

# Survey Research

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## In This Issue ...

	Page
Current Research . . . . .	1
Personnel Notes . . . . .	14
Research Center News	
BSSR Experiments with Team Interviewers . . . . .	14
SRL Opens Omnibus Surveys . . . . .	14
New Developments at Maine's SSRI . . . . .	15
Two New Samples Developed . . . . .	15
Interviewer Training Tape Developed at Mathematica . . . . .	16
New in the Field	
Health Statistics Center in Rhode Island . . . . .	16
Forthcoming Meetings . . . . .	16
Jobs--People . . . . .	17
Publications	
Bibliography on Trend Analysis . . . . .	17
New Series on Policy Analysis . . . . .	17
AAPOR Series of Readers Planned . . . . .	18
Effectiveness of Census Methodology Evaluated . . . . .	18
New Publications . . . . .	18
Errata . . . . .	20

## Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given in parentheses at the beginning of each organization's listing.

### **Behavioral Sciences Laboratory University of Cincinnati**

(1403 Crosley Tower, Cincinnati, Ohio 45221)

Methodological research:

*Efficiency of Random Digit Dialing (RDD) as a Survey Research Technique.* Under another grant from the Police Foundation, BSL will analyze data that were collected in the earlier phase of this study using RDD to measure the level of crime victimization in Cincinnati. These data will be compared to data collected in Cincinnati by the Census Bureau for the Law Enforcement Assistance Administration. Comparisons will be made on behavioral, attitudinal, and demographic variables to test the efficiency and accuracy of RDD compared to more traditional data-collection methods. Principal investigators: William R. Klecka and Alfred J. Tuchfarber.

### **The BENCHMARK Program Academy for Contemporary Problems**

(1501 Neil Avenue, Columbus, Ohio 43201; affiliated with Ohio State University)

*Columbus Area Social Profile.* This is a series of social surveys designed by the community

with program staff to build a data base of information seen as necessary for local planning, decision making, and evaluation. CASP-I, completed in August, 1974, included 421 questions in a 75-minute personal interview with 2,401 Columbus residents. Reports to date from CASP-I are "Aspects of the Quality of Life in Metropolitan Columbus," "Indicators of Diversity in Metropolitan Area Aspirations," "The Quality of Housing in Metropolitan Columbus," "Citizen Opinions about the Police and the Courts in Metropolitan Columbus," "Citizen Perceptions of Crime," "Citizen Preferences for Improving the Criminal Justice System," "Indicators of Transportation Needs and Practices," and "Citizen Opinions of Bus Service in Metropolitan Columbus." In addition, a *CASP-I User's Guide* (\$5.00) has been prepared for persons desiring to access the survey data through the BENCHMARK Community-Originated Studies Program. Future reports will deal with social services, capital improvements, health employment, and other social issues. CASP-II is scheduled for late summer, 1975. CASP-I study director: Dennis K. Benson; CASP-II study director: Jonathon L. Benson.

*Communications and Information.* This local survey is designed to study sources of information, radio programming preferences, and information bias and objectivity. It is scheduled to go into the field in early March, 1975, with 800 telephone interviews. Study director: Thomas E. James.


**Completed projects:**

*An Assessment of Community-Government Interaction.* An assessment of citizen involvement in local government was completed in the autumn of 1973 for the Municipal Management

Study Team of the City of Columbus. The study focused on needs as well as ways and means for promoting increased interaction between the community and local government in Columbus. In addition, previous efforts of city government to involve citizens in the process of planning and policy making were reviewed and evaluated. The study involved telephone interviews with 1,067 Columbus area residents and personal interviews with 19 community leaders and 10 high-ranking city officials in Columbus. The study compared the opinions of these respondent groups on barriers to citizen involvement and on different methods for increasing citizen involvement. A report entitled *Community-Government Interaction* is available from the BENCHMARK Program. Study director: Richard A. Conway.

*Citizen Views of Post-Secondary Education in Ohio.* A study designed to assess the knowledge, attitudes, and practices of Ohio citizens toward post-secondary education was completed in the spring of 1974 for the Ohio Board of Regents Citizen's Task Force on Higher Education. The objectives of the study were to determine (1) citizen views of the conditions and factors that influence attendance at institutions of higher education; (2) the attitudes of Ohio residents toward higher education as it now exists; and (3) the views of Ohioans regarding the future needs of and expectations for higher education in their state. Telephone interviews were conducted with 1,067 Ohio adults. A report on the study is available from the BENCHMARK Program. Study director: Cari Dawson.

*A Study of Public Knowledge and Awareness Concerning Land Use in Ohio.* This was an evaluation of 400 Ohio citizens' awareness, knowledge, and perceptions of issues, impacts, and problems associated with the use of land in Ohio. The study was conducted for the Land Use Policy Work Group, a group of state agencies directed to review and recommend programs related to state land-use policy, and focused on (1) the identification of state and local land-use problems; (2) predisposition to possible changes in the system of land management; (3) general knowledge and perceptions of land uses; and (4) amount of involvement and sources of information relative to land use. Study director: John Allen.



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**Bureau of Applied Social Research  
Columbia University**

(605 West 115th Street, New York, N.Y. 10025)

*Union Involvement and Citizen Duty.* This study, supported by NSF, investigates the ef-

fects that involvement in a labor union has on an individual's level of citizen duty--voting behavior, political attitudes, involvement in civic organizations, knowledge of public affairs, etc. The analysis is based on interviews conducted in 1973 with officers, staff, and rank-and-file members of District Council 37, American Federation of State, County and Municipal Employees, which actively encourages political development among its membership. Study director: R. Wayne Parsons.

**Bureau of Social Science Research  
Washington, D.C.**

(1990 M Street, N.W., Washington, D.C. 20036)

Completed project:

*"The Metropolitan Washington Heroin Test" Study.* Under a grant from the Special Action Office on Drug Abuse Prevention, BSSR undertook an impact analysis of the short-term effects of an hour-long drug information program that was broadcast twice by a Washington TV station in January, 1974. A random sample of 3,000 adults in the Washington metropolitan area was interviewed by telephone before the first broadcast. The same sample was reinterviewed shortly after the program, and responses were compared. To check on the effects of the pre-program interviews, a control group of 3,400 cases was also interviewed after the program only. The findings are presented in *The Metropolitan Washington Heroin Test Film: Its Impact on the Audience* by Robert T. Bower, available from BSSR for \$1.75. Study directors: Shirley Star and James Kretz.

**Center for Policy Research  
New York**

(475 Riverside Drive, New York, N.Y. 10027)

*Attitudes toward Health Care Priorities.* This project is the final component of research funded by NIMH on the inter-organizational relationships of health organizations and how they relate to the surrounding community in an urban area. This phase consists of a survey of community residents, community leaders, and hospital and clinic administrators in the same metropolitan neighborhood studied in earlier segments of the overall research project. The

purposes of the present survey are (1) to find out how the three groups differ in their views on health care priorities; (2) to communicate the view of the public to hospital administrators; and (3) to obtain some understanding of the linkages between various health and community organizations and the general public. Project director: Steven Beaver; research associate: Rosita Albert.

**Centre de Sondage  
Université de Montréal**

(C.P. 6128, Montréal 101, Québec, Canada)

*Study of Users of Social Service Agencies in Montreal.* The purpose of this study for the Department of Social Affairs, Government of Quebec, is to measure the satisfaction of users of social service agencies regarding their expectations, results obtained, subjective evaluation, etc. Personal interviews are being conducted with 500 such users in Montreal. Study directors: Louise Varin and Gilles Rondeau.

*Demand for Legal Services.* This study for the Department of Education, Government of Quebec, measures the use and nonuse of existing legal services in solving a variety of everyday problems. The study involves personal interviews with about 2,000 adults aged 18 and over residing in the Province of Quebec. Principal investigator: Andrée Lajoie.

