

# Survey Research

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## 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.

### American Statistical Association Washington, D.C.

(806 15th Street, N.W., Washington, D.C. 20005)

*Study of Practices of Survey Research.* ASA,

through its Subsection on Survey Research Methods, has received a grant of \$95,100 from NSF to support a study of methods and practices of survey research. The impetus for the study is the growing reluctance of the public to participate in surveys and rising criticism of the quality of the surveys conducted. To help correct these problems, an assessment of survey practices and data quality is needed, which requires the development of criteria for describing and classifying specific aspects of survey methodology. More specifically, the objectives of the study are to develop a set of specifications by which survey research practices can be assessed, to determine the numbers and kinds of surveys being conducted, to prepare a profile of survey procedures and the state of survey methodology as now practiced, and to work with representatives of various survey groups to improve the quality of survey results. The grant covers the period from July 1, 1975, through December 31, 1976. A Review Committee will supervise the study, with a Project Director appointed by ASA on recommendation of the Committee.

### The BENCHMARK Program Academy for Contemporary Problems

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

*Columbus Area Social Profile.* This ongoing series of social surveys in Columbus, Ohio, is designed to build a data base of information for use in local planning, decision making, and evaluation. In CASP-I, completed in August, 1974, personal interviews were conducted with 2,401 Columbus residents covering a variety of subjects. CASP-I reports recently issued are "Citizen Perceptions of Social Service Needs and Agencies in Metropolitan Columbus," "Citizen Perceptions about Selected Neighborhood Facilities," and "Citizen Perceptions of Health and Emergency Facilities," which are available from the BENCHMARK Program for 40¢ each. CASP-I study director: Dennis K. Benson.

**Bureau of Applied Social Research  
Columbia University**

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

*Factors Affecting the Decision-Relevance of Research.* This project, supported by NIMH, will attempt to improve the fit between the government's need for policy-relevant social science research and the work of government-funded researchers. Interviews will be conducted with about 250 persons at HEW to identify the characteristics of the most usable studies. The project will also examine the means by which research proposals are initiated and methods used in reviewing them. A field experiment will test the efficacy of those mechanisms for research initiation, review, and funding found useful under specified conditions.

Study director: Carol H. Weiss.

*The Role of Engineers in Advanced Industrial Societies.* Supported by the Ford Foundation, this joint project of BASR and the Institute on Western Europe of the School of International Affairs will study skilled, non-manual salaried employees--engineers, accountants, and lower-level administrators--in the U.S. and England. Data to be collected include survey and field observation materials on such workers at two sites in each country, with each site representative of older and newer forms of industrial organization. The objective is to test ideas about the occupational experience and social and political perspectives of this rapidly growing part of the labor force that have been advanced by both Marxist and non-Marxist writers on "postindustrial" or "advanced capitalist" societies.

Study director: Allan A. Silver.

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


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

Completed projects:

*Professionals and Drugs: Communications and Activities.* In this study, supported by the National Institute on Drug Abuse, BSSR conducted surveys in 1972-73 in Baltimore and San Francisco to assess the attitudes, opinions, awareness levels, and involvement with drug issues of samples drawn from each of the following professions: physicians, nurses, pharmacists, psychologists, social workers, clergyman, school administrators, school teachers, lawyers, and probation and parole officers (with the addition of a sample of policemen in San Francisco). Members of these professions were selected because they are in frequent contact with young people and thus with youthful drug users. The 3,500 professionals were asked to evaluate the severity of 13 aspects of drug use frequently identified as components of "the drug problem." The study also attempted to ascertain levels of awareness among the professions, explored various modes of professional involvement with drug abuse problems, traced sources of general professional information as well as those specific to drugs, and investigated the flow of information and referrals among the professions. Study director: Albert E. Gollin.

*Survey of Attorneys in Federal Judicial Districts.* This survey was undertaken with the Federal Judicial Center for the Commission on Revision of the Federal Court Appellate System because of the controversy involved in two innovations adopted by at least two Circuits--limitations on oral argument and on full written opinions. Mail questionnaires were sent to attorneys of record in cases filed in the Courts of Appeals during Fiscal 1973 in the Second and Fifth Circuits, where the new procedures are often used, and in the Sixth Circuit, where traditional procedures are followed. A total of 1,732 completed questionnaires were returned, with response rates varying among the Circuits from 60 to 67 percent. A 152-page report, *Attorney Attitudes toward Limitation of Oral Argument and Written Opinion in Three U.S. Courts of Appeals*, by Thomas F. Drury, Leonard H. Goodman, and William B. Stevenson, was presented to the Commission in December, 1974, and is available from Executive Director, Commission on Revision of the Federal Court Appellate System, 209 Court of Claims Building, 717 Madison Place, N.W., Washington, D.C. 20005. Study director: Leonard H. Goodman.

*Survey of Public Attitudes toward Sunday Shop-*



## Survey Research

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Urbana, Illinois 61801

*ping in Suburban Maryland.* This study, undertaken by The Washington Survey (TWS) at the request of a local Committee to Amend the Blue Laws, sought to determine attitudes of suburban Maryland residents toward Sunday store openings. Telephone interviews were conducted last November with 1,524 voters in Montgomery and Prince George's Counties. The item used to measure public attitudes was initially used in the TWS regional omnibus survey in 1973 and adapted and used by another research organization in a statewide survey in Virginia in 1974. Findings from all three studies were released in a 12-page report, *Sunday Shopping in Suburban Maryland: A Survey of Public Opinion* (BSSR 0272-1) by Gloria S. Hamilton and Albert E. Gollin, available from BSSR for 40¢.

*Study of the Satisfaction of Group Health Association Members.* In this survey, telephone interviews were conducted last winter with 3,094 members of the Group Health Association in order to ascertain their satisfaction with medical care received.

### **Center for Business and Behavioral Research University of Northern Iowa**

(Cedar Falls, Iowa 50613)

*Waterloo, Iowa, Community Survey: Hackett Road Study.* This study for the City of Waterloo (Iowa), the Iowa State Highway Commission, and the Federal Highway Administration involves personal interviews with a multi-level probability sample of 254 households in Waterloo. The purposes are (1) to determine what Waterloo residents (18 years old and over) consider to be the major goals of their city, (2) to assess the order of importance of planning factors deemed most relevant to Waterloo residents regarding the placement of a major highway in their community, and (3) to assess the general attitude of Waterloo residents toward their neighborhood and their city. Study director: Robert L. Kramer.

