

Survey Research

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Editor's Note

This issue of *Survey Research* includes excerpts from two presentations given in 1994: one on confidentiality given by Al Gollin at a conference of the Council for Marketing Opinion Research and one by Don Dillman on the difficulty of innovation in government surveys, presented at the 1994 Annual Research Conference of the U.S. Bureau of the Census. While they are much

shortened versions of the originals (edited with the approval and review of the authors), I felt that the ideas deserved wider distribution than is possible through conference proceedings. I would encourage anyone who is aware of pieces of general interest such as these to pass them on to me. In addition, of course, we continue to solicit short articles related to any aspect of survey research.

Diane O'Rourke
Managing Editor

Keeping Confidences: What We Owe Respondents and the Profession

by Albert Gollin

Excerpts from a talk given at the Council for Marketing Opinion Research (CMOR) Conference, June 1994. The complete presentation appears in the CASRO 1994 Annual Journal.

Al Gollin recently retired as Vice President and Research Director of the Newspaper Assoc. of America.

I bought a new air conditioner a week ago to replace one that coughed and died on a very hot Sunday. The carton contained not one but two purchase information surveys, clearly labelled as "market research." Each one, if fully completed, would have yielded more than 100 items of information about me, my wife, or my household. The prospective use of this information in some future database was made clear in the following:

Your answers will be used . . . to help us better serve you in the future. They will also allow you to receive important mailings and special offers from a number of companies whose products and services

other information indicated above. Through this selective program you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please

check here if, for some reason, you would prefer not to participate in this opportunity. . . .

This familiar example of the pass-along exploitation of survey data on individuals can be multiplied many times over. Thanks to the ubiquitous computer, individual transactions of every sort are being registered, stored, shared, or sold as information by agencies of government or by the private sector. . . .

The Pledge of Respondent Anonymity: Affirming a Covenant

What, then, do we promise potential respondents and why? The wording varies, but in most surveys, we pledge to safeguard the anonymity of respondents and to maintain the confidentiality of their responses to specific questions. Put simply, except under special circumstances, we don't reveal who took part or what they said. . . .

Why do we make this promise to potential respondents—one that creates legal entanglements, as others will attest to presently? One reason is obvious: We seek their cooperation and frankness in the interview, and a pledge of anonymity has long been felt to be indispensable to both. . . .

Another powerful determinant of the concern to protect respondent privacy emerged as the field of marketing and opinion research began to professionalize: the enactment of *codes of professional ethics*. . . .

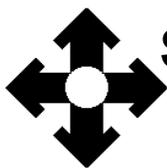
Codes serve two other manifest purposes . . . *professional self-regulation* to forestall threats posed by governmental regulation of research practices—the threat from without—and *enunciating standards to differentiate good from bad research*—the threat from within, posed by charlatans and fast-buck operators In a related vein, more recently, we can point to extensions of the codes that define "non-research": unacceptable practices performed under the guise of research, such as "sugging" [selling] and "frugging" [fund raising] or self-selected call-in pseudopolls.

Protecting Respondent Privacy: Problems and Pitfalls

What, then, is the problem of privacy protection if such exemplary codes exist to guide our professional conduct? Practically speaking, one can identify at least three main components to the problem. First and foremost, despite our brave words, we cannot guarantee blanket protection. . . . Here is the AAPOR Code's provision dealing with this issue:

Unless the respondent waives confidentiality for specified uses, we shall hold as privileged and confidential all information that might identify a respondent with his or her responses. We shall also not disclose or use the names of respondents for non-research purposes unless the respondents grant us permission to do so.

This standard is equally categorical in its thrust and meaning. But as a few of our colleagues have painfully learned and can attest, the situation is quite different from a legal standpoint. There is no qualified privilege of immunity for survey researchers akin to the one enjoyed



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by doctors or lawyers in the ordinary course of their work. We must obey the law, and doing so, as when responding to a discovery subpoena, may force us to violate our pledge to them—unless we accept the personal costs of keeping faith with our respondents or adopt routine procedures . . . that effectively prevent breaches of respondent anonymity.

Second, you obviously have to know about a code [of ethics] for it to be effective. Some researchers who belong to an association with a code or to an organization whose principals do are incompletely socialized to its injunctions or tend to see them as not very relevant to their everyday practices. . . . More often, it is data gatherers who don't see themselves as members of a professional community who are devoid of qualms about sharing or selling information. . . .

A third practical problem is the opportunity for inadvertent or willful violation of privacy and confidentiality due to the transfer of data from one site to another. The scruples of safeguards of the original data-collecting agency may not be adhered to by others as the information moves along the line. Bills recently introduced into the Congress by Sen. Barbara Boxer (D-CA) and by Rep. Dean Gallo (R-NJ) dramatically pinpoint this aspect of the problem. The Boxer bills seek to preserve anonymity by requiring informed consent by individuals to the sharing of information on driver's licenses or owner's registrations. The Gallo bills place limits on the transfer of governmental or private records that contain individual Social Security numbers, or indeed on the sale or rental of names on any list, without written consent. These are examples of legislative safeguards that, if passed, would threaten the entire research enterprise.

Searching for Solutions

What's to be done in dealing with these problems? There are no easy answers or pat solutions. But I would point to three paths we can follow in our collective interest. First, we must strengthen our self-regulatory capabilities by revising and updating our existing codes to provide clear, realistic guidance to the research community. As part of this task, we also need to be concerned about code implementation: developing effective procedures for dealing with alleged violations; actively publicizing the code to our association members; assisting them to adopt work rules and explicit procedures to ensure privacy protection, including periodic staff training and indoctrination; and building awareness by the media and others of how the code helps to define professional work of high quality.

Second, we need to confront and, when possible, blunt the force of the legal and regulatory challenges that continue to multiply by actively supporting CMOR. In the ceaseless campaign to maintain the conditions under which high quality research can continue to be performed, only an organized, well-funded effort stands a chance of success. Self-regulation is a necessary but hardly sufficient condition for gaining qualified exemptions to privacy protection laws that are not aimed at research practices but that, if enacted, would nevertheless alter the research enterprise in fundamental ways.

Third, while we reform ourselves and try to avoid governmental straightjackets, we need to reach out to strategic sectors of our society and to the public at large to

document and convince them of the unique, indispensable contributions made by our research to a host of critical public and private sector decisions. Only through concerted efforts made over a period of time can we hope to shape the environment in which our research activities are evaluated. In particular, we need to reassure our potential respondents that, as a recent RIC [Research Industry Coalition] privacy statement concludes, "the information they provide for marketing and opinion research purposes will be handled in accordance with professional standards that safeguard their privacy." . . .

Why Innovation Is Difficult in Government Surveys

by Don Dillman, Washington State University

Excerpted from an invited banquet presentation to the Bureau of the Census Annual Research Conference, Arlington, Virginia, March 21, 1994 (Proceedings, pp. 213–223).

Don Dillman is Professor of Sociology and Rural Sociology and Director of the Social and Economic Sciences Research Center, Washington State Univ., Pullman, Washington. He serves part-time under an Intergovernmental Personnel Act appointment as Senior Survey Methodologist, Office of the Director, Bureau of the Census.

. . . Innovation in survey organizations is as inevitable as breathing—there is no alternative. Technology continues to change, redefining what's possible and what people demand of us, though not necessarily in that order. . . .

Three interconnected organizational features make it especially difficult for large government survey organizations to accept innovation and change. They are (a) the coexistence of two quite different work cultures (research and operations), (b) major differences in the dominant value systems of those cultures, and (c) the difficulty of resolving those differences in a hierarchically oriented organization. . . .

My comments, and many of the examples I'll use here, draw on my experience at the Census Bureau, as well as on multiple conversations and experiences with other federal agencies. The concerns I describe are by no means limited to only one government survey organization. These ideas also draw heavily on having maintained a research program on the evolution and adoption of new technologies throughout much of my career. . . .

Operations Versus Research Cultures

. . . Some government surveys are incredibly large and complex, so that not only do they present huge operational problems, but much of the specific knowledge for designing and implementing them must come from research that only the host agency can design and implement. . . .

One of my early experiences at the Census Bureau was to chair a working group tasked with developing a priority listing of research undertakings. There was one research endeavor about which I felt very strongly—it had to do with development of respondent-friendly design for questionnaires. It seemed to be well received by the group.