**Educational Assessment Center  
University of Washington**

(460 Schmitz Hall, PB30, Seattle, Washington 98195)

Completed project:

*Entering Students Housing Survey.* The purpose of this study for the University of Washington Housing and Food Service Office was to assess the housing preferences and needs of newly entered UW students not living in university housing during their first quarter. Telephone interviews were conducted last fall with 183 such students, excluding those married and living with their spouses. Study director: Judith Fiedler.

**Graduate School of Library Science  
Drexel University**

(32 and Chestnut Streets, Philadelphia, Pennsylvania 19104)

*Information Needs of Blue-Collar Adults.* The Division of Library Programs of the U.S. Office of Education has awarded Drexel's Graduate School of Library Science a \$37,000 grant to study the information needs of blue-collar adults. The project will review and synthesize existing studies related to the blue-collar adult's information needs, information-seeking behavior, and information use. The final product will be a review essay that will consolidate present knowledge on these topics and suggest directions for future research and development. The final report is scheduled for completion by October, 1975.

Principal investigator: Thomas A. Childers.

**Institute for Social Science Research  
University of California at Los Angeles**

(1020 Graduate School of Management, Los Angeles, California 90024)

*Study of Feminine Roles and Motivation.* Funded by an NICHD grant, this study is designed to measure the perceived costs and benefits of parenthood and of working as these relate to women's role orientations toward family life, work life, or both. Use and evaluation of birth control methods and use patterns in relation to pregnancy history will also be examined. Other major areas of investigation include desires and expectations concerning family size and a family decision-making inventory. The study includes a methodological test component designed to evaluate the quality of information obtained by asking both open and closed-ended versions of the same questions. Personal interviews are being conducted with 600 currently married women aged 18-49 in Los Angeles County.

Principal investigator: Linda Beckman (Dept. of Psychiatry, UCLA); study director: Mary Hruby.

*Social Competence.* In the pilot year of this study, funded by NSF, a measure of community-indigenous "social competence" is being developed. It is hoped that such a measure, responsive to the norms, biases, and practices that operate within a community to determine how persons are informally ranked on a vague scale of social "success," will allow researchers to compare those individuals termed "successes" or "failures" across cultures and

between differing backgrounds. Personal interviews are currently being conducted in the metropolitan Los Angeles area with groups of 30 and under consisting of males with a wide range of educational and occupational backgrounds.

Principal investigators: Howard E. Freeman (UCLA), Jerome Kagan (Harvard), Robert Klein (Incap), and A. Kimball Romney.

*Citizen Perception of Political Candidates.* Personal interviews with 480 registered voters and 200 party activists in Los Angeles County provided the data for this NSF-funded study of voters' perceptions of candidates in the 1974 California gubernatorial elections. The primary interest is in developing and testing new psychometric methods for collecting and analyzing data on voter perception.

Principal investigator: Carl Hensler.

*Population Policies.* The purpose of this NIH-sponsored study is to measure attitudes and behavior related to population in such areas as birth control, ecology, pollution, and public policy. This is the second part of a two-wave study designed to measure changes in attitudes and behavior over time. The study involves personal interviews with a panel of 277 adults and 256 teenagers in Los Angeles County.

Principal investigator: Leo G. Reeder.

*Early Warning Signals of Serious Neglect and Abuse of Children.* Through personal interviews, this HEW-sponsored study will provide data that can be utilized by states and localities throughout the country for planning purposes in the following areas: identifying factors associated with progression toward the occurrence of incidents grossly injurious to children that might lead to gross impairment of children's growth and development; establishing priorities in the extensiveness of intervention; and testing methods of intervention that are efficacious in achieving desired goals. The sample will consist of cases of unsustained and sustained child abuse and neglect, and of experts in that area.

Principal investigator: Jeanne Giovannoni.

**Institute for Survey Research  
Temple University**

(1601 N. Broad Street, Philadelphia, Pennsylvania 19122)

Completed project:

*Survey of Public Attitudes toward Philadelphia School System.* This study for the Greater

Philadelphia Movement investigated the attitudes of Philadelphia residents toward their public school system. Main topics investigated were the perceived major problems of the public schools, parties perceived to be responsible for the problems of the schools, attitudes toward the schools and teachers, and desired basic curriculum and services. Personal interviews were conducted with 691 adult Philadelphia residents.  
Study director: Arthur C. Hontz.

**Israel Institute of Applied Social Research**  
**Jerusalem, Israel**

(19 Washington Street, P.O.B. 7150, Jerusalem 91070, Israel)

Completed project:

*Values and Attitudes of School Youth in Israel.* In May-June, 1973, a sample of about 5,000 secondary school youth in Israel were studied. The sample represented grades 9-12 of all educational frameworks (academic, comprehensive, agricultural, and vocational) in the two educational trends (religious and secular). The students were asked approximately 250 questions covering a variety of topics: "don'ts" of the Israeli society, desirable and existing factors of personal well-being, desirable and existing activities in school, involvement and influences concerning professional choice, leisure-time preferences, evaluation of the existing and ideal situation concerning social solidarity, and Jewish and Zionist identification. Some of these same questions were also asked of a sample of the Jewish adult population, and thus it was possible to compare the two generations on these topics. The findings are presented in an Institute monograph by Shlomit Levy and Louis Guttman, *Values and Attitudes of School Youth in Israel* (August, 1974; Hebrew).

**Minnesota Center for Sociological Research**  
**University of Minnesota**

(Department of Sociology, 1114 Social Science Tower, Minneapolis, Minnesota 55455)

Methodological research:

*Utilization of Evaluation Research.* This study,

sponsored jointly with NIMH, will determine variables related to the utilization of evaluation research in decision making at the federal level and will also describe and analyze the kinds of research conducted under the label "evaluation" in HEW. The study involves 170 HEW health evaluations conducted by personal interview in 1972-74, which will be described and analyzed, and a subsample of 25 evaluations to receive intensive methodological study.

Project director: Michael Q. Patton.

**National Analysts**  
**Philadelphia**

(400 Market Street, Philadelphia, Pennsylvania 19106)

*Automobile Buyer Information Standards.* In cooperation with Booz, Allen Applied Research, National Analysts is carrying out a comprehensive nationwide study for the National Highway Traffic Safety Administration to determine the most feasible ways of launching an effective informational campaign alerting automobile buyers to the damage susceptibility, crash-worthiness, and repairability ratings of late model passenger cars. The first phase provides for a national sample of auto buyers to complete self-administered questionnaires designed to measure the relative importance of various automobile attributes in the purchase decision. The second phase involves developing a variety of informational approaches and selecting the four judged most effective by panels of auto buyers. The third phase consists of personal interviews with a national sample of auto owners and potential buyers to measure the relative effectiveness of these four approaches.

Principal investigators (National Analysts): Marshall Greenberg and Roy Roberts.

*Evaluation of Transit Advertising Campaign.* National Analysts is responsible for the household survey phase of an experiment being conducted by the Twin Cities Area Metropolitan Transit Commission, St. Paul, Minnesota, designed to increase use of express buses. The experiment is being carried out under sponsorship of the U.S. Department of Transportation Urban Corridor Demonstration Program. The survey's purpose is to measure response to an advertising campaign seeking to divert Minneapolis commuters from private autos and local buses to express buses operating with preferential treatment on a freeway.  
Principal investigator: Sandra Kresch (National Analysts, Chicago).

*Solar Energy Development.* In cooperation with Booz, Allen Applied Research, National Analysts is conducting a study for the Florida Energy Commission to explore the potential interest of consumers, manufacturers, and public officials in the development of solar energy in the state.

Study director: Bonita Perry.

## **National Opinion Research Center University of Chicago**

### **In Chicago**

(6030 S. Ellis Avenue, Chicago, Illinois 60637)

*Politics and Families: The Changing Roles of Urban Women.* Supported by NIMH, the purpose of this study is to see what motivates women in white, working-class neighborhoods to join assertive community organizations and what the effects of such participation are on them both politically and personally. Personal interviews will be conducted this spring with 560 women active in community organizations, 280 husbands of these women, 230 women not so active, and 115 of their husbands.

