

Survey Research

Volume 19, Numbers 1-2

Winter-Spring 1988

Patrons

American Association for Public Opinion Research
 Mathematica Policy Research
 National Center for Health Statistics
 NORC: A Social Science Research Center
 University of Chicago
 The Rand Corporation
 Research Triangle Institute

Survey Research Center
 University of Michigan
 Survey Research Laboratory
 University of Illinois
 U.S. Bureau of the Census
 U.S. Internal Revenue Service
 Westat, Inc.

In This Issue . . .

| | Page |
|---|------|
| Current Research | 1 |
| Personnel Notes | 11 |
| Research Center News | |
| Polling Project Established at Maryland | 11 |
| Australian Survey Unit Closes | 11 |
| CATI System Installed at Binghamton | 12 |
| Update to List of Academic Survey Research Organizations | 12 |
| Announcements | |
| SRC Summer Institute | 12 |
| NIA Funding Opportunities | 12 |
| Census Bureau Conference | 13 |
| Requests for Material | |
| 10 Years of NLS-Youth | 13 |
| Jobs--People | 13 |
| Publications | |
| 50th Anniversary of POQ | 14 |
| New Methodological Publications | 14 |

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. Information should not be requested through *Survey Research* or the Survey Research Laboratory. Study summaries are submitted to *Survey Research* with the understanding that the organization involved can release additional information to others.

Center for Public and Urban Research Georgia State University

(University Plaza, Atlanta, GA 30303)

Completed projects:

Adult Literacy Programs Survey. The purpose of this survey, completed in September 1987 for the State of Georgia Governor's Office, was to provide baseline information to the Governor's Task Force on Adult Literacy. The survey involved mail questionnaires from 329 adult literacy administrators throughout the state (81% response rate) in order to obtain information about their programs, clients, staffing and funding.
 Study director: John Hutcheson.

1988 Atlanta Survey: Regimes, Race and Class. This recently completed survey sought to assess changes in the relative impacts of city regimes, race, and

socioeconomic class on attitudes toward city government and city government policies. RDD telephone interviews were conducted with approximately 800 adult residents of the City of Atlanta. Study director: John Hutcheson.

**Center for Social and Behavioral Research
University of Northern Iowa**

(Cedar Falls, IA 50614)

Completed projects:

Waterloo Sports Complex Survey. Completed in December 1987 for the Waterloo (Iowa) Recreation Commission, this survey sought to measure public perception of and need and support for a proposed Sports Complex facility within the City of Waterloo and to ascertain the types of people (in terms of socioeconomic characteristics) who would use the facility and the types of sports-related activities that they would participate in at the facility. RDD telephone interviews were conducted with 401 permanent household members aged 18+ in Waterloo, for a 100% response rate.
Study director: Robert E. Kramer.

Survey of Student Opinion Regarding Capital Punishment. This survey, completed in December 1987 for the UNI Department of Sociology and Anthropology, sought to determine student opinion regarding reasons for favoring or opposing capital punishment; the deterrent effect, if any, of capital punishment; crimes that warrant the death penalty; confinement on death row and types of executions; a series of attitudinal statements regarding the use of capital punishment; and two items on abortion. Telephone interviews were conducted with a stratified random sample of 125 students enrolled at UNI in fall 1987 (100% response rate).
Study director: Robert E. Kramer.

**Center for Survey Research
Indiana University**

(1022 E. Third Street, Bloomington, IN 47405)

Completed project:

Tenth Indiana Poll. The major topics in this round of an omnibus state poll included Hoosier attitudes toward higher education, knowledge and attitudes toward AIDS, and attitudes toward drug testing in high schools. RDD-CATI telephone interviews were conducted in October-November 1987 with 695 adults (18+) in Indiana, with a 63% response rate. A methodological component of the Poll involved asking a series of questions at fast and slow speeds with positive and negative order.
Survey director: John Kennedy.


**Center for Survey Research
University of Massachusetts-Boston**

(100 Arlington Street, Boston, MA 02116)

Massachusetts Radon Survey. The purposes of this project, scheduled for completion in April 1988 for the Massachusetts Department of Public Health and the U.S. Environmental Protection Agency, are to place 2,000 radon detection canisters in homes in Massachusetts in order to estimate the percentage of homes in the state with moderate and high radon levels and to place 200 devices for measuring average yearly exposure to radon and then estimate the correlation to the one-time measurements. Telephone interviews were conducted with 2,000 Massachusetts homeowners whose homes are at or below ground level to determine eligibility and gain cooperation, followed by mailing them detection devices. A mail questionnaire is also being used.
Study directors: Floyd J. Fowler and Anthony M. Roman.

Evaluation of the Massachusetts ET Choices Program. This project, conducted under a subcontract from The Urban Institute with funding from the Massachusetts Department of Public Welfare, is part of an evaluation of the Massachusetts Employment Training (ET) Choices Program designed to determine which components of the program work best for which AFDC recipients. CSR is conducting face-to-face interviews with 1,350 former AFDC recipients who have been in the ET Program and have found jobs 12 months ago about their employment and day care experiences since the program.
Principal investigators: D. Lee Bowden and Demetra Nightengale (Urban Institute); CSR study director: Mary Ellen Colten.

Gender, Stress and Coping: Social Relational Influences. This NIMH-funded project seeks to investigate sex differences in exposure and vulnerability to the effects of stress on mental health among adolescents. The primary focus is to examine how social ties function both as a liability and as potential resources. Face-to-face interviews will be conducted in two waves (March-May 1988 and March-May 1989) with 1,200 students (9th-11th grades) from three high schools in the Greater Boston Area.
Principal investigators: Mary Ellen Colten and Susan Gore; study coordinator: Dorothy Cerankowski.



Survey Research

Volume 19, Numbers 1-2
Winter-Spring 1988

Mary A. Spaeth Editor

Published quarterly. For subscription information, etc., write to

SURVEY RESEARCH
Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801

Permission to reprint material is granted provided that source is cited.

Increasing the Community's Role in Breast Cancer Detection. The purpose of this project for the National Cancer Institute is the development of an intervention model to increase the use of mammography and breast palpation for early detection of breast cancer. In a baseline survey in October-November 1987, RDD telephone interviews were conducted with 1,238 women aged 45-75 in two Massachusetts communities to collect baseline data in the intervention community and a comparison community (75% response rate). Subsequent surveys will take place at 18 months and 4 years later. Co-Principal investigators: Mary Costanza, Jane Zapka, and Harry Greene (UMASS Medical School/School of Public Health); CSR study director: Mary Ellen Colten.

**Center for Survey Research and Methodology
(ZUMA)
Mannheim, West Germany**

(P.O. Box 5969, D-6800 Mannheim, Federal Republic of Germany)

Methodological research:

Informative Functions of Response Alternatives. This study is exploring the impact of response alternatives on behavioral reports and subsequent judgments. The study involves a series of laboratory experiments, to be completed by September 1988, with 80-200 subjects per experiment drawn from a convenience sample in Mannheim. Mail questionnaires are also being used. Principal investigator: Norbert Schwarz.

Survey Interviews and the Logic of Conversation. In this project, psychological principles that govern the conduct of conversation in everyday life are applied to survey interviews and self-administered questionnaires and found to determine the emergence of question context effects. The first four experiments have been completed, with the rest in the series to be finished in late 1988. In addition to the laboratory experiments with 60-200 subjects per experiment using convenience samples in Mannheim, the project involves face-to-face interviews. Principal investigator: Norbert Schwarz.

Self-Focused Attention and the Validity of Retrospective Reports. This study, to be completed in late 1988, explores the cognitive processes underlying previous findings suggesting that retrospective reports are more valid if provided in a state of self-focused attention. Using laboratory experiments with 60-200 subjects per experiment, the project tests various methods to induce self-focused attention in a survey interview. Principal investigator: Norbert Schwarz.

**Center for the Redevelopment of
Industrialized States
Michigan State University**

(Social Science Research Bureau, 301 Olds Hall, Michigan State University, East Lansing, MI 48824)

Health Promotion Project. This three-year study, funded by the Kellogg Foundation, is designed to (1) assess the current health status, knowledge,

and activities of respondents; (2) examine changes in health conditions; and (3) compile a data base for researchers and others interested in studying health conditions on campus. In Phase I, completed in January 1988, mail questionnaires were received from 1,983 undergraduates, graduate students, faculty, staff, retired faculty, and retired staff at Michigan State University, with a 66% response rate. Phase II is now under way. Coordinator of project: Jack Knott.