Perhaps you can imagine my surprise when at the time the rankings were to be done, a person whom I thought I had convinced of its importance was ready to rank it dead last. When I recovered enough to ask why, the answer was simple: "Oh, I agree it's important, but you've convinced me it'll work. Therefore, we don't need to test it; let's just do it!"

Some people at the Census Bureau are part of an *operations* culture—there's a job to be done, and if we are going to do "research" let's not waste those efforts on things that we are confident will work. . . . Impressionistic evaluations of an idea are often considered adequate, and control groups, although desirable, are often viewed as expendable.

Other employees are part of a research culture. They would declare just as emphatically, "That's what research is all about—we figure out something we think will work and then we go test it to find out for sure and to learn exactly *why and how it works*—that's just common sense."

Under these circumstances, it should not be surprising that proposed tests of innovative ideas sometimes become a tug-of-war. . . .

Both research and practice are essential to the success of government survey organizations, and the involvement of both is crucial for achieving the adoption of new technologies and procedures for large government surveys. However, the perceived needs of one often interfere significantly with needs of the other. When "test" dollars are scarce, a frequent result is to attempt to get individual projects to serve both as practice and research vehicles. Those from the operations culture often want an aspect of everyone's work to be included in a test, with the development of team skills being part of the test, while those from the research culture often want to limit the objectives of a project so results can be interpreted unequivocally. The unfortunate and frequent result of these competing concerns is that the objective of neither is accomplished as well as anyone would like.

Unfortunately, the major barrier to needed innovations . . . is far more complex than differences in philosophy of what innovative ideas are important to test and how they should be tested. This barrier stems from differences in the core value systems of each culture and a division of responsibility that results in some issues being overemphasized at the expense of others.

Core Value Systems of the Research and Operations Cultures

There are four commonly recognized sources of data collection error (Groves, 1989). When surveys are designed, attempts should be made to limit error from each of them.

These sources of error include

coverage error: the result of units of a population (e.g., people, households, or organizations) not having a known, nonzero probability of being included in the sample drawn to represent that population;

sampling error: the result of not including in our sample all units of the population of interest;

measurement error: obtaining inaccurate answers to the survey questions as a result of poor question wording, poor interviewing, survey mode effects, and/or the respondent's behavior; and

nonresponse error: the result of nonresponse from people who, had they been surveyed, would have provided different answers than those who did respond to the survey. . . .

One of the major reasons that government surveys are often disorganized in appearance, questions are not clearly communicated, and mail out procedures sometimes less effective than they could be is that the potential scientific base for such decisions is mostly ignored, and/or squeezed out of consideration in the design process. A major reason for this state of affairs is described below.

The core value system of the research culture in the Census Bureau and most other government agencies is statistics. Professionals whose training is in the sciences whose concepts define measurement and nonresponse error issues are few in number and generally lack influence in the design process. The give-and-take of working groups results in statistical decisions becoming the province of the research culture, while matters related to measurement and nonresponse often get turned over to individuals who represent the operations culture.

Becoming successful in an operations culture requires well-developed skills that have almost nothing to do with reducing measurement and nonresponse error. Organizing large numbers of people to get tasks done accurately, on time, and at a low unit cost is deemed the more relevant skill. Success in the operations culture does not require being familiar with research specializing in nonresponse and measurement issues. Therefore, it should not be surprising when these critical error issues get mostly ignored in the design process.

The result is that while measurement and nonresponse issues have emerged as increasingly important sources of data collection error, there has not been a corresponding emergence of significant numbers of professionals to design theoretically based projects needed to assure the development and implementation of appropriate innovations for addressing those concerns. . . .

Division of Labor and Hierarchy

Attempts to balance the competing pulls of operations and research are frequently made through the application of procedures that can be described as hierarchical decision making. . . .

Common sense decisions that emanate from organizational hierarchies are often predicated on very different considerations from the dilemma that produced the issue that needed to be decided on. In particular, it's here that measurement and nonresponse issues are decided, losing out to operations issues on the one hand and statistical ones on the other. . . .

From the standpoint of innovation in a rapidly changing technological environment, hierarchical processes make the cultural and value system concerns I've already discussed more difficult to address. The downside of hierarchy in a situation in which innovation is needed is that it forces large amounts of critical information upwards through a series of smaller and smaller funnels. Not only

is it a slow process, but the information that eventually gets through represents only a selected fraction of the original message. In addition, the information that is finally communicated may bear very little resemblance to the original message that was attempted to be fed through the multiple administrative levels.

Summary of Three-Part Problem

To summarize, the argument I have made here is that needed innovation in how government surveys get accomplished is often thwarted by three interconnected problems. First, two cultural orientations of professionals in large statistical agencies exist side by side, both of which are essential to conducting surveys important to the nation—they are the research and operations cultures. The research culture by its nature is the one most frequently looked to as the source for defining and testing . . . potential survey innovations. The operations culture is, by its nature, the one most frequently looked to for assuring that successful large-scale surveys are accomplished on time and within budget. People who subscribe to each of these cultures often bring very different goals to the work groups charged with testing innovative ideas, which I've described as practicing and rehearsing on the one hand versus formal experimentation on the other.

By tradition and by numbers, the research culture is dominated by the discipline of statistics, whose theoretical expertise rests primarily in the area of sampling error and general statistical design. Measurement error and nonresponse error—the theoretical basis of which reside in cognitive psychology, influence psychology, and sociology—generally are not well represented in either the research or operations cultures, especially at higher administrative levels. Although at the Census Bureau these skills are clearly represented in the research culture by staff from the Center for Survey Methods Research, it needs to be recognized that this Center is far too small to muster the needed influence within the research culture for dealing adequately with nonresponse and measurement error issues. Professionals with these skills and orientation are almost entirely lacking in the operational divisions.

The detrimental and unfortunate result is that in the inevitable give-and-take that goes into design and tests, matters of measurement and nonresponse are relegated to a considerable degree to being matters of "procedure" more appropriate to the domain of those who subscribe to the operations culture. There, often stripped of their theoretical underpinnings and no longer seen as matters of critical survey error, they become trade-offs against matters considered of equal or greater importance, such as postal procedures, per-unit mailing costs, and so forth, by those who subscribe to the operations culture.

The hierarchical nature of government acts as an additional enforcer of this process in multiple ways, including personnel and printing policies that are largely outside the control of any individual agency. It also encourages issues to move slowly up and down levels of an organization, where proposals for change run a gauntlet biased toward the status quo. Other things being equal, individuals who were not in the room when the nature of a possible innovation was discussed seem likely to find current procedures and policies more attractive than

alternatives, which themselves require changes in other parts of an operating organization.

Toward a Solution

A *first step* toward a meaningful solution to these interconnected issues that thwart needed innovation is to bring into government agencies in significant numbers professionals with training in the theories relevant to defining, identifying, and resolving measurement and nonresponse error issues. For research to positively affect governm

be done on government surveys. At present, the professionals are not there in sufficient numbers to make a big difference. Further, the organizational structure tends to leave little doubt as to the priority of errors. When I came to the Bureau, I learned that the descriptions of error sources tended to divide the world into sampling and nonsampling error. Whenever something is categorized under the label as "non," that usually implies not well defined or understood.

We have reached the time in survey history when both measurement and nonresponse error need direct and focused attention from more than a few individuals. Much of the progress that needs to be made in, for example, designing mixed mode surveys, utilizing telephone surveys for a public increasingly inclined not to respond willingly by that means, and bringing new survey technologies on-line that may lack inherent respondent-friendliness (e.g., responding to recorded messages by punching answers into a touch-tone phone) depends on it.

A *second step* is to build the capability for understanding and working to overcome measurement and nonresponse error into the *operations*, as well as the research, culture. This is not to suggest that efforts to deal with measurement and nonresponse belong mostly in the operations divisions. However, decisions that are made at operational levels are the ones that most directly affect measurement and nonresponse. . . . Unless an understanding of measurement and nonresponse issues permeates the operations culture, I suspect these aspects of error will continue to be traded off to per-unit mailing cost and other considerations that completely ignore considerations of survey error. The avenues for accomplishing this include making in-service training on these issues a priority, hiring people with previous training in these areas, and building a research capability and interest into the operational divisions of the organization.

The second step is especially important with regard to those parts of national survey organizations charged with testing and acquiring new computer and other information technologies. The criteria applied to deciding within the operations culture what advancements in such technologies are important tend *not* to be concerned with the reduction of survey error. Rather, they are likely to be influenced most by per-unit interviewing or printing costs and other efficiency considerations that are quite separate from measurement and nonresponse error considerations.