Co-investigators: David Greenstone and Kathleen McCourt.

*Population Characteristics and Citizen Policy Preferences.* The goal of this two-year project supported by NICHD is to examine several possible policy consequences of the relationship between city population characteristics, individual socioeconomic characteristics, and the policy preferences of urban residents. Assessment of policy preferences is based on analysis of a wide range of survey data and includes those dealing with the pattern of delivery and level of provision of municipal services provided by city governments and those dealing with the level and form of local taxation employed to generate government revenue. These measures will be supplemented with published data descriptive of the city and neighborhoods of residence of surveyed individuals.

Principal investigator: Terry N. Clark.

*Brown County (Wisconsin) Housing Survey.* Sponsored by HUD, this study is being conducted for the Rand Corporation and will attempt to determine what changes, if any, have taken place in housing conditions in Brown County as a result of a HUD-sponsored housing allowance program inaugurated last summer. Wave I of this study was conducted last year by Mathematica, Inc. In Wave II, approximately 3,000 interviews will be completed with tenant/home-

owners, 2,000 with landlords, and a group of 2,000 will constitute the survey of residential buildings.

Project manager: Eve Weinberg.

*DARP Follow-up Survey.* In this study, personal interviews will be conducted with a sample of 4,000 patients involved in a long-term evaluation research program that Texas Christian University has conducted since 1967 under a grant from the National Institute on Drug Abuse. This phase of TCU's research is to determine the effectiveness of various types of treatment on various types of patients. The follow-up interviews are with patients from 19 treatment centers in the U.S. and Puerto Rico who have terminated treatment and returned to the community.

*Dallas Health Survey.* The purpose of this survey, sponsored by the Children's Television Workshop, is to measure the effect of "Feeling Good," a new TV program for adults about health. A series of up to six interviews will be conducted by June, 1975, with a sample of residents in the Oak Cliff community. About half the respondents were asked to watch the program and to participate in several interviews, for which they will be paid \$50. Another quarter of the sample is being paid \$20 to participate in the health survey only, and the last quarter is being interviewed on health without payment. With this breakdown of the sample into three groups, both the effect of the TV program and the effect of paying respondents can be studied.

### **In New York**

(817 Broadway, New York, N.Y. 10003)

*Teen Challenge.* In this study for Teen Challenge Research, Rehrersberg, Pennsylvania, personal interviews will be conducted this spring in the U.S. and Puerto Rico with 300 men who participated in this religiously oriented drug rehabilitation program in 1968 in order to evaluate the impact of the program on their lives.

Project director: Steven Tuttle.

*Defendant Attitudes Study.* The purpose of this study for the Institute of Political Studies, Stanford University, is to determine the attitudes of defendants toward particular aspects of the criminal justice system: defense lawyers, prosecutors, judges, and juries, as well as the process of plea-bargaining. In San Jose, Detroit, and Baltimore, 750 men charged with felonies will be interviewed immediately after arraignment, and 600 will be reinterviewed immediately after disposition of the case.

Principal investigator: Jonathan D. Casper (Stanford University).

*Experimental Housing Allowance Program (EHAP) --Period III.* In this third year of EHAP, approximately 2,000 households enrolled in the program in Allegheny County, Pennsylvania, and Maricopa County, Arizona, will be interviewed on the 12-month anniversary of their enrollment. Later in 1975 and extending into 1976, the third and final interviews will begin with approximately 3,400 households 24 months after their EHAP enrollment. These personal interviews, being conducted for Abt Associates for HUD, examine the respondents' current housing situations, whether they have moved or improved their housing, and their satisfaction with their housing, neighborhood, and the housing allowance program. Project director: Stephen Kennedy (Abt Associates).

*New York Hospital Health Utilization Study.* Sponsored by New York Hospital and Lenox Hill Hospital, New York, this community survey of the upper east side of Manhattan will obtain data on the level of health utilization of all household members and resident perceptions of these two hospitals. Personal interviews will be conducted with an area probability sample of 1,000 dwelling units in the community. Principal investigator: Dr. Richard Berman (New York Hospital).

Completed project:

*Beach Study.* In this study for the U.S. Environmental Protection Agency, interviewers obtained information last summer from nearly 14,000 people as they left Coney Island or Riis Park for the day. The questions differentiated the people who went into the water from those who didn't. A follow-up telephone survey was conducted by the Center for Policy Research a week later to correlate the incidence of illness with the population who were in the water at the sample beaches on the survey days.

**Pennsylvania Field Research Laboratory  
Pennsylvania State University**

(University Park, Pennsylvania 16802)

*Two-County Survey.* The purpose of this study for the Pennsylvania Department of Public Welfare is to develop a model for a multi-county social service delivery network for rural or

sparsely populated counties. The study investigates social service needs for the general population and for several specialized populations such as households with one or more elderly members and those with one or more preschool-aged children. Analysis is under way on the data collected through personal interviews with 1,400 randomly selected households in Clinton and Lycoming Counties in Pennsylvania.

Study director: Virginia H. Sibbison.

*Congregate Meal Program Survey.* This study for the Pennsylvania Office of Aging, Department of Public Welfare, evaluates the effectiveness of the Congregate Meal Program in selected urban and rural counties in Pennsylvania. In stage one, 697 personal interviews were conducted with a sample of program participants over 60 years old and a control group of neighbors in the same age group who meet program participation standards. The questions covered a number of items relating to physiological and psychological welfare. A follow-up study will be conducted in April-May, 1975, one year after the first stage.

Principal investigator: Patrick Madden.

Completed project:

*Community Dynamics/Five-County Survey.* Phase III of a continuing study of community dynamics in a five-county area of Pennsylvania was completed in May, 1974. Sponsored by the Institute for the Study of Human Development at Penn State, a long-range objective of the study is to develop a model of social systems based on life-satisfaction and quality-of-life data. Personal interviews were conducted with 806 randomly selected households in five central Pennsylvania counties. Principal investigator: R. Richard Ritti.

Methodological research:

A study is being conducted with 69 interviewers, who obtained interviews from over 1,500 respondents in a statewide survey in spring, 1974. The original intent of the study was to investigate the extent of interviewer bias and its effect on respondents on attitudinal questions. An interesting development was the large degree of pre/post change in interviewer response to a given set of selected attitude questions. These questions were designed to elicit interviewer attitudes and to be compared with respondents' attitudes on the same questions. The patterns and implications of the interviewer response changes are being documented and prepared for further study.

## **Recreation Research Project USDA Forest Service**

(Pacific Northwest Forest and Range Experiment Station, 4507 University Way, N.E., Seattle, Washington 98105)

*Public Participation in Forest Land-Use Planning.* In this study, which examines participation in public involvement programs on federal lands in the Pacific Northwest, 300 personal interviews will be conducted with a sample of citizens who wrote letters, signed petitions, or attended hearings on uses of National Forest and National Park lands. The study will explore how they became involved, the nature of their interest in the issues, their representativeness of the local populations, and their involvement in other environmental and political issues.

Principal investigators: Randy Washburne and John Hendee.

*Black Involvement in Forest Recreation and Environmental Issues.* This study explores explanations for the low participation of blacks in forest recreation activities and public involvement in land-use issues in the Pacific Northwest. In addition to special interest in economic or social explanations, the study will examine urban black subcultural values and norms that may be reflected in characteristic disinterest in forest recreation and environmental issues. Personal interviews with 200 urban and suburban blacks in Seattle will provide data on their outdoor recreational participation and preferences, knowledge of current environmental issues, and assessment of the causes and solutions to black underrepresentation in environmental resources and affairs. These data will be compared with those from the study of participants in land-use issues (see above).

Principal investigators: Randy Washburne, Jetic Wilds, and John Hendee.