Longitudinal Student Attitude Survey. This study for the Assistant Provost, MSU, is surveying students on issues regarding race relations, campus support services, and quality of instruction. Respondents are divided by academic class, race/ethnicity, and gender. In analyzing the data, an attempt will be made to predict success/failure to complete degree and positive/negative perceptions of the University. Every spring through 1991, mail questionnaires will be sent to a random sample of approximately 1,600 MSU undergraduates. Study director: Susan Zonia.

**Division of Applied Research
Center for Management Development
State University of New York at Buffalo**

(School of Management, 108 Jacobs Management Center, Buffalo, NY 14260)

Completed project:

Niagara Falls Tourism Study. The purpose of this 2+ year study, completed in January 1988 for the Niagara Falls Convention and Visitors Bureau, was to develop a travel and tourist profile of the typical Niagara Falls tourist. Face-to-face interviews were conducted with 3,500 tourists at various sites at Niagara Falls throughout the year. Study director: Cheryl Shenkle.

**Institute for Policy Research
University of Cincinnati**

(Mail Location 132, University of Cincinnati, Cincinnati, OH 45221)

Completed project:

Fine Arts Fund Tax Levy Survey. Completed in November 1987, this study for the Institute of Fine Arts was designed to ascertain voter support of a property tax levy for fine arts institutions. Research issues included whether voters would approve the tax levy, reasons for support/opposition, demographics of supporters/opponents, and the effect of public funding on voluntary giving to the fine arts. RDD-CATI telephone interviews were conducted with 686 registered voters in Hamilton County, Ohio, for a 74% response rate. Project director: Alfred J. Tuchfarber.

**Institute for Social Research
University of Michigan**

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

The Changing Lives of Older Couples. This study

for the National Institute on Aging, scheduled for completion in March 1988, seeks to understand and document ways in which a range of activities and social relationships that people engage in during later life are productive. Second, it seeks to understand the social and psychological factors that promote or inhibit health and effective functioning during the later years of life. A heavy focus is on chronic and acute stress. The study involves face-to-face interviews with 1,700 married couples with the husband aged 65 or older living in Wayne, Oakland, and Macomb Counties, Michigan. Principal investigator: Camille Wortman.

Institute for Social Research York University

(4700 Keele Street, North York, Ontario M3J 1P3, Canada)

Completed projects:

Energy Education in Ontario Schools: An Examination of Educator's Energy-Related Attitudes, Practices and Educational Resources. The purpose of this project, completed in April 1987 for the Ontario Ministry of Energy, was to provide information on four main aspects of energy education in the Ontario school system: (1) educator's attitudes and practices; (2) the use of, and need for, education resources; (3) the factors that either promote or inhibit the teaching of energy topics; and (4) the policies and practices of school boards. The study involved mail questionnaires from 467 elementary and 558 secondary school teachers (56% response rate) and from 219 board consultants (71% across Ontario). Principal investigator: Michael Hall.

1986 Physician's Survey. This survey for the Social Sciences and Humanities Research Council of Canada examined Canadian physicians' responses to the Canada Health Act of 1984, focusing on their evaluation of Canada's health care system, the political debate surrounding government's role in health care, and the impact of the Act on physician's incomes. The data collection, completed in May 1987, involved mail questionnaires from 2,245 physicians Canada-wide (with telephone reminders), for a 68% response rate. Principal investigators: Michael Stevenson and Paul Williams.

Canadian Attitudes toward Civil Liberties. The purpose of this survey for the Social Sciences and Humanities Research Council of Canada was to determine the level of support for civil liberties in Canada, specifically attitudes toward Canada's Charter of Rights and Freedoms. Completed in August 1987, data collection consisted of telephone interviews and mail questionnaires and involved a public sample of 2,100 Canadians aged 18+ (telephone response rate of 63%) and a decision-maker sample of 1,300 elected officials at provincial and federal levels, crown attorneys, lawyers, and police officers throughout Canada (telephone response rate of 75%). The mail response rate for both samples was 80%. Principal investigators: Paul Sniderman, Joe Fletcher, Peter Russell, and Philip Tetlock; ISR project coordinator: John Tibert.

Student Withdrawals at York University: First and Second Year Students, 1984-1985. Completed in July 1987 for the Vice-President (Academic Affairs), York University, this study sought to determine why students who demonstrated academic ability in the first and second years at York University did not return to York. Telephone interviews were conducted with 478 first-year and 300 second-year leavers and with 450 stayers (control group), with an overall 90% response rate.

Principal investigators: Gordon Darroch and David Northrup.

Institute for Survey Research Temple University

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

The Workplace in Philadelphia: The Impact of AIDS on Philadelphia Businesses. Sponsored by the Philadelphia Chamber of Commerce and the Philadelphia Commission on AIDS and scheduled for completion in June 1988, this study seeks to determine the degree to which Philadelphia's business community is prepared for the onslaught of AIDS and to determine areas in which business leaders require assistance or education. The study involves mail questionnaires sent to the senior managers of businesses in the five-county Philadelphia area that belong to the Chamber of Commerce, with a targeted number of completed questionnaires of 1,000. Study director: Jay Mattlin.

1988 New Entrants Survey. The purpose of this survey, funded by NSF and the U.S. Department of Energy, is to obtain information on the demographic, educational, and employment status of scientists and engineers with recent bachelor's or master's degrees and to formulate estimates of the science and engineering personnel potential of the U.S. Scheduled for completion in November 1989, the survey involves mail questionnaires to be received back from an expected 24,000 college graduates nationwide in the natural and social sciences and engineering who obtained a bachelor's or master's degree in the 1980-81, 1985-86, or 1986-87 academic years. Study director: Allan T. Walters.

Maryland Public Polling Project University of Maryland

(Institute for Governmental Service, Suite 2101, Woods Hall, College Park, MD 20742)

Citizens' Evaluations of Government Services. Scheduled for completion in May 1988, this study for the Prince George's County (Maryland) Executive's Office seeks to assess how citizens in the county feel about county services and issues and to provide a base of information about citizen opinion for policy officials. RDD-CATI telephone interviews are being conducted with 650 county residents (aged 18+), plus a 100 oversample of a specific geographic area. A similar study was done two years ago. Project director: Sue Dowden.

Handgun Safety and Awareness. The purpose of this

study for the Baltimore County (Maryland) Police Department, to be completed in June 1988, is to ascertain attitudes and awareness levels about handgun ownership and safety. RDD-CATI telephone interviews with 1,000 adults (aged 18+) in residential households in suburban Baltimore County will be conducted to measure attitudes and knowledge before the Police Department sponsors a handgun safety program.

Project director: Sue Dowden.

Mathematica Policy Research Princeton, New Jersey

(P.O. Box 2393, Princeton, NJ 08543)

Evaluation of the Office of Public Affairs (OPA) Informational Campaign. The purpose of this project, scheduled for completion in December 1988 and funded by the Health Care Financing Administration, is to evaluate the impact of the OPA informational campaign on (1) Medicare beneficiaries' awareness and knowledge of Medicare HMOs, (2) enrollments and disenrollments in Medicare HMOs, and (3) sources of information about Medicare HMOs. Telephone interviews will be conducted with 2,400 Medicare beneficiaries, and approximately 45 face-to-face interviews will be conducted with a case study population (health care providers, community group leaders, and health reporters) in Houston, Cleveland, and Albuquerque.

Project director: Deborah Macmillan; survey director: Anne Ciemnecki.

New Jersey Unemployment Insurance Reemployment Demonstration Project. Sponsored under a cooperative agreement between the U.S. Department of Labor and the New Jersey Department of Labor, the purposes of this three-year project, to be completed in November 1988, are to (1) examine the extent to which Unemployment Insurance (UI) claimants who could benefit from the provision of employment services can be identified early in their unemployment spells, (2) assess the policies and adjustment strategies that are effective in helping such workers become reemployed, and (3) examine how such a UI reemployment program should be implemented. A Demonstration component was carried out in July 1986-June 1987. In the primary data collection period (January-June 1988), telephone interviews, with field follow-ups, are being conducted with a projected 5,800 former New Jersey UI recipients (3,800 experimentals, 1,500 controls, and 500 Demonstration noneligibles).