The acquisition of new computer technologies is one of the main driving forces behind innovation in government survey organizations. Therefore, it is especially important that professionals with expertise in reducing measurement and nonresponse error be located in these units so that

new technologies are likely to help mitigate rather than confound efforts to reduce measurement and nonresponse error. . . .

The *third step* is to deal effectively with organizational structure, or the problem of hierarchy.

. . . The issue of hierarchy in government survey organizations has two facets. One of them is the separation of research and operations cultures into separate, often competing, divisions so that disagreements must invariably get played out at higher levels. The second issue is how to link them together so that one does not entirely dominate the other. A government survey organization that allows either the research culture or operations culture to control the other one will neither be innovative in an effective way nor will it conduct, in the long run, high quality surveys. The organizational structure that is needed is one that encourages each to influence the other and allows disagreements to be worked out quickly, at lower levels under an umbrella of shared purpose.

This concern is the reason that many organizations have developed matrix management. For example, the dollars to conduct a project are assigned to a project manager, who then recruits people from appropriate home divisions to staff it. Personnel get evaluated in their home division for professional competence and by the project manager for contribution to the success of the project. Therefore, dual accountability exists. . . .

A *fourth step* toward addressing the concerns I have raised in this presentation is to increase people's understanding of the multidimensional nature of survey error. For example, just as cognitive psychologists need to understand the fundamentals of sampling error, statisticians need to understand the fundamentals of measurement error. Professionals who identify primarily with the operational culture need to understand and appreciate these fundamentals just as members of the research culture need to gain an understanding of the special operational difficulties associated with doing large-scale surveys. A noteworthy effort to provide a cross-disciplinary training program in the theoretical basis of multiple sources of survey error is the NSF-supported Univ. of Maryland/Univ. of Michigan Joint Program in Survey Methodology.

Finally, I think it is important to place the ideas expressed here into the larger context that has influenced the development of this presentation. The general nature of the issues and solutions that I have discussed here are *not* unique to government survey organizations. Univs., large corporations, and others all find themselves struggling with how to facilitate needed innovation, rather than unnecessarily thwarting it. Neither should the specific comments and examples be viewed as any sort of condemnation of the tremendous accomplishments of our nation's statistical system, which I greatly admire. Rather, they are intended as a discussion of the realities thrust upon us by the information age, with its technological and social imperatives. The success of our government survey organizations in meeting the data needs of the 21st century depends on responding to these concerns.

Reference

Groves, R. M. (1989). *Survey errors and survey costs*. New York: Wiley.

Virginia Bill to Regulate Election Polls Defeated

This past February, Virginia House Bill #1065 was defeated in the Committee on Privileges and Elections. If passed, it would have regulated campaign or election polling conducted with residents of Virginia by requiring the caller to identify who was paying for the work. The intent of the legislation was to restrict or eliminate so-called "push polls," in which a respondent is provided with negative information about a political candidate in an effort to change the respondent's preferences. However, the bill as written would have also impacted surveys dealing with issues of public policy, such as citizen opinion on taxation for various services. For further information, contact Thomas Guterbock, Sociology/Cen-ter for Survey Research, Univ. of Virginia, 539 Cabell Hall, Charlottesville, VA 22903; 804-924-6516; fax: 804-924-7028; Internet: tomg@virginia.edu.

1995 Census Test Design Plan

The following is a summary of the 2000 Census 1995 Census Test Design Plan. For the full report, contact Robert Tortora, Associate Director for Statistical Design, Methodology, and Standards, Bureau of the Census, Washington, DC 20233-0001.

Fundamental Changes and the 1995 Census Test

Title	Proposed Fundamental Change From 1990	Major Goals	
		Reduce Differential Undercount	Reduce Cost
1. The Use of Sampling and Statistical Estimation to Reduce the Differential Undercount and Census Costs	to use advanced sampling and estimation procedures to reduce the differential undercount and the cost of collecting information for nonrespondents	X	X
2. Coverage Questions for Complete Listing of Household Members	to use innovative approaches to ensure persons are included on census forms	X	
3. Making Census Questionnaires Widely Available	to ensure that persons who do not receive a questionnaire in the mail have census questionnaires available to them at convenient locations	X	
4. Real-Time Automated Matching to Improve Census Coverage	to provide the technological capability necessary for using advanced, special, direct counting methodologies	X	
5. Targeted Methods to Count Historically Undercounted Populations and Geographic Areas	to use counting methodologies that are appropriate for specific populations or areas of interest	X	
6. Mail Out of Spanish Language Questionnaires	to initially mail a Spanish language or bilingual questionnaire to households in areas that have high concentrations of Spanish-speaking households	X	X
7. Counting Persons With No Usual Residence	to use a direct counting method for components of the homeless population that utilizes the places where they obtained services	X	
8. Respondent-Friendly Questionnaire Design and Implementation Methods	to use an easy-to-fill-out questionnaire with multiple mail contacts		X
9. Automation of Data Collection	to use advanced technologies to contact persons or to allow them to contact us		X
10. Using the Postal Service to Identify Vacant and Nonexistent Housing Units	to use first-class postal returns to alert us to vacant housing units or mistakes on our address list and to count and correct them early		X
11. Data Capture System for the 2000 Census (DCS 2000) Using Electronic Imaging	to provide the technological capability necessary for using innovative data collection methodologies and processing systems		X
12. Cooperative Ventures	to use the resources of other federal agencies, state and local governments, and private and nonprofit organizations in partnership in taking the census	X	X
13. Collecting Sample Data Using Multiple Sample Forms	to use different questions on a number of forms to collect "long-form" data		X
14. Delayed Sample Form Follow-Up	to collect "long-form" data from a sample of nonmail returns after the collection of all "short-form" data		X

Current Research

NOTE: 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 orga

through *Survey Research* or the Survey Research Laboratory. Study summaries are submitted to *Survey Research* with the understanding that additional information can be released to others.

Center for Business and Economic Research Bradley University

1501 West Bradley Avenue, Baker 112, Peoria, IL 61625; 309-677-2278; Fax: 309-677-3374; E-mail: bjc@bradley.edu

Fall 1994 Peoria-Pekin MSA Consumer Confidence. This twice yearly survey of consumer confidence in the economy is funded by subscribers. It was completed in November. One adult from each of 222 households was interviewed. Project Director: Bernard Goitein.

Center for Survey Research Indiana University at Bloomington

1022 East Third Street, Bloomington, IN 47405; 812-855-2573; Fax: 812-855-2818; E-mail: kennedyj@ucs.indiana.edu

Breast Cancer as a Topic in the Media. Sponsored by the Lilly Foundation and the Indiana Univ. School of Journalism, the main purpose of this study was to provide a measurement of women's opinions concerning media coverage of the breast cancer issue and to explore how media coverage relates to preventive health behaviors. From late September through mid-October, RDD CATI interviews with 257 adult female residents of Marion County, Indiana, were conducted. Principal Investigator: Kristie Dionne.

Drug Use and Prevention Needs Assessment Study. Sponsored by the Indiana Univ. Institute for Drug Abuse Prevention, the main purpose of this statewide survey was to assess the extent of alcohol and drug use and treatment needs in Indiana. From late July through mid-January, RDD CATI interviews were conducted with 4,641 Indiana adults. Principal Investigator: William Bailey; Project Manager: Kevin Tharp.

Survey of Manufacturing Engineers in Aerospace. The main purpose of this NASA-sponsored study was to determine NASA's creation and use of technical information. It was part of a five-year project that examines information production and transfers in aerospace. From May

by 465 U.S. aerospace production engineers. Principal Investigators: Thomas Pinelli and John Kennedy.

Center for Survey Research Research Triangle Institute

P.O. Box 12194, Research Triangle Park, NC 27709-2194; 919-541-6011; Fax: 919-541-5985

1995 Nationwide Personal Transportation Survey (NPTS) Methodological Pretest. The 1995 NPTS is sponsored by four agencies of the U.S. Dept. of Transportation. The NPTS collects information from household residents aged

five or older on recent travel. This pretest of 5,000 persons in 2,500 households was conducted to compare the use of activity and trip diaries with interviews asking for retrospective information. Advance letters, monetary incentives, and collection of odometer readings were also tested. Project Director: Paul Moore; Survey Methodologist: Teresa Parsley; Survey Manager: Kathryn Dowd.

