



# Survey Research

Volume 9, Number 3

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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 at the beginning of each organization's listing.

### Behavioral Sciences Laboratory University of Cincinnati

(Cincinnati, Ohio 45221)

*Managing Criminal Investigations.* As part of a contract with the Urban Institute, the BSL is conducting the survey field work for an LEAA-funded project dealing with the management of criminal investigations. This project involves telephone interviews with burglary and robbery victims to assess the methods that the police use in conducting their investigations, respondents' satisfaction with these investigations, and respondents' willingness to cooperate further with the police. The project is expected to continue through January 1979.

Principal investigators: Alfred J. Tuchfarber and Robert W. Oldendick.

### Center for Policy Research New York

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

*Roots: Its Impact on White and Black Viewers.* The objective of this research, supported by the Maurice Falk Medical Foundation of Pittsburgh, is to determine the impact of the ABC television production of *Roots*. Telephone interviews were conducted 3 to 4 weeks after completion of the last episode with a national sample of 1,000 respondents, all of whom were

18 years or older and had watched two or more episodes. The sample was divided equally between whites and blacks and between men and women. Analysis of the data is under way, with preliminary findings released in June.

Principal investigators: John Howard, George Rothbart, and Lee Sloan.

**Center for Survey Research  
University of Massachusetts/Boston and Joint  
Center for Urban Studies of MIT and Harvard**

(University of Massachusetts/Boston, 100 Arlington Street, Boston, Massachusetts 02116; formerly named the Survey Research Program)

*Alternative Mortgage Plans.* Working with the Joint Center for Urban Studies, this project for the Federal Home Loan Bank Board will assess the need for, and interest in, various mortgage plans, most of which are not currently available. These include variable payment plans and fluctuating interest rates. In the initial phase, a national random-digit-dialed phone survey, full interviews are being conducted with the most knowledgeable adult in 1,050 households that have recently bought a home or are prospective buyers in the near future, and short interviews are being conducted with 450 households that do not meet these criteria. In the follow-up phase, those interviewed with the full schedule are asked to complete a mail-back questionnaire presenting a set of choices and information dealing with cost issues of mortgages. These respondents are given \$2 when the self-administered form is mailed to them. The study is scheduled to run from June through October 1977.

Principal investigator: Kent Colton (Joint Center for Urban Studies); study director: Floyd J. Fowler (CSR).

*Health and Social Service Needs Assessment.*

In order to update information on the health and social service needs of households and to assess utilization of Town programs in Brookline's Central Village area, which has been experiencing a great deal of immigration recently, personal interviews were conducted in August for the Town of Brookline Department of Health with a knowledgeable adult from a random sample of 400 households in that neighborhood. In addition, this study includes a methodological experiment relating to the quality of the answer-giving process of respondents. The experimental treatments are "instructions to respondents on appropriate role responsibilities," "feedback on the quality of the answer-giving processes," or a combination of the two. A control group received none of the experimental treatments.

Principal investigator: Floyd J. Fowler.

**Communication Research Center  
Cleveland State University**

(2200 Euclid Avenue, Cleveland, Ohio 44115)

*Changes in American Mass Media Habits.* A national survey of how 2,000 Americans use their time forms the background of this investigation into the changing role of the mass media in the lives of Americans. The time-use data collection was funded by a grant from NSF, with supplemental grants from the ANPA Foundation, The Markle Foundation, and *Time Magazine*. The project will compare time-use diaries from 1975-76 and 1965-66 to describe changes in the time that people spend watching television, listening to the radio, and reading newspapers, books, and magazines. Comparisons will be made between media attitudes and media behavior and with data from other sources, such as ratings service data and national polls, with particular emphasis on tracing longitudinal patterns of media use and exposure to the news.

Project director: John P. Robinson.

*Americans' View of Foreign Policy.* This project, sponsored by the Charles F. Kettering Foundation, has been collecting data on how Americans view such foreign policy issues as East-West relations, aid to the Third World, respect for human rights, arms control, interventionism, and the role of values in foreign policy. Using random digit dialing, samples of 300 individuals have been interviewed in each of six urban areas across the country, and plans are under way to continue these interviews in four additional cities, for a total of 3,000 interviews. The project seeks to identify segments of the public in which support for certain policies is most strong or weak and attempts to monitor changes in opinion as foreign policy undergoes changes across time. Results of a small sample of in-depth

# Survey Research



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Urbana, Illinois 61801

interviews are also being incorporated into interpretations of where the public stands on foreign policy.

Study directors: John P. Robinson, John Holm, and Sidney Kraus.

*Public Opinion toward the United Nations.* This project is being conducted in conjunction with the League of Women Voters as part of their year-long study of public support for the U.N. Almost 2,000 phone interviews are being conducted by random digit dialing in 75 League areas across the U.S. Results of responses to open-ended questions in this survey will be compared with the content of focus group discussions among randomly selected members of the public and among leadership groups in each League area. Responses to closed-ended questions will be compared with those obtained in a national in-home probability survey.

Study director: John P. Robinson.

### **Division of Behavioral Science Research Tuskegee Institute**

(Carnegie Hall--4th Floor, Tuskegee Institute, Alabama 36088)

*The Recreational Role of Roaded Forest Areas in Alabama.* The purposes of this personal interview study, sponsored by the USDA Forest Service's Pacific Northwest Forest and Range Experiment Station, Portland, Oregon, are (1) to describe the nature and extent of recreational opportunities and activities on the road and trail system of Tuskegee National Forest in Alabama and (2) to determine the characteristics, preferences, attitudes, values, etc., of dispersed road recreationists in that national forest and develop comparative data from a developed recreation area such as the Chewacla State Park in Alabama. The study is scheduled for completion by October 1, 1978. Principal investigator: Richard Hawk; project director: Paul L. Wall.

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

(PB 30, University of Washington, Seattle, Washington 98195)

*Women Graduate Students' Perception of Sexism at the UW.* This study for the University of Washington Graduate and Professional Student Senate investigates perceptions of and experience with sexism in graduate programs at the UW. Telephone interviews were conducted with 500 women graduate and professional students at the university, and the report is due in September.

Principal investigator: Judith Fiedler.

### **Institute for Social Research Florida State University**

(655 Bellamy Bldg., Florida State University, Tallahassee, Florida 32306)

*National Part-Time Faculty Survey.* This comprehensive study of the employment of part-time faculty, conducted by the Center for the Study of Education and Tax Policy and sponsored by the American Association of University Professors and The Ford Foundation, is designed to provide information on the compensation of part-time faculty, their attitudes and opportunities, their work environment, and institutional practices and policies directed toward them. Mail questionnaires have been sent to approximately 10,000 part-time faculty in 200 institutions of higher education across the country. In addition, all institutions of higher education in the country will be included in a survey of policies and practices. The expected completion date is early 1978. Project coordinator: Maryse Eymonerie (AAUP); project director: Howard P. Tuckman (FSU).