Project director and co-principal investigator: Walter Corson; co-principal investigator: Stuart Kerachsky; survey director: John Homrighausen.

Minnesota Center for Survey Research University of Minnesota

(2122 Riverside Avenue, Minneapolis, MN 55454)

Completed projects:

Fall Omnibus Surveys. Two omnibus surveys, one statewide and one metropolitan, with a total of 10 separate sponsors, were fielded at one time. Completed in January 1988, RDD telephone interviews

were conducted with 1,600 adults in Minnesota, with 600 metropolitan adults being participants in both surveys. State topics included the environment, shopping locations, entrepreneurship, tax policy, and telephone regulations; metro topics were interest in college classes, Metro Council awareness, AIDS, and the police.

Survey manager: Rossana Armson.

Office of Equal Opportunity Former Faculty Survey. This recently completed survey for the University of Minnesota Office of Equal Employment Opportunities sought to obtain feedback from former faculty members about their experiences at the U of MN in order to discover the reasons for their departure from the University. Telephone interviews were conducted nationwide with approximately 50 women and minority group faculty members who have left the University since 1982 (71% response rate).

Project manager: Carol A. Westrum.

Federal Tax Survey. This NSF-funded survey for the American Bar Foundation sought to determine the extent and nature of noncompliance with filing federal income tax returns. Specific topics included source of tax information, views about the IRS, and perceived sanctions against tax delinquents. RDD telephone interviews were recently completed with approximately 1,200 Minnesota households that had filed federal income tax returns, with the respondent required to have actually filled out the tax return or worked personally with a paid tax preparer.

Assistant director and survey manager: Rossana Armson.

Pesticide Survey. The purpose of this recently completed survey for the Minnesota Pollution Control Agency and the Minnesota Department of Agriculture was to determine current waste pesticide management methods and the nature and extent of problems associated with waste pesticides and empty pesticide containers. Approximately 2,000 mail questionnaires were sent to four different sample groups in Minnesota: pesticide dealers, farmers, commercial applicators, and government applicators.

Project manager: Nancy Davenport-Sis.

NORC: A Social Science Research Center University of Chicago

(1155 E. 60th Street, Chicago, IL 60637)

General Social Survey 1988. There are several significant additions to the 1988 GSS, fielded nationwide with face-to-face interviews in February-March 1988 under NSF funding. The cross-national module for the ISSP deals with social inequality and the topical module with religious beliefs and behaviors. An NORC-sponsored supplement includes questions on AIDS (knowledge of victims, policy responses, and reports of sexual behavior).

Co-principal investigators: Tom W. Smith (NORC) and James A. Davis (Harvard University).

National Longitudinal Survey of Labor Market Experience of Youth (NLSY)--Round 10. Sponsored by the Center for Human Resource Research, Ohio State University, and funded by the U.S. Department of Labor and the National Institute of Child Health

and Human Development, the 10th round of NLSY will commence in summer 1988 with personal interviews administered to 10,600 respondents in the U.S. and abroad first interviewed in 1979 at ages 14 to 21. Subjects are labor force and educational activity, fertility, and child-care behavior. The survey will include the second NICHD-sponsored survey of 6,000 children of female NLSY respondents (first interviewed in 1986) to obtain cognitive and developmental data.
NORC project director: Woody Carter; CHRR project director: Randall J. Olsen.

Northwestern University Survey Laboratory Northwestern University

(625 Haven, Evanston, IL 60208)

Completed project:

Hinsdale High School District 86 1987 Community Assessment Survey. The purpose of this survey, completed in December 1987 for Hinsdale High School District 86, was to provide the district with an assessment of their high schools. Included were such measures as where people received their information about the district; how knowledgeable people were about the district; how satisfied they were with the curriculum, teachers, facilities, and administration; and what they valued in terms of the content of high school curriculum. Tax referendum support was also explored. Telephone interviews were conducted with 612 high school parents (86% response rate) and nonparent adults in the general population (68% response rate) in Hinsdale, a Chicago suburb.
Project director: Susan M. Rosenbaum.

Policy Sciences Program Florida State University

(Room 68 Bellamy Building, Florida State University, Tallahassee, FL 32306)

Job Training Partnership Act (JTPA) Followup Survey. This study for the Florida Department of Labor and Employment Security, is designed to test the effectiveness of the JTPA training programs and to set national standards for the program. The survey involved interviewing (by telephone) 200-400 former participants in JTPA programs weekly. Included are questions about the adequacy of the training program, employment history for the 13-week period since completion of training, information about former employment, and information about participation in assistance programs.
Study director: Suzanne L. Parker; field director: Anneliese Oppenheim.

Completed projects:

Business Survey 1987. Completed in August 1987 for the St. Petersburg Community College, this study surveyed selected businesses in the Tampa/St. Petersburg area to determine what training and characteristics they desire in new employees and the number and quality of those hired who were trained at St. Petersburg Community College. Telephone interviews were conducted with 929 firms involved

in interior design and construction, with a 95% response rate. In addition, employers of the deaf were interviewed to determine employment opportunities, and former graduates of the college's program for the deaf were interviewed to ascertain what problems they had encountered in finding employment.
Study director: Suzanne L. Parker; field director: Anneliese Oppenheim.

Rideshare Survey. Conducted for the Florida Department of Transportation and completed in October 1987, this survey sought to ascertain the rates of participation in Florida's Ridesharing Program, the travel habits of respondents, the number of drivers and cars in each household, and the factors that would make an individual join the program. RDD telephone interviews were conducted statewide with 1,015 employed adults aged 16 or older, for a 70% response rate.
Study directors: Suzanne L. Parker (PSP) and Melvin Stith (FSU Dept. of Marketing).

Orlando Area Travel Characteristics Survey. This survey, completed in December 1987 for the Florida Department of Transportation, was designed to obtain data from residents of three Orlando area counties to verify or adjust travel rates in existing travel models used by DOT for transportation planning. After RDD telephone screeners with adults (aged 18+), 945 trip logs were completed for all household members 5 years of age or older, with an 88% response rate.
Study directors: Suzanne L. Parker (PSP) and Wendell Harrison (DOT).

Polimetrics: Laboratory for Political Science and Social Research Ohio State University

(Department of Political Science, 145 Derby Hall, 154 North Oval Mall, Columbus, OH 43210)

Completed project:

Women's Needs Assessment Survey. This survey, funded by the Columbus Foundation, sought to assess the needs and problems encountered by women in the Columbus area. Issues included education; work-related issues such as harassment, discrimination, benefits, promotion, on-the-job training, and unions; victimization; community service use; child care; health care; and various attitudinal questions. RDD telephone interviews were conducted with 700 female heads of household in the Columbus area, with a 73% response rate.
Principal investigators: Sue Josephs and Mary-Margaret Fonow; study director: Kathleen Carr.

Public Policy Administration University of Missouri-St. Louis

(406 Tower, University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121)

Missourinet Survey of Public Opinion. Sponsored by Learfield Communications and Centerre Bank, this is a bi-monthly survey of public opinion in the State

of Missouri. One week every two months, RDD-CATI interviews are conducted with 500 Missouri residents, with a usual response rate of 60%.
Survey director: Andrew Glassberg.

Research Triangle Institute North Carolina

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

1988 Worldwide Survey of Substance Abuse and Health Behaviors among Military Personnel. This study, to be completed in December 1988 for the Department of Defense, is the fourth in a series of worldwide surveys to assess substance use (alcohol, drugs, tobacco), negative effects of use, and health behaviors of military personnel. Data are used to understand better the nature, causes, and consequences of substance use and of health practices in the military. Questionnaires will be group administered to over 18,000 active duty U.S. military personnel at 65+ U.S. military installations worldwide.

Project director: Robert M. Bray.

National Nursing Home Survey Follow-up. The purpose of this study, scheduled for completion in June 1988 for the National Center for Health Statistics, is to extend by 18 months the period of observation of nursing home residents for whom data were gathered during the 1985 National Nursing Home Survey (NNHS). Attempts are being made to complete CATI interviews for approximately 7,100 sample members--sampled nursing home residents from the 1985 NNHS, their next-of-kin, and facility administrators.

Project director: Nancy C. Monroe.