Childhood Immunization Birth Certificate Follow-Back Survey Pilot Study. This survey for NCHS and CDC/National Immunization Program will develop and test survey design alternatives for health depts. to measure immunization levels for 24- to 35-month-olds. Using samples drawn from birth certificate files in West Virginia, New Mexico, and Maryland, the costs and quality of data collected by telephone and mail will be evaluated through a medical provider records check. Guidelines will be developed for health depts. on sample design, respondent location methods, collection of immunization history, data quality assessment, and estimation and reporting of coverage rates. Project Director: Paul Biemer.

Evaluation of Demonstration for Medicaid Extension of Eligibility. RTI is conducting this study with Health Economics Research, Inc., of Waltham, Massachusetts, the prime contractor, and the Univ. of Washington with the sponsorship of the Office of Research and Demonstrations at HCFA. Its purpose is to evaluate Medicaid expansion demonstrations in Maine, South Carolina, and Washington. In 1994, 1,000 CATI interviews were conducted with subscribers and a comparison group of low-income persons without insurance and with 200 participating and nonparticipating employers. A second round of CATI interviews is planned for 1995. Project Director: Steven Garfinkel; Survey Director: Jennifer McNeill.

Evaluation of the Medicare Select Amendments. RTI and its subcontractor, Health Economics Research, are evaluating Medicare Select supplemental health insurance policies (which Congress approved on a demonstration basis in 15 states) for HCFA. As part of the evaluation, 10,000 Medicare beneficiaries are being interviewed by CATI about the Medigap policies they have, satisfaction with health care providers, and health status. A mail survey of insurers and HMOs will help determine why many have chosen not to offer Select policies. Project Director: Steven Garfinkel; Survey Manager: Jennifer McNeill.

National Postsecondary Student Aid Study: 1996 (NPSAS:96). This mixed-mode survey addresses issues of student financial aid policy and practice. A sample of nearly 1,100 postsecondary institutions in the United States and Puerto Rico will be selected. Financial aid and enrollment data will be collected from undergraduate, graduate, and professional students, and a subsequent CATI survey will be conducted with a subsample of the students and their parents. Project Director: John Riccobono.

Center for Survey Research University of Massachusetts-Boston

100 Morrissey Boulevard, Boston, MA 02125-3393; 617-287-7200; Fax: 617-287-7210; E-mail: massagli%umbsky.dnet@ns.umb.edu

Immunization Action Project Evaluation. Funded by CDC through the state's Dept. of Public Health and in cooperation with the Health Policy Research and Development Unit of the Massachusetts General Hospital, this study will consist of 550 telephone interviews in English and Spanish with parents of young children on their immunization status and their receipt of primary care services and face-to-face interviews with a subset of nonrespondents.

Principal Investigator: David Blumenthal (Massachusetts General Hospital); Study Directors: Floyd Fowler and Brian Clarridge.

Survey of Japanese-Affiliated Manufacturers in the United States and Their Suppliers. The Japanese Transplant Research Group (Carnegie Mellon Univ.) and the A. P. Sloan Foundation funded this study to collect information on human resources practices, work organization, and supplier relations of U.S.-based Japanese manufacturers and on the adoption of Japanese manufacturing practices by U.S. firms. Mail and telephone surveying was conducted with 600 Japanese-owned automobile, electronics, and other technology-intensive manufacturers and U.S.-owned suppliers to Japanese automobile assemblers. Principal Investigator: Richard Florida (Carnegie Mellon Univ.); Study Director: Michael Massagli.

Communication Research Center Cleveland State University

Department of Communication, Cleveland State University, Cleveland, OH 44115; 216-687-5084; Fax: 216-687-9366

Campus Climate Race Relations Survey. Sponsored by the Cleveland State Univ. Office of Minority Affairs and Human Relations, this study's purpose is to explore student, staff, and faculty attitudes on race and diversity. Mail questionnaires or CATI interviews have been completed by 624 students. The faculty/staff survey will be conducted next. Directors: Victor Wall, Debra Richter, and Richard Perloff.

Institute for Policy Research University of Cincinnati

P.O. Bo
0132; 513-556-5028; Fax: 513-556-9023; E-mail: tuchfaaj@ucbeh.san.uc.edu

1994 Clermont County Education Survey. This study examined the opinions of registered voters in Clermont County, Ohio, on a range of education issues, including the financing and quality of education, educational policy issues, and the performance of various individuals directly involved with the education of students in the county. CATI interviews were conducted in June 1994 with a list sample of 1,837 registered voters. Project Director: Alfred Tuchfarber.

1995 Lakota Local School District Survey. This study examined the opinions of residents of the Lakota School District in Butler County, Ohio, on a range of education issues, including the financing of education, education policy issues, and the performance of various individuals

involved directly with the education of students in the district. CATI interviews were conducted in January with a list sample of 317 registered voters in the school district. Project Director: Alfred Tuchfarber.

The Ohio Poll. Sponsored by the Univ. of Cincinnati and the *Cincinnati Post*, the Ohio Poll is a periodic, RDD CATI survey. The May ($n = 794$), September ($n = 961$), and October ($n = 819$) Polls asked Ohio adults questions on consumer confidence and the 1994 elections for U.S. senator and Ohio governor. The May Poll also asked about quality of life and the death penalty; the September Poll included opinions on health care; and the October Poll examined hopes and fears for 1995, quality of health, quality of education, education funding, and judicial elections and campaigns. Director: Alfred Tuchfarber.

The Ohio Poll Pre- and Post-Election Panel Surveys. Sponsored by the Univ. of Cincinnati and the *Cincinnati Post*, this panel survey involved RDD CATI interviews with 838 likely voters immediately before the Ohio general election in November; 703 of those voters were reinterviewed immediately after the election. The pre-election survey focused on how they planned to vote, while the post-election survey asked questions about potential influences on the respondent's choice, such as the Republican Contract With America, opinions of the political parties, and opinions of President Clinton. Director: Alfred Tuchfarber.

The Ohio Poll Public Transit Study. Sponsored by the Univ. of Cincinnati and the Ohio Dept. of Transportation, this study examined opinions on a range of Ohio public transportation issues, such as most important transportation problem and funding options. RDD CATI interviews were conducted in December with 1,027 adult Ohioans. Director: Alfred Tuchfarber.

Institute for Research in Social Science University of North Carolina at Chapel Hill

Manning Hall, CB#3355, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3355; 919-962-0781; Fax: 919-962-4777; E-mail: jreed.irss@mhs.unc.edu

Fall 1994 Carolina Poll. Cosponsored by IRSS and the Univ.'s School of Journalism and Mass Communication, this omnibus poll asked questions about attitudes toward gun control, hunting, gun ownership, holiday plans, and media use. CATI interviews with 673 North Carolina adults were conducted in November. Study Directors: Robert Stevenson (School of Journalism and Mass Communication) and Beverly Wiggins.

Fall 1994 Southern Focus Poll. Cosponsored by IRSS, the Univ.'s Center for the Study of the American South, and the *Atlanta Journal-Constitution*, this omnibus poll asked questions about the Civil War, Southern expressions, holiday traditions, and food. CATI interviews were conducted with 934 adults from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia (Southern oversample with an oversample of 50 African Americans) and 461 non-Southerners. Principal Investigators: John Reed and Beverly Wiggins.

**Institute for Social Inquiry
University of Connecticut**

Box
4440; Fax: 203-486-6308; Internet: isi013@uconnvm.
uconn.edu

Comparative State Business Survey. Sponsored by the Connecticut Business and Industry Assoc., this is a mail survey of 1,000 businesses each in Connecticut, Georgia, New Jersey, North Carolina, and Virginia asking about the business climate and state government policies. Director: G. Donald Ferree, Jr.

Connecticut Dept. of Public Health and Addiction Services. The Connecticut Dept. of Public Health and Addiction Services is sponsoring a telephone survey with 1,250 randomly selected state residents asking about alcohol and drug use and/or abuse. Director: G. Donald Ferree, Jr.

**Institute for Social Research
York University, Canada**

Administrative Studies Building, 4700 Keele Street, North York, Ontario M3J 1P3, Canada; 416-736-5061; Fax: 416-736-5749; E-mail: isrnews@vm1.yorku.ca

Education and Work. With funding from the Social Sciences and Humanities Research Council of Canada, this longitudinal study in which 2,500 Ontario 12th-graders completed self-administered questionnaires on their education and work aspirations began in 1973. In 1994, focus groups and face-to-face interviews were conducted with over 200 original participants to help develop a new questionnaire. Over 1,100 original respondents were interviewed in early 1995 on changes in their work, education, and personal life experiences. Principal Investigator: Paul Anisef; Project Manager: John Tibert.