## **Research Triangle Institute North Carolina**

(P.O. Box 12194, Research Triangle Park, North Carolina 27709)

*Highway Safety Need Study.* The objectives of this study for the National Highway Traffic Safety Administration, U.S. Department of Transportation, are (1) to identify high-payoff highway safety action items in selected target areas from a state-of-the-art survey, and to

identify a combination of high-payoff action items that will produce the maximum reduction in fatalities for given funding levels; (2) to determine federal, state, and local costs to implement this combination of high-payoff action items nationally for the period FY 1977-1986; and (3) to develop projections for federal funding for that period. In the survey phase, personal interviews will be conducted in 20 states with 3,000 local contacts and approximately 200 state contacts among individuals and organizations responsible for the administration of highway safety programs. Project manager: Joseph E. Lemm.

*Health Cost Study.* Sponsored by the National Institute of Neurological Diseases and Stroke, NIH, this 26-month, \$627,000 study is RTI's largest health survey. The purpose is to develop methods for making more reliable estimates of the incidence, prevalence, and costs of head and spinal cord injuries. Since no national register of such patients exists, RTI is designing a nationwide case-survey to collect and analyze data for estimating the rates and costs of these injuries. Cost data will include direct expenses of patients, public expenditures for care and facilities, and estimates of manpower productivity losses. A top-level medical advisory committee is assisting by arriving at suitable medical definitions for determining what injuries should be covered by the survey and by providing guidelines for the collection of medical data from sources such as hospitals and clinics, nursing homes, rehabilitation centers, and physicians.

Project leader: William D. Kalsbeck.

## **Rhode Island Health Services Research Providence**

(56 Pine Street, Providence, Rhode Island 02903)

*Health Expenditure Survey.* Field work for a personal interview survey of 2,000 randomly selected Rhode Island households began in February, 1975. The survey is designed to obtain information on (1) health problems (chronicity, disability, hospitalization, etc.); (2) regular source of medical care; (3) knowledge and use of particular services and diagnostic and screening techniques; (4) attitudes toward new modes of delivery and concerns about or problems with health services; (5) medical care coverage by third-party payers; and (6) expenditures for health services. This project is sponsored by the Rhode Island Department of



Health, with assistance in the field work being provided by the Survey Research Program, Boston.

Principal investigators: Ann Walker and Owen Thornberry, Jr.

#### Completed projects:

*1973 Rhode Island Physician's Attitude Survey.* The purpose of this survey, sponsored by the Rhode Island Medical Society and the Office of Comprehensive Health Planning, Rhode Island Department of Health, was to obtain data on physicians' attitudes toward several current issues related to the organization of medicine: (1) physician use of time; (2) prepayment plan reimbursement mechanisms; (3) new organization proposals; (4) methods of referral; (5) medical records; (6) quality review by physicians; and (7) use of allied medical personnel. Responses to this mail survey were received from 803 physicians, or 68 percent of the membership of the Rhode Island Medical Society.

Principal investigator: H. Denman Scott, M.D.

*Nurse Survey.* The purpose of this survey, sponsored by the Rhode Island Health Science Education Council, was to obtain data on the employment status of licensed registered nurses in Rhode Island. Of particular interest was the status of those persons no longer employed as nurses and the reasons for inactivity in nursing. Questionnaires were mailed to a random sample of 1,000 nurses, with 80 percent responding.

Principal investigator: Cynthia Clay.

#### **Social Science Research Center University of Puerto Rico**

(Faculty of Social Sciences, Rio Piedras, Puerto Rico 00931)

*Social Factors Related to Heroin Addiction among Puerto Ricans.* This investigation grew out of a proposal submitted to the Permanent Commission for the Control of Narcotics. It is hoped that the results can provide the basis for establishing criteria for the development of treatment programs in the rehabilitation process of heroin addicts in Puerto Rico and can also serve as the basis for a national prevention program. This study involves interviews with all male ex-addicts active in the Program CREA in Puerto Rico, as well as with male ex-addicts in the Program CISLA and a sample of convicted addicts under the custody of the Division of Correction of the De-

partment of Justice of Puerto Rico. The questionnaire includes the following areas: demographic data, conditions of social and family environment, schooling, community and neighborhood, occupational history, history of drug use, and social reference scales.

Project director: Pedro A. Vales.

*Purposes and Programs of the University of Puerto Rico, Rio Piedras Campus.* The purpose of this project is to study five principal aspects of the university: (1) the institution's mission; (2) the criteria for faculty appointments; (3) the criteria for student admission, retention, and graduation; (4) the relevance of the curriculum to the established mission of the university; and (5) the sources and sufficiency of funds and their distribution in the university. The study involves interviews with three groups within the university to determine some of their characteristics and criteria: (1) 20 persons in administrative positions; (2) 134 professors regarding their social characteristics, academic preparation, academic duties, and criteria about the policy issues under study; and (3) 110 students regarding their parental social status, study habits, class participation, and opinions on the relevance of the curriculum for their future employment and personal development. The project also involves interviews with other officials and visits to various universities and with others working in university education.

Project director: Millard Hansen.

#### **Social Science Research Institute University of Maine at Orono**

(14 Coburn Hall, Orono, Maine 04473)

*Election Surveys.* For six weeks prior to last November's election in Maine, SSRI conducted four separate statewide telephone surveys to monitor voter changes over time. The first three surveys lasted two weeks each and contained approximately 500 completed interviews each. The last survey lasted only five days and contained just over 300 interviews. In this survey, SSRI detected a last-minute trend toward James Longley, who had been running a distant third, and correctly predicted his victory as governor. Following the election, SSRI mounted an in-depth post-election survey of a random sample of persons who had voted. The five surveys and the election results themselves are currently being analyzed by Kenneth Hayes of the Political Science Department, Herbert Maccoby of the Sociology Department, and Lewis Mandell, SSRI's Director.

**Survey Research Center  
University of Michigan**

(Institute for Social Research, P.O. Box 1248,  
Ann Arbor, Michigan 48106)

Completed projects:

*The 1972-73 Quality of Employment Survey: Descriptive Statistics, with Comparison Data from the 1969-70 Survey of Working Conditions.* This monograph by Robert P. Quinn and Linda J. Shepard presents descriptive statistics obtained from two national surveys of the American working force. Both surveys were sponsored by the U.S. Department of Labor and involved personal interviews with representative national samples of 1,500 employed adults. Topics covered in the 1973 survey and presented in the volume include measures for use in analyses of the effects of quality of employment (physical and mental health, drinking, smoking, job satisfaction, etc.) and other areas such as wages, hours of work, health and safety, transportation, unions, discrimination, and the content and meaning of work. In the many instances where identical questions were asked in 1969 and 1973, comparable statistics from the 1969 survey are also shown. The 328-page monograph is available from ISR for \$9 paperbound or \$14 clothbound.

*Job Satisfaction: Is There a Trend?* This report by Robert P. Quinn, Graham L. Staines, and Margaret R. McCullough analyzes data from 15 national surveys conducted from 1958 through 1973 by the National Opinion Research Center, ISR's Survey Research Center, the Survey Research Center at the University of California, and George Gallup. The purpose was to determine whether there has been a trend in job satisfaction in this country. The authors found that during the past 15 years there has not been any significant decrease in degree of job satisfaction. The report also examines data on job satisfaction from the 1972-73 Quality of Employment Survey (see above), reviews literature and data regarding job characteristics and other factors thought to be important in job satisfaction, and discusses strategies for raising levels of job satisfaction. The 57-page report was prepared for the Manpower Administration, U.S. Department of Labor, and is available from the Government Printing Office for 95¢.

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

(4230 Ridge Lea Road, Buffalo, New York 14226)

*Procedures for Obtaining Ratings of Candidates*

*for Judicial Office.* In this study for the Erie County Bar Association, mail questionnaires have been sent to 400 Erie County lawyers, with telephone follow-ups. The purpose is to assess a method of evaluating candidates for judicial office.

