roles and fertility, focusing on the timing of the first birth as a significant intermediate variable. Various aspects of sex-role socialization influence female role aspirations and participation, thereby influencing subsequent fertility desires and behavior. To test these hypotheses, 400 respondents will be personally interviewed in New York City. Principal investigator: Harriet Presser.

*Correlates of Abortion Seeking under a Permissive Law.* Sponsored by the Fordham University School of Social Service, the purpose of this study is to investigate the characteristics and reported motivations of a sample of women having therapeutic abortions in a situation where permissive abortion laws prevail. Personal interviews will be conducted with 700 cases, with the sample consisting of women receiving therapeutic abortions in New York State, to be compared with a matched sample of women coming to full-term delivery. Principal investigator: Stanley Budner.

*New York Neighborhood Study.* NORC is handling the field work for this study, which is being carried out by the Bureau of Applied Social Research (which see). In June and July of this year, NORC will conduct personal interviews with 1,440 members of the general population and 300 community leaders in three experimental and three control areas, each defined as a Community Planning District under the new master plan for the City of New York.

#### Public Opinion Survey Unit University of Missouri/Columbia

*New Suburbanites: Labor Force Performance.* A personal interview study of about 220 blacks in St. Louis concerning the relationship between residential movement out of urban ghettos into suburbs and movement toward more effective labor performance. Principal investigator: Sara S. Sutker, University of Missouri (St. Louis).

#### Survey Research Center Brigham Young University

*Activities Correlation Survey.* This is a personal interview study with 500 respondents on the Brigham Young University campus to determine if activities on the campus are meeting the social needs of the students. Principal investigator: Tom Medford.

*Instructional Development Survey.* Conducted for the Department of Instructional Development at Brigham Young University, the purpose of this study is to evaluate the effectiveness of TV classroom instruction on the BYU campus. The study involves personal interviews with a sample of 1,800 on the campus. Principal investigator: Doyle Buchwalter.

*Health Center.* A personal interview study to evaluate the impact of a private health center in Salt Lake City on the attitudes and medical utilization of members of the health center. The

sample of 800 includes both an experimental group and a control group.  
Principal investigator: Spencer Condie.

Survey Research Center  
University of California at Los Angeles

*Attitudinal and Behavioral Effects of Interviewing.* This study, to be funded by the National Science Foundation, will investigate whether the survey interview itself can create new attitudes or crystallize existing ones. There are indications that survey interviews may sometimes have lasting behavioral and attitudinal effects on respondents. This possibility deserves serious investigation for two reasons: (1) the validity of panel data is obviously affected by any systematic interview effect; and (2) interview effects raise serious ethical problems for the survey researcher since any modifications in the attitudes and/or behavior of his respondents may place him unwittingly in the role of an agent, rather than merely a recorder, of social change.  
Project director: David Kanouse.

*Prepayment vs. Fee-for-Service for Medicaid Recipients.* The primary purpose of this study is an evaluation of a health maintenance organization (HMO) with respect to patterns of utilization of services, costs, and the satisfaction of both consumers and providers of health care. All Medicaid recipients served by the HMO will be compared with all Medicaid recipients served by a fee-for-service system in a socially comparable geographic area. In addition to the main goal of evaluation, the study is designed to pursue methodological interests in the development of (1) indicators of satisfaction with services that are applicable to any institutional sphere, (2) a scale of the amount of effective preventive health care education performed within a health care system, (3) survey techniques that increase the accuracy of reporting of illness episodes, and (4) techniques of elite interviewing.  
Project directors: Emil Berkanovic and Lawrence Linn.

Survey Research Center  
University of Michigan

*Outdoor Recreation.* A study, sponsored by the Bureau of Outdoor Recreation, to identify the type and amount of outdoor recreation in which Americans participate and to probe a number of environmental, socioeconomic, demographic, and motivational factors influencing recreational activity. The data collected on participation will be combined with information on the availability of recreational facilities so that the relationship between participation and availability can be analyzed.  
Study directors: Robert W. Marans and Lewis Mandell.

Completed research:

*Drugs and American Youth.* This recent report from the Youth in Transition project, by Lloyd Johnson, is based on a nationwide study of a sample of 1,600 young men in the class of 1969 that was conducted one year after they had graduated from high school. The purpose of the study was to examine drug use and related attitudes during high school and the following year.