The Ontario Student Drug Use Survey. The goal of this biennial study, conducted on behalf of the Addiction Research Foundation and funded by the government of Ontario, is to measure trends in adolescent awareness and use of t sampling strategy randomly selects school boards, schools, and classes across Ontario for participation. Approximately 4,000 students in grades 7, 9, 11, and 13 will complete self-administered questionnaires in class between February and April. Project Manager: John Pollard.

Participation in Gambling and Games of Chance in Ontario. RDD CATI interviews were conducted with 1,000 respondents across Ontario to answer questions about their gambling habits. The term "gambling" was used to include buying lottery tickets, going to casinos, betting on horse races, and playing other games of chance. The study, conducted on behalf of the Addiction Research Foundation with funding from the government of Ontario, sought to gather baseline data prior to the anticipated opening of several casinos across the province. Project Manager: David Northrup.

**Institute for Survey Research
Temple University**

1601 North Broad Street, Room 502, Philadelphia, PA 19122; 215-204-8355; Fax: 215-204-3797

1995 National Alcohol Study (NAS)—Spouse Supplement. This supplement to the 1994–95 NAS will be conducted with NIAAA funding for the Alcohol Research Group of the Univ. of California, Berkeley. The spouse/cohabiting partner supplement will yield approximately 1,400 face-to-face interviews and will be conducted from April through December in conjunction with the 1994–95 NAS. In addition to collecting data on drinking patterns and problems related to drinking, the survey will collect data on intrafamily violence from both partners in separate interviews. Study Director: Frederick Licari.

Survey Mode Effects in Epidemiological Drug Use Studies. This survey is funded by NIDA to evaluate the impact of computer-assisted, self-administered inter-viewing techniques on self-reporting of drug usage. In the second half of 1995, about 3,000 randomly selected respondents aged 12 through 34 in primarily urban areas of the United States will be interviewed. Respondents will be randomly assigned to one of two interviewing modes: hard copy or laptop self-administered questionnaires. Principal Investigator: W. Aquilino (Univ. of Wisconsin); Study Director: Karol Krótki.

Use of Services and Subsequent Course of Drinking in Rural Drinkers. This survey is funded by NIAAA to identify problem drinkers and to implement an interview covering medical, behavioral, demographic, and socioeconomic characteristics. The target is 500 baseline RDD CATI interviews with six-month follow-ups, all to take place in the second half of 1995. Principal Investigator: K. Rost (Univ. of Arkansas); Study Director: Karol Krótki.

**Letters and Science Survey Center
University of Wisconsin—Madison**

Room 2418 Social Science Building, University of Wisconsin—Madison, 1180 Observatory Drive, Madison, WI 53706; 608-262-1688

Study of American Families: Supplement to General Social Survey (GSS). This study marks the first time that siblings of GSS respondents have been inter-viewed. This NSF-funded project involves CATI inter-views focusing on how family members resemble one another in their attitudes and opinions, current and past jobs, and educational careers. The study will continue through May with an expected total of 1,500 respondents—one selected brother or sister from each possible GSS respondent who completed an interview in the spring of 1994. Principal Investigator: Robert Hauser.

**Mathematica Policy Research
Princeton, New Jersey**

P.O. Box 2393, Princeton, NJ 08543-2393; 609-799-3535; Fax: 609-799-0005

Recipient Food Stamp Trafficking Study. The USDA, Div. of Food and Consumer Services (FCS) is sponsoring this three-year study of the motivations for food stamp trafficking, the characteristics of traffickers, the dynamics of trafficking, and appropriate methodology for future research. The study began with seven focus groups. In April, face-to-face interviews with 720 food stamp recipients in the Baltimore, Spokane, and Denver areas will begin, with personal cassette players and self-

administered answer sheets to be used for information on illegal activities. Qualitative data will also be collected using postsurvey focus groups and interviews with Food Stamp officials and traffickers. Project Director and Co-Principal Investigator: James Ohls; Survey Director and Co-Principal Investigator: Anne Ciemnecki.

**Minnesota Center for Survey Research
University of Minnesota at Minneapolis-St. Paul**

2331 University Avenue, S.E., Suite 141, Minneapolis, MN 55414-3067; 612-627-4282; Fax: 612-627-4288

The 1994 Minnesota State Survey. The eleventh annual Minnesota State Survey was completed in December for 10 organizations, including government agencies, nonprofit organizations, and Univ. of Minnesota depts. Survey topics included quality of life, transportation, education, media, community, the environment, organizational awareness, learning opportunities at the Univ. of Minnesota, and gambling. RDD CATI interviews were completed with 805 households statewide. Study Director: Rossana Armson.

1994 Twin Cities Area Survey. This was the 12th annual omnib

Minneapolis-St. Paul metropolitan area. Completed in January, the survey was sponsored by eight organizations, including government agencies, nonprofit organizations, and Univ. of Minnesota depts. Survey topics included quality of life, housing, health, employment, government, helping, education, and safety. RDD CATI interviews were conducted with 805 households. Study Director: Rossana Armson.

**National Opinion Research Center (NORC)
University of Chicago**

1155 East 60th Street, Chicago, IL 60637; 312-753-7610; Fax: 312-753-7886; E-mail: depoyphl@norcmail.uchicago.edu

1995 Survey of Consumer Finances. Sponsored by the Federal Reserve Board, this national CAPI study is designed to collect financial information on U.S. households, starting in July. A dual sampling frame (list and area proba cases. Project Director: Alisu Schoua-Glusberg.

DES Survivors Survey. The registry for Research on Hormonal Transplacental Carcinogenesis, Univ. of Chicago Hospitals, with NCI support, is sponsoring a national CATI survey of 500 women who have developed clear cell adenocarcinoma (CCA) after in utero diethylstilbestrol (DES) exposure and 500 women who have not developed CCA although exposed in utero to DES. The survey will include questions about their experience since the initial diagnosis, lifestyle habits, current health status, and recurrent disease. It will end in July 1996. Project Director: Cecelia Lambert.

Enhancing Industry-Specific Health Targeting: Analysis of Alternative Ranking Schemes and Evaluation of Hazard Recognition Industry Profiles for Compliance Officer Use. Sponsored by OSHA, this survey seeks to improve the methods used to identify establishments where inspections are warranted. Questionnaires will be mailed to 275 field staff in February. Project Director: Bob Bailey.

Getting Behind the Numbers. Funded by the Kaiser Family Foundation and conducted in conjunction with the Harvard Univ. School of Public Health, this national RDD study will identify 1,200 respondents who have experienced a period of time without health insurance, have had trouble paying medical bills, or couldn't get necessary medical care during the past year. Through open-ended questions, selected respondents will be asked about the consequences of their health care troubles. Project Director: Craig Hill.

HIV Cost and Services Utilization Study (HCSUS). NORC is a subcontractor to RAND for this AHCPR-sponsored study to collect data on a national probability sample of persons receiving medical care for HIV to analyze the content and cost of services provided and their consequences for the individual and society. Starting next October, CAPI interviews will be conducted with 3,700 patients four times over an 18-month period. Data from patients' medical, financial, and pharmacy records will also be collected. Principal Investigator: Martin Shapiro (UCLA); Project Director: Carol-Ann Emmons.

**Northwestern University Survey Laboratory
Northwestern University**

625 Haven Street, Evanston, IL 60208-1450; 708-491-8759; Fax: 708-467-1564

1993/94 Chicago Community Policing Evaluation Project. This two-wave panel telephone survey of 2,573 Chicago adults was part of a large-scale evaluation of the implementation of the Chicago Police Dept.'s community policing anticrime strategy. Interviews were conducted in English and Spanish with residents of nine Chicago community areas. Households in each area were sampled via a Chicago reverse directory and RDD with geographic screening for eligibility. The study was sponsored by the Center for Urban Affairs and Policy Research, Northwestern Univ. Principal Investigator: Wes Skogan.