### **Institute for Social Research University of Michigan**

(P.O. Box 1248, Ann Arbor, Michigan 48106)

*Study of Time Use.* As part of this ongoing study by the Survey Research Center, personal interviews were conducted in May and June 1976 with 208 men and 168 women who had regular work schedules. This phase examined the amount of time spent at work actually doing work (i.e., not in scheduled or unscheduled rest breaks), the level of effort expended while at work, and wages received, with particular focus on the differences in these variables between males and females. Among the principal findings are that the average employed man spends more time not working than does the average working woman and that the work effort given to the job by women is greater than that by men. For further information, contact Frank Stafford or Greg Duncan at ISR.

Completed projects:

*Problem Behavior in Adolescents.* This recently completed SRC study of problem behavior in adolescents, supported by NIMH, sought a more accurate view of sex differences in the forms and incidence of psychopathology among adolescents than is usually provided by mental health professionals. Questionnaires were administered to a random sample of sophomores, juniors, and seniors in an urban, lower-middle-class high school in the Midwest, and the sophomores were reinterviewed two years later as seniors. The findings showed the popular belief that high school is more stressful for boys to be fallacious. Although males reported

a higher frequency of aggression and feelings of resentment toward others, females reported a higher frequency of tension and psychosomatic symptoms. In addition, it was learned that females find academic achievement a major area of conflict and also are more likely than males to underplan their future occupational and educational goals in terms of their academic ability. For additional information, contact Elizabeth Douvan at ISR.

*Research Involving Human Subjects.* A recently completed report to the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research investigated the types of research involving human subjects. The report is based on interviews with research investigators and with subjects (or subjects' proxies) and covers a number of critical issues such as whether subjects are adequately informed, the risks and benefits to research subjects, whether consent is obtained in an ethical manner, and the role of institutional review boards. For additional information, contact Robert Cooke or Arnold Tannenbaum at ISR.

#### Methodological research:

*Experiments in Interviewing Techniques.* This report, being published by the National Center for Health Services Research, presents the findings of SRC's research on interviewing techniques. This research started when respondents who had participated in a National Health Survey were interviewed to determine their understanding of the health survey. It was found that the respondents showed a considerable lack of knowledge about the survey, which had been administered the previous day. It was also found that too great demands on the respondent lead to invalid answers. By analyzing tape-recorded household interviews, the researchers found that providing feedback, usually of a positive nature, was the most frequent interviewer behavior. Based on these findings, a series of field experiments was designed using various instruction, feedback, and commitment techniques, which were incorporated into questionnaires administered to five experimental groups, each receiving a different combination of techniques. To determine the effect of these interviewing techniques on respondents, the questionnaires ended with questions on the respondents' reactions to the interview. For more complete information, contact Charles F. Cannell at ISR.

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

(11249 Bunche Hall, UCLA, Los Angeles, California 90024)

*Household Survey of Handicapped Persons in the*

*State of California.* Conducted jointly with the Survey Research Center, UC Berkeley, this survey for the State Department of Rehabilitation will use computer-assisted telephone interviews, to be administered in a number of languages. A representative sample of 30,000 households in California will be interviewed to estimate the numbers of persons within the state with handicapped status and disabling conditions. The study is scheduled for completion by January 31, 1978.

Principal investigators: Howard E. Freeman (ISSR/UCLA) and J.M. Shanks (SRC/UCB).

*Local Population Growth: Attitudes and Impacts.* This study, funded by NIMH, seeks to determine the social and psychological consequences of local population growth. The analysis, to be completed by August 31, 1978, will use 1970 Census tract data and 1973-74 NORC Continuous National Survey data, with the major emphasis on the social, individual, and community impacts of actual population growth and perceptions of population growth.

Principal investigator: Mark G. Baldassare.

*Couples Motivation for Parenthood, Decision Making and Fertility Regulation.* Funded by NICHD, this study seeks to identify the rewards and costs of having children, division of power and responsibility, and types and effectiveness of fertility control used. The study uses personal interviews and self-administered supplements with 600 currently married couples (i.e., 1,200 respondents) of all ethnic backgrounds in Los Angeles County, with the wife being 15-34 years old. In the current wave, begun in March, half the couples were in their first marriage, which was 7 months 3 weeks old, and the other half had a first child 7 months 3 weeks old. Each of these couples will be examined over a four-year period and compared with the others in the sample.

Principal investigator: Linda J. Beckman (Dept. of Psychiatry, UCLA).

*California Divorce Law Research Project.* This is one of a series of studies regarding California divorce laws. Recently divorced individuals will be interviewed regarding their personal experiences with the process of divorce, to study the effects of the Family Law Act of 1970. Personal interviews will be conducted in September-November 1977 in Los Angeles County with 200 recently divorced individuals (100 males, 100 females) from all ethnic backgrounds, who will be divided into four cells: 50 long-term and 50 short-term marriages with the husband's occupation being professional/manager and a similar long-term/short-term breakdown for all other husband's occupations. In addition, 500 court dockets will be coded.

Principal investigator: Lenore J. Weitzman (UCB).

## **Institute for Survey Research**

### **Temple University**

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

#### **Completed project:**

*National Survey of Children--School Study.* The school study was a follow-up phase of the National Survey of Children, conducted for the Foundation for Child Development during the latter part of 1976. In the main household survey, a nationwide probability sample of over 2,200 children aged 7 to 11 years and more than 1,700 of their parents were interviewed. At the end of the interviews, parents were asked for written consent to obtain data about their children from the schools; parents of 2,103 children gave permission for data to be collected from 452 schools. The school study, completed in spring 1977, used self-administered questionnaires completed by teachers, who were to provide, among other data, test scores and evaluations of performance and behavior. At approximately half the schools, interviewers left and picked up the questionnaires; the remaining schools were sent materials through the mail.

Study director: James Peterson.

### **Mathematica Policy Research Princeton, New Jersey**

(P.O. Box 2393, Princeton, New Jersey 08540)

*A Cost-Effectiveness Evaluation of Alcoholism Services.* Sponsored by the Office of Alcohol Abuse and Alcoholism, Los Angeles County, this project, to be completed in June 1978, has two major components: (1) an incidence/prevalence study of alcohol abuse in Los Angeles County, designed to assess the extent and distribution of problem drinking and the need for alcoholism treatment services; and (2) a cost-effectiveness analysis of four alcoholism service programs in Los Angeles County, including two recovery homes and two outpatient facilities. Data for calculating prevalence rates are being collected by 10,000 random-digit-dialed phone interviews with L.A. County residents aged 14 and older. Personal interviews are being conducted with 600 problem drinkers in the RDD sample. In addition, 600 clients from four alcoholism programs are being interviewed. Project director: Barbara H. Kehrer; survey manager: Roderick Pannell.

*Highway Safety.* This study, funded by the National Highway Traffic Safety Administration, investigates public acceptability of highway safety countermeasures. The study uses both telephone interviews and group discussions and involves a national sample of 750 adults plus

representatives of leadership groups. Field work is expected to start this summer, with a final report in spring 1978.

Principal investigator: Irving Crespi.