### **Center for Policy Research New York**

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

*New Models of Aging: Efforts at Guided Social Change.* Sponsored by the Administration on Aging, the purpose of this case study in guided social change is to identify changes in the public's perception of older persons and to isolate those factors that may have been responsible for creating a new, more positive image of America's older population. The two approaches to the study that have been com-

pleted involved several content analyses of popular journals to observe trends in the presentation of older persons and an historical overview of the major developments in gerontology that focused on efforts to alter the negative stereotypes of older persons. The third approach, which is not yet completed, is 100 interviews with principal "actors" in the field of gerontology to gain a more complete picture and more accurate assessment of the significant factors at work during the 20-30 year period under investigation. Principal investigator: Amitai Etzioni; project director: William Thomas.

*Alternative Models for Health Information Systems.* The purpose of this study, supported by the Millbank Memorial Fund, is to compare health information systems currently in wide use in the private, for-profit sector (insurance companies), the voluntary sector (Joint Commission on Hospital Accreditation, P.A.S.), and the governmental sector (city Health Departments, Medicaid) in terms of their actual and potential capacity as societal guidance mechanisms. Among the various dimensions being used for comparison are the nature and reliability of data sources, the relative qualitative vs. quantitative emphasis in data gathering and analysis, and the nature and strength of sanctions available to bring about change based on evaluations that the information system generates. The goals being used as standards to measure effectiveness of guidance are quality of care, cost control, and promoting equal access services. The study, which is in the first of three years, involves personal interviews with personnel managing the various information systems, mail questionnaires to insurance companies, and secondary analysis of documents.

Co-principal investigators: Amitai Etzioni, Harry I. Greenfield, and Donald Treiman.

### **Educational Assessment Center University of Washington**

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

Completed projects:

*Car Pool Planning Survey.* The purposes of this study for the Regional Share and Save Car Pool System were to assess transportation needs in several areas in a three-county region of Washington State, related to major employment centers, and to investigate utilization of a regional car-pooling system. Conducted in King, Snohomish, and Pierce Counties of Washington and in Seattle among applicants for car-pool matching and employees of major medical complexes and federal agencies, the study

involved telephone interviews with 300 respondents and questionnaires distributed by employers to approximately 20,000 in several waves.

Study director: Judith Fiedler.

*Black Church Empowerment Survey.* In this study for the Metropolitan Ecumenical Ministry, United Church of Christ, data were collected nationally from a sample of 375 black and white pastors of black or integrated churches, lay leaders of black or integrated churches, and black youth group members. Questionnaires were both mailed and distributed at meetings or conferences. The purpose was to investigate demographic characteristics and utilization of services for local congregations and to evaluate church programs and perceived roles in church authority.

Study director: Judith Fiedler.

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

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

*Study of Service Use among Mexican-American Vietnam Era Veterans.* Designed as a pilot study for a larger scale survey, this exploratory study assesses use and non-use of Veterans' Administration health services and the health, mental health, economic, and educational services offered by communities. The study focuses on institutional barriers to service use as well as those relating to lack of knowledge of existing facilities. Personal interviews are being conducted with approximately 50 Mexican-American male Vietnam Era veterans in the North San Fernando Valley area of Los Angeles County.

Principal investigators: Milton Greenblatt and Rodolpho Alvarez; study director: Mary Hruby.

*Positivity and Personalizing Biases.* The purpose of this research, funded by NSF, is to explore possible reasons for, and correlates of, the effect of the tendency in the typical political interview to say positive things about political persons and institutions. Two specific considerations will be examined: (1) a possible artifactual explanation for a positivity bias in interviewing--i.e., due to the formal nature of the interview situation, or due to the non-ordinary interpersonal aspects of interviewing, respondents may systematically bias their responses in a more positive direction than what they "really" think; and (2) a dimension of the "positivity" of interview responses along which individuals can vary, in which case a person's tendency to respond in a

more or less positive manner can be understood in terms of demographic characteristics and other political attitudes. Personal interviews will be conducted in the summer of 1975 with a random sample of 250 adults living within a homogeneous (all white, all low-middle SES) community in Los Angeles County.

Principal investigator: D.O. Sears (Psychology and Political Science, UCLA).

### **Institute for Survey Research Temple University**

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

Completed projects:

*Moral Training Program.* This project consisted of four focus-group panels conducted with junior high school teachers as well as four in which parents of junior high school aged children served as the discussants. These groups, which were carried out in four metropolitan areas across the country with a sample of 80 selected parents and teachers, were designed to determine attitudes toward a proposed educational program for moral training in the schools.

Study director: Richard B. Vanderveer.

*Michigan House Bill 4145.* In this study, personal interviews were conducted with 20 physicians and 15 pharmacists in the Detroit Area. The purpose was to predict behavior occasioned by the fact that Michigan, among several other states, has legislation allowing a pharmacist greater latitude than previously available in substituting for prescription drugs. Of import to the medical community is the extent to which the pharmacists will exercise this option and the extent to which physicians will legally preclude substitution in writing prescriptions.

Study director: Richard B. Vanderveer.

*Oral Contraceptives.* This study, consisting of 111 personal interviews with physicians in six cities across the nation, was designed to determine the factors (both medical and non-medical) that enter into a physician's decision to prescribe a particular oral contraceptive for a particular patient. The semi-structured personal interviews were conducted by members of ISR's Study Direction staff.

Study director: Richard B. Vanderveer.

*National Study of Church Leaders.* In this study for the Office of Communication, United Church of Christ, telephone interviews were conducted with a national probability sample of 600 United Church of Christ lay leaders.

Communication paths were examined between the leaders of local churches, conference officials, and representatives of national church organizations.

Study director: Allan Walters.

*A Study of Continuing Education Offerings.*

This mail survey of 20 colleges and universities in the immediate Philadelphia area was conducted for Temple University to determine the types of continuing education courses currently being offered in the area.

Study director: Allan Walters.

*High Performance Metals.* This project consisted of 100 personal interviews with a selected sample of high performance metals purchasers and specifiers across the country. It was designed to determine the roles that various factors play in the decision of which supplier to use and to improve the quality of service offered to buyers of high performance metals.

Study director: Richard B. Vanderveer.

*Course Preferences at Temple University Center City.*

This mail survey of 1,900 residents of Center City Philadelphia was conducted for Temple University to ascertain course and schedule preferences as well as the need for advising and counseling services.