The study showed that over three quarters of the sample had used no illegal drugs before leaving high school. Furthermore, their attitudes toward drugs appeared more conservative than commonly thought, with over two-thirds saying they strongly disapproved of regular use of the more serious illegal drugs. Their attitudes against marijuana were less strong, and in use it was by far the most popular illegal drug.

Among other matters, the report, which is available from SRC for \$3, considers the increase in drug use after leaving high school, the difference in drug use between college students and the general population, the effects of drugs on delinquency, the relationships between college students and the general population, the effects of drugs on delinquency, the relationships between use of drugs and disagreement with the War in Vietnam, and the use of alcohol

and cigarettes compared to the illegal drugs.

*Youth and the Environment.* This report by Robert W. Marans, B. L. Driver, and John C. Scott presents the results of a study of approximately 2,400 young people who, in the summer of 1971, participated in the first of a three-year Youth Conservation Corps pilot program. The purposes of this study, conducted for the U.S. Departments of Agriculture and the Interior, were to assess the program from the point of view of these young people and to evaluate its effectiveness with respect to specific program objectives.

The data are primarily derived from group-administered questionnaires given to corps members during their first and last weeks in camp. Mail questionnaires were also sent to the 64 camp directors.

The report, which is available from SRC for \$5, discusses the corps members' satisfaction with the program and considers the impact of the program on these young people with respect to environmental education, social relations, skill development, and self-concept. Recommendations about the future of the program are made and suggestions for future research are presented.

**Survey Research Center  
State University of New York at Buffalo**

*Systematic Assessment of Nonverbal Behavior in the Interview.* Experimental research designed to test the proposition that, in a standard interview situation, reliable and accurate assessments of a respondent's general affective states can be made from observation of his nonverbal behavior, and that systematic assessments yield results superior to those generated by casual methods. In addition, the nonverbal cues associated with deception are being investigated. Approximately 25 personal interviews are being recorded on video tape.

Principal investigator: Charles C. McClintock.

*Rare Sites Cancer Study.* Sponsored by Johns Hopkins University (National Cancer Institute), this study in Buffalo area hospitals, as one of five major metropolitan centers, is designed to acquire information of clinical and epidemiological value in relation to 13 of the most infrequent malignant neoplasms occurring in the United States. This is a hospital-based, case-control investigation in which cases with the given neoplasms are identified, pathological diagnoses recorded, and personal interviews conducted.  
Principal investigator: Raymond G. Hunt.

**Survey Research Centre  
York University**

*Toronto Child Health Study.* This study for the Canadian Department of National Health and Welfare relates to parental perception and behavior in regard to children 1 1/2 to 15 years of age who come from eight ethnic groups--English, Italian, Greek, Portuguese, Polish, Ukrainian, other Slavic, and all others. Personal interviews are being conducted in Toronto's Inner City. The sample consists of 7,000 selected addresses, with 1,000 completed interviews to be sought.

Principal investigator: Dr. Ursula Anderson, The Hospital for Sick Children.

*Leisure Role Socialization.* The purpose of this new study for the Canadian Council is to test the efficacy of a social role-social system model for explaining leisure role socialization among native-born Canadians. Personal interviews will be conducted with 500 adults aged 25-34 and 500 adolescents in Grade 10. Mail questionnaires will be sent to 150 athletes who have achieved national ranking (hockey professionals and Canadian track and field athletes).

Principal investigator: Dr. Gerald Kenyon, Waterloo University.

Survey Research Laboratory  
University of Illinois

at Urbana-Champaign

*Army Volunteer Study.* The purpose of this survey for the Construction Engineering Research Laboratory, U.S. Army Corps of Engineers, is to study the attitudes of U.S. military personnel toward barracks housing. A primary concern of the Modern Volunteer Army is to make improvements in bachelor housing, and the information from this study will serve as a guide to help the Army decide what improvements should be made in these facilities. The study involves 2,500 respondents on six domestic military posts. The survey instruments include a self-administered questionnaire on post facilities, a slide presentation with an accompanying questionnaire, activity logs, and a personality test. Project coordinator: Edward Lakner.