*Michigan State Private Employment Agency Job Counselor Program.* Under sponsorship of the Michigan Department of Social Services supported by HEW, MPR is assisting in the design and analysis for this study, which uses an experimental/control research design to test the cost effectiveness of private employment agencies (PEA) compared with the existing State Employment and Training Program in finding jobs for employable welfare (ADC) clients. A second objective is to provide program operations information that can be useful in developing modified versions of the PEA program. To be conducted in several waves through June 1979, data collection, being done by the Oakland County (Michigan) Department of Social Services, involves telephone interviews with 800 ADC clients registered for the WIN program (with plans to increase sample to 1,500) and the use of existing administrative data. Principal investigator: James Ohls.

#### **Methodological research:**

*Income Reporting.* Richard Strouse, Dick Kaluzny, and Steve Belenko are conducting an analysis of the accuracy and completeness of income reported on in-depth interviews administered three times per year and on self-report forms filled out monthly in the Gary Income Maintenance Experiment. The population is black and stratified on ADC status, household headship, income, and other characteristics. The analysis uses state and federal 1040 data, Department of Employment Securities data, and data from various transfer programs for comparison. The study is part of the final report for the Gary Experiment, scheduled to be released in or before November 1977.

### **National Opinion Research Center**

#### **University of Chicago**

#### **In Chicago**

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

*Evaluation Reports for the National Science Foundation Regional Forums in Atlanta, Seattle, and Dallas.* This project is evaluating public forums now being held by the National Science Board, which are designed to solicit citizen views regarding priorities, programs, and policies of the National Science Foundation. Mail questionnaires to participants include measures of their personal characteristics (level of education, sex, race, occupation, etc.); their appraisal of certain aspects of the

forums; why they attended; and a number of opinions about science-related issues (i.e., do participants think that the current allocation of program support should be changed or remain as it is; should preferential consideration be made in making awards to women, minorities, or the handicapped or should merit alone guide those decisions; what role should certain specified groups play in assisting NSB to establish priorities for NSF; etc.?). Three forums have been held to date, and the reports on them have been completed. The remaining forums will be held in September 1977, February 1978, and June 1978, with the reports on them to follow approximately 8 weeks after each meeting. Principal investigator: Kenneth Prewitt; co-principal investigator: Robert Pearson.

*Study of Population Characteristics and Municipal Fiscal Strain: An Analysis of Existing Data.* This two-year study, funded by HEW, seeks to isolate the basic interrelations between characteristics of municipal populations and the fiscal strains on their municipal governments. Two data sets will be used. One is a 1967 NORC study in which personal interviews were conducted with 10 community leaders in each of 51 cities with over 50,000 population in 1960 and which contains detailed data on decision-making processes. The second data set consists of census data on all U.S. cities for which the census has municipal population and fiscal data (about 430 cities in 1970), for the time period from 1880 where possible but mostly 1950 to the mid-1970s. Principal investigator: Terry N. Clark (NORC); research associate: Wayne Hoffman (American University).

#### In New York

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

*Physicians' Practice Costs Survey.* The 1977 Physicians' Practice Costs Survey for the Social Security Administration will collect data on the expenses incurred by physicians in operating their practices in 1976. It is an expansion of the study performed by NORC for SSA in 1976, which collected similar data from physicians for 1975. The thrust of the present survey is to determine what is involved in the cost of practicing medicine today--costs involving administration, malpractice insurance, overhead, depreciation, etc. Telephone interviews will be conducted in September-December 1977 with a national probability sample of 7,200 physicians from 18 specialties or sub-specialties.

Senior survey director: Jackie Peterson (NORC); project officer: William Sobaski (SSA).

Completed project:

*Lukoff-Brook Longitudinal Study, Time 2.* Com-

pleted in May 1977 for the Columbia University School of Social Work, this was part of a longitudinal study designed to learn about trends in the public's perception of drug and crime problems and involved re-interviewing mothers and their one or two adolescents previously interviewed in 1974, with some of the mothers interviewed in 1975. A number of subject areas were included, e.g., drug and crime problems, drug use, and child-rearing practices vis-a-vis adolescent attitudes. Personal interviews were conducted with 245 mothers and 337 adolescents in four areas of Brooklyn, N.Y. Principal investigators: Irving Lukoff and Judith Brook (Columbia University); senior survey director: Jackie Peterson (NORC).

#### Research Triangle Institute North Carolina

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

*North Carolina Electric Utility Demonstration Project.* This study, funded by the Federal Energy Administration, will analyze the impacts of time-differentiated electricity pricing on the temporal pattern of kw and kwh demand for electricity among residential customers of two North Carolina public utilities. Information on customer responsiveness to time-differentiated prices will be obtained by personal and telephone interviews with a sample of 800 non-voluntary participants placed on experimental rates while having their electric use monitored with recording meters. Three waves of data collection will survey household characteristics, appliance data, etc. Wave 1 data will be collected by September 1977, and data collection for Wave 2 is scheduled to be completed by January 1980. Survey director: Wilbur E. Wilson, Jr.

*Evaluating the Organization of Service Delivery: Fire Phase IIb.* Funded by NSF, this two-year study will evaluate the organizational arrangements for providing neighborhood, city, and interjurisdictional fire protection according to efficiency, effectiveness, equity, and citizen responsiveness criteria and will identify and evaluate the change points and processes that affect the realization of fire protection defined as adequate by these criteria. Starting in September 1977, the study will initially involve 150,000 fire incidence records from five cities (Hampton, Va.; Hartford, Conn.; Milwaukee, Wis.; St. Petersburg, Fla.; and Santa Ana, Cal.), with subsequent personal and telephone interview follow-ups on a sample of those records. Principal investigator: Lois MacGillivray; survey director: Charles F. Powers.

Completed projects:

*Survey of State Procurement Officials (NASPO).* With support from the National Association of State Purchasing Officials (NASPO), RTI conducted this survey of state procurement officials as a substudy of the Experimental Technology Incentives Program (ETIP) to determine the extent to which state purchasing officials have used the experimental procurement packages developed and distributed by NASPO under ETIP sponsorship, the effects obtained from the use of the packages, and the opinion of state officials about their utility. In the substudy, completed in May 1977, a mail questionnaire was sent to the procurement official in each of the 50 states, with telephone follow-ups of nonrespondents.

Principal investigator: Mary Wagner; data collection director: Richard Waddell.

*UNC Project on Hospital Labor Markets.* This project at the University of North Carolina on hospital labor costs and productivity, studied wage-setting by occupation in individual hospitals and investigated possible effects of the trend toward unionization. The project, which was completed in July 1977, also evaluated certain special characteristics of the health industry that affect costs. Initial data for the project were provided by the American Hospital Association's annual survey of the operations of about 7,000 U.S. hospitals. Information on union activity and occupation-specific wage data were obtained by a telephone survey of a sample of 1,250 of these hospitals.

Principal investigator: Roger Feldman (Dept. of Economics, UNC); data collection project coordinator: Richard Waddell.