Study director: Allan Walters.

*Systemic Corticosteroids.* In this study, ISR conducted 20 in-depth personal interviews with internists, allergists, dermatologists, otolaryngologists, and general practitioners in Philadelphia in order to ascertain concerns and perceived product needs in the use of systemic corticosteroids.

Study director: Arthur C. Hontz.

**Institute of Social Research**

**Indiana University**

(1022 East Third Street, Bloomington, Indiana 47401)

*Indianapolis Area Project--1975.* The purpose of this year's IAP is to disaggregate the process of status attainment by studying the hiring and promotion as well as the rewards for job performance in work organizations. The study will consist both of intensive interviewing with over 300 employees of four organizations engaged in research, testing, and development and of coding personnel file data to yield data on jobholder's qualifications, job characteristics, and salaries. The sample will consist of scientists, engineers, technicians, supervisors, and other technical support personnel. Also planned are two weeks of observations of collegial interaction and the coding

of file data pertaining to the supply and demand for personnel in competitively filled positions in recent years.

Co-directors: Robert Althausser and Stuart Hadden.

**International Institute for the Study  
of Human Reproduction  
Columbia University**

(630 W. 168th Street, New York, N.Y. 10032)

*Economic Cost and Value of Children in Peasant Societies.* The main purpose of this project, supported by the Center for Population Research, NICHD, is to test the validity of some of the assumptions made regarding the economic costs and value of children in the economic theories of fertility. Using anthropological techniques of participant observation of behavior and in-depth personal interviews, data have been collected in rural communities in Indonesia, Nepal, and Peru, with samples of about 400 households in each country for certain purposes and about 100 in each country for more intensive investigation.

Principal investigator: Moni Nag.

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

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

*Citizen Attitudes about Police Tasks.* This study for the Minneapolis Police Department is one mechanism by which citizen input is being sought by the police department. Personal interviews are being conducted with 500 randomly selected adults in Minneapolis and suburbs to determine what task citizens identify as of major importance in police work.

Principal investigator: Harold G. Grasmick.

**National Analysts  
Philadelphia**

(400 Market Street, Philadelphia, Pennsylvania 19106)

*Public Television Audience Study.* Under a grant from the John and Mary R. Markle Foundation and in cooperation with the Wharton School at the University of Pennsylvania, National Analysts is conducting a study to explore the interests, needs, attitudes, and motivations

of television viewers with special emphasis on response to Public Television programming.

*Evaluation of FEA's Project Conserve.* This study is an evaluation of an experiment sponsored by the Federal Energy Administration to encourage homeowners to save fuel by improving the insulation of their homes. Approximately 4,000 owners of single-family homes were selected randomly in Topeka, Kansas, and Danbury, Connecticut, and requested to complete mail questionnaires providing data on the current insulation status of their homes. About one-fourth of those selected returned completed questionnaires and were provided with recommendations on home improvements that would save on fuel bills. These homeowners were also provided with estimates of the cost of recommended improvements and estimates of the savings on fuel costs that might be expected. In the evaluation study, sponsored by the Office of Energy Conservation and Environment of the FEA, telephone interviews are being conducted to determine factors influencing the decision whether to complete the homeowner questionnaire, the extent of home insulation improvements made during the previous year, reasons for deciding whether to install such materials, and fuel savings realized.  
Study director: James P. Murphy.

### **National Center for Education Statistics Washington, D.C.**

(400 Maryland Avenue, S.W., FOB-6, Room 3066,  
Washington, D.C. 20202)

*National Longitudinal Study (NLS) of the High School Class of 1972.* NLS is a long-term sample survey designed to provide a data base of statistics on what happens to young adults after they leave high school. The base-year and first followup surveys are completed, and data collection by the Research Triangle Institute for the second followup is nearing completion. The respondents were sampled as 1972 twelfth graders from a national probability sample of 1,318 high schools throughout the country. The schools were stratified into 600 final strata, 2 schools were chosen from each stratum, and a random sample of 18 students within each of these schools was selected, with students in low-income and high-minority areas being oversampled. The bulk of the base-year data was collected through group administration in the schools, and the followups use mail questionnaires, with nonrespondents being contacted by personal interviewers. Base-year data include factors related to the students' personal-family background, education and work experience, postsecondary plans, aspirations, and attitudes; test results of both verbal and nonver-

bal ability; and items from the students' high school records. The followups collect information on the respondents' activity status (e.g., education, work, etc.); educational, work, and career plans; and aspirations, attitudes, and expectations. The data are available on tape by contacting NCES.

NCES project coordinators: Elmer Collins and Kenneth Tabler.

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

#### **In New York**

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

*Epidemiological Study of Health Effects among Swimmers at New York Recreational Beaches, Phase II.* The principal objectives of Phase II of this study for the U.S. Environmental Protection Agency are (1) to test the significance of differences in reported medical symptoms, classified by type, associated with swimming at four appropriately spaced sites along a beach, on a water pollution gradient ranging from "relatively unpolluted" to "barely acceptable" in respect to local criteria for recreational water; and (2) to formulate a mathematical relationship between gastrointestinal symptoms and water quality indicators. The study will involve approximately 14,000 swimmers and nonswimmers leaving the beach on weekends and who did not swim midweek the week prior to or midweek the week immediately following the beach interview. Personal interviews will be conducted in July and August at Coney Island, N.Y., with a followup telephone interview 8-10 days after the beach interview. Principal investigator: Paul Haberman (Center for Policy Research, Inc.).

*National Evaluation of Follow Through.* In this study for Stanford Research Institute, for the U.S. Office of Education, personal interviews are being conducted with 4,100 parents of third-grade children in 53 locations throughout the U.S. The purpose of the Spring 1975 Parent Interview is to interview parents of children in the third grade as their children exit from the Follow-Through Program. The parents were originally interviewed three years ago as their children entered the program. This is the third cohort of children to have completed the Follow-Through program, and is part of a large longitudinal study to evaluate the program. The sample also includes parents of children not exposed to Follow Through. Principal investigator: Richard A. Marciano (SRI).

**Population Research Laboratory  
Brown University**

(Population Studies and Training Center, Providence, Rhode Island 02912)

*Social Events and Attitude Change: Abortion 1971-75.* This telephone interview study, funded by the National Institute of Child Health and Human Development, will be a followup survey of a panel of 750 respondents in Rhode Island last contacted in 1971. The purpose is to investigate the extent to which the respondents' attitudes toward abortion ascertained in 1971 have changed. Responses to the same abortion opinion questions by the same respondents in 1971 and 1975 will be compared, with special emphasis on the relationship of opinion change to individual characteristics, including knowledge and awareness of anti-abortion efforts.