*Environmental Action--Public Officials Survey.* This is a study of 780 public officials and leaders in 130 Illinois communities between 10,000 and 50,000 population to learn about action for environmental quality. In each community, the mayor, the public health officer, the public works director, a Chamber of Commerce official, and a newspaper editor are being interviewed by phone. In addition, a mail questionnaire is being sent to an environmental activist in each community. The study will provide a comprehensive picture of environmental needs and activities in middle-sized Illinois communities. Project coordinator: Amy W. Orum.

*Opinion and Activities of Decatur Community Organizations on Environment.* A telephone survey with a sample of 200 members of Decatur community organizations on the environment with the purpose of studying the opinions held by these members and ascertaining any environmental activities undertaken by them. Project coordinator: Jutta Phillips.

Completed research:

*Decatur Water Supply.* A survey of farmers and urban people of the Decatur area to learn their attitudes on pollution and other issues related to the environment. Primary concern was over the nitrogen level in the water supply in the Decatur area. Telephone interviews were conducted with 300 respondents--100 farmers and 200 urban residents. Project coordinator: Jutta Phillips.

*Public Opinion of Illinois Legislature.* A telephone interview study with 400 respondents on the attitudes and opinions of Illinois voters about the Illinois State Legislature in Springfield. Project coordinator: Edward Lakner.

Ongoing projects:

*NLRB Election Study.* This study of labor elections held under rules laid down by the National Labor Relations Board got under way in July, 1970, under the sponsorship of Professors Stephen Goldberg (University of Illinois) and Julius Getman (Indiana University). For each election, personal interviews are being conducted with a sample of the employees of the company approximately ten days to two weeks before the election. Immediately after the election, these same employees are reinterviewed by telephone. The purpose is to determine whether the Board's rules and the parties' assumptions accurately reflect what happens during an election campaign. In addition, the effects of specific types of employer and union speeches or conduct on the respondents' voting behavior are to be analyzed. The study is now in the data collection phase, with five elections having been studied since February of this year. Project coordinator: Mathew Hauck.

at Chicago Circle

*Production and Disposition of Wood Residues by the Secondary Wood-Using*



*Industries of Illinois.* In this study of solid wood residue utilization by industries in Illinois, a stratified sample of 730 firms will be contacted. The main objectives are to ascertain the amount of residues produced by various industries, how they dispose of them, and to what extent residue disposal is a problem to them.  
Project coordinator: Ron Czaja.

*Census Diary Experiments.* This is a continuation of methodological research on the best ways to get information on consumer expenditures, being conducted with cooperation and funds from the U.S. Bureau of the Census. Both diaries and tape recorders have been used successfully, but some households are unwilling or unable to keep a diary or talk into a tape recorder. Therefore, daily telephone calls to households are being tested. In addition, the effects of paying or not paying the families will be tested. Conducted in the Chicago area, the total sample is 600, with 200 using diaries, 200 being phoned, and 200 having their choice of diary, phone, or tape recorders.  
Project coordinators: Seymour Sudman and Robert Ferber.

*Environmental Quality.* The purpose of this study for the Illinois Institute of Environmental Quality is to discover citizen attitudes toward various aspects of environmental quality (especially the solid-waste issue) in order to develop workable environmental programs for Illinois. The three main areas of concern are citizen awareness, their status with regard to solid waste, and their attitudes toward possible solutions. The study involves telephone interviews with a random sample of approximately 2,400 housing units throughout the state of Illinois.  
Project coordinator: Jeanne Sigler.

Completed research:

*Academic Calendar Preference.* This study on the University of Illinois Chicago Circle campus obtained faculty

and student opinion on the desirability of the present quarter system versus alternative academic calendars--traditional semester, 4-1-4, early semester, or trimester. Self-administered questionnaires were mailed to the 2,223 faculty members on the campus and were distributed in classrooms to a cross section of 1,237 students.  
Project coordinator: Gloria Heinemann.

## Survey Research Program Boston

*Utilization of Health Services.* The purpose of this study for the National Center for Health Services Research and Development is to collect basic data for health planning and to assess the impact of experimental health programs. The study involves a controlled comparison of personal interviews, telephone interviews, and mail questionnaires, with the major method being telephone where possible and personal where not. The sample size is 3,000 throughout the state of Rhode Island.  
Principal investigator: H. Duncan Scott, Rhode Island Health Services.