#### **Rhode Island Health Services Research (SEARCH) Providence**

(56 Pine Street, Providence, Rhode Island 02903)

Completed project:

*Rhode Islanders' Health Habits and Attitudes.* Funded by Blue Cross/Blue Shield of Rhode Island, this survey was conducted to determine, on a baseline level, to what extent Rhode Islanders practice good self-care habits. Respondents were asked about the following categories of behavior that have been shown to affect a person's health: physical exercise, eating habits and weight, smoking, drinking, and stress. Random-digit-dialed telephone interviews were conducted with 552 adults throughout Rhode Island. For further information, contact Ann H. Walker at SEARCH.

#### **Social Science Research Center Mississippi State University**

(Box 1072, Mississippi State University, Mississippi State, Mississippi 39762)

*DUI Probation Follow-up Project.* This is the second year of this five-year project, sponsored by the National Highway Traffic Safety Administration and designed to test the social and cost-effectiveness of three treatment modalities for persons convicted of driving under the influence of alcohol. The project uses driving and arrest records, crash involvement, etc., as indicated by police and court reports and involves 7,200 persons convicted of driving under the influence in nine medium-sized Mississippi cities.

Project director: James W. Landrum.

*The Mississippi Alcohol Safety Education Program.* The purpose of this continuing project for the Governor's Highway Safety Program, State of Mississippi, is to provide instruction on alcohol and traffic safety to persons convicted of driving while intoxicated. Personal interviews are being conducted statewide with a sample of 9,000 such persons.

Project coordinator: Barbara Criswell.

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

(164 College Avenue, Orono, Maine 04473)

*Adult Educational and Educational Media Interests Survey.* The purposes of this survey, to be completed in September 1977 for Roberta Wornick, Coordinator, Title I-A, are (1) to collect data on the educational needs of Maine adults, with specific concern toward factors that affect these needs; and (2) to provide these data for planning future educational resource allocations in Maine. Personal interviews are being conducted with 1,800 adults throughout Maine, stratified by county size with a quota control on age and sex.

Project director: Kenneth P. Hayes.

*Health Status and Medical Care Use Patterns in the Kennebec Valley Region of Maine.* This study for the Kennebec Valley Regional Health Agency is collecting data on patterns of health care and attitudes toward health care in areas where regional clinics will be established and in control areas. The data will be used in planning for health care delivery and as a baseline for later studies of the impact of the regional clinics. Telephone interviews with the person most knowledgeable about family health care in 2,400 central Maine households started in mid-July.

Principal investigator: Kenneth P. Hayes.

*Bangor-Brewer Area Economic Growth Study.* In this study, begun in August for the Maine Department of Transportation, personal interviews will be conducted with a representative sample of 400 business establishments in the Bangor-Brewer labor market area. The study has two components: (1) an economic base study of the area, including an analysis of the prime movers of the local economy--the business survey results will be used to construct an input-output table of the Bangor area economic transactions in order to estimate the overall effects of changes in economic conditions; and (2) an analysis of the corridors where highway construction will take place.

Principal investigator: Kenneth P. Hayes.

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#### State University of New York at Buffalo

(4320 Ridge Lea Road, Rm C-19, State University of New York at Buffalo, Buffalo, N.Y. 14226)

*Great Lakes Shoreland Damage Study Mailing List for Western New York.* The purpose of this study for the U.S. Army Engineer District, Buffalo, is the research and compilation of a list of residential and nonresidential shoreland property owners in the shoreline counties of Orleans, Niagara, Erie, and Chautauqua, New York. In addition, data on the type of ownership, shoreland use, and assessed value of the property are being collected. The study will result in a sampling frame for a subsequent study assessing property and other damage resulting from erosion and flooding.

Contract officer's representative: Fred Lombardo, U.S. Army Corp of Engineers; project manager: Raymond T. Conjeski (SRC/SUNYAB).

#### Completed project:

*Evaluation of SUNYAB Study Health Insurance Program.* This telephone study, conducted at the request of the SUNYAB Administration and Student Association (Sub-Board I, Inc.), sought to determine student use of and experience with health insurance, which become mandatory for SUNYAB students during the '76-'77 academic year. Students, on an individual basis, could opt for the SUNY student group insurance (NY Life Plan) or a policy of their own. The sample for this study consisted of 200 students with the NY Life Plan and 200 with their own health insurance. They were asked whether they had used insurance, about illness and medical expense experience, turnaround on claims, complaints, and level of satisfaction. Project director: Robert O'Shea (Social and Preventive Medicine, SUNYAB); study director: Joel S. Rose (SRC/SUNYAB).

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#### Oregon State University

(Corvallis, Oregon 97331)

*Effects of Prison Vocational Training and Education Programs--Follow-up.* In this study for the Oregon Department of Education, an effort will be made to locate and interview a random sample of 200 men released from Oregon penal institutions during the second half of 1974. This study extends the time since release to three years and doubles the sample size from a survey completed on the same population last year (see October 1976 *Survey Research*). Hypotheses concerning the relationship between occupational success and nonrecidivism, developed from the earlier survey, will be tested in the current study. Other attributes bearing on post-release success or failure will also be investigated. The study, to be completed by the end of 1977, involves personal interviews in Oregon and telephone interviews in other states.

Study director: Robert G. Mason.

*Alternative Diet Panel.* The purpose of this survey for the Oregon Health Science Center under a grant from NIH is to identify a sample of families willing and suitable to participate in an intervention study designed to prevent coronary heart disease through dietary change. During the identification survey, baseline data will be gathered through personal interviews with a probability sample of 400 households in Portland with two or more members, divided into a treatment group and a control group.

Study director: Lyle D. Calvin.

*Oregon Angler Preference Survey.* This survey for the Oregon Department of Fish and Wildlife is being designed to obtain the views of the Oregon fishing public about a variety of management options. Domains in the analysis will include the current (1977) use of recreational fisheries in the state, both in amount of activity and type of fishing. In the study, to be completed by mid-1978, questionnaires are being mailed to approximately 6,000 (.75%) of Oregon angler license holders.

Study director: Helen M. Lowry.

*Oregon Angler Survey.* This biannual survey of recreational fishing activity in Oregon for the state Department of Fish and Wildlife is based on a sample of Oregon angler license holders, selected in accordance with an estimated distribution of fishing activity across the months of the year. The estimates needed are the number of fish caught during the year by type, by region of the state, and by month. The corresponding numbers of anglers and angler days are also estimated. Data for 1977 are currently being gathered through questionnaires mailed to approximately 3% of Oregon



angler license holders, or 25,000 persons. The current survey will be completed in July 1978. Project coordinator: Helen M. Lowry.

*Decision Making among Willamette Valley Grass Seed Growers.* A panel survey of 50 grass seed growers in Oregon's Willamette Valley has been carried out since 1973 for the Oregon State University Agricultural Experiment Stations. The purpose of the project is to test the implications of decision theory in the prediction of the adoption behavior of farmers to alternatives to open field burning. The data from the second wave of personal interviews indicate that, although among the panel as a whole the level of income is unrelated to risk attitudes, changes in gross income are related to changes in risk attitude. Study director: Robert G. Mason.