National Laboratory Certification Program. The purpose of this program for the National Institute on Drug Abuse, to be completed in March 1989, is to certify laboratories nationwide that perform urine drug testing for federal agencies. Laboratories that receive certification are eligible for competition for federal government contracts associated with drug testing programs. Applications have been sent/received by mail. Proficiency testing will involve shipping spiked urine samples to the laboratories and receiving test results through the mail. Three inspectors will make an on-site evaluation of each laboratory.

Project director: Kenneth H. Davis; survey operations task leader: Janice E. Kelly.

Bowman Gray Cervical Cancer CATI Study. This NCI-funded study for the Bowman Gray School of Medicine is evaluating female residents' knowledge and practices related to cervical screening. The study, to be completed in November 1988, involves CATI interviews with 900 black females (age 18+) in Durham and Forsyth Counties, North Carolina, who are non-institutionalized and reside in households. A second study will be conducted in 1990.

Project director: Susan Henderson.

Completed projects:

Baltimore Total Exposure Assessment Methodology (TEAM) Study. This study, completed in October 1987 for the EPA, Baltimore City, and Baltimore and Anne Arundel Counties, sought to estimate the ex-

posures of the population in the Dundalk and Parkville/Overlea areas of Baltimore to about 20 hazardous chemicals encountered in the air and the drinking water during normal daily activities. The study involved face-to-face interviews--(half paper-pencil and half computer-assisted personal interviews (CAPI))--with 162 households in the areas (65% response rate) plus air monitoring data for 155 households.

Study director: Edo Pellizzari; field manager: Harvey Zelon.

Youth Attitude Tracing Study II, 1987. The objectives of this study for the U.S. Department of Defense were to (1) measure the attitudes, enlistment propensity, and motivation of potential recruits; (2) assess the effectiveness of service advertising programs; and (3) evaluate the design and potential of various enlistment incentives. RDD-CATI interviews were completed by November 1987 with approximately 10,000 young people (aged 16-24) nationwide who have never served in the military and have completed less than two years of college. Project director: Jay R. Levinsohn; data collection manager: Dale S. DeWitt.

Response Analysis Corporation Princeton, New Jersey

(Research Park, P.O. Box 158, Princeton, NJ 08542)

Completed projects:

Positioning Mutual Funds in a Volatile Market. This recently completed study, sponsored by 10 financial services companies, was designed to assist the sponsors in designing and marketing mutual funds that are attractive both to mutual funds investors and to third-party distributors. It also provided timely information on the impact of the October 1987 stock market crash on future investment strategies. The nationwide study involved telephone interviews with 203 distributors (stockbrokers, insurance agents, banks, financial planners) and face-to-face interviews with 761 consumers (investors and prospects), plus analysis of print advertising.

Study director: Debbie Stern.

Long-Term Care Coverage--How Fast Is the Market Growing? This nationwide study, completed in February 1987 for 18 financial services companies, sought to assess awareness of and interest in private long-term care insurance among upscale consumers (age 45+) and to assess the likelihood that long-term care would be added as a benefit in corporations with 500 or more employees. The study involved telephone interviews, mail questionnaires, and focus groups for 750 consumers, 225 benefits managers of large companies, and 29 key policy makers (on a national and state level).

Vice president: Corinne Kyle.

The Governor's Task Force on Services for Disabled Persons Program Inventory. Completed in September 1986 for the New Jersey Governor's Task Force on Services for Disabled Persons, the purpose of this survey was to profile agencies that provide services for the disabled in New Jersey. This profile included items such as services offered, types of impairments of the disability groups serviced,

funding sources, and number of disabled serviced. The survey involved mail questionnaires returned by 407 agencies, with a 40% response rate. Information was received on 672 different programs. Study director: Janice Ballou.

Survey Research Center University of California, Berkeley

(2538 Channing Way, Berkeley, CA 94702)

Natural History of Acquired Immune Deficiency in Homosexual Men Living in San Francisco. Originally designed as a three-year, six-wave study, National Institute of Allergy and Infectious Diseases has recently extended the contract to provide four additional years (eight waves). Each respondent in a probability sample of 1,100 single men (aged 25-54 living in the 19 high-AIDS Census tracts in San Francisco) who were recruited in 1984 visits a clinic at Children's Hospital at six-month intervals. There he receives a physical exam, provides a blood specimen, and participates in an extensive face-to-face interview designed to assess risk factors for AIDS. Wave 8 interviewing began in mid-February, and Wave 14 is expected to be completed in the summer of 1991.

Principal investigator: Warren Winkelstein (UCB School of Public Health); co-principal investigator: James A. Wiley (SRC).

AIDS in Multicultural Neighborhoods. This NIMH-funded longitudinal study for the Center for AIDS Prevention Studies is designed to estimate the prevalence of HIV infection and related risk factors among minority populations, to describe attitudes and beliefs about AIDS, and to monitor trends in these variable and factors related to behavior change at the individual level. Approximately 1,500 face-to-face interviews are to be completed per year with 1,500 unmarried men and women (aged 20-44) in selected Census tracts in San Francisco. The first wave is scheduled for May-September 1988. In addition to being interviewed, respondents will be asked to provide blood specimens in each of four waves of data collection.

Principal investigator: Stephen Hulley (UC San Francisco); co-principal investigator: James A. Wiley (SRC); project director: Mindy Fullilove (UC San Francisco).

Evaluation of Job Training Programs Funded by the Employment Development Department. In this long-term, ongoing survey for the California State Employment Development Department to evaluate the effectiveness of job-training and referral program services in placing participants in more permanent jobs, CATI interviews are conducted monthly with approximately 1,000 respondents recruited from the rolls of EDD program participants statewide. Project director: Thomas L. Piazza.

Survey of Governmental Objectives. This survey for the UC Berkeley Computer-assisted Survey Methods Program (CSMP) seeks to obtain measures of citizen preferences concerning objectives that the government should (or should not) be trying to accomplish and to monitor citizens' evaluations of (and preferences for) alternative Presidential candidates throughout the year and determine each respondent's voting behavior through a short call-

back interview after the Presidential election. The survey involves CATI interviews with a national RDD sample of 500.

Study director: David Glass (CSMP); field director: Kathy Cirkseña.

University-wide Computing Survey. This survey for the University of California Office of the President seeks to assess UC students' uses of computers. In the Fall 1987 wave, CATI interviews were conducted with 1,229 undergraduate and graduate students at the nine UC campuses, with a 91% response rate. Winter and Spring 1988 waves are also being conducted.

Study director: David Glass; field director: Kathy Cirkseña.

Completed project:

Contra Costa County Emergency Room Survey. The purpose of this NIAAA-funded survey, completed in December 1987 for the Alcohol Research Group, Berkeley, was to describe the reasons why people use hospital emergency rooms and the nature of the illness or injury that brings people to emergency rooms and to assess what part, if any, alcohol played in the illness or injury. Face-to-face interviews were conducted with 1,138 trauma patients admitted into the emergency room at County Hospital in Martinez, California. The response rate was 72%.

Principal investigator: Cheryl Cherpitel (ARG); associate field director: Mary McKenzie (SRC).

Survey Research Center University of Georgia

(544 Graduate Studies Building, Athens, GA 30602)

Completed projects:

Instructional Design Survey--Curriculum Development for Worker's Compensation Judges. This survey, completed in May 1987 for the Institute of Continuing Judicial Education, University of Georgia, sought to determine the attitudes of attorneys, administrative law judges, and superior court judges about continuing education needs for administrative law judges in the area of worker's compensation. The survey involved telephone interviews conducted with 100 attorneys belonging to the State Bar Worker's Compensation Section (97% response rate) and mail questionnaires for 38 administrative law judges and members of the Board of Worker's Compensation (64% response rate). Director: Dorothy W. Kingery.

Homeowners Perceptions of Real Estate Brokers. Completed in August 1987 for Hugh Nourse, Legal Studies/Real Estate, UG College of Business Administration, this was a citywide survey of 12 residential neighborhoods in and around Athens, Georgia, on factors influencing choice of a real estate broker. Telephone interviews were conducted with 200 adult (18+) homeowners in the neighborhoods, with a 80% response rate. Director: Dorothy W. Kingery.