Principal investigator: Lois Monteiro.

**Project TAL  
Florida State University**

(Department of Sociology, Tallahassee, Florida 32306)

*Project TAL.* The purposes of this project are (1) to study the effects of question format on stereotypes and beliefs about women and blacks; (2) to conduct experimental work on attribution theory, with application to perceptions of welfare recipients; (3) to examine causal attributions about the differential SES of women, blacks, the rich, and the poor; (4) to study the relationships between attitudes toward women's liberation and the division of labor and responsibility within the household; and (5) to study perceptions of "reverse discrimination" about blacks and women in employment and educational access. The project involves personal interviews with respondents aged 18-70 in 467 households in the Tallahassee Urban Compact Area, Leon County, Florida.

Principal investigator: Susan Hesselbart.

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

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

*Investigation of the Occupational Position of Faculty of Social Sciences Baccalaureate Graduates between 1969-1973.* The objective of this study is to determine how these graduates have

fared in the labor market. To be ascertained are time taken to graduate; steps carried out to gain employment; if employed, the employer and salary; relation between the job and field of study; participation in community activities; and a brief profile of the graduate's characteristics (sex, age, residence, community status, number of children, etc.). From the 3,678 graduates for 1969-1973, a 20% random sample consisting of 735 persons was chosen, with the data to be obtained through personal interviews.

Director: Jaime Toro Calder.

*Cultural Customs of Puerto Rican Youth and Experimentation with Drugs.* The objective of this study is to observe the attitudes of a representative sample of youth toward their families, school, society, use of free time, and future aspirations and how these attitudes relate to their experimentation with drugs. Questionnaires are being administered to students in the 6th through 12th grades in four categories of schools: (1) lower class in San Juan with high use of heroin; (2) lower class in San Juan with little use of heroin; (3) middle class in San Juan with some use of minor drugs; and (4) isolated rural district representative of a traditional community with no suspected illegal use of drugs and only minor delinquency.

Directors: Jerome Himelhock and Ronald Wingfield.

*Learning and Memory in Bilingual Persons.* This project examines the variables of time, type of material, and especially language mode (Spanish and English) as they are related to bilingual cognitive processes. In the first phase of the research, data were gathered by a questionnaire administered to diverse groups of people, with the major emphasis on students at various levels of educational institutions in Puerto Rico. The second phase consists of an experiment to examine memory for words as a function of presentation language and memory for the presentation language itself, and the third phase is an extension of the results of the second phase.

Director: Robert G. Rose.

**Survey Research Center  
University of California, Berkeley**

(2538 Channing Way, Berkeley, California 94720)

*Carnegie Council National Surveys of Higher Education.* Sponsored by the Carnegie Council on Policy Studies in Higher Education, this is a large-scale national survey of faculty and graduate and professional students at a cross section of universities and colleges. Designed

in part as a followup to the Carnegie Commission National Surveys, 1969 (Martin Trow, Director), it will provide new baseline data on the U.S. college population, as well as a variety of attitudes and opinions on current academic and national political issues. Questionnaires were mailed in March to a systematic second-stage sampling of 50,000 faculty and 50,000 graduate students within a stratified random sample of accredited universities and four- and two-year colleges in the U.S. Principal investigator: Martin Trow (Graduate School of Public Policy, UCB); co-director: Oliver Fulton (SRC Berkeley).

*Primary Health Care.* SRC Berkeley, in cooperation with SRC-UCLA, is assisting in this study for the Primary Care Study Project, University Extension, UCB. The purpose is to describe primary care as provided by larger private group practices, that is, by general or family physicians, general internists, and general pediatricians. Some major emphases include volume of patients seen, comprehensiveness of care, provision of social and emotional support, and organization of the group practices. The study involves personal interviews and personally distributed questionnaires to all primary care physicians, the business manager, and the medical leader in each of about 80 private multi-specialty group practices in California with seven or more physicians. Principal investigator: Alberta Parker, M.D.

*Urban Users of Wildlands Areas.* Owing to indications that urban users of wildlands are playing an increasing role in causing forest fires, the purpose of this study for the U.S. Forest Service, Pacific Southwest Forest and Range Experiment Station, is to conduct telephone interviews with a cross section of adult residents in California metropolitan areas to ascertain their use of wildland areas (forest, brushlands, grasslands) both inside and outside federal and state forests and parks and to assess their knowledge and attitudes regarding forest fire prevention. The first phase of the study was conducted in the San Francisco-Oakland SMSA, with the final study to be fielded in the fall or winter of 1975. Study directors: William Folkman (U.S. Forest Service) and William Nicholls II (SRC Berkeley).

*Childhood and Government.* SRC Berkeley is assisting in this study for the School of Law, UCB, which seeks to ascertain the uses of leisure time by children, with special emphasis on their uses of the noncompulsory public sector, such as parks, museums, libraries, and voluntary programs. The survey is part of a multi-faceted project that may help in correcting the fact that children remain an important minority group without real power or spokesmen to express their view on public ser-

vices they receive. Children in the 5th, 8th, and 11th grades in Oakland and nearby suburbs will be surveyed in Fall, 1975, and Spring, 1976, through personal interviews and school-distributed questionnaires. Principal investigator: Charles Benson; study director: Elliott Medrich.

*Travel Demand Forecasting Survey.* The purpose of this NSF-funded project, which is being administered through the Department of Economics and Institute of Transportation and Travel Engineering, is to assess factors in the choice of travel mode (car, bus, rapid transit) to work. Telephone interviews will be conducted in Fall, 1975, with a sample of employed persons commuting to the central cities of the San Francisco-Oakland SMSA. The pretest of 278 interviews has been completed. Principal investigator: Daniel McFaddin.

#### Methodological research:

*Toward the Development of Model Social Indicators.* Under NSF funding, SRC Berkeley has undertaken a number of interrelated studies designed to develop and validate social indicators in three areas--racial prejudice, political alienation, and status of women. The research is intended to demonstrate the costs and benefits of several different development and validation strategies that could be used in the initiation of survey-based social indicators. It is also concerned with general methodological problems in creating such series and with developing a framework for comparing alternative longitudinal designs and data-collection techniques. The research has involved personal interviews and mail questionnaires with approximately 600 respondents in the San Francisco-Oakland Bay Area. Principal investigator: Merrill Shanks.