Completed project:

*Oregon Hunter Survey.* This annual survey of hunting activity in Oregon for the State Department of Fish and Wildlife represents one of the primary means of obtaining estimates of the hunter effort, the success rates of hunters, and the harvest of most of the species of game in the various management units of the State. The survey also serves as a means of soliciting public opinion concerning game management practices. In the 1976 survey, completed May 31, 1977, mail questionnaires were sent to approximately 5% of Oregon hunter license holders or 18,000 persons. Study director: Lyle D. Calvin.

Methodological research:

The data from a nationwide survey of public attitudes about wind energy are being reexamined to investigate the differences between "don't know" and "no opinion" attitudinal responses.

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

(Institute for Behavioral Research, York University, 4700 Keele Street, Downsview, Ontario M3J 1P3, Canada)

*Social Change in Canada: Trends in Attitudes, Values and Perceptions.* Funded by the Canada Council, this personal interview study examines subjective social indicators, including Canadians' perceived quality of life and their attitudes and values concerning major economic, political, and social issues. A national survey of 2,000 Canadian adults and a panel survey of 500 Canadian adults in the Montreal and Toronto areas were completed in July. An elite survey of 600 decision makers in the public and private sectors across Canada is

scheduled for completion in October.

Principal investigators: Bernard Blishen, Tom Atkinson, Michael Ornstein, and Bryn Greer-Wootten.

*Ontario Provincial Election Study.* This post-election survey, funded by the Canada Council, examines the opinions of Ontario voters on the issues of the election campaign, the parties, leaders, and candidates. The purpose is to determine where people obtain election information, what factors determine voting choice, and which variables affect the degree of activity and attention that people devote to political events. Personal interviews with 1,200 eligible voting adults in Ontario were completed in mid-July 1977. Principal investigators: R. Drummond and F. Fletcher (York University).

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

(Sociology Department, SS 317, Arizona State University, Tempe, Arizona 85281)

*Sex and the Single Check.* In view of changing sex roles, this study examines the factors that influence the server's choice of the male or female as recipient of the meal check. Data are being collected by observation and unstructured interviews with approximately 100 persons, mainly in the Phoenix area. Principal investigators: Morris Axelrod and Mary Laner.

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

**at Urbana-Champaign**

(414 David Kinley Hall, University of Illinois, Urbana, Illinois 61801)

*Industrial Noise Survey.* In this study for the Illinois Task Force on Noise, mail questionnaires will be sent to industrial firms in Illinois to determine whether they are bothered by noise emissions from neighboring industrial properties. Project coordinator: Matilda Frankel.

*Panel Study on Consumer Decisions and Asset Management.* This ongoing study, funded by NSF, relates to the economic and financial behavior and attitudes of married couples and involves two distinct panels: couples married in Peoria or Decatur, Illinois, in the summer of 1968, with the husband aged 30 or less at that time, and a similar cohort of couples married in the Chicago area in the summer of 1972. These cou-

ples have been mainly interviewed in person at periodic intervals, with sample sizes of about 200 in each location for the latest wave (14th in Peoria-Decatur and 8th in Chicago). The data are available for research purposes either for single waves (on cards or tape) or as a merged longitudinal file for one or both panels (on tape) and can be obtained at reproduction cost, plus shipping.

Principal investigators: Robert Ferber (SRL) and Francesco Nicosia (University of California, Berkeley).

Completed project:

*Firearms Ownership in Illinois--Sociology Practicum, 1977.* SRL assisted the UIUC Department of Sociology in a study of attitudes toward and ownership of firearms, conducted as part of the practicum course in research methods. The study involved telephone interviews with 764 residents throughout Illinois, with the sample selected by random digit dialing in the Chicago area and drawn from telephone directories in the rest of the state.  
Project coordinator: Joe L. Spaeth.

#### at Chicago Circle

(4011 Behavioral Sciences Building, University of Illinois, Chicago, Illinois 60680)

*Community Ecology and the Adaptation of Elderly Persons.* The purpose of this study for Stephen Golant, Department of Geography, University of Chicago, is to obtain information on the needs and problems of persons 60 years of age and older who live in Evanston, Illinois. The study focuses primarily on how elderly persons perceive their housing, neighborhood, community, and living in Evanston as a whole. Attention is also focused on the health and transportation needs and problems of the elderly. Of particular interest is how these various areas relate to elderly persons' overall satisfaction with life. Personal interviews will be conducted with 600 persons aged 60 years or older living in Evanston.  
Project coordinator: Charles Sellers.

*Client Satisfaction/Visiting Nurses Association.* The major objective of this study for the Visiting Nurses Association of Chicago is to determine the feasibility of obtaining baseline data on the Association's discharge patient population for future use in improving health care delivery. Other objectives are to determine patients' overall satisfaction/dissatisfaction with home health services; elicit responses regarding patients' understanding of treatments, diet, medications, etc.; obtain information on patients' perceptions of their ability to cope with illness after VNA intervention; determine patients' attitudes toward the VNA staff; and obtain suggestions regard-

ing changes and improvements in the delivery of health care. Telephone interviews will be completed by the end of October with 120-125 discharged patients in Chicago. The information obtained in the telephone survey will be combined with data from VNA patient records to form the final data file.

Project coordinator: Charles Sellers.

Completed project:

*"Treasures of Tutankhamun" Exhibition Visitor Survey.* The purpose of this survey for the National Endowment for the Humanities was to collect statistical information about visitors to the Exhibition and to assist in an evaluation of its effectiveness in communicating to the public. Self-administered questionnaires, which an interviewer distributed at the Field Museum of Natural History in Chicago to visitors over 18 years of age as they left the exhibit, were completed by 396 members of the general population and 351 who attended as members of special groups.  
Project coordinator: Sharon Calkins.

#### Wisconsin Survey Research Laboratory University of Wisconsin

(Lowell Hall--Suite 101-112, 610 Langdon St., Madison, Wisconsin 53706)

Completed projects:

*Training of Nursing Assistants in Nursing Homes.* In this survey sponsored by the Wisconsin Regional Medical Program, about 215 telephone interviews were completed in April with individuals who direct inservice training of nursing assistants in their respective nursing homes. The purpose was to learn about the training programs that these nursing facilities have and to get the reactions of the inservice education directors to specific items.  
Study director: Kay Horswill (Wisconsin RMP).

*Manpower Council Survey.* This survey for the Wisconsin State Manpower Council of persons who were in CETA-sponsored programs (public service employment, on-the-job training, adult work experience, and classroom training) inquired about their experiences with the programs in order to learn about how the programs are operating and what improvements are needed. Of special interest was whether the programs helped them find permanent jobs. Telephone interviews were conducted statewide in March-April 1977 with 800 persons.  
Study director: Kathleen McElroy.

*Minority Student Achievement Committee Survey.* In April 1977, WSRL conducted 200 personal interviews for the Minority Student Achievement Committee with teachers and administrators in

elementary and middle schools in Madison, Wisconsin, to gather information that would enable the District to better meet the needs of minority students. The questions addressed areas of concern regarding the achievement of all minority students, black students in particular.

Study directors: James Jirsa and John Evers.

*Statewide Assessment of Educational Needs.* This study, completed in May 1977 for the Wisconsin State Department of Public Instruction, sought to find out how Wisconsinites feel about educational issues facing their school systems. Telephone interviews were completed with a cross section of 400 adults throughout the state.