**Oregon Survey Research Laboratory
University of Oregon**

Eugene, OR 97403-1291; 503-346-0822; Fax: 503-346-5026; E-mail: osrl@oregon.uoregon.edu

1994 Oregon Alumni and Student Surveys. CATI interviews were conducted with 1,190 Univ. of Oregon alumni and 764 students on satisfaction with the quality and value of their education; undergraduate teaching; academic advising; integration of research into teaching; self-assessed gains in writing, public speaking, knowledge, critical thinking, leadership, tolerance, appreciation of art and music, independence, and the ability to gather and analyze data for problem solving; and perceptions of the Univ.'s strengths and weaknesses. Answers to computer skills and language proficiency questions will be compared with results from the 1994 Oregon Population Survey. Principal Investigator: Patricia Gwartney-Gibbs; Project Director: Amy Barlow.

**The Polimetrics Laboratory for
Political and Social Research
The Ohio State University**

2049 D
614-292-1061; Fax: 614-292-1146; E-mail: kcarr@magnus

.acs.ohio-state.edu

The 1994 Ohio Political Survey. Jointly funded by the Ohio State Univ. Office of Research, College of Social and Behavioral Sciences, and Dept. of Political Science, this survey has been conducted by the Polimetrics Laboratory since 1984 to examine the political attitudes and voting behavior of Ohio citizens. The 1994 survey included questions on voting preferences in the 1994 election, policy opinions, political ideology, media use, views of members of Congress, and beliefs about poverty. CATI interviews were completed with 808 Ohio residents. Principal Investigator: Herbert Weisberg; Study Director: Kathleen Carr.

1994 Ohio Study of Labor Unions in the Political Process. Funded through the Center for Labor Research at the Ohio State Univ., this study, administered by the Polimetrics Laboratory since 1990, gathered attitudinal data regarding labor union activity in Ohio. It included questions on the political efficacy of labor unions, political preferences and voting behavior, and involvement in labor unions. CATI interviews were conducted with 600 union members and 400 Ohio residents. Principal Investigators: Herbert Asher and Randall Ripley (Ohio State Univ.); Study Director: Kathleen Carr.

Survey Research Center University of California, Los Angeles

Institute for Social Science Research, University of California, Los Angeles, 303 GSLIS, 405 Hilgard Avenue, Los Angeles, CA 90024-1484; 310-825-0713; Fax: 310-206-4453; E-mail: fielder@socissr.sscnet.ucla.edu

Chinese American Mental Health. This second wave of an NIMH-funded longitudinal study of 1,751 Chinese Americans between the ages of 18 and 65 who reside in Los Angeles County, California, will run through December 1995. This study uses a modification of the Composite International Diagnostic Interview for face-to-face interviews in an epidemiological study of Chinese American mental health to determine the prevalence of clinical depression, schizophrenia, panic disorder, obsessive-compulsive behavior, and so on. Principal Investigators: Stanley Sue (Psychology) and David Takeuchi (NeuroPsychiatric Institute).

Northridge Earthquake. This NSF-funded CATI study of 506 households in Los Angeles County, California, will determine earthquake preparedness measures taken before and after the January 17, 1994, Northridge Earthquake, personal experience of the earthquake, damage, injury, knowledge of agencies available for assistance, and perception of media coverage. Half the respondents were randomly selected using the Kish technique and half were selected using the next birthday method. Data collection was completed in December. Principal Investigator: Linda Bourque (School of Public Health).

Survey Research Center University of Georgia

114 Barrow Hall, University of Georgia, Athens, GA 30602; 706-542-6110; Fax: 706-542-6064; E-mail: lwhite@uga.cc.uga.edu

Spring 1994 Georgia Poll. Funded by client submissions, the Georgia Poll is a biannual omnibus survey examining the opinions and attitudes of adult Georgians concerning current national and local issues. The Spring 1994 Poll included Clinton approval ratings, approval ratings of Governor Zell Miller, and questions on the 1994 gubernatorial election, racial attitudes, and the state flag. Using RDD CATI, 414 adults were interviewed in June 1994. Research Coordinator: James Bason.

Survey Research Center University of Maryland

1103 Art/Sociology Building, University of Maryland, College Park, MD 20742; 301-314-7831; Fax: 301-314-9070

The National Human Activity Pattern Survey (NHAPS). This is an EPA-sponsored, national general population RDD survey of 9,386 respondents of all ages divided over each calendar quarter from 1992 through 1994. One self- or proxy report from a randomly selected adult or child in each sampled household is used. All activities for the day prior to the interview are elicited in an open-ended 24-hour recall time diary. Additional questions on home, school, and work exposure to environmental pollutants are asked. Principal Investigator: John Robinson; Data Analyst: Timothy Triplett.

Survey Research Center University of Utah

2120 Annex Building, University of Utah, Salt Lake City, UT 84112; 801-581-6491; Fax: 801-585-5489; E-mail: lois@src.sbs.utah.edu

Quality of Life in Utah, 1994 Report. SRC, the Univ. Center for Public Policy and Administration, the state's Dept. of Health, and the Governor's Commission on Criminal and Juvenile Justice are sponsoring this yearly survey of quality of life. It includes questions on 14 life domains, including physical and mental health, job security and financial hardships, crime, education, transportation, housing, and leisure time. RDD CATI interviews were obtained from 595 Utah adults. Director: Lois Haggard.

Utah Consumer Survey. This quarterly survey of Utah households provides information on state policy issues, employment, consumer perceptions and expenditures, savings and investment behavior, motor vehicle and home purchasing, health issues, and Utah tourism. RDD CATI interviews were conducted with 508 adults in January 1994, 508 in April, 507 in July, and 507 in October. Director: Lois Haggard.

Utah Dept. of Transportation Public Opinion Survey. The Utah Dept. of Transportation is funding this survey to assess public opinion about its services, mass transit, and alternative modes of transportation. In February 1994, RDD CATI interviews with 400 residents were obtained; in August and September, 472 interviews were completed. Director: Lois Haggard.

Utah Manufacturing Industry Needs Assessment Survey. The state's Div. of Community and Economic Development is funding this study to identify and prioritize the needs of manufacturers and to identify resources in the state that are available to meet those needs. CATI interviews with 775 Utah manufacturers were completed in January. Director: Lois Haggard.

Utah Medicaid Provider and Billing Office Survey. The state's Health Dept. Div. of Health Care Financing sponsored this CATI study of 413 office staff members of physicians who had submitted Medicaid claims to the Div. and 243 staff members of billing offices in Utah handling Medicaid claims for physicians. The study focuses on customer service to physicians, barriers to good service, additional services that the Div. could provide, and perceived importance of problems. Director: Lois Haggard.

Vocational Rehabilitation Client Survey. Sponsored by the Utah State Office of Rehabilitation, this survey assessed satisfaction among 432 current and past clients. Director: Lois Haggard.

Survey Research Laboratory Florida State University

Policy Sciences Center, Florida State University, Tallahassee, FL 32306-2018; 904-644-5270; Fax: 904-644-0792

Federal National Mortgage Association (FNMA) Survey. In 1994, telephone interviews were conducted with 1,199 Americans 65 years of age and older regarding their home mortgage uses for retirement funding and other related retirement issues. Principal Investigator: David Rasmussen; Study Director: Suzanne Parker.

Florida Institute of Certified Public Accounts (FICPA) Survey of Membership. FICPA funded this study of its members' attitudes toward the organization and the opportunities for members to become active. It also investigated the effectiveness of the leadership, the fairness of the organization, and suggestions for improvement. The survey was conducted by telephone in May and June with 1,857 respondents. Study Director: Lizette Kelly.

Florida State Univ.'s Study of Women Students. FSU's President's Commission on the Status of Women sponsored this study to gather information about the climate for women on campus. Telephone interviews were conducted with 510 respondents on the prevalence of sexual harassment, the responses to such harassment, and knowledge of sexual harassment policy. Study Director: Lizette Kelly.

Job Training Partnership Act (JTPA) Follow-up Survey. This study, funded by the state's Dept. of Labor and Employment Security, was conducted in July to test the effectiveness of JTPA training and to set national standards for the program. Telephone interviews were conducted with 8,915 former participants 13 to 16 weeks after completing training. Study Directors: Suzanne Parker and Lizette Kelly.

Lake Jackson Boat Survey. This face-face-study was conducted from November 1993 through March 1994 with 1,107 people residing within 150 miles of Lake Jackson who used any of its eight boat ramps or the surrounding areas. It was sponsored by Fred Bell, Dept. of Economics. Study Director: Suzanne Parker.