### Survey Research Center University of Michigan

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

*Survey on Gambling.* As part of a comprehensive legal and factual study of gambling practices in the U.S. being conducted by the Commission on the Review of the National Policy toward Gambling, SRC is carrying out a survey of American households to determine people's gambling habits, reasons for gambling, and attitudes toward gambling.

*Environmental Problems.* In collaboration with natural scientists from the University of Michigan Biological Station and School of Natural Resources, social scientists from SRC's



recently organized Urban Environmental Research Program are studying the problems of regional growth and development in a popular recreational area of northern Michigan. The purpose is to help cope with the mounting problems created by increased pressure on this natural setting from urbanized areas to the south. SRC's part in the multiphase investigation in Cheboygan and Emmett Counties is to conduct a survey primarily to discover the specific needs and expectations of the area's full- and part-time residents, the present problems and assets of the communities in the region, and the direction of potential growth and development. One objective of an initial survey carried out in the two counties was to obtain data on the attitudes of lake residents toward governmental efforts to maintain and improve lake quality and what characteristics of these people and their environments contribute to these attitudes.

Program director: Robert Marans; study director: Sandra Newman.

*Quality of Urban Life.* In this evaluation of the quality of urban life in the Detroit metropolitan area, SRC's Urban Environmental Research Program is trying to identify attitudes, problems, and needs of Detroit-area citizens concerning their housing, neighborhoods, community facilities, and governmental services.

*Monitoring the Future.* This new, long-term research study seeks to assess on a continuing basis the changing lifestyles, values, and preferences of American youth. Each year 20,000 seniors from 130 high schools across the country will be surveyed to ascertain their viewpoints on a variety of issues. Because of the wide range of material to be covered, five different questionnaires will be used, each covering a different set of issues, with 4,000 seniors each year filling out any one questionnaire. In addition to the annual surveys of high school seniors, beginning with the class of 1975, annual followups will be mailed to a subset of each sample for the first years following graduation in order to monitor the perspectives of American youth from the ages of 18 to 23.

Study directors: Lloyd Johnston and Jerald Bachman.

#### Completed project:

*Bureaucratic Encounters: A Pilot Study in the Evaluation of Government Services.* This monograph by Daniel Katz, Barbara A. Gutek, Robert L. Kahn, and Eugenia Barton deals with the experiences of a nationwide sample of Americans in their encounters with the vast public bureaucracy. The objective of this study was threefold: (1) to obtain information about utilization of major government services among

various sectors of the population; (2) to find out how people evaluate government offices that have dealt with their problems; and (3) to see how their experiences with public bureaucracy are related to their more general attitudes toward government. The report is based on data collected from the 1,431 respondents interviewed in SRC's Spring 1973 Omnibus survey. Some of the questions dealt with the individual's possible problems related to finding a job; job training; compensation for unemployment, accident, and injury; medical care; welfare assistance; and retirement benefits. If respondents had gone to a governmental service agency for help with a problem in one of these areas, they were asked to describe their experiences. In addition to encounters with service agencies, respondents were asked to describe their experiences with four types of problems with control or constraint agencies--police interference with their rights, difficulties with income tax office, problems about traffic regulation, and about vehicular licenses. The monograph presenting the findings of this study is available from ISR for \$7 paperbound or \$12.50 clothbound.

#### Survey Research Center

#### State University of New York at Buffalo

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

*BOCES Vocational Program Cost-Effectiveness Evaluation.* This study is being conducted to gather effectiveness data on the Vocational Centers operated by the Board of Cooperative Educational Services. The data will be subsequently utilized in a larger cost-effectiveness analysis of occupational training programs. The information is being collected from 1,060 former students of the Vocational Centers (class years 1967, 1969, 1971, and 1973) in Erie and Cattaraugus Counties, New York, by mail questionnaire with followup telephone interviews of nonrespondents.

Project director: Austin Swanson (Faculty of Educational Studies, SUNYAB); study coordinator: Raymond T. Conjeski.

#### Completed project:

*Secondary Reading Programs in Western New York.* In this study for the Department of Elementary and Remedial Reading, SUNYAB, under funding from HEW, mail questionnaires were sent to 250 respondents, primarily principals of secondary schools in Western New York, to determine the prevalence, character, and effectiveness of organized reading programs at the secondary level.

Project director: Walter Hill (Faculty of

Educational Studies, SUNYAB); study coordinator: Raymond T. Conjeski.

## Survey Research Laboratory University of Illinois

### at Urbana-Champaign

(414 David Kinley Hall, Urbana, Illinois 61801)

*Stockholder Motivation.* This study for Irwin Friend and Marshall Blume of the Wharton School, University of Pennsylvania, is the pretest of a larger pilot test and a later national study to be carried out for the Wharton School by the New York Stock Exchange under a grant from the Twentieth Century Fund. The purpose is to explore why people invest in corporate stock and the factors that influence them to buy and sell stock at particular times. A small personal interview pretest by SRL in Champaign-Urbana is being followed by a larger mail pilot test and then the mail survey of several thousand owners of corporate stock. Project coordinator: Diane O'Rourke.

*Adult Education in Northwest Illinois.* SRL is assisting the University of Illinois Office of the Associate Vice President for Public Service in questionnaire development, sampling, and interviewer training for this cooperative study. The purpose is to ascertain the adult learning preferences in the north central region of Illinois, specifically in the four community college districts serviced by Highland, Rock Valley, Sauk Valley, and Kishwaukee Colleges, and to develop a methodology for work of this type. Interviewers selected by the participant institutions are conducting telephone interviews with approximately 2,000 adults--400 within each of the four districts and 400 University of Illinois alumni residing in the region. Project coordinator: Edward Lakner.

#### Completed projects:

*Sangamon Valley Farmers Followup.* In this study for Robert Klepper, Center for the Behavior of Natural Systems, Washington University, St. Louis, 310 farmers in the upper Sangamon River basin in Illinois who were interviewed in person the previous spring were reinterviewed by telephone this spring to confirm their 1974 planting expectations and to learn their 1975 crop-year plans. Of particular interest were the types and amounts of fertilizer used, corn crop yields, prices received, and prices anticipated this year. Project coordinator: Mati Frankel.