Study director: Raymond Conjeski.

Completed project:

*Survey of Moving Desires among Buffalo Inner-city Residents.* This study was undertaken in conjunction with HOME (Housing Opportunities Made Equal) to determine (1) the proportion of inner-city residents who wish to move to the suburbs or less predominately black areas of the city; (2) the obstacles preventing those who wish to move from doing so; (3) the reasons of those who wish to move; and (4) the proportion of those inner-city residents who would like assistance from HOME if they were to move. Telephone interviews were conducted with 500 Buffalo inner-city residents. Project director: Kenneth Terhune; study director: Raymond Hunt.

**Survey Research Center  
Oregon State University**

(403 Agricultural Hall, Corvallis, Oregon  
97330)

*Annual Survey of Hunters in Oregon during 1974.* In this survey for the Oregon Wildlife Commission, information is being gathered from Oregon hunters on the areas they hunted, how often and when they hunted, the species hunted, and the number of kills made among each species. Survey results will be used in combination with license revenue figures to estimate hunter effort and success in hunting for deer, elk, bear, upland game, and waterfowl. Questionnaires were mailed in January, 1975, to 18,800 resident and nonresident hunters, or 5 percent of all hunters licensed in Oregon. Study director: Lyle D. Cavlin.

*Impact of a Cable Television Information Delivery System on Land-Use Planning.* The purpose of this study, sponsored by the Education Coordinating Council, State of Oregon, is to measure the effectiveness of cable television in delivering information concerning the legal aspects of zoning and land-use planning in neighborhoods of Portland, Oregon, particularly as this information relates to citizen involvement in the planning process. A series

of personal interviews has been conducted--some prior to information efforts, others after completion of such efforts--with 1,200 Portland residents to assess the effects of cable and other information delivery systems on various variables (attitudes, knowledge, use of the mass media, professional information sources) in a public involvement model. Study director: Robert Mason.

*Survey of Willamette River Sport Fishing, 1975.* In this survey for the Oregon Fish Commission, a variety of information will be gathered: personal interviews with all boatsmen landing at various moorages on the Willamette River to determine if they were fishing for and caught any salmon; personal interviews with bank anglers; moorage logs kept at the docks of fisherman going in and out; and aerial counts of boats on the river during various times of day. The purpose of the survey, which will be conducted between March and June, 1975, and will include 6,000 noncommercial boaters, is to estimate the number and distribution of sport salmon caught on the Willamette River. Study director: G. David Faulkenberry.

*Bi-annual Survey of Anglers in Oregon during 1974.* This survey for the Oregon Wildlife Commission asks a 3-percent sample of anglers in Oregon for information concerning the areas they fished, how often and when they fished, the species fished, and the number caught and released for each species. Questionnaires are being mailed each month to resident and non-resident anglers, with a total of 25,000 to be mailed through January, 1976. Study director: G. David Faulkenberry.

### **Survey Research Centre York University**

(4700 Keele Street, Downsview, Ontario M3J 2R6, Canada)

*A Study of Adult Recurrent Education.* The purpose of this study for the Ontario Ministry of Education is to compare the needs of francophones versus anglophones (residual groups) for adult educational services in the Ottawa region. A study will be made of attitudes toward existing programs, methods of implementing these programs, and perceptions of respondents toward needed changes and improvements. Screening of 1,100 selected households in Ottawa was conducted to obtain personal interviews with 250 francophone and 250 residual respondents. Principal investigator: Paul Lamy.

### **Survey Research Laboratory Arizona State University**

(Sociology Department, Tempe, Arizona 85281)

*Role and Responsibility of University in Providing Birth Control.* This study seeks to ascertain the attitudes of ASU students toward University responsibility for birth control services and information and toward cohabitation; ratings of ASU services, facilities, and activities; and background characteristics. Questionnaires self-administered in the classroom were obtained from 1,041 members of the ASU summer student body. Study director: Morris Axelrod.

### **Survey Research Laboratory University of Illinois**

#### **at Urbana-Champaign**

(414 David Kinley Hall, Urbana, Illinois 61801)

*Illinois State Bar Association Survey.* The purposes of this survey for the Illinois State Bar Association are to measure the attitudes of licensed attorneys in Illinois toward formal specialization in the practice of law and toward prepaid legal services and to update previous economic surveys. All 22,819 lawyers in the state have received at least one mailing of the questionnaire, and a 20-percent sample (4,562) is being followed up with additional mailings and by telephone. Project coordinator: Mati Frankel.

*Service Fee Buildings.* This mail survey for the University of Illinois at Urbana-Champaign Service Fee Advisory Committee will help determine if students on the campus would support a fee increase, how satisfied students are with service fee buildings, and how they would allocate fees. Questionnaires have been mailed to 1,250 UIUC undergraduate and graduate students. Project coordinator: Diane O'Rourke.

*Racial Identification with Television Programs.* This survey for Professor John Leckenby of the Department of Advertising, UIUC, investigates how different types of people view certain television programs. In 50 telephone interviews in each of four groups in Chicago--blacks and whites in low and moderate income levels--respondents were asked about their opinions of the TV programs "All in the Family"

and "Sanford and Son."  
Project coordinator: Jutta Phillips.

*Foster Home Children Study.* SRL is assisting in a study of children in foster homes and institutions being conducted by the Center for Urban Affairs, Northwestern University. The study involves personal interviews with 200 children, 133 real parents, 133 social workers, and 133 caretakers to compare the child's perceptions of foster home or institutional living with the adults' perceptions and with records kept on each child.  
Project coordinator: Matt Hauck.

*Hypertension Followup.* This study for Professor Jeffrey Salloway, Department of Sociology, UIUC, involves telephone interviews with 550 blacks in Chicago selected from a hypertension screening program and divided into four groups: hypertensive utilizers (go to Michael Reese Clinic), hypertensive nonutilizers (never went to the clinic), hypertensive dropouts (formerly went), and normotensives. The data will be used to determine differences in these groups, particularly in regard to their social network systems as they pertain to their compliance or noncompliance with hypertension treatment.  
Project coordinator: Diane O'Rourke.

*Attitudes toward the University of Illinois--1975.* In this third annual survey conducted for the University of Illinois Office of Public Information, about 1,000 members of University-affiliated citizens' groups throughout the state will be surveyed by mail this spring to elicit their opinions on various questions affecting the University of Illinois and higher education in general.  
Project coordinator: Mati Frankel.

#### **at Chicago Circle**

(4075 Behavioral Sciences Building, Chicago, Illinois 60680)

*Older Citizens in Chicago.* The purpose of this study for Bernice Bild of the Urban Research Corporation and Robert Havighurst of the University of Chicago, in cooperation with the City of Chicago Mayor's Office for Senior Citizens, is to assess the needs of special groups of older persons--homeowners, persons living in residential hotels, blacks, and Polish Americans. Personal interviews 1 1/2 hours in length are being conducted with 500 respondents in Chicago. The questionnaire focuses on the status and needs of older persons in the areas of health, housing, transportation, finance, and social isolation. It is being made available for use to other agencies

studying the aged throughout the country and is being distributed in connection with a national conference in February on research utilization being sponsored by the City of Chicago Mayor's Office for Senior Citizens in cooperation with the Administration on Aging, HEW.

Project coordinator: Fred Kviz.

#### **Completed project:**

*Project T.R.U.S.T. (To Reshape Urban Systems Together.* SRL assisted in this study conducted by the Council on Population and Environment, which involved self-administered questionnaires distributed to those attending group meetings in Chicago and Cook County at which a TV program was viewed and discussed. These viewer discussion groups dealt with identifying the most critical issues and choices that bear on public safety and the justness and effectiveness of the criminal justice system in the Chicago SMSA and with involving citizens in making a more effective system. Participants were asked their views on several criminal justice problems and their attitudes about taking part in the viewer discussion groups.  
Project coordinator: Ron Czaja.