Georgia Fall Poll, 1987. This semi-annual omnibus poll of adult residents of Georgia surveyed attitudes and opinions concerning nutrition, the school

lunch program, landscape plants, Emory University, Georgia public schools, alcohol and drug use, and AIDS. RDD telephone interviews were completed with 527 adults (18+) statewide, for a 68% response rate.
Director: Dorothy W. Kingery; research coordinator: LeAnne D. Bryant.

Survey Research Center University of Kentucky

(12 Porter Building, University of Kentucky, Lexington, KY 40506)

Completed projects:

Pets and Health Survey. The purpose of this study, sponsored by the UK Departments of Family Practice, Behavioral Science, and Preventive Medicine and funded by the Delta Society, was to test the hypothesis that pet ownership is related to health. RDD telephone interviews were conducted in August-September 1987 with 1,300 adults (aged 20-64) in the U.S., with a 66% response rate.
Principal investigators: Mary Marx, Tom Garrity, and Corann Stallones.

Fall 1987 Kentucky Survey. This omnibus poll included items concerned with labor-management relations, public perceptions of first amendment protections, health-related issues, and a number of legislative issues confronting Kentuckians. In October-December 1987, RDD telephone interviews were conducted with 686 adult (18+) Kentuckians, with a 66% response rate.
Survey director: James Hougland.

Survey Research Laboratory University of Illinois

(1005 W. Nevada Street, Urbana, IL 61801, and Suite 500, 910 W. Van Buren Street, Chicago, IL 60607)

Information-Seeking Behavior of Cancer Patients. This three-year study, scheduled for completion in August 1990 with funding from the National Cancer Institute, explores the information-seeking behavior of cancer patients and their families. Specific goals are to determine (1) the extent to which diffusion of cancer information occurs through utilization of the Cancer Information System (CIS) by cancer patients and (2) why diagnosed cancer patients seek information beyond that obtainable from their physicians, what sources they contact, how they use the information obtained, and whether these activities are peculiar to CIS callers or generalizable to other cancer patients. Subjects are a sample of cancer patients (diagnosed with cancer of the colon, breast, lung, or lymphomas) and their relatives who call the Illinois office of CIS over a 12-month period and a comparison sample of patients selected from the Illinois Cancer Registry and matched on demographic, source of care, and disease characteristics. Data will be collected through follow-up telephone interviews with 225 CIS callers and telephone interviews with 225 matched controls.
Principal investigator: Clara M. Manfredi (Illinois

Cancer Council); co-principal investigator: Ronald F. Czaja (SRL-Chicago).

Assessment of the Implementation and Impact of the Community Clinical Oncology Program--Phase II. This four-year project for NCI, being conducted collaboratively by the Health Services Research Center (University of North Carolina), SRL, and the Lineberger Cancer Research Center and scheduled for completion in 1991, seeks to (1) assess the process and level of implementation of state-of-the-art treatments and cancer control research activities among the contractual components of the CCOP program and the level of impact of CCOP's cancer control and treatment activities in their target communities, among physicians, and throughout the nation and (2) to determine if the CCOP mechanism is the optimal way to conduct cancer control and treatment research in community settings. The study will involve medical records abstraction on clinical treatment and care for 2,000 cancer patients selected from hospital records at 20 CCOPs, a mail survey of 200 key informants concerning organizational characteristics of CCOPs and their research bases, face-to-face contacts with CCOP staff, and a telephone national survey of 1,000 physicians.
Principal investigator: Arnold D. Kaluzny (HSRC); co-investigators: Dennis Gillings (Quintiles) and Richard B. Warnecke (SRL).

Parking Surveys. Two surveys are to be completed in June for the UIUC Vice Chancellor for Administrative Affairs. In the first, on faculty-staff parking, mail questionnaires are being sent to 400 UI faculty and staff on the Urbana-Champaign campus to investigate the current parking situation as well as use of other transportation alternatives on campus. The second survey, on student parking, which seeks to determine the extent to which UIUC students register automobiles with campus parking and park on campus, involves CATI interviews with 500 UIUC students.

Project coordinator: Christine Horak (SRL-Urbana).

Volunteer Activities in Champaign County. The purpose of this study, to be completed by June 1, 1988, for the Daring Goals Coalition of Champaign County (a group of social and other agencies that use volunteers) with funds from the UIUC Chancellor's Office plus several agencies, is to estimate the baseline level of volunteer activities in Champaign County prior to a campaign to increase volunteering. Under the supervision of SRL staff, students in a Sociology Department survey methods course are conducting RDD-CATI interviews with 440 adults (18+) in the county.
Principal investigator: Joe L. Spaeth (SRL-Urbana and Sociology); project coordinator: Tobey Fumento (SRL-Urbana).

Parkland College District Needs Assessment. This study for Parkland College in Champaign seeks to determine the educational needs of the District population and the needs of employers for the training/retraining of employees. RDD telephone interviews will be conducted beginning in June 1988 with 400 members of the general population in the Parkland College District, and mail questionnaires will be sent to approximately 200 businesses in the District with 25+ employees.
Project coordinator: Diane O'Rourke (SRL-Urbana).

Completed projects:

Illinois Outdoor Recreation II Survey. Completed in December 1987 for the Illinois Department of Conservation, this study sought to assess the patterns of the outdoor recreation of Illinois residents and their attitudes toward recreational facilities (particularly state parks) in terms of location, size, facilities, funding, etc. CATI interviews were conducted with 1,015 members of the general population statewide, for a 64% response rate.

Project coordinator: Diane O'Rourke (SRL-Urbana).

Chancellor's Bookstore Evaluation. This recently completed survey for the Office of the Chancellor on the UI Urbana-Champaign campus sought to clarify the needs of the University community regarding the local bookstore environment (i.e., selection, stock, atmosphere). Mail questionnaires were received from 574 UIUC faculty, staff, and students, for a 28% response rate.

Project coordinator: Raymond Oldakowski (SRL-Urbana).

**Survey Research Laboratory
Virginia Commonwealth University**

(901 W. Franklin Street, Box 3016, Richmond, VA)

Virginia Statewide AIDS Needs Assessment. Conducted for the Virginia Department of Health with funding from the Department and from the Centers for Disease Control, the purposes of this study are to assess the knowledge, attitudes, and AIDS-related behaviors of the state population, including a random sample of the general population and eight special samples of high-risk groups, and to prepare data-based recommendations for statewide AIDS education and prevention efforts. The study has a total sample size of 7,100 and involves RDD telephone interviews for the general population; mail questionnaires for health care providers, gay/bisexual men, middle and high school graduates, in-treatment drug users, HIV-infected individuals, and contacts of the HIV-infected; and face-to-face interviews for prostitutes and drug users on the street.

Principal investigator: Judith Bradford.

AIDS Care Partner Study. This study, scheduled for completion in May 1988 for Mel Pohl, M.D., and the National Lesbian and Gay Health Foundation, explores the effects on primary care partners of gay men with AIDS and on the interactions among gay partners when one member of the couple has AIDS. Key variables include emotional reactions, sexual behavior change, alcohol and drug use and change, social support systems, course of AIDS-related illness, and experiences with health care and providers. The study involves an estimated 350 mail questionnaires from partners of gay men with AIDS in six metropolitan areas throughout the U.S. Study director: Judith Bradford.

Completed project:

Medical Students AIDS Survey. This survey, completed September 1, 1987, for the School of Medicine, Medical College of Virginia/VCU, sought to assess the AIDS-related knowledge, attitudes, pro-

fessional expectations, willingness to treat, and experiences of first-year medical students. Self-administered questionnaires were completed by an entire class of 162 medical students at Medical College of Virginia in Richmond. Principal investigators: Judith Bradford and Jody Whitehouse.

The 1987 Commonwealth Poll. Completed in December 1987, topics in this omnibus survey of the general public in Virginia included ratings of state officials, opinions on various political issues, motor vehicle registration, and public knowledge and image of the National Guard and the Science Museum of Virginia. RDD telephone interviews were conducted statewide with 804 adults (18+), with a 73% response rate.

Principal investigator and poll director: Scott Keeter.

**Urban Studies Center
University of Louisville**

(College of Urban and Public Affairs, University of Louisville, Louisville, KY 40292)

Evaluation of Independent Living Plan. Scheduled for completion in September 1988 for the Department of Social Services, Kentucky Cabinet for Human Resources, this study is a statewide programmatic evaluation of a federally funded project for training adolescent Title IV-E foster youths to live independently. The study involves face-to-face interviews and mail questionnaires for approximately 300 male and female 16-18 year old Title IV-E foster youths throughout Kentucky. Project manager: Dan Ash.