*Retirement Housing.* The purpose of this study

for the Clark Lindsey Villadom Board, Urbana, was to determine the level of interest among retirees in middle-income housing. Telephone interviews were conducted in May with 200 University of Illinois retirees in Champaign-Urbana.

Project coordinator: Diane O'Rourke.

#### Methodological research:

*The Use of Diaries for Collecting Health Data.* This two-year research project, supported by the National Center for Health Statistics, continues exploratory work on the use of diaries for collecting health data in household surveys. After initial screening of about 5,000 households in Illinois by telephone to obtain medical experience and demographic information, a sample of 1,200 households will be selected to participate in the study. This sample will be divided into four strata by medical experience and education, with 300 households in each stratum. Three treatments will be used: three personal interviews at monthly intervals, diary keeping for three months with compensation, and diary keeping without compensation. In addition, for personal interviews, half will be by phone instead of face to face, and for the diaries half the households will be asked to mail them back. Analysis, to be completed in 1977, will compare cooperation, levels of reporting, and costs for the alternative strata and treatments. Principal investigator: Seymour Sudman.

### at Chicago Circle

(4075 Behavioral Sciences Building, Chicago, Illinois 60680)

*Attitudes toward Desegregated Schools.* This study for School District 151 examines the effects of Title III and Title VI programs on the communities in the district (parts of South Holland, Phoenix, and Harvey Highlands, Illinois). Telephone interviews were conducted with a stratified sample (by race and presence of children in public or private school) of 350 residents in the district who were respondents to a 1973 South Holland survey on attitudes toward a desegregated public school system. Project coordinator: Brigitte Erbe.

*Evaluation of Low-Incidence Handicapped Children Programs.* The purpose of this study for the Illinois Office of Education is to evaluate the administrative, financial, and programmatic effectiveness of the Chicago and 12 regional programs in Illinois for educating low-incidence handicapped children. Preliminary data gathering was by a pre site visit questionnaire mailed to each administrative

officer, with the questionnaire then completed in a telephone interview. The main data gathering utilizes a team approach, with site visits involving focused interviewing by experts in special education. Principal investigators: Robert Ferber, Brigitte Erbe, and Stephen Quigley.

*State of Illinois Emergency Medical Services Household Interview Survey.* The purpose of this statewide study for the School of Medicine, Department of Health Care Planning, Southern Illinois University at Carbondale, in conjunction with the Illinois Department of Public Health, is to obtain baseline data on the public's knowledge, attitudes, and use of emergency medical services in Illinois. Personal interviews will be conducted beginning in August with 400 households in the Chicago SMSA and 400 in the rest of the state, with information about the whole household being gathered from a responsible adult member 19 years or older. The survey results will be made available to other community agencies involved in the planning and delivery of emergency medical services. Project coordinators: Sharon Galkins and Fred Kviz.

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

(100 Arlington Street, Boston, Massachusetts 02116)

*Evaluation of Academic Support Services.* SRP has collected data from two samples as part of an evaluation of academic support services of the University of Massachusetts/Boston undertaken by the Institute for Learning and Teaching of the University. Early in the fall of 1974, SRP conducted telephone interviews with a sample of 350 University freshman to determine their need for and knowledge about sources of academic support services. During the middle of the second semester, a sample of about 325 freshman who were known to have used at least one academic support service were interviewed by telephone to determine the helpfulness of the interaction and the utilization of other academic support services. Other data-collection efforts by the Institute will assess faculty attitudes and measure gains in reading, writing, or computational skills by students using various types of academic support services.

Project director: Thomas W. Mangione.

Completed project:

*The Health Care Needs of the Elderly and Chronically Disabled in Massachusetts.* This state-

wide survey for the Massachusetts Department of Public Health of 1,700 elderly and 400 chronically disabled persons aged 18-64 was completed with an 80% response rate. (See the October, 1974, issue of *Survey Research* for a fuller statement of purpose.) On the basis of eight categories of needs (social contact, social interaction, food shopping, food preparation, housekeeping, personal care, emergency assistance, and transportation), the data indicated that three-quarters of the elderly have no unmet needs and only 3% have three or more unmet needs. All data were analyzed by region of the state and by household composition, age, and perceived health status of the elderly. The final reports by Laurence G. Branch and Floyd J. Fowler, Jr. present the data and the methodology as separate monographs--*The Health Care Needs of the Elderly and Chronically Disabled in Massachusetts* (121p.) and *Methods and Technical Considerations to Accompany: The Health Care Needs of the Elderly and the Chronically Disabled in Massachusetts* (129p.)--and are available from the Survey Research Program.

Project directors: Laurence G. Branch and Floyd J. Fowler, Jr.

### **U.S. Travel Data Center Washington, D.C.**

(1100 Connecticut Avenue, N.W., Suite 450, Washington, D.C. 20036)

*1974 National Travel Expenditure Study.* The results of the 1974 National Travel Survey (see completed projects below) will be applied to a revised and updated 1972 expenditure model (see also below) to estimate 1974 travel expenditures by Americans for U.S. domestic travel. A report comparing this information with the 1972 study will be available in July, 1975.

*1975 National Travel Survey--Quarterly Reports.* This survey will replicate the 1974 National Travel Survey (see below) to provide up-to-date information on the changing travel trends and behavior of the U.S. market. The first quarter 1975 report will be available around the end of June, 1975.

Completed projects:

*1974-75 Survey of State Travel Offices.* This 62-page report details the programs and expenditures of the 50 official state government travel development offices, based on a survey of the 50 state travel offices, as well as the government tourist development organizations in Puerto Rico, Guam, and the U.S. Virgin Islands.

Project director: Suzanne D. Cook.

*1972 National Travel Expenditure Study--Summary Report.* This study was designed to provide detailed estimates of U.S. residents' travel expenditures within the U.S., based on the Census Bureau's 1972 National Travel Survey. The approach employed is unique in that rather than relying on recollections of dollars spent for various travel activities over some past period, a traveler was only asked to recall trip characteristics such as destination, duration, and purpose. These travel activity levels were then fed into an expenditure model, where they were multiplied by the average cost per unit of each activity to produce the expenditure estimates.  
Project director: Douglas C. Frechtling.

*1974 National Travel Survey--Quarterly Reports.* These 70-page reports reflect the results of a continuing survey of the travel habits of 2,700 representative American households. Each quarterly installment focuses on three-month travel patterns and draws comparisons with travel volume and trends uncovered by the U.S. Census Bureau's 1972 National Travel Survey.  
Project director: Suzanne D. Cook.