*Special Mobility Needs.* This study to identify patterns of mobility and transportation problems in the inner city is sponsored by the Massachusetts Department of Public Works. Personal interviews are being conducted with 1,000 respondents in Boston.  
Principal investigator: Gene Tinney, Circle Associates.

*Neighborhood Attitude Survey.* Sponsored by the Worcester (Massachusetts) Model Cities program, the purpose of this study is to collect base data for planning in areas such as health, housing, employment, and transportation. Conducted in the Worcester Model Cities, the field work involves personal interviews with a sample of 300 respondents.  
Principal investigator: Morris Axelrod.

#

# Research News

## Data Bank in Hawaii

The Survey Research Office of the University of Hawaii is currently developing a storage, retrieval, and analytical system through an IBM 2741 remote terminal. The system is intended to assist planners and policy-makers in Hawaii and also to serve as a model for the development of banks containing different kinds of data. In its present state, the data bank stores data and documentation concerning the state of Hawaii (population, military, education, agriculture, economics, services, politics and government, physical aspects) and contains analytical programs.

A more ambitious purpose of this data bank is to serve as a significant instrument toward the creation of a simulation model of the state of Hawaii. This model could, in turn, be considered as a trial run for a simulation model of the entire world.

For further information on the project, write:

Survey Research Office  
Bachman Annex 8, Room 6  
University of Hawaii  
Honolulu, Hawaii 96822

## 1972-73 Consumer Expenditure Survey

The latest Consumer Expenditure Survey, conducted nationwide for the Bureau of Labor Statistics, has been changed from an annual to a quarterly basis. This shift to a shorter time period is expected to improve the quality of the results because consumers should be able to recall their expenditures better over a 3-month period than over a 12-month period. The quarterly method will require five interviews with householders. About 8,500 households

will be asked to cooperate on a voluntary basis the first year and another 8,500 the second. The total survey period is January, 1972, through March, 1974.

Other changes have also been made in the CES. For the first time the Bureau of the Census is collecting the expenditure data, which allows the use of trained personnel who were employed for the 1970 census. Also, the number of areas included in the survey has been increased to 200, thus strengthening the national sample.

## New Organization Includes Census Bureau

Under a reorganization in the U.S. Department of Commerce effective January 1, 1972, the Bureau of the Census became part of the newly created Social and Economic Statistics Administration (SESA). Also included in SESA is the Office of Business Economics, which has been renamed the Bureau of Economic Analysis (BEA). These two bureaus are the Department of Commerce's principal statistical agencies.

The new structure is expected to strengthen both analysis and collection of data and to create an organization that will be more responsive to the statistical requirements of government, business, labor, and the public.

## Training Materials for Telephone Interviewing

The Survey Research Center at the University of California, Los Angeles, is searching for manuals or other training materials for use in telephone interviewing. They report that inquiries to many of the university-based research centers have turned up only the reply that no such materials are available but that they are needed. With the increased use of the telephone in data

gathering, it is the hope of the SRC staff that a comprehensive manual can be developed. If you have any information that would aid them in their search for materials, please write to D. Michael Walton, Chief of Operations, Survey Research Center, University of California, Los Angeles, California 90024.

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## Personnel Notes

*T. A. Baneroft* is retiring in June as Director of the Statistical Laboratory and Head of the Department of Statistics at Iowa State University.

*Robert T. Bower*, Director of the Bureau of Social Science Research, Washington, D.C., has been on a five-month sabbatical. During this absence, *Laure M. Sharp* has been serving as director.

*Barry M. Feinberg* has joined the staff of the Bureau of Social Science Research as a Research Associate. He was formerly with the European and Media Divisions of USIA.

*Leonard A. LoSciuto* has been named Acting Director of the Institute for Survey Research, Temple University. Formerly the Assistant Director of the Institute, Dr. LoSciuto also teaches in the Psychology Department at Temple. *Dr. Aaron J. Spector*, founder of the Institute, served as its Director until his death in November of 1971.

*Joel S. Rose* has been appointed Chief of Operations at the Survey Research Center, SUNY/Buffalo. He was formerly Director of Technical Services.

*Al Tuchfarber* has become Assistant Director of the Behavioral Sciences Laboratory, University of Cincinnati. He was previously a consultant for Medical Computer Services at that university.