#### **Survey Research Program University of Massachusetts/Boston**

(100 Arlington Street, Boston, Massachusetts 02116)

*Rhode Island Health Survey.* SRP is assisting in the field work on this survey being conducted by Rhode Island Health Services Research (see p. 8).  
Study coordinator (SRP): Alice Fehlhaber.

#### **Urban Opinion Surveys Division of Mathematica Princeton, New Jersey**

(P.O. Box 2392, Princeton, New Jersey 08540)

#### **Methodological research:**

*Interviewer-Respondent Interaction in a Telephone Survey of Physicians' Offices.* As part of the Rural Physicians' Capacity Utilization

Telephone Survey, which was funded by HEW and included telephone interviews with a sample of approximately 4,000 physicians' offices, interviewer-respondent interaction was observed. For the monitoring study, interviewer and respondent behaviors were recorded using a standardized instrument. Two randomly selected hours per day were monitored. The entire sample for the monitoring study involved 190 completed interviews administered by 12 interviewers. The behaviors monitored included rewording of questions, elaboration by the interviewer, respondents' questioning the questions, interviewers' accepting unacceptable answers, and interviewers' using directive or biased probes. A large variance in types of behaviors over questions and over interviewers was found.

Researchers: Gail Inderfurth and Lois Blanchard.

### **Wisconsin Survey Research Laboratory University of Wisconsin**

(101-112 Lowell Hall, 610 Langdon Street, Madison, Wisconsin 53706)

*The Wisconsin School Survey.* The goal of this survey, supported by NIMH, is to follow up a one-third random sample of respondents to a 1957 survey of all high school seniors in Wisconsin. The original survey asked approximately 36,000 seniors about their high school academic program; their aspirations for further education, future occupation, and marriage; and their perceptions of influences on these aspirations. The current telephone interview study will follow up approximately 9,500 of these respondents 18 years after leaving high school to learn about the effects of such factors as education, social background, and career contingencies on such variables as education, occupation, geographical migration, and participation in various activities and organizations. Of primary interest are the causes and effects of youth's aspirations and of participation in different kinds of post-high school education. Study directors: William H. Sewell and Robert M. Hauser (Department of Sociology).

*Self-Image in Early Adolescents.* During this study of how normal children think of themselves as they move out of childhood into the beginning of adolescence, some 900 children in 17 schools in Milwaukee will be interviewed once in the 6th grade and again in the 7th grade about their attitudes toward school and other aspects of their lives. One-half of the

children were interviewed last fall and another half will be interviewed this spring in order to measure any attitude changes occurring within the school year. These same children will be interviewed again next year to measure changes that occur in their attitudes toward themselves between 6th and 7th grade.

Principal investigator: Roberta Simmons (Department of Sociology, University of Minnesota).

*The Milwaukee Environmental Resources Center Telephone Study.* The purpose of this study is to evaluate the Environmental Resources Center program operating on a pilot basis out of the University of Wisconsin and the Milwaukee County Extension Office. Telephone interviews are being conducted with approximately 200 persons in Milwaukee County who have been in contact with or have worked with the program. Principal investigator: LaVerne Forest (University of Wisconsin--Extension).

Completed projects:

*Personal Well-Being and Quality of Life as Related to Environmental Factors in Northwest Wisconsin.* In this project, sponsored by NIMH and the College of Agriculture, University of Wisconsin, personal interviews were completed in December, 1974, with 1,499 adults living in nine northern Wisconsin counties. These counties represent a 19-county area in which state and federal agencies have increased their funds and efforts toward improving the economic and social well-being of the people living in the area. The purpose of the survey was to assess the changes that have occurred in this area and to provide a baseline against which future changes can be measured. Project director: Eugene A. Wilkening (Department of Rural Sociology).

*A Study of a Realtor Questionnaire.* This was a statewide pretest of a mail questionnaire to be used in a survey sponsored by the Wisconsin Real Estate Examining Board of all licensed real estate brokers and salespeople in Wisconsin to gather information about how WREEB functions affect the licensees and about various characteristics of these licensees. In the pretest, 50 respondents in five urban areas of the state were interviewed in person and were asked their reactions and comments about the survey form. Study directors: Kentner Fritz and Linda B. Driver.

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## Personnel Notes

Last September, *James R. Murray* was named Associate Director of the National Opinion Research Center. He was formerly Project Director of NORC's Continuous National Survey.

*Michael Quinn Patton*, a sociologist, is the new Director of the Minnesota Center for Sociological Research, University of Minnesota.

*Bryn Greer-Wootten* has been appointed Acting Director of the Survey Research Centre, York University, commencing January, 1975. He holds a cross-appointment with York University as Associate Professor of Geography, a position he has held for five years.

At the Social Science Research Institute, University of Maine at Orono, *Kenneth Hayes*, Professor of Political Science, has been appointed Associate Director, and *Tracy Bigney* has become Field Director.

*Virginia Hayes Sibbison*, Assistant Professor of Community Development at Pennsylvania State University, has been appointed as faculty associate with the Pennsylvania Field Research Laboratory. She previously served as project director of the Multi-County Social-Service Delivery Network Survey, Institute for the Study of Human Development, Penn State.

At National Analysts in Philadelphia, *Raf Haddock* has been appointed a Senior Study Director. He has a Ph.D. from Purdue University and is currently editor of the Newsletter of the Division of Consumer Psychology, American Psychological Association. *Karen File*, a Ph.D. candidate in sociology at Temple University, has been appointed a Study Director. She was formerly a Program Analyst for the Treatment Alternatives to Street Crime Program in Philadelphia.

In the Chicago office of National Analysts, *Robert J. Michaels* has been appointed a Study Director. He was formerly co-director of the Training Resource Center, Mansfield Training School, Mansfield Depot, Connecticut.

*Kenneth Kehrer*, an economist from Yale, has joined the Urban Opinion Surveys Division of Mathematica to direct the Health Insurance Experiment. *Barbara Kehrer*, also a Yale economist and Chief Economist in the Research Branch

of the AMA, is joining the research staff of UOS.

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## Research Center News

### BSSR Experiments with Team Interviewers

In an effort to minimize data-collection problems in center-city areas of Washington, D.C., for its study of Citizens' Attitudes toward Problems of Crime in the District of Columbia, the Bureau of Social Science Research experimented with organizing interviewers into "crews." Each crew consisted of two to five interviewers working under the supervision of a male crew chief. The crew chief had the day's assignments, which were in a limited area, drove the car, met his crew of interviewers at an appointed time and place each interviewing day, dropped each interviewer off at an address, checked to see that he or she got into the house, then proceeded to drop off the next interviewer, and returned to pick up each interviewer in turn.

The system not only made it possible to get interviewers to take assignments in areas where they refused to go alone, but helped response rates by enabling some refusals to be circumvented because a different type of interviewer in the same crew could visit the respondent right away. In addition, completed questionnaires were checked immediately and returned to the office daily, and the crew chief could serve as an on-the-spot supervisor. Although the system made interview costs higher because of the additional person, the interviews turned in required less staff processing, checking, and validating. BSSR feels that the experiment was worthwhile since it enabled interviews to be obtained in inner-city areas.

### SRC Opens Omnibus Surveys

The Survey Research Center at the University of Michigan's Institute for Social Research has opened its Omnibus surveys to researchers throughout the country. SRC conducts the surveys twice each year with a 60-minute personal interview combining the questions of participating researchers and a standard set of 25

demographic measures. Approximately 1,500 interviews with adults 18 years and older are obtained using a national probability sample of households in the coterminous U.S. Omnibus provides comprehensive services from sampling through univariate or bivariate analysis. Participating researchers share costs based on the time their questions take in the interview.