**Wisconsin Survey Research Laboratory
University of Wisconsin-Extension**

(610 Langdon Street [Lowell Hall], Madison, WI 53703)

Survey of Small Business Employers and Employees. Sponsored by the Wisconsin State Department of Health and Social Services and funded by the Robert Wood Johnson Foundation, this survey seeks to discover the problems and barriers that small businesses have in obtaining health insurance policies for their employees. The survey involves one-hour face-to-face interviews with approximately 100 small business employers in four representative Wisconsin counties who responded to a questionnaire survey in February 1987 and 20-minute CATI interviews with 1,000 employees of the businesses completed in the employer segment. For further information, contact Harry Sharp, Director, WSRL. Principal investigator: Randy McElhouse (Wisconsin Department of Health and Social Services).

Completed projects:

Survey of Greater Milwaukee. This survey, completed in December 1987 for the University of Wisconsin Recreation Resources Center, sought to determine how people in the greater Milwaukee area spend their vacation time, where they go, what they

do, and how they plan. The data were to be used to improve advertising and other promotional materials. RDD-CATI interviews were conducted with 303 residents of the Milwaukee area, with a 72% response rate. For further information, contact Harry Sharp, Director, WSRL. Principal investigator: John Gray (U.W. Recreation Resources Center).

Survey of Veterinarians. The purpose of this survey for the Wisconsin Department of Agriculture, Trade and Consumer Protection was to determine how the Animal Health Laboratories are filling the pathology needs of Wisconsin veterinarians and to ascertain future staffing needs based on projected volume of pathology services. CATI interviews were completed in January 1988 with 334 veterinarians licensed in Wisconsin, with an 86% response rate. For further information, contact Harry Sharp, Director of WSRL. Principal investigators: Helene Nelson (Dept. of Agriculture) and Lyn Siegfried (State Animal and Health Laboratory).

#

Personnel Notes

At the Center for Survey Research and Methodology (ZUMA), *Rainer Mathes* has been named Director of the Department for Content Analysis and Coding.

Susan Z. Zonia has become a Research Specialist at the Center for the Redevelopment of Industrialized States, Michigan State University. She was formerly an Assistant Professor in the Department of Social Science.

At the Institute for Social Research, University of Michigan, *Lisa Cope* has been named a Study Director. She was formerly with the Population Studies Center at the University.

A new staff member at NORC is *Mary Johnson*, formerly with Rogers Merchandising. She replaces *Diane Geisler* as Office Manager of the New York Office. Geisler went to Cooper-Union.

Also at NORC, recent promotions include *Reginald Baker* from Director of the Center for Computing and Information Systems to Associate Director for Technical Services; *Richard Rubin*, *Stephen Ingels*, and *Penny Sebring* from Survey Director to Senior Survey Director; and *Harrison Greene* from Assistant Survey Director to Survey Director.

Kathleen Carr has joined the staff of Polimetrics: Laboratory for Political and Social Research at Ohio State University. She was previously Assistant Manager, Public Policy Research Organization, University of California-Irvine.

Elizabeth Sale has been appointed Project Development Specialist at Public Policy Administration, University of Missouri-St. Louis.

The Center for Survey Research at Research Triangle Institute has three new Survey Specialists: *Kathryn M. Rourke*, formerly at Louis Harris and Associates in New York as a supervisor managing field and

telephone interviewers; *Francois L. LaFleur*, formerly a Clinical Trials Manager at the Kaplan Cancer Center, NYU Medical Center; and *S. Randa'll Keesling*, formerly a Senior Project Manager at Equifax, Inc. Also new on the Center for Survey Research staff as a Research Epidemiologist is *Wendy Visscher*, who worked for RTI as a field supervisor in Minneapolis while earning her Ph.D. in Epidemiology.

Richard A. Newel has been appointed Chief of the Data Management Section at the Survey Research Laboratory, University of Illinois. Before accepting this newly created position, he was Research Information Specialist in the Measurement and Evaluation Division of the UIUC Office of Instructional and Management Services.

At the Urban Studies Center at the University of Louisville, *Linda Burgess* has been named Director of the Survey and Evaluation Research Unit.

#

Research Center News

Polling Project Established at Maryland

The *Maryland Public Polling Project* was established in February 1988 at the University of Maryland to perform public opinion surveys and provide other survey-related assistance to state agencies and local governments in Maryland. The director of the Project is Sue Dowden, formerly Acting Director of the University's Survey Research Center. The Maryland Public Polling Project combines the survey research expertise of the Center with the public service mission of the University's Institute for Governmental Service, where the Project is administratively housed. The address is Maryland Public Polling Project, Institute for Governmental Service, 2101 Woods Hall, University of Maryland, College Park, MD 20742 (telephone: 301-454-2507).

Australian Survey Unit Closes

With the departure of Brian I. O'Toole, who has been in charge of the University of Sydney *Sample Survey Centre* for the past three years, the University has decided to close the Centre, which is the only remaining academic survey unit in Australian universities. (The Survey Research Centre at the Australian National University and the Centre for Applied Social and Survey Research at Flinders University of South Australia closed in 1981 and 1983, respectively.) The Sample Survey Centre is a small autonomous University service unit providing facilities and consultancy services to staff, students, and others who wish to use survey methods. Since being established in 1975, the Centre has assisted about 120 projects per year. Some of the Centre's functions are being transferred to other interested departments and individuals at the University, with the survey technical library going to the Department of Government and Public Administration.

CATI System Installed at Binghamton

With contract funds from the New York State Electric & Gas Corporation (NYSEG) and from the State University of New York at Binghamton, the *Program in Survey Research* in the Center for Education and Social Research at the University has recently installed a stand-alone Computer-Assisted Telephone Interviewing system. Ten Zenith 181-93s constitute the interviewer stations, with an IBM PS/80 for data analysis. The Program begins a series of four customer service telephone surveys (n = 1,500 for each) throughout NYSEG's New York State service area. Recently, the Program completed a 1,500 telephone interview survey to the metropolitan New York City region to estimate the number of households where one or more members engaged in salt-water recreational fishing in the preceding year. The Program, which has been operative for more than five years, is coordinated by Richard A. Rehberg, Associate Professor of Political Science.

Update to List of Academic Survey Research Organizations

The organizations listed below should be added to the list published in the Summer-Fall 1987 issue of *Survey Research* (Vol. 18, No. 3-4):

Florida

Dr. J. Arthur Heise, Director
Institute for Public Opinion Research
c/o Department of Communication
Florida International University, North Miami
Campus
N.E. 151 Street and Biscayne Boulevard
North Miami, FL 33181
(305-940-5991)

Wisconsin

James M. Rovelstad, Director
Center for Survey and Marketing Research
University of Wisconsin-Parkside
Wood Road, Box No. 2000
Kenosha, WI 53141
(414-553-2153/2105)

Robert H. Lee
L & S Survey Center
Room 2418 Social Science Building
University of Wisconsin
1180 Observatory Drive
Madison, WI 53706

Russia

Vladimir G. Andreyenkov, Head
Survey Methodology Department
Institute for Sociological Research
USSR Academy of Sciences
Krzhyzhanovskogo 24/35, b.5
Moscow 117259, U.S.S.R.
(128-91-09)

#

Announcements

SRC Summer Institute

The Survey Research Center of the Institute for Social Research, University of Michigan, will hold its 41st annual *Summer Institute in Survey Research Techniques* at ISR during the summer of 1988. Two four-week sessions, beginning June 28 and ending August 19, will be offered. The program emphasis is on the sample survey as a basic measuring instrument for the social sciences. Teaching faculty in the Summer Institute are drawn primarily from the research faculty of the Departments of Sociology and Psychology of the University. Participants in the program gain familiarity with the application of survey research methods, including research design, sampling, measurement, questionnaire design, field methods, data management, and the statistical analysis of data. For a detailed brochure, contact Duane F. Alwin, Director of the Summer Institute, Survey Research Center, Institute for Social Research, University of Michigan, P.O. Box 1248, Ann Arbor, MI 48106 (telephone: 313-764-6595).