Study director: Frank Evans.

*Statewide Citizen Energy Survey.* Completed in June 1977, this study was conducted for the Wisconsin Office of State Planning and Energy to learn how state residents feel about important issues related to energy. Telephone interviews were completed with about 500 adults throughout the state.

Study director: Ronald Hedlund (Political Science Dept., UW-Milwaukee).

*Marshfield Medical Foundation Health Care Systems Study.* Sponsored by the Marshfield (Wisconsin) Medical Foundation, this survey in the Greater Marshfield Area dealt with the health care needs of people in the area, how many people have certain types of problems, their ability to get appropriate services, what type of medical care and medication they use, how they pay for that care, and their satisfactions and dissatisfactions with their medical care. Approximately 2,000 personal interviews were completed in February-July 1977 with three samples: a cross section of adults residing in households within an approximate 25-mile radius of Marshfield, a name sample of individuals eligible for Medicaid, and a name sample of individuals who had had contact with a doctor associated with the Marshfield Clinic. As part of the interview, respondents were asked to sign a consent form giving the study staff access to their medical records so that they could be audited to determine the specific medical services that were actually received. In addition, the interviewer left a questionnaire for the respondent to fill out and return directly to the study staff.

Study directors: David Mechanic and James Greenley (Sociology Dept., UW-Madison).

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## Personnel Notes

*William A.V. Clark*, Professor of Geography at UCLA, has been appointed Associate Director of

the Institute for Social Research at UCLA. He replaces *Donald J. Treiman*, who has been appointed Chairman of UCLA's Department of Sociology. Also at ISSR, *Ann Cinderella* has joined the staff as Assistant Director--Administrative and Fiscal Services. She was formerly at Pepperdine University.

*Jack Elinson* will be on sabbatical leave from Columbia University School of Public Health during the 1977-78 academic year and expects to be a service fellow with the National Center for Health Statistics in Washington, D.C.

*G. David Faulkenberry*, study director at the Survey Research Center at Oregon State University, is on leave 9/77-8/78 to the USDA Statistical Reporting Service as an ASA faculty fellow.

At Mathematica Policy Research, *Roderick Fredrickson* has become the Director of MPR's Information Systems Division and Senior Vice President. He was previously head of Computer Services at the Rand Corporation. *Andrea Vayda* has joined MPR as a Senior Survey Researcher. She was formerly project director for an NIMH study of Community Mental Health Centers for Temple University. *William A. Morrill*, previously Assistant Secretary for Planning and Evaluation at HEW, has joined MPR as a Senior Fellow and member of the research staff.

*Alan B. Humphrey* has become the Director of the Rhode Island State Center for Health Statistics at the Rhode Island Health Services Research, Inc. (SEARCH). He was previously an Associate Professor of Family and Community Medicine at the University of Arizona. He succeeds *Owen T. Thornberry*, who had served as Director of the Center since its development in 1973.

*Raymond G. Hunt*, Director of the Survey Research Center at State University of New York/Buffalo, will be on sabbatical during the 1977-78 academic year. *Arthur Butler*, Provost of the Faculty of Social Science and Administration, will serve as Acting Director for that period. Also at SRC, *Nancy McGlen* of SUNYAB's Political Science Department has been named Director of the Social Science Data Laboratory. She succeeds *Marilyn Hoskin*, who is returning to the Political Science Department on a full-time basis.

*David M. Kovenock* has been appointed Director of the Social Science Research Institute at the University of Maine at Orono and will also serve as a cooperating Associate Professor of Political Science. He was previously a Research Associate at the Institute for Research in Social Science at the University of North Carolina. He assumes the director's post from *Kenneth P. Hayes*, who has been Acting Director for the past two years.

At the Research Triangle Institute, *Babu Shah* has assumed duties as Interim Director of the Survey Operations Center pending appointment of a permanent Director to replace *James D. Bates*, who resigned to enter private business in Florida.

*Koray Tanfer*, who was previously a researcher at the World Bank, has become a Study Director at the Institute for Survey Research at Temple University.

## Research Center News

### Center for Survey Research Renewed, Renamed

The agreement between the University of Massachusetts and the Joint Center for Urban Studies of MIT and Harvard University, which established an academic survey research unit in Boston, has been renewed through 1981. As part of the renewal, it was decided to change the name from Survey Research Program to the *Center for Survey Research* to describe more accurately the activities and capabilities of the facility.

The Survey Research Program was initially established in 1968 as an integral part of the Joint Center for Urban Studies. In 1971, when the Ford Foundation grant to the Joint Center came to an end, an arrangement was worked out between Harvard, MIT, and the University of Massachusetts to jointly support a reorganized version of the Program, on an experimental basis. The key to the experiment was whether the Program could be essentially self-supporting and useful with only modest actual contributions from the sponsoring universities. The renewal of the agreement for five years is basically a testimony to the success of the experiment. Since 1971, the staff and budget have more than doubled. The Center maintains a field staff in the Boston area and has carried out large-scale surveys in Vermont, Rhode Island, and Connecticut as well as numerous studies in metropolitan Boston and throughout Massachusetts. Major current research activities include a longitudinal study of the long-term care needs of the aged in Massachusetts, a study of gambling law enforcement in major American cities, an evaluation of a neighborhood crime control program in Hartford, Conn., a longitudinal study of the relationship between alcohol consumption and life stress, and a national telephone survey of potential and recent home buyers' responses to a variety of mortgage ideas (see description on p.2).

## News from RTI

The Research Triangle Institute has opened an office in Washington, D.C., with statistician Milton Lieberman as manager. The primary function of the office is a continuation of the program development and agency liaison activities that Mr. Lieberman has been engaged in since joining RTI in 1974.

In RTI's Center for the Study of Social Behavior, responsibilities for three research areas have been established among research coordinators. Jay Williams continues as coordinator for crime and delinquency research. The coordinator for substance abuse research is Valley Rachal, and the coordinator for health and dental care research is Kent Nash. Each is responsible for technical quality, program development, and project execution in his respective area and serves as a principal communications link between CSSB and other centers at RTI.

### BASR Closes Its Doors

As announced in the June 1977 issue of *The Bureau Reporter*, "Like Cinderella at the stroke of midnight, on June 30, 1977, the Bureau of Applied Social Research will cease to exist." Some members of the BASR staff have joined the new Center for the Social Sciences of Columbia University, while others have left Columbia to seek their fortunes elsewhere.

### Update to List of Academic Survey Research Organizations

The following two facilities should be added to the list published in the October 1976 issue of *Survey Research*:

#### *Washington*

Prof. James F. Short, Jr., Director  
Social Research Center  
Washington State University  
Pullman, Washington 99164  
(509-335-1511)

#### *Australia*

Dr. Terence W. Beed, Director  
Sample Survey Centre  
Institute Building H03  
University of Sydney  
Sydney, N.S.W. 2006, Australia

### Field Directors' Conference

The 1977 Field Directors' Conference was held in Madison, Wisconsin, on June 9th and 10th

with 44 participants attending. George Hall gave a presentation at the Friday morning session and then led a discussion concerning what is needed from researchers for OMB clearance. Next year's conference will be held at Berkeley, California. The exact dates will be announced later but will probably be early in June.