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

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

*Supported Work Evaluation Study.* The purpose of this project, supported by the Manpower Demonstration Research Corp. (subsidiary of the Ford Foundation) and various federal agencies, is to evaluate the effectiveness of graduated stress jobs in group environments on employment, drug use, recidivism, and transfer program dependency among four target groups with severe employment disabilities. The sample will include 1,500 ADFC mothers, 1,350 ex-offenders, 1,800 ex-addicts, and 750 youth dropouts who have had a brush with the law. Eligible applicants in Jersey City and tentatively in Philadelphia, San Francisco, Chicago, Newark, Massachusetts, Atlanta, and Oakland will be randomly assigned to supported work or control groups. Annual personal interviews and semi-annual telephone interviews will be conducted with these applicants, with the field work to be completed in 1978 and the final analysis in 1979.  
Principal investigator: Robinson Hollister;  
project director: Heather Ruth.

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

(101-112 Lowell Hall, 610 Langdon Street,

Madison, Wisconsin 53706)

#### **Completed projects:**

*Telephone Study of Women Leaders in Eau Claire Area.* This survey for the Department of Continuing and Vocational Education, University of Wisconsin-Madison, dealt with the participation of women in community and business affairs. Telephone interviews were conducted in March with 120 women in Eau Claire, Wisconsin, to learn about their activities in the community, the kind of background experience they have had, and what their continuing educational needs might be.  
Project director: Harriet Moyer (Dept. of Continuing and Vocational Education).

*UW-Madison Faculty Survey.* WSRL conducted this survey in cooperation with the Department of Educational Administration and the Office of Inter-College Programs at the University of Wisconsin-Madison to assess the receptivity of the faculty to changing or adapting the practices and policies of the University to reflect a more "open education" orientation that would meet the needs of hitherto unserved citizens, and generally make forms of higher education more accessible to all types of adults throughout their lives. The survey involved personal interviews in April with a random sample of 270 UW-Madison faculty members.  
Project director: Jane Van Dyk (Dept. of Educational Administration).

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## **Personnel Notes**

*James A. Davis* is resigning as Director of the National Opinion Research Center to return to full-time teaching and research as a Professor at Dartmouth College. A search committee of the NORC Board of Trustees is now actively seeking candidates for NORC Director.

*Matt Hauck* is taking a leave of absence as of July 1 from the Survey Research Laboratory at the University of Illinois, where he is Head of the Field Operations Section. During his leave he will work for Westat, Inc., in Rockville, Maryland, where his primary responsibility will be to direct the field work for the National Survey of Family Growth.

*Martha Burt* has been appointed to the newly created position of Associate Director of the Minnesota Center for Sociological Research at the University of Minnesota.

The Survey Research Center at the University of California, Berkeley, has appointed *John McCarthy*, a quantitative historian from Yale, as its new Director of Data Analysis and Educational Activities. The new Librarian at SRC's International Data Library and Reference Service is *Kathy Janes*, formerly serials librarian at the University Library in Marburg, Germany.

*Gayle E. Skidmore* has been promoted to the position of Director of Field Operations for The BENCHMARK Program of the Academy for Contemporary Problems in Columbus, Ohio.

*John P. Bailey, Jr.*, has been named coordinator of development studies in the Center for Educational Research and Evaluation at the Research Triangle Institute. He joined RTI in 1972 and for the past two years has headed the National Longitudinal Study of the High School Class of 1972 that RTI is conducting for the National Center for Education Statistics (see p. 6).

*Norah Donahue*, who headed the Milwaukee Field Staff of the Wisconsin Survey Research Laboratory, retired at the end of January. *Ruth Wendle* now has the title of Head Supervisor--Milwaukee Staff. Also at WSRL, *Robert H. Lee* has joined the Madison Field Staff to supervise many of the Madison studies and help with schedule construction and pretesting.

## Research Center News

### Social Indicators Project in Second Phase

The SSRC Center for Social Indicators is now in the second phase of the "Social Indicators from Survey Archives" project. The first phase involved preparation of an index to all the questions that have been asked more than once in the 4,000 American national surveys housed in the archives of the Roper Public Opinion Research Center in Williamstown, Massachusetts. The index, *Survey Data for Trend Analysis: An Index to Repeated Questions in U.S. National Surveys Held by the Roper Public Opinion Research Center*, is available from the Roper Center (Williams College, P.O. Box 624, Williamstown, MA 02167) for \$8.50 each per single copy or \$6.50 for two or more copies to the same address.

The second phase of the project is designed to test the usefulness of the *Index* for the development of social indicators. A limited

amount of funds has been set aside to enable the Roper Center to clean a number of surveys in its collection and provide these surveys to researchers under its standard loan procedures. The surveys to be cleaned and made available will be determined on a project-by-project basis. The SSRC Center for Social Indicators invites applications from researchers interested in retrieving specific data itemized in the *Index*. The Center will compensate the Roper Center for cleaning and providing the requested data for those research projects that it selects.

Interested researchers may contact Roxann A. Van Dusen, SSRC Center for Social Indicators, 1755 Massachusetts Avenue, N.W., Washington, D.C. 20036.

### RTI Branch in Charlotte

Research Triangle Institute and the University of North Carolina at Charlotte plan to establish a permanent RTI branch in Charlotte by the end of 1975. The branch will be the Institute's first permanent facility away from the main facility at Research Triangle Park.

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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.

#### Opening:

Field Manager at Survey Research Center, SUNY/Buffalo, to direct all data gathering and related operations. Minimum Master's Degree. Several years' experience with survey research and measurement. Familiarity with statistics and computer usage. Supervisory experience. \$12,000 plus benefits. Possible teaching supplement. An Equal Opportunity/Affirmative Action Employer.