NIA Funding Opportunities

The *Behavior and Social Research Program* at the National Institute on Aging (Building 31/Room 4c32, Bethesda, MD 20892) is seeking grant applications in several areas.

The Program invites applications for research and research training on the social, psychological, and environmental aspects of Alzheimer's Disease (AD). Researchable topics include (1) social and behavioral factors that predict onset of perceived symptomatology and the course of the disease; (2) effects of the AD patient on family and friends, the nature of informal support, and the relationship between informal and formal support; and (3) social and behavioral strategies, human factors approaches, environmental design, and new technologies to compensate for AD-related deficiencies in the patient and to reduce the burden of care. For additional information, contact "Psychological Aspects of AD" at the address given above.

Another topic for which the Behavioral and Social Research Program is seeking applications is Cognitive Functioning and Aging. An announcement calls for research on the relations among external contextual influences (e.g., task characteristics, experience, social relations), internal influences (e.g., health status, emotions), and cognitive functioning in the middle and later years of life. Individual differences approaches and research into cognitive interventions--such as training--are also encouraged. Upcoming application deadlines are June 1 and October 1. For additional information, contact "Cognitive Functioning and Aging" at the address above.

A third area of interest to the Program is research on social, behavioral, and biological antecedents or consequences of the differences in life expectancy, health, functioning, and well-being of men

and women as they grow old. Research topics include how the differing roles of men and women over their lives affect exposure to risks, health-related vulnerabilities, and resultant health care and quality of life; the most effective models in forecasting gender differences in life expectancy; and how, and through what mechanisms, older men and women differ in specific aspects of cognitive functioning. Contact "Gender and Aging" at the address above for additional information.

Census Bureau Conference

The Bureau of the Census has issued a call for papers for the *Fifth Annual Research Conference*, to be held in March 1989 in the Washington, D.C. area. The conference will consist primarily of contributed papers on topics related to a broad range of Census Bureau research interests. Papers may address methodology, empirical studies, or relevant issues. The suggested topic areas include sample design for household surveys, new techniques in questionnaire design (including cognitive research), statistical analysis of complex survey data, modeling survey costs, longitudinal analysis of establishment and household survey data, managing large statistical data bases, contributions of organizational research to statistical organizations, and nonsampling errors.

To have a paper considered for presentation, send a 500-word abstract by June 1, 1988, to David F. Findley, Conference Chair, Statistical Research Division, Bureau of the Census, Washington, DC 20233. To obtain registration information or to be included on the mailing list, contact Maxine Anderson-Brown, Conference Coordinator, Office of the Director, Bureau of the Census, Washington, DC 20233.

#

Requests for Material

10 Years of NLS-Youth

NORC would like to hear from those who have ever worked on the NLS Youth at NORC. This is the 10th year of data collection on the *National Longitudinal Survey of Labor Market Experience* (NLS-Youth), which has been a training ground for many survey managers and interviewers throughout the survey research world. In this "Decade of Data" year, NORC is planning a number of ways to commemorate the hard work that has gone into making the NLS a success. NORC is collecting NLS anecdotes from office and field, as well as photos, for a Decade of Data registry. It is also exploring the feasibility of publishing a book that tells the management and field story of the NLS.

If you have been a part of the NLS story, please send your name and address (and, if you can, the Rounds that you worked on and what you did, any anecdotes, and a photo) to Woody Carter, Senior Survey Director, NLS, NORC, 1155 E. 60th St., Chicago, IL 60637.

#

Jobs <----> 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*, 1005 W. Nevada Street, University of Illinois, Urbana, IL 61801. Names will be coded if requested.

Openings:

Research Triangle Institute (RTI), a non-profit, contract research, university-affiliated organization, is seeking survey operations professionals at the entry and intermediate levels. Positions require relocation to the Raleigh, Durham, Chapel Hill (NC) area. Applicants should be experienced in questionnaire design, data collection, and data processing. Computer experience related to control systems, data edit and entry, and budget development are desirable. Salary commensurate with experience. Send resume to Donald A. King, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709. An Equal Opportunity Employer. M/F.

Openings:

Mathematica Policy Research, Inc. (MPR), a research company headquartered in Princeton, NJ, is seeking survey professionals at several levels, including Survey Researcher and Survey Specialist. Survey Researchers propose and design complex survey research projects, direct major survey efforts, and write reports based on analysis of survey data. Survey specialists propose and design survey data collection projects, develop instruments and procedures for survey data collections, and direct surveys. We are also recruiting junior survey management support staff. All positions require experience in survey research, preferably on large, nationally based studies, and good writing and oral presentation skills. Graduate training in the social sciences is desirable for the most senior positions.

MPR is also seeking an experienced survey operations manager to oversee its data collection operations center, which currently includes 40 telephone stations, a CATI system, quality control operations, field interviewer supervision, mail survey management, and coding activities. The individual selected for this position must have a least five years of experience in managing data collection operations; an ability to motivate interviewers, clerks, and supervisors; experience budgeting data collection activities and monitoring costs; comfortable using automated tools to assist in managing operations; and ability to interact with senior staff and company management. The successful applicant must be well organized, understand the importance of well-defined procedures and careful management, and committed to quality work. MPR pays competitive benefits; salary commensurate with experience and qualifications--\$30,000 plus.

Resumes should be sent to Lois Sims, Personnel Assistant, MPR, P.O. Box 2393, Princeton, NJ 08543-2393. An Equal Opportunity Employer.

Opening:

The *Social Science Research Bureau (SSRB)* at Michigan State University invites applicants for the position of Survey Manager of the Survey Research Laboratory, which has a networked CATI system as its centerpiece operation. Major responsibilities include solicitation, design, and administration of survey research projects. Experience and training with CATI systems, computer technology, sampling techniques, and survey design and implementation are required. It is also desirable that the applicant have experience in supervising interviewers and managing a survey laboratory. The position is a two-year renewable appointment. Starting date for the position is Summer or Fall 1988. Submit vita and names of three references to Jack H. Knott, Director, Social Science Research Bureau, 301 Olds Hall, Michigan State University, East Lansing, MI 48824. An EO/AA employer.

Opening:

The *Life Insurance Marketing and Research Association*, an international research firm located in Connecticut, is seeking an individual with proven research skills to join our consumer research team. This individual should have a minimum of three years of survey research experience plus an advanced degree in business, economics, or one of the social sciences. The ideal candidate will possess the following qualities: experience in all phases of survey research, especially questionnaire design; solid knowledge of sampling, survey methodology, and statistics; experience using SAS, SPSS, or other statistical packages; and strong written and oral skills; knowledge of life insurance and other financial products a plus. This person will design and implement a wide range of consumer studies focusing on today's dynamic market for life insurance and other financial products. The successful candidate must be able to integrate research findings with economic, social and psychological factors that impact the market for financial products. Send resume, with salary requirement, to Paul D. Martin, Employment Coordinator, LIMRA, 8 Farm Springs, Farmington CT 06032. EOE M/F/H/V.

Opening:

Radio Free Europe/Radio Liberty, Inc. in Munich, West Germany, is seeking professionals in audience and opinion research/analysis. Requirements include a relevant college degree and at least four years of practical experience in audience, opinion, or market research, in addition to the following: knowledge of large-scale survey and questionnaire design, experience in analyzing quantitative data, knowledge of sampling and probability statistics, and proven writing ability; some knowledge of Eastern Europe is a plus. We offer an excellent salary/benefits package. Please submit cover letter with detailed resume and salary history to Recruitment Office, Personnel Division, RFE/RL, Inc., Oettingenstrasse 67, Am Englischen Garten, 8000 Munich 22, West Germany.

Anticipated opening:

The *Political Science Department, The Ohio State University*, may be in the market for a person with (1) skills and interests in the management and use of a local area network, including software for both statistical and word processing

packages; (2) familiarity with statistics for social scientists, ideally with an interest in survey research and sampling theory; and (3) general interest in providing consultation to staff and faculty in a department with a strong commitment to quantitative analysis in political science. The work will be coordinated with *Polimetrics: Laboratory for Political and Social Research*, which is a research and instructional support facility within the Department.

Further information that is needed prior to initiating contact with Ohio State will appear in such places as *The Chronicle of Higher Education*, letters to survey research institutions around the country, and posting in the APSA job opening newsletter.