Interview segments can range from four or five minutes to half an hour or more. All participants receive the demographic data and may also analyze substantive data from the entire survey providing participant permission is obtained prior to publication of such analysis. In addition to using omnibus for primary data collection, it can be used for pretesting a research area or exploring a few basic relationships prior to launching a larger survey segment or a full national sample survey, or for testing the reliability and validity of indices, inventories, or scales. By using several surveys, trends over time can be monitored or data aggregated to create larger samples of subgroups within the population.

Persons interested in receiving more information about the Omnibus surveys may contact Barbara Thomas or Marion Chapman at SRC.

## **New Developments at Maine's SSRI**

The University of Maine's Social Science Research Institute has been experimenting with a new medium for survey research, tentatively known as the "Mandell Ascertainment Meter." This electronic device enables surveys to be taken of persons in a group where each person registers his or her response secretly and results are instantaneously counted, percentaged, and fed back to the group by the centrally displayed meter. While others have experimented with devices that accomplish the same needs by means of mini-computers, the advantage of the current device is that it is completely portable (weighs under 20 pounds, complete), can be assembled for a group of 50 persons in about two minutes, and can be manufactured for less than \$200. Currently, SSRI is using the device in a variety of ways, including survey pretests (where questions can be modified on the spot to see if responses differ), town meetings, and studies of highly sensitive issues such as incidence of rape, where standard survey techniques do not work.

SSRI has also developed and made operational the "Maine Model," which combines a large data

base on all industries in the U.S. with survey data from members of a community to provide industrial location guidance for the community. The basis of the model is that there are hundreds of communities in the U.S. seeking to increase economic activity by adding industries that are high paying and environmentally "clean." The Maine Model reasons that every industry offers communities a set of attributes (economic and environmental) and also has a set of needs (labor supply, inputs, etc.), while every community has a set of attributes addressed to the needs of industries and a set of needs for the attributes of industry. The needs or preferences of a community are ascertained through a survey of citizens or community leaders, and these data are combined with existing data on the industries in order to find the industries that best match what the community wants and can offer. The model has been used for Bangor, Maine, and can be used with a small amount of modification for other communities in the country.

## **Two New Samples Developed**

After more than two years of planning and preparation, the Research Triangle Institute has developed a national general purpose sample that will enable it to conduct nationwide surveys. The sample consists of 100 primary sampling units (counties or groups of counties), which are subdivided into 960 sample points in 32 states and the District of Columbia. Twelve new field supervisors have been recruited, each of whom is strategically located with respect to the 100 units. RTI already has three projects that will require the services of these 12 new field representatives for the next 15 months. These projects are a national survey to determine the incidence, prevalence, and costs of head and spinal cord injuries (see p.8); a national longitudinal study of the high school class of 1972; and a national survey of 200 areas throughout the country to evaluate the organization of their fire protection delivery systems.

The Survey Research Center of the State University of New York at Buffalo is currently developing the capability of conducting periodic large, multi-purpose surveys in Erie and Niagara Counties. A master sample of 7,500 dwelling units in the two counties is being selected and will be used repeatedly in successive surveys. In order to keep it up to date, the sample will have added to it periodically a supplementary sample of new dwelling units.

## Interviewer Training Tape Developed by Mathematica

A one-hour video tape on general interviewing technique has been written and produced by Mathematica, Inc., of Princeton, New Jersey, with Judith A. Glotzer as project manager. The tape, which was directed by Larry Kirkman of Video Works in Santa Monica, California, and uses professional actors, includes exposition and mock interviews related to the role of the interviewer, interviewer behavior leading to bias, and correct probing techniques. The tape will be used across projects for interviewer training. In addition, a separate 15-minute video segment dramatizes the hypotheses and goals of the supported work evaluation.

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## New in the Field

### Health Statistics Center in Rhode Island

A Health Statistics Center was established in 1974 at Rhode Island Health Services Research, Inc. (SEARCH). The primary function of the Center is to create and maintain a comprehensive health services data system for the state of Rhode Island. This system will embrace all the data components of the Cooperative Health Statistics System of the National Center for Health Statistics: hospital discharges, vital statistics, long-term care, health facilities, health occupations, household survey, health expenditures, and ambulatory care. While the Center is primarily a source for health services information, it also services as a technical resource in research and evaluation methodologies for the Rhode Island community and certain national organizations.

The Center's data bank contains three population-based elements: (1) census data for Rhode Island from the 1970 census, (2) vital statistics data for Rhode Island, and (3) data from two household surveys--one conducted in 1972 and the other to be conducted this spring (see p. 8). These data provide the basic framework within which the remaining data components (hospital utilization, long-term care, health expenditures data, health occupations, and health facilities) can be assessed and analyzed.

Most of the Health Statistics Center's data gathering, processing, storing, and analysis

activities are supported through contracts with the Rhode Island Department of Health and through subcontracts with RIDH from the National Center for Health Statistics. The Director of the Center is Owen Thornberry, Jr.

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## Forthcoming Meetings

*American Marketing Association.* 58th International Conference. Hyatt Regency Chicago Hotel, Chicago. April 14-17, 1975.  
Ron Zajicek, Conference Coordinator  
American Marketing Association  
Suite 606  
222 S. Riverside Plaza  
Chicago, Illinois 60606

*American Association for Public Opinion Research.* 30th annual conference. Nordic Hills, Itasca, Illinois. May 29-June 1, 1975.  
Albert D. Biderman, Conference Chairman  
Bureau of Social Science Research  
1990 M Street, N.W.  
Washington, D.C. 20036

*American Marketing Association.* 1975 Marketing Educators' Conference. Holiday Inn and Americana of Rochester Hotels, Rochester, New York. August 17-20, 1975.  
Ron Zajicek  
(see above)

*American Statistical Association.* 135th annual convention. Regency Hyatt House, Atlanta, Georgia. August 25-28, 1975.  
American Statistical Association  
806 15th Street, N.W.  
Washington, D.C. 20036

*American Sociological Association.* 70th annual convention. San Francisco Hilton Hotel, San Francisco, California. August 25-29, 1975.  
American Sociological Association  
1722 N Street, N.W.  
Washington, D.C. 20036

*American Psychological Association.* 83rd annual convention. Chicago. August 30-September 3, 1975.  
Doris Entwisle  
c/o Candy Won  
American Psychological Association  
1200 17th Street, N.W.  
Washington, D.C. 20036

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## Jobs $\longleftrightarrow$ People

This column is for the convenience of people available for work in survey research and organizations having job openings in survey research.

Listings should be sent to the Editor, *Survey Research*, and should be approximately 50 words in length. Names will be coded, if requested. There is no charge for this service.

### Available:

10 years of college and university teaching and research experience. Nationally distributed monograph on survey methods. Director of 7 surveys. Consultant to business firms. Experienced in all aspects of survey research from interviewer recruitment to data analysis. M.A., A.B.D., Sociology, Midwest university. Age: 32; married, 2 children. Prefer Midwest. Available July or August, 1975.

Write D3, c/o Editor, *Survey Research*.

### Available:

Multidisciplinary background in urban planning, econometrics, economic geography, and regional economic analysis. M.S. in Regional Science, Univ. of Pa., 1971. Over seven years experience in home interview survey design, development of regional forecasting models, and advanced statistical analysis of census data. Presently working for regional planning agency in large metropolitan area. Age: 36; married. One month notice required. Write J1, c/o Editor, *Survey Research*.

### Available:

Biostatistician, computer information system specialist. Ph.D. equivalent (A.B.D.) in biostatistics, 1965. Graduate teaching, consultation, research, and management experience in computers, systems analysis, and statistics in health field. Presenting heading 19-member department of computer and statistical services processing survey, evaluation, and medical services data.

Write J2, c/o Editor, *Survey Research*.