## Publications

### Newsletter on Public Polls

The National Council on Public Polls (1200 Seventeenth St., N.W., Washington, D.C. 20036) has begun publishing a newsletter that is directed mainly to the polltakers and the media, although they would be happy if it had wider dissemination. The first issue of *NCPPE Newsletter*, which appeared in February, 1972, was aimed at the fraternity of print and broadcast journalists who receive, consider, and publish poll results. The major aim of the NCPPE is to improve the flow of information from the polltakers to the public so that the latter will have a fighting chance of not being misled.

### New Publications

Atkin, Charles K., and Chaffee, Steven H. "Instrumental Response Strategies in Opinion Interviews." *Public Opinion Quarterly*, 1972, 36 (Spring), 69-72.

Cooley, William W., and Lohnes, Paul R. *Multivariate Data Analysis*. New York: Wiley, 1971. 364p. \$9.95.

Crider, Donald R.; Willits, Fern K.; and Bealer, Robert C. "Tracking Respondents in Longitudinal Surveys." *Public Opinion Quarterly*, 1971-72, 35 (Winter), 613-20.

Davidson, Terrence N. *Evolution of a Strategy for Longitudinal Analysis of a Survey Panel Data*. Youth in Transition, v. 4. Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1972. Paper, \$3; cloth, \$5.

Hunt, Raymond G. *The Use of Incentives in R & D Contracting: A Critical Evaluation of Theory and Method*. Buffalo: Survey Research Center, SUNY/ Buffalo, December, 1971. Paper, \$1.

Lehnen, Robert G. "Assessing Reliability in Sample Surveys." *Public Opinion Quarterly*, 1971-72, 35 (Winter), 578-92.

McClintock, Charles. *The Uses of Non-verbal Behavior in Assessing the Adequacy of Verbal Information in the Interview*. Buffalo: Survey Research Center, SUNY/Buffalo, January, 1972. Paper, 50¢.

Sudman, Seymour, and Ferber, Robert. "Experiments in Obtaining Consumer Expenditures by Diary Methods." *Journal of the American Statistical Association*, 1971, 66 (December), 725-35.

Sudman, Seymour, and Ferber, Robert. "Some Experimentation with Recall Procedures and Diaries for Consumer Expenditures." *Proceedings of the American Statistical Association, Business and Economic Statistics Section*, 1971, pp. 247-53.

Van de Geer, John P. *Introduction to Multivariate Analysis for the Social Sciences*. San Francisco: Freeman, 1971. 293p. \$9.50.

Weiss, Carol H., ed. *Evaluating Action Programs: Readings in Social Action and Education*. Boston: Allyn and Bacon, 1972. 365p. Paper, \$5.25.

Weiss, Carol H. *Organizational Constraints on Evaluation Research*. Washington, D.C.: National Institute of Mental Health, 1971. (Available from the Bureau of Applied Social Research, Columbia University.)

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## Field Directors' Conference

The 1972 Conference of Field Directors is being held on June 1-2 at the University of North Carolina, Chapel Hill, where the host organization is the Institute for Research in Social Science. This is the fourth annual conference.

The three main topics under discussion this year are "Field Costs of Surveys

and Data Gathering Techniques for Sensitive Subject Matter," "Field Problems in Longitudinal Studies and Comparison of Data Collection Methods," and "Field Problems Associated with Community and Ad Hoc Surveys and Reduction of Response Error and Response Bias."

A preliminary list of 41 participants indicated that the Conference would be well attended not only in the number of attendees but also in the number of non-profit organizations represented.

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## Jobs $\longleftrightarrow$ People

This column is for the convenience of people and organizations in the survey research field who are available for work in survey research or have job openings in the field.

Listings should be sent to the Editor, *Survey Research*, and should not exceed 50 words. Names will be coded, if requested. There is no charge for this service.

Available:

Sampling statistician with strong background in regression analysis, time series and digital computing. Man, 33, married, B.A., M.S., Ph.D. expected June, 1972. Five year's experience in sample surveys. Prefers design and analysis of sample surveys, research and teaching in sampling theory and statistical methods. Available June 1, 1972.

Write H1, c/o Editor, *Survey Research*.

Opening:

Assistant director, Survey Research Laboratory's office at Chicago Circle Campus of University of Illinois, to administer Chicago office, design survey projects, advise students and staff on survey problems, teach courses in survey methods. Joint appointment with teaching department of appropriate subject area. Rank and salary open.

Contact Robert Ferber, Director.