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## New in the Field

### Survey Facility in Australia

The Sample Survey Centre at the University of Sydney in Australia was established late in 1975 and can now be regarded as operational. Since its establishment, the SSC has been commissioned to conduct about 50 assignments, which have covered various phases of survey work from sampling to reporting, with both University and outside clients. The Centre provides advice on technical and costing matters for surveys and contributes to teaching programs at the University of Sydney. It is also pursuing a program of basic research into the theory and practice of surveys independent of assignments commissioned by its clients. The Director of the new Centre is Terence W. Beed, who was Managing Director of Australian Nationwide Opinion Polls prior to his appointment as the SSC's first Director.

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## Requests for Material

### Proposals for ACR Monographs

The Association for Consumer Research, an interdisciplinary professional society for persons interested in research on consumer behavior, is soliciting proposals for publications in the Association's monograph series. The series, which began in 1975, is intended to make available works of high quality that contribute substantially to the understanding of consumer behavior and to the application of existing knowledge to research, public policy making, educational programs, or other applied consumer areas.

Contributors to the monograph series do not have to be members of ACR. Proposals must state the purpose of the publication, description of intended audience, justification of need, outline of contents, identification of author(s), timetable, and budget. Six copies of proposals are required for review by the

organization's publications committee.

For further information, write to:

Dr. Mary Jane Schlinger  
Marketing Department  
University of Illinois at Chicago Circle  
Box 4348  
Chicago, IL 60680

## Rand Compiling File

The Rand Corporation is compiling a file on organizations within and outside the United States that can provide survey research and related services for Rand studies. The Rand Corporation is a nonprofit institution that does research and analysis on matters of public policy.

A short questionnaire requesting information on capabilities is being mailed to survey organizations. All survey organizations or firms interested in receiving the questionnaire are invited to contact Rand. Please send a card to:

The Rand Corporation  
1700 Main Street  
Santa Monica, CA 90406  
Attn: Sandra Berry  
Survey Research Group

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## Jobs $\longleftrightarrow$ People

This free 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*, 414 David Kinley Hall, University of Illinois, Urbana, IL 61801, and should be approximately 50 words in length. Names will be coded if requested.

### Opening:

The Field Institute (a new public policy research organization related to Field Research Corporation in San Francisco) is looking for a survey researcher who has demonstrated survey method skills with particular emphasis on questionnaire design and research writing (proposals and reports). Write Mervin D. Field, 234 Front Street, San Francisco, CA 94111.

### Openings:

The Social Science Research Center at Mississippi State University has the following

vacancies: (1) Associate Director, (2) Research Sociologists, (3) expert in police management, (4) expert in detection and apprehension of drunk drivers. Job descriptions, qualifications required, and other information are available on request. Vacancies will be filled as soon as appropriate candidates are available.

Write Gerald O. Windham, Director, Social Science Research Center, Mississippi State University, Mississippi State, MS 39762.

#### Openings:

3 positions at Behavioral Sciences Laboratory, University of Cincinnati:

Project Manager--senior staff position as manager of national criminal justice survey to start no later than Nov. 1, 1977 (preferably Oct. 1). Part-time faculty appointment negotiable. Salary \$17,000-\$19,000 (12 months) depending on qualifications. Manage all day-to-day operations of project. Qualifications: ABD or doctorate in one of the social or behavioral sciences; training and experience in the conduct of large-scale surveys required; training in applied multivariate statistics and statistical software packages also required. Written and oral communication skills are a requisite of employment.

Research Programmer/Analyst--professional staff position to work on a variety of social and behavioral science research projects. Starting date between Oct. 1, 1977, and Jan. 1, 1978, Salary \$14,000-\$16,500 (12 months) depending on qualifications. Duties include programming, data analysis, and some report writing. Opportunities for advancement excellent. Qualifications: Graduate training in one of the social or behavioral sciences; FORTRAN (or PL/1) required; also experience with statistical software packages and training in multivariate statistics; experience with analysis of survey data is desired.

Field Supervisor--professional staff position to recruit, train, and supervise interviewers and interviewing supervisors. Starting date no later than Oct. 17 (preferably earlier). Salary \$13,000-\$15,000 depending on qualifications. Qualifications: Bachelor's degree and extensive experience in all phases of field work on large surveys; experience with large-scale telephone surveys is desired; experience at preparation of training materials is required.

All 3 positions include excellent fringe benefits.

Contact Dr. Alfred J. Tuchfarber, Director, Behavioral Sciences Laboratory, University of Cincinnati, Location 132, Cincinnati, OH 45221.

## Publications and Data Sets

### Special Issue of JMR

The August 1977 issue of the *Journal of Marketing Research* is a special one devoted to survey research. The issue, edited by Robert Ferber, deals particularly with sampling, question formulation, and data collection and contains the following articles:

"Some Recent Developments in Sample Survey Design"--Martin R. Frankel and Lester R. Frankel.

"Relative Efficiency and Bias of Plus-One Telephone Sampling"--E. Laird Landon, Jr., and Sharon K. Banks.

"Is Random Digit Dialing Really Necessary?"--Clyde L. Rich.

"Striving for Response Accuracy: Experiments in New Interviewing Techniques"--Charles F. Cannell, Lois Oksenberg, and Jean M. Converse.

"How to Ask Questions About Drinking and Sex: Response Effects in Measuring Consumer Behavior"--Ed Blair, Seymour Sudman, Norman M. Bradburn, and Carol Stocking.

"Collecting Income Data in Sample Surveys: Evidence from Split-Panel Studies"--Roger A. Herriot.

"An Investigation into Interviewer Effects in Market Research"--J.R. McKenzie.

"Measures of Interviewer Bias and Variance"--Barbara Bailar, Leroy Bailey, and Joyce Stevens.

"Selected Results from the 1972-73 Diary Surveys"--T.C. Walsh.

"Focus Groups and the Nature of Qualitative Marketing Research"--Bobby J. Calder.

"Compliance with an Interview Request: A Foot-in-the-Door, Self-Perception Interpretation"--Peter H. Reigen and Jerome B. Kernan.

"Obtaining Cooperation in a Survey of Business Executives"--John B. Forsythe.

"The Effects of Source and Appeal on Mail Survey Response Patterns"--Michael J. Houston and John R. Nevin.

"Advance Correspondence and Error in Mail Surveys"--Bruce J. Walker and Richard K. Burdick.

"Mail Survey Response Rate and Bias: The Effect of Home Versus Work Address"--Michael A. McGinnis and Charles J. Hollon.

"Comments on 'Mail Survey Premiums and Response Bias'"--Stephen W. Brown and Kenneth A. Coney.

"A Reply on 'Mail Survey Premiums and Response Bias'"--William J. Whitmore.

"Mail Survey Response Rates: Their Manipulation and Impact"--Michael S. Goodstadt, Linda Chung, Reena Kronitz, and Gaynoll Cook.