Rodman Dam Survey. Conducted for the Florida Dept. of Environmental Protection in the spring of 1994, 1,297 Marion and Putnam County, Florida, residents were interviewed by telephone on their use of the Rodman

Reservoir and their preferences for converting, removing, or maintaining it. Study Director: Suzanne Parker.

Wildfire Awareness Survey. Funded by the state's Dept. of Agriculture, this telephone survey of 1,021 Florida residents was designed to measure awareness of wildfires and wildfire safety among residents in areas of Florida where wildfires have historically been a problem. The survey ran through the spring of 1994. Study Directors: Suzanne Parker and Lizette Kelly.

Survey Research Laboratory University of Illinois

910 West Van Buren, Suite 500, Chicago, IL 60607; 312-996-5300; Fax: 312-996-3358; or 909 West Oregon Street, Suite 300, Urbana IL 61801-3327; 217-333-4273; Fax: 217-244-4408; E-mail: survey@vmd.cso.uiuc.edu

Community, Crime, and Health Across the Life Course. Funded by NIMH, this four-year RDD study will focus on the way community context affects the health and well-being of individuals across the life course. In Year 1, approximately 2,500 general public respondents will be interviewed by CATI, tracked by telephone in Years 2 and 3, and reinterviewed in Year 4. Principal Investigator: Catherine Ross (Ohio State Univ., Dept. of Sociology); Project Coordinator: Lynn Hamilton.

Means Restriction Survey of Emergency Dept. Physicians and Nurses. In this telephone survey of 39 hospitals, emergency dept. physicians and nurses were asked about their knowledge of "means restriction," a strategy for preventing teen suicide in which the most lethal means of committing suicide (e.g., firearms) are kept out of the hands of adolescents. Principal Investigator: Marcus Kruesi (UIC Institute for Juvenile Research); Project Coordinator: Andrew Montgomery.

State and Local Immunization Coverage and Health Survey. SRL was a subcontractor to Abt Associates, Inc., on this CDC-funded project. Approximately 16,000 U.S. households were screened by CATI to identify households with children aged 19 through 34 months. Interviews were then conducted with the person most knowledgeable about the child's immunization record. Principal Investigator: Calvin Jones (Abt Associates, Inc.); Project Coordinator: Gloria Chapa-Resendez.

The Univ. of Illinois 1994 Employee Attitude Survey. To assess employee attitudes and job satisfaction among the academic professional and support staff of the Univ. of Illinois at Chicago, questionnaires were mailed to 1,500 Univ. staff members, and all 2,800 Medical Center staff were asked to complete questionnaires at a group administration site. Data analysis is ongoing. Principal Investigator: Roslyn Hoffman, Associate Vice Chancellor for Administration; Project Coordinator: Betty Bower Simon.

Survey Research Laboratory University of South Carolina

Institute of Public Affairs, Carolina Plaza, Room 1503, University of South Carolina, Columbia, SC 29208; 803-777-8157; Fax: 803-777-4575; E-mail: oldendick@iopa.sc.edu

South Carolina State Omnibus Survey. The South Carolina Spring and Fall 1994 State Omnibus Surveys were funded by the state's Dept. of Parks, Recreation, and Tourism. The Spring Survey was also sponsored by the state's Dept. of Transportation and the Council on Child Abuse and Neglect. RDD CATI interviews were conducted with 851 adult residents on public policy issues, preferred activities in state parks, transportation improvements, and the relationship between alcohol abuse and child abuse. The Fall Survey received funding from the South Carolina School Boards Assoc., the Dept. of Health and Environmental Control, and the Dept. of Education and included questions on preferred outdoor recreational activities, property tax reform, the purpose of science and mathematics education, and used oil recycling. In November, 850 interviews were conducted. Project Director: Robert Oldendick.

South Carolina Student Prevention Needs Assessment. In this study, funded by the state's Dept. of Alcohol and Other Drug Abuse Services through the Center for Substance Abuse Prevention, questionnaires are being administered to approximately 8,000 8th-, 10th-, and 12th-grade students in South Carolina's public schools to measure student use of alcohol, tobacco, and other drugs and to identify various risk and protective factors. Project Director: Robert Oldendick.

South Carolina Student Treatment Needs Assessment. In this study, funded by the South Carolina Dept. of Alcohol and Other Drug Abuse Services through the Center for Substance Abuse Treatment, questionnaires are being administered to approximately 6,400 6th- through 12th-grade students in the state's public schools to measure student use of alcohol, marijuana, cocaine, heroin, and hallucinogens and to identify resulting treatment needs. Project Director: Robert Oldendick.

Southern Appalachian Leadership Initiative on Cancer. This study, funded by the Greenville (South Carolina) Hospital System, was designed to evaluate the effect of cancer awareness programs on women's health screening behavior. The study included items on awareness and use of cancer screening programs, knowledge of cancer screening, and health-related behaviors. In October, RDD CATI interviews were conducted with 1,180 women in target and control counties in Georgia, North Carolina, and South Carolina. Project Director: Robert Oldendick.

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Update to List of Academic Survey Research Organizations

The following additions should be made to the list published in the summer-fall 1993 issue of *Survey Research* (Vol. 24, Nos. 3-4):

Massachusetts

Dr. William E. McAuliffe, Director
National Technical Center for Substance
Abuse Treatment Needs Assessment
7th Floor

Announcements

New Robert Wood Johnson Foundation Initiative to Track the Changing Health Care System

The Robert Wood Johnson Foundation has announced a multimillion-dollar initiative to track and report on changes in the U.S. health care system and how they affect Americans' health. The centerpiece of the foundation's initiative is a new research center, which will be an affiliate of Mathematica Policy Research, Inc. (MPR), to be called the Center for Studying Health System Change. The new research organization will be headed by health economist Paul Ginsburg, former Executive Director of the Physician Payment Review Commission.

The center, located in MPR's Washington, DC, office, began operating January 26, 1995, and will be a source of nonpartisan analysis and information on key health system changes.

New Organizational Structure of the Statistics, Health and Social Policy Unit at Research Triangle Institute

In October of 1994, Research Triangle Institute's (RTI's) Richard Kulka formally announced the new organizational structure of the Statistics, Health and Social Policy (SHSP) unit. Its divisions include the Statistical Research Div., directed by Judith Lessler; the Survey Research Div., directed by Michael Weeks; the Health and Social Policy Div. (Director's position currently open); the Computer Applications and Design Center, directed by Barbara Moser; and the Computer Services Center, directed by James Wright. Kulka, an RTI Vice President, directs the SHSP unit.

Third International Blaise Users' Conference

The Third International Blaise Users' Conference, IBUC'95, will be held September 18–20, 1995, at Statistics Finland in Helsinki, Finland. The conference is held to promote the exchange of information among individuals dealing with computer-aided interviewing (CAI) and data collection through automation technology in general.

The program will cover a wide range of topics relevant to CAI, with particular emphasis on Blaise III. Proposed topics include but are not limited to Blaise applications, case management, organizing CAI, data editing strategies, reusable code, meta data management, interviewer training, computer-assisted coding, quality measurement, and Blaise III. One-page abstracts for contributed papers are due by March 15, 1995.

There will be a conference fee of U.S.\$150 per delegate (early registration by June 15, 1995, cuts the fee to U.S.\$130). The fee covers the conference proceedings,

lunches, and the conference banquet. For further information, contact Vesa Kuusela at 00022 Statistics Finland, Helsinki, Finland; 358 0 1734 2380; fax: 358 0 1734 3562; E-mail: vesa.kuusela@stat.fi.

1995 University of Michigan Summer Institute

The 48th Annual Summer Institute, conducted by the research staff of the Survey Research Center, Institute for Social Research, Univ. of Michigan, will be held May 30 through July 21, 1995. There will be two four-week sessions from May 30 through June 23 and June 26 through July 21 and one-week workshops from May 30 through July 14. Two of the courses will interface with the Univ. of Maryland–Univ. of Michigan Joint Program in Survey Methodology (JPSM) (see below). Inquiries should be addressed to Ms. Becky Bahlibi, Program Coordinator, or Dr. Duane Alwin, Director of the Summer Institute, Survey Research Center, 426 Thompson St., Univ. of Michigan, Ann Arbor, MI 48106-1248; 313-764-6595; fax: 313-747-4575; E-mail: srci@umich.edu.