Inquiries: send letter, resume, references to CHAIRPERSON, Field Manager Search Committee, Survey Research Center, SUNY/Buffalo, 4230 Ridge Lea Road, Rm. C-19, Buffalo, N.Y. 14226

#### Openings:

3 positions at Welfare Research, Inc. (a not-for-profit R&D Corporation affiliated with the New York State Department of Social Services):

Project Director--\$20-25,000

Field Coordinator/Program Evaluator--  
\$15-20,000

Research Analyst--\$13,500

To undertake studies on adoption and in areas of income maintenance, health, and social services. Qualifications: graduate training and demonstrated competence in survey methodology and/or program evaluation; experience and/or knowledge of child welfare and human services; experience in writing, preferably in proposal writing. Positions available immediately and located in Albany, N.Y. Send resume, 3 references, and salary requirements to Harry Posman, Ph.D., Executive Director, Welfare Research, Inc., 1450 Western Avenue, Albany, N.Y. 12243

#### Opening:

Co-head of Data Analysis Section at Survey Research Laboratory, University of Illinois at Chicago Circle. Beyond initial Ph.D. level with academic background and experience in computer storage and retrieval of data. To supervise survey data processing, maintain survey data files, and service user requests for data and data analysis. Send resume to Lillian Thompson, Survey Research Laboratory, 4075 Behavioral Sciences Building, University of Illinois at Chicago Circle, Chicago, Illinois 60680  
An Equal Opportunity Employer.

#### 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 D4, c/o Editor, *Survey Research*.

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## Publications

### New SRC Reference Source

The Survey Research Center of the Institute for Social Research, University of Michigan, has recently published *Measures for Psychological Assessment: A Guide to 3,000 Original*

*Sources and Their Applications*, by Ki-Taek Chun, Sidney Cobb, and John R.P. French, Jr. (\$15 clothbound). The first section of this 664-volume contains a listing of original sources for 3,000 measures of mental health and related variables, and the second section cites and annotates all the studies in which each measure was subsequently used. The entries are based on a search of 26 measurement related journals in psychology and sociology for 1960-1970. The volume also includes author and descriptor indices. The guide aims to facilitate the search for and the retrieval of appropriate measurement information.

## Data Library Catalog Available

Catalogs of the collection of the International Data Library and Reference Service at the Survey Research Center, University of California, Berkeley, are available at \$12.00 for scholars interested in ordering data. The IDL&RS has some 700 data sets in machine-readable form. Emphasis of the collection is on Latin American and Asian surveys conducted during the 1960's, as well as surveys conducted by SRC. For further information, write to Kathy Janes, Librarian, Survey Research Center, University of California, Berkeley, California 94720.

## 1974 Federal Statistical Directory

The 1974 edition of the *Federal Statistical Directory*, assembled and published by the Statistical Policy Division of the Office of Management and Budget, is now available from the Government Printing Office for \$2.60 (stock number 4101-00098). The 266-page publication lists, by agency and appropriate organization unit, the names, titles, office addresses, and telephone numbers of about 4,000 key persons engaged in federal statistical programs or related activities. A name index is also included. Although designed for use by federal statistical agencies, the Directory is a useful guide for nongovernment users.

## Guide to NCES Program

The National Center for Education Statistics has published *Projects, Products, and Services of the National Center for Education Statistics*, by William Dorfman. This 105-page report provides an overview of the NCES program

in terms of individual projects, which are described in summaries organized by major program area. Each project summary is divided into three sections: Description, Purpose and Uses, and Publications. The report is available from the Government Printing Office for \$1.75.

## New Publications

NOTE: The publications listed below should be obtained from the author, organization, or publisher cited.

Armstrong, J. Scott. "Monetary incentives in mail surveys." *Public Opinion Quarterly* 39 (Spring, 1975): 111-16.

Becker, Theodore M., and Myers, Peter M. "Empathy and bravado: Interviewing reluctant bureaucrats." *Public Opinion Quarterly* 38 (Winter, 1974-75): 605-13.

Benson, Dennis K., and Benson, Jonathan L. *A Guide to Research Teams*. Columbus: The BENCHMARK Program, Academy for Contemporary Problems (1501 Neil Avenue, Columbus, Ohio 43201), April, 1975. 23p. \$1.00.

Bryant, Barbara E. "Respondent selection in a time of changing household composition." *Journal of Marketing Research* 12 (May, 1975): 129-35.

Carpenter, Edwin H. "Personalizing mail questionnaires: A replication and reassessment." *Public Opinion Quarterly* 38 (Winter, 1974-75): 614-20.

Daniel, Wayne W. "Nonresponse in sociological surveys: A review of some methods for handling the problem." *Sociological Methods & Research* 3 (February, 1975): 291-307.

Ferman, Gerald S., and Levin, Jack. *Social Science Research: A Handbook for Students*. Cambridge, Mass.: Schenkman, 1975. 138p. \$4.95.

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

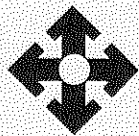
Return to: Mrs. Mary A. Spaeth  
*Survey Research*  
Survey Research Laboratory  
University of Illinois  
414 David Kinley Hall  
Urbana, IL 61801

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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- Hawkins, Darnell F. "Estimation of nonresponse bias." *Sociological Methods & Research* 3 (May, 1975): 461-88.
- Hodgson, Peter. "Sampling racial minority groups." *Journal of the Market Research Society* 17 (April, 1975): 104-6.
- Houston, Michael J., and Sudman, Seymour. "A methodological assessment of the use of key informants." *Social Science Research* 4 (June, 1975): 151-64.
- Kjøller, Mette. *Interaktionen mellem Interviewer og Respondent (Interview-Respondent Interaction)*. Copenhagen: Danish National Institute of Social Research (Borgergade 28, 1300 Copenhagen K, Denmark), 1975. 245p. (In Danish but contains an English summary and translations of table text.)
- Land, Kenneth, and Spilerman, Seymour (eds.), *Social Indicator Models*. New York: Russell Sage Foundation, 1975. 411p. \$15.00.
- Linsky, Arnold S. "Stimulating responses to mailed questionnaires: A review." *Public Opinion Quarterly* 39 (Spring, 1975): 82-101.
- Nicholls, William L., II. *Sampling and Field Work Methods of the 1973-74 Bay Area Travel Survey*. Technical report 11. Berkeley: Survey Research Center, University of California, June, 1974. 130p. \$5.00.
- Riecken, Henry W., and Baruch, Robert F. (eds.), *Social Experimentation: A Method for Planning and Evaluating Social Intervention*. New York: Academic Press, 1974. 339p. \$15.95.
- Stevens, Robert E. "Does precoding mail questionnaires affect response rates?" *Public Opinion Quarterly* 38 (Winter, 1974-75): 621-22.
- Warwick, Donald P., and Lininger, Charles A. *The Sample Survey: Theory and Practice*. New York: McGraw-Hill, 1975. 344p. \$9.95 cloth, \$6.95 paper.



## Survey Research

Survey Research Laboratory  
University of Illinois  
414 David Kinley Hall  
Urbana, IL 61801

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