"Estimating Nonresponse Bias in Mail Surveys"--J. Scott Armstrong and Terry S. Overton.

The issue also contains a bibliographical sec-

tion on "Recent Publications on Survey Research Techniques" by Mary A. Spaeth.

The American Marketing Association is planning to use the issue as the basis of a readings book to be entitled *Recent Developments in Survey Research*.

## Books Now Available from ISR

Two volumes that were previously available from the publishers are now being distributed by the Institute for Social Research, University of Michigan. The first is *Conversations at Random: Survey Research As Interviewers See It*, by Jean M. Converse and Howard Schuman, published in 1974 by John Wiley and Sons, Inc. It is now available from ISR in paper for \$5.50. The second, *Termination: The Closing at Baker Plant*, by Alfred Slote, which was originally published by the Bobbs-Merrill Co. in 1969, has been reissued by ISR in 1977 and is available for \$11.50, clothbound. Both books can be ordered through ISR's Sales Fulfillment Section.

Another publication available from ISR is *The Institute for Social Research: A Report of Recent Activities*. This 30-year report updates a previous report prepared to commemorate the Institute's 25th anniversary. A complimentary copy of the 80-page report is available by writing to the Publishing Division, Institute for Social Research, University of Michigan, Ann Arbor, MI 48106.

## BLS Releases First Consumer Expenditure Survey Tape

The Bureau of Labor Statistics has announced the release of the Diary Survey Public Use Tape, the first in a series of public use computer tapes from the 1972-73 Consumer Expenditure Survey. The tape contains data from the diary portion of the survey, including individual family characteristics and weekly expenditures for each survey year, July 1972-June 1973 and July 1973-June 1974. Data are shown on purchase of 273 items of food, alcoholic beverages, tobacco, personal care, non-prescription drugs and medical supplies, gasoline, and fuels. For more information about the tape, including cost for various formats, write to the Division of Living Conditions Studies, Office of Prices and Living Conditions, Bureau of Labor Statistics, Washington, D.C. 20212.

The next computer tape to be released will be the Interview Survey Summary Public Use Tape.

## Cumulative GSS Data Set, 1972-77

The General Social Survey (GSS) has now been conducted each spring since 1972 by the National Opinion Research Center, with 6 separate data sets available from the Roper Public Opinion Research Center. In order to enhance user access to GSS, a cumulative data set has been constructed, which merges the 6 studies into a single file with each year or survey acting as a subfile. This merged file greatly simplifies the use of GSS for both trend analysis and pooling cases.

In addition, the cumulative file contains items previously available only as supplemental data sets (e.g., *Dictionary of Occupational Titles* variables; see Appendix L of either the 1976 or 1977 codebooks for a listing of supplemental data). Finally, the cumulative file contains certain items never before available, principally several race, sex-role, and abortion scaling items from a methodological experiment in the 1977 survey.

The cumulative file and documentation should be available for distribution in September 1977. For information, write to the Roper Public Opinion Research Center, Williams College, Williamstown, MA 01267.

## New Methodological Publications

NOTE: The publications listed below should be obtained from the author, organization, or publisher cited. They are *not* available through *Survey Research*.

Bridge, R. Gary; Reeder, Leo G.; Kanouse, David; Kinder, Donald R.; Nagy, Vivian Tong; and Judd, Charles M. "Interviewing Changes Attitudes--Sometimes," *Public Opinion Quarterly* 41 (Spring 1977), 56-64.

Buck, S.F.; Fairclough, E.H.; Jephcott, J. St.G.; and Ringer, D.W.C. "Conditioning and Bias in Consumer Panels--Some New Results," *Journal of Marketing Research* 19 (April 1977), 59-75.

Dickson, John P.; Casey, Michael; Wyckoff, Daniel; and Wynd, William. "Invisible Coding of Survey Questionnaires," *Public Opinion Quarterly* 41 (Spring 1977), 100-12.

Ferber, Robert. "Research by Convenience," *Journal of Consumer Research* 4 (June 1977), 57-58.

Gates, Roger, and Brobst, Robert. "RANDIAL: A Program for Generating Random Telephone Numbers in Interviewer Usable Form," *Journal of Marketing Research* 14 (May 1977), 240-41.

Greenberg, Barnett A.; Goldstucker, Jac L.; and Bellenger, Danny N. "What Techniques Are Used by Marketing Researchers in Business?" *Journal of Marketing* 41 (April 1977), 62-68.

House, James S.; Gerber, Wayne; and McMichael, Anthony J. "Increasing Mail Questionnaire Response: A Controlled Replication and Extension," *Public Opinion Quarterly* 41 (Spring 1977), 95-99.

Kassarjian, Harold H. "Content Analysis in Consumer Research," *Journal of Consumer Research* 4 (June 1977), 8-18.

Kviz, Frederick J. "Toward a Standard Definition of Response Rate," *Public Opinion Quarterly* 41 (Summer 1977), 265-67.

Martyn, John. "Fieldwork Quality--A Client's View," *Journal of the Market Research Society* 19 (April 1977), 46-58.

Montgomery, Andrew C., and Crittenden, Kathleen S. "Improving Coding Reliability for Open-Ended Questions," *Public Opinion Quarterly* 41 (Summer 1977), 235-43.

O'Muircheartaigh, C.A., and Payne, C. *The Analysis of Survey Data*. Vol. 1: *Exploring Data Structures*; Vol. 2: *Model Fitting*. New York: Wiley, 1977. Vol. 1: 292pp., \$19.95; Vol. 2: 320pp., \$23.95; two volume set: \$41.50.

Powers, Edward A.; Morrow, Paula; Goudy, Willis J.; and Keith, Patricia M. "Serial Order Preference in Survey Research," *Public Opinion* 41 (Spring 1977), 80-85.

Sudman, Seymour; Blair, Ed; Bradburn, Norman; and Stocking, Carol. "Estimates of Threatening Behavior Based on Reports of Friends," *Public Opinion Quarterly* 41 (Summer 1977), 261-64.

Teplin, Linda A. "Racial Preference as Artifact? A Multitrait-Multimethod Analysis," *Social Science Quarterly* 57 (March 1977), 834-48.

U.S. Bureau of the Census. *Census Bureau Methodological Research, 1976: An Annotated List of Papers and Reports*. Washington, D.C.: U.S. Government Printing Office, 1977.

U.S. Bureau of the Census. *Reference Manual on Population and Housing Statistics from the Census Bureau*, by Paul T. Zeisert. Washington, D.C.: U.S. Government Printing Office, March, 1977. 146pp. \$2.00 from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

U.S. National Center for Health Statistics. *A Summary of Studies of Interviewing Methodology*, by Charles F. Cannell, Kent H. Marquis, and Andre Laurent. Vital and Health Statistics, Ser. 2, No. 69. Washington, D.C.: U.S. Government Printing Office, March 1977. 78pp. Single copies, free from NCHS; multiple copies, \$1.45 each from GPO.

Wildman, Richard C. "Effects of Anonymity and Social Setting on Survey Research," *Public Opinion Quarterly* 41 (Spring 1977), 74-79.

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## Survey Research

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