#

Publications

50th Anniversary of POQ

A special issue of the *Public Opinion Quarterly* has been published to celebrate 50 years of the journal. In addition to an introduction by the issue's editor, Eleanor Singer, the 191-page supplement issue (Vol. 51, No. 4, Part 2, Winter 1987) contains the following papers:

- "A Story of the POQ's Fifty-Year Odyssey"--W. Phillips Davison
- "Changing Conceptions of Public Opinion in the Political Process"--Philip E. Converse
- "Communications Research since Lazarsfeld"--Elihu Katz
- "Toward an Old New Paradigm: The Half-Century Flirtation with Mass Society"--James R. Beniger
- "The Organizational Growth of Public Opinion Research in the United States"--Seymour Sudman and Norman M. Bradburn
- "The Internationalization of Public Opinion Research"--Robert M. Worcester
- "Polling and the News Media"--Albert E. Gollin
- "The Art of Asking Questions, 1938-1985"--Tom W. Smith
- "Social Trends in the United States: Evidence from Sample Surveys"--Norval D. Glenn
- "Fifty Years of Survey Sampling in the United States"--Martin R. Frankel and Lester R. Frankel
- "Continuity and Change in Methods of Survey Data Analysis"--Duane F. Alwin and Richard T. Campbell
- "Research on Survey Data Quality"--Robert M. Groves
- "The Future Study of Public Opinion: A Symposium"--James R. Beniger, Richard A. Brody, Irving Crespi, James A. Davis, W. Phillips Davison, Ernest Dichter, Gladys Engel Lang and Kurt Lang, Harold Mendelsohn, Everett M. Rogers and James W. Dearing, Sandra J. Ball-Rokeach and Milton Rokeach, Burns W. Roper, Paul B. Sheatsley, Vladimir Shlapentokh, Robert M. Worcester, Daniel Yankelevich, and Jean Stoetzel.

New Methodological Publications

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

cited or from your local library. They are not available through *Survey Research* or the Survey Research Laboratory.

Abramson, Paul R.; Silver, Brian; and Anderson, Barbara A. "The effects of question order in attitude surveys: The case of the SRC/CPS citizen duty items." *American Journal of Political Science*, 31 (November 1987), 900-8.

Albaum, Gerald. "Do source and anonymity affect mail survey results?" *Journal of the Academy of Marketing Research*, 15 (fall 1987), 74-81.

Anderson, Barbara A., and Silver, Brian D. "The validity of survey responses: Insights from interviews of married couples in a survey of Soviet emigrants." *Social Forces*, 66 (December 1987), 537-54.

Berdie, Douglas R.; Anderson, John F.; and Niebuhr, M.A. *Questionnaires: Design and Use*. 2nd ed. Metuchen, NJ: Scarecrow Press, 1987. 344p. \$22.50.

Bruvold, Norman T., and Comer, James M. "A model for estimating the response rate to a mailed survey." *Journal of Business Research*, 16 (March 1988), 101-16.

Cameron, Trudy A., and James, Michelle D. "Estimating willingness to pay for survey data: An alternative pre-test-market evaluation procedure." *Journal of Marketing Research*, 24 (November 1987), 389-95.

Converse, Jean M. *Survey Research in the United States: Roots and Emergence 1890-1960*. Berkeley: University of California Press, 1987. 564pp. \$50.00.

Dijkstra, Wil. "Interviewing style and respondent behavior: An experimental study of the survey-interview." *Sociological Methods & Research*, 16 (November 1987), 309-34.

Dommeyer, Curt J. "The effects of negative cover letter appeals on mail survey response." *Journal of the Market Research Society*, 29 (October 1987), 445-51.

Dull, Valerie, and Kosterman, Rick. "An investigation of the response rates in a random-digit-dialed telephone survey of Southern California." ISSR Working Papers, Vol. 3, No. 1. Institute for Social Science Research, University of California at Los Angeles, 1987. \$1.50.

Durand, Richard M., and Lambert, Zarrell V. "Don't know responses in surveys: Analyses and interpretational consequences." *Journal of Business Research*, 16 (March 1988), 169-88.

Futterman, Matthew. "An approach to CATI instrument management design: Utilizing the properties of logical structures." ISSR Working Papers, Vol. 3, No. 14. Institute for Social Science Research, University of California at Los Angeles, 1988. \$1.50.

Goldman, Alfred E., and McDonald, Susan S. *The Group Depth Interview: Its Principle and Practices*. Englewood Cliffs, NJ: Prentice-Hall, 1987. 192pp. \$42.67.

Higgins, C.A.; Dimnik, T.P.; and Greenwood, H.P. "The DISKQ survey method." *Journal of the Market Research Society*, 29 (October 1987), 437-45.

Hippler, Hans-J.; Schwarz, Norbert; and Sudman, Seymour (eds.). *Social Information Processing*

Changes of address, contributions, or removals for Survey Research

Return to: Survey Research Newsletter
Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801

From: Name _____
Address _____

Please change my address to: _____

I/We wish to join the Survey Research support group for 1988 by becoming a . . .
 Patron: \$500 (eligible to receive up to 50 copies per issue)
 Contributor: \$200-\$499 (up to 10 copies per issue)
 Subscriber: \$50 (1 copy per issue -- or 2 subscriptions for \$100)

Check enclosed for \$ _____ made payable to "University of Illinois."

Please send invoice for \$ _____.

and Survey Methodology. Recent Research in Psychology. New York: Springer-Verlag, 1987. 223pp.

Hodgson, Peter. "Factors affecting response rates to mailed surveys." *Journal of the Market Research Society*, 29 (October 1987), 435.

Hu, Michael Y., and Bruning, Edward R. "Using prior experience to explain survey versus diary recorded usage data." *Journal of the Market Research Society*, 30 (January 1988), 59-72.

Johnson, Eugene G., and King, Benjamin F. "Generalized variance functions for a complex sample survey." *Journal of Official Statistics*, 3 (No. 3, 1987), 235-50.

Kuechler, Manfred. "The utility of surveys for cross-national research." *Social Science Research*, 16 (September 1987), 229-44.

Leigh, James H., and Martin, Claude R., Jr. "'Don't know' item nonresponse in a telephone survey: Effects of question form and respondent characteristics." *Journal of Marketing Research*, 24 (November 1987), 418-24.

O'Keefe, Terrence B., and Homer, Pamela M. "Selecting cost-effective survey methods: Foot-in-door and prepaid monetary incentives." *Journal of Business Research*, 15 (August 1987), 365-76.

Palit, Charles D., and Sharp, Harry. "Strategies in EDD sampling." Wisconsin Survey Research Laboratory, University of Wisconsin, November 1987. 27pp.

Petty, Richard E.; Rennie, Greg A.; and Cacioppo, John T. "Assertion versus interrogation format

in opinion surveys: Questions enhance thoughtful responding." *Public Opinion Quarterly*, 51 (Winter 1987), 481-94.

Senf, Janet H. "The option to refuse: A tool in understanding nonresponse in mailed surveys." *Evaluation Review*, 11 (December 1987), 775-81.

Sharp, Harry, and Palit, Charles D. "Sample processing with a computer assisted telephone interviewing system." Wisconsin Survey Research Laboratory, University of Wisconsin, November 1987. 17pp.

Srinath, K.P. "Methodological problems in designing continuous business surveys: Some Canadian experiences." *Journal of Official Statistics*, 3 (No. 3, 1987), 283-88.

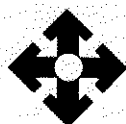
Traugott, Michael W.; Groves, Robert M.; and Lepkowski, James M. "Using dual frame designs to reduce nonresponse in telephone surveys." *Public Opinion Quarterly*, 51 (Winter 1987), 522-39.

Waterton, Jennifer, and Lievesley, Denise. "Attrition in a panel study of attitudes." *Journal of Official Statistics*, 3 (No. 3, 1987), 267-82.

Weeks, Michael F.; Kulka, Richard W.; and Pierson, Stephanie A. "Optimal call scheduling for a telephone survey." *Public Opinion Quarterly*, 51 (Winter 1987), 540-49.

Wunder, Gene C., and Wynn, George W. "The effects of address personalisation on mailed questionnaires response rate, time and quality." *Journal of the Market Research Society*, 30 (January 1988), 95-101.

#



Survey Research

Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801-3883

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 75
CHAMPAIGN, IL 61820

Address Correction Requested