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## Publications

### Bibliography on Trend Analysis

At the National Opinion Research Center, Thomas W. Smith of the Social Change Project staff

has compiled a bibliography entitled *Social Change and the General Social Survey: An Annotated Bibliography*. This bibliography contains about 130 annotated citations for works demonstrating trend analysis with survey data. Publications included represent trend research using two or more of the demographic variables that also appear in NORC's General Social Survey questionnaire. The purpose is to encourage the use of the GSS for trend analysis by showing the correspondence of its questions to those asked in other earlier surveys. The bibliography is available from the NORC Library, 6030 S. Ellis Ave., Chicago, IL 60637, for \$2.00 + postage.

## New Series on Policy Analysis

A new activity of the Urban Opinion Surveys Division of Mathematica, Inc., is a series of papers issued under the general title *Mathematica Policy Analysis Series: Comments and Papers on Current Research*. The series is designed to stimulate discussion and provide feedback on important current research being conducted by the staff members and associates primarily of UOS. Current papers in the series are the following:

1. "The New Jersey Graduated Work Incentive Experiments," by David N. Kershaw and Felicity Skidmore.
2. "The Income Maintenance Experiments in Seattle and Denver," by Gary Christopherson and Robert Williams.
3. "The Health Insurance Study," by J. Alan Brewster and Jerilyn Fair.
4. "Sociology and Social Experimentation: Observations on the Application of Sociology to Applied Problems," by Robert A. Scott and Arnold Shore.
5. "The Data Processing Systems in the Health Insurance Study," by Frank Mason and Fred Katzman.
6. "Preliminary Design of an Evaluation of the 'Supported Work' Demonstrations," by David N. Kershaw and Barbara L. Lindheim.

These papers are available to interested people and organizations, and any comments or suggestions are welcome. Those interested in receiving the papers should write to Clara Hahne, UOS Division of Mathematica, P.O. Box 2392, Princeton, N.J. 08540.

## AAPOR Series of Readers Planned

The American Association for Public Opinion Research has initiated sponsorship of a series of readers to satisfy the increasing need for professional development and education in colleges and universities. The series, which is in the planning stage, will consist of several short paperbacks (about 100-150 printed pages in length). Each reader will deal with one of many topics relevant to public opinion research. Possible topics could be in substantive areas (opinion polls, communication research, etc.), of a methodological nature (telephone interviewing, sample design, etc.), or concerned with issues such as ethics and standards, professional issues, etc. Each reader would consist of reprints of journal articles or unpublished papers selected by an editor. AAPOR is currently searching for ideas for the series and is seeking prospective editors from among its membership. Further information on this new undertaking can be obtained from Franco Nicosia, 350 Barrows Hall, University of California, Berkeley, California 94720.

## Effectiveness of Census Methodology Evaluated

A series of reports on the major findings and results of the Evaluation and Research Program of the 1970 Census of Population and Housing is being published in the PHC(E) decennial census report series. The program consists of a variety of studies, each designed to produce data on the accuracy of selected subject matter or on the effectiveness of specific methodological features of the census-taking process. Eight reports have been issued to date, with another 10 or 12 planned. Those available so far from the Government Printing Office are the following:

- PHC(E)-1 *The Quality of Residential Geographic Coding*. January, 1973. 15p. 65¢.
- PHC(E)-2 *Test of Birth Registration Completeness, 1964 to 1968*. March, 1973. 8p. 55¢.
- PHC(E)-3 *Results and Analysis of the Experimental Mail Extension Test*. June, 1973. 25p. 80¢.
- PHC(E)-4 *Estimates of Coverage of Population*

*by Sex, Race, and Age: Demographic Analysis*. February, 1974. 31p. 95¢.

- PHC(E)-5 *The Coverage of Housing in the 1970 Census*. October, 1973. 48p. \$1.05.
- PHC(E)-7 *The Medicare Record Check: An Evaluation of Persons 65 Years of Age and Over in the 1970 Census*. December, 1973. 28p. 80¢.
- PHC(E)-8 *Coding Performance in the 1970 Census*. April, 1974. 35p. \$1.05.
- PHC(E)-9 *Accuracy of Data for Selected Population Characteristics Measured by Reinterviews*. August, 1974. 71p. \$1.05.

Future reports will be concerned with content quality and the accuracy of reporting characteristics in the census.

## New Publications

- Berdie, Douglas R., and Anderson, John F. *Questionnaires: Design and Use*. Metuchen, N.J.: Scarecrow Press, 1974. 225p. \$7.50.
- Cannell, Charles R.; Lawson, Sally A.; and Hausser, Doris L. *A Technique for Evaluating Interviewer Performance: A Manual for Coding and Analyzing Interviewer Behavior from Tape Recordings of Household Interviews*. Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1975. 138p.
- Cox, Eli, P., III; Anderson, W. Thomas, Jr.; and Fulcher, David G. "Reappraising mail survey response rates." *Journal of Marketing Research* 11 (November, 1974): 413-17.
- Dillman, Don A.; Christenson, James A.; Carpenter, Edwin H.; and Brooks, Ralph M. "Increasing mail questionnaire response: A four-state comparison." *American Sociological Review* 39 (October, 1974): 744-56.
- Elinson, Jack. "Toward sociomedical health indicators." *Social Indicators Research* 1 (1974): 59-71.
- Gelb, Betsy D. "Incentives to increase survey returns: Social class considerations." *Journal of Marketing Research* 12 (February, 1975): 107-9.
- Glazer, Myron. *The Research Adventure: Promise and Problems of Field Work*. New York: Random House, 1973. 203p. \$3.25.

Gorden, Raymond L. *Interviewing: Strategy, Techniques, and Tactics*. Revised edition. Homewood, Ill.: Dorsey Press, 1975. 587p.

Henson, Ramon. "Effects of instructions and verbal modeling in a survey interview setting." *Social Science Research* 3 (December, 1974): 323-42.

Houston, Michael J., and Jefferson, Robert W. "The negative effects of personalization on response patterns in mail surveys." *Journal of Marketing Research* 12 (February, 1975): 114-17.

McDaniels, Clyde O., Jr. *Research Methodology: Some Issues in Social Science Research*. Dubuque, Iowa: Kendall/Hunt, 1974. 334p. \$7.95.

Rattenbury, Judith, and Pelletier, Paula. *Data Processing in the Social Sciences with*

*OSIRIS*. Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1974. 243p. \$6 paper, \$10 cloth.

Scidler, John. "On using informants: A technique for collecting quantitative data and controlling measurement error in organization analysis." *American Sociological Review* 39 (December, 1974): 816-31.

Sharma, Prakash C. *Interview and Techniques of Interviewing: A Selected Research Bibliography (1930-1966)*. Exchange Bibliography #715. Monticello, Ill.: Council of Planning Librarians (P.O. Box 229, Monticello, IL 61856), December, 1974. 29p. \$3.00.

Smith, Thomas W. *Social Change and the General Social Survey: An Annotated Bibliography*. Chicago: National Opinion Research Center, December, 1974. \$2 + postage from NORC Library, 6030 S. Ellis Ave., Chicago, IL 60637.

Changes of address, removals, and additions for *Survey Research* mailing list

Return to: Mrs. Mary A. Spaeth  
*Survey Research*  
Survey Research Laboratory  
University of Illinois  
414 David Kinley Hall  
Urbana, IL 61801

7/1

Please change my address to: Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please remove my name from the *Survey Research* mailing list: \_\_\_\_\_

Names and complete addresses of additional persons to receive *Survey Research*:  
\_\_\_\_\_  
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Social and Community Planning Research. *Questionnaire Design Manual*. London: SCPR (16 Duncan Terrace, London N1 8BZ), 1974. £1.00.

Som, Ranjan Kumar. *A Manual of Sampling Techniques*. New York: Crane, Russak and Co., 1973. 384p. \$24.50.

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## Errata

On page 17 of the October issue of *Survey Research*, we mistakenly presented the title of a recent census publication as *Bureau of the Census Catalog of Publications, 1970-1972*. The correct dates are 1790-1972.

In the same issue on page 19, we bestowed a new first name on the Director of the Institute for Social Science Research at UCLA. His correct full name is Dr. Howard E. Freeman.



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