JPSM and Video Technology

JPSM is using new compressed video technology in a classroom at Ann Arbor and one at College Park. An instructor in Ann Arbor or College Park can see, hear, and communicate with students in the other location. Two courses in the 1995 Summer Institute will use this technology: Data Collection Methods in Survey Research will originate in College Park, and Methods of Survey Sampling will originate in Ann Arbor. In addition, four workshops will be offered using this technology: Application of Behavior Coding in Questionnaire Development, Obtaining Autobiographical Data in Survey Research, Computer-Assisted Interviewing, and Cognitive Laboratory Techniques for Questionnaire Development. For more information, contact JPSM at 1218 LeFrak Hall, College Park, MD 20742; 301-314-7911; fax: 301-314-7912.

Short Courses on Survey Methods Offered in Beijing, China

The International Association of Survey Statisticians is sponsoring three short courses in Beijing, China, August 18–21, 1995, immediately preceding the Session of the International Statistical Institute. The Workshop on Survey Sampling in Developing Countries will be presented by Graham Kalton and Colm O'Muircheartaigh; the Workshop on Establishment/Enterprise Surveys in Developing and Transition Countries will be presented by Brenda Cox, Michael Colledge, and K. P. Srinath; and Variance Estimation in Complex Surveys will be presented by Wayne Fuller, Kirk Wolter, and F. Jay Breidt.

Further information may be obtained from Prof. Chris Skinner, Dept. of Social Statistics, Univ. of Southampton,

Southampton SO17 1BJ, United Kingdom; fax: +44 1703 593846; E-mail: c.j.skinner@southampton.ac.uk.

Automated SIC Coding

Representatives of the United States, Canada, and Mexico are currently engaged in a major effort to redesign the standard industrial classification (SIC) coding structure into a common industrial classification system, the North American Industrial Classification System (NAICS). One of the unique aspects of this effort is the work to identify or develop an automated coding system that can be released and/or certified for NAICS coding. As part of this effort, they are canvassing organizations in search of automated SIC coding systems that would be good models for such a system. They are looking for batch processing systems, real-time interaction systems (in which the respondent is being interviewed either in person or remotely, by an interviewer or by computer software), and computer-assisted clerical coding systems. Users of such systems are being asked to fill out a short questionnaire. For further information, contact Martin Appel, U.S. Bureau of the Census, SRD Room 3000 FOB 4, Washington, DC 20233-4200; Internet: appel@census.gov; fax: 301-457-2299.

Personnel Notes

In October 1994, the U.S. Senate confirmed *Martha Farnsworth Riche* as the new Director of the U.S. Bureau of the Census. Prior to that time, she was Director of Policy Studies at the Population Reference Bureau. From 1978 to 1991, she served as an editor for American Demographics, Inc. She is Chair Elect of the Social Statistics Section of the American Statistical Assoc.

David Featherman will succeed Robert Zajonc as Director of the Univ. of Michigan Institute for Social Research in June. Zajonc retired as of August 1994. Featherman is President of the Social Science Research Council.

Jennifer Emerson has joined the Univ. of North Carolina's Institute for Research in Social Science as a Field Director for the Southern Focus Poll. *Kathleen Holladay* has joined the staff as a Data Analyst.

Kenneth Dautrich, formerly at the Eagleton Poll, has joined the Institute for Social Inquiry at the Univ. of Connecticut as an Associate Director for Survey Research and Coordinator of the Master's Degree in Public Opinion Program. *Jila Salari*, formerly at Roper Starch Worldwide, has joined the staff as a Research Analyst.

Mel Kollander has joined the Institute for Survey Research at Temple Univ. in Philadelphia as the Director of its newly established Washington, DC, office. He was formerly with the U.S. EPA.

Nine researchers have joined the Mathematica Policy Research (MPR) Surveys and Information Services Div. *Graham Staines* has joined as a Survey Researcher; previously, he was at the National Development Research Institute. *Lisa Campion* and *Julita Milliner* are now Survey

Specialist IIs; *Campion* comes from International Flavors and Fragrances and *Milliner* from Public/Private Ventures and Abt Associates, Inc. *Jerry Cheng* is a Survey Sampling Specialist I; he formerly worked for Customer Management Services. *Swatee Nanivadekar* has joined as a Senior Programmer; previously, she worked at the Delaware Technical and Community College. *Christopher Tallman* is now a Program Analyst; formerly, he was with the New York City Human Resources Administration, New Jersey Transit, and FEMWORKS. *Sally Waltman* and *Robin Most* are Survey Associate IIs; *Waltman* previously worked in the Venezuelan Equine Encephalitis Project and at MPR as a telephone interviewer, and *Most* worked at Total

Associate I, coming from Applied Data Research (now Computer Associates). MPR has made five promotions as well. *Geraldine Mooney* has been promoted to Vice President of MPR and Deputy Director of the Surveys and Information Services Div. *Jim Cashion* and *Cindy Parvesse* have been promoted to Survey Associate IIIs. *Robbi Ruben* has been promoted to Survey Associate II. *Anne Self* has been promoted to Survey Associate I.

Cynthia Veldman has joined NORC's Chicago office as a Survey Director. Formerly, she was at Research and Data, Inc. *Edwin Hunt*, *Joan Law*, and *Natalie Suter* have been promoted to Senior Survey Director. *Atreyee Datta*, *Pamela Halpin*, *Sharon Myers*, *Keith Smith*, and *Krishna Winfrey* have been promoted to Survey Director.

At Research Triangle Institute, *Kathryn Dowd* was promoted to Senior Survey Director/Dept. Manager in the Survey Research Div.

Response Analysis Corp. has hired three new researchers. *Michael Sinclair* is their new Senior Statistician, coming from National Analysts. *Stephanie Walker* is now Director of Field Interviewing; she, too, came from National Analysts. *Jeff Clark* is Account Executive; previously, he was at Market Probe. Response Analysis promoted *Arlene Shipley* to Research Associate, *Joanne Tauber* to Senior Research Director, and *Lisa Vasami* to Research Associate.

At the Univ. of Georgia's Survey Research Center, *James Bason* has been promoted to Research Coordinator II, *Rita Peacock* has been promoted to Programmer II, and *Cindy Burroughs* has joined the staff as Data Collection Supervisor.

The Survey Research Center at the Univ. of Maryland has promoted *Beata Kozak* to Data Resources Manager. *Beth Webb* and *David Rohall* have been promoted to Project Coordinator. A new staff member, *Kevin McPhearson*, has joined as Survey Data Base Programmer.

Jobs <=> People

This free column is for the convenience of people available for work in survey research and organizations that have job openings in survey research. Listings should be sent to Diane O'Rourke, Managing Editor, *Survey Research*, Survey Research Laboratory, Univ. of Illinois, 909 W.

Oregon St., Ste. 300, Urbana, IL 61801-3327 or E-mailed to survey@vmd.cso.uiuc.edu. Names will be coded if requested.

Openings

Statistician/Survey Statistician. The Joint Program in Survey Methodology seeks applications for an open rank (tenured or tenure track) faculty appointment from persons with research interests in survey statistics. Responsibilities include graduate teaching and research. Research interests should include areas such as sample design, variance estimation with complex sample designs, weighting and imputation, model-based versus design-based inference, measurement error models, and small area estimation. A doctorate in statistics, biostatistics, or a related field is required. Applicants for a tenured appointment should have a strong publication record in sampling or survey statistics. A strong record in funded research is also desirable. Send CV and names of three references to Dr. Graham Kalton, Search Committee Chair, 2181 Lefrak Hall, College Park, MD 20742. Reviews begin May 1, 1995, and will continue until the position is filled. For more information, call Dr. Kalton at 301-251-8253 or send E-mail to gkalton@survey.umd.edu. The Univ. of Maryland is an EEO/AA employer. Women and minorities are encouraged to apply.

Social Scientist/Survey Methodologist. The Joint Program in Survey Methodology seeks applications for an open rank (tenured or tenure track) faculty appointment from persons with research interests in survey methodology. Responsibilities include graduate teaching and research. Research interests should include areas such as questionnaire design, computer-assisted data collection, cognition and survey measurement, interviewer effects, survey management, and the measurement and reduction of nonsampling errors. A doctorate in a relevant field is required. Applicants for a tenured appointment should have a strong publication record in survey methodology. A strong record in funded research is desirable. Send CV and names of three references to Dr. G. Kalton, Search Committee Chair, at the address given above. Reviews begin May 1, 1995, and will continue until the position is filled. For more information, contact Dr. Kalton at the number or E-mail address given above. The Univ. of Maryland is an EEO/AA employer. Women and minorities are encouraged to apply.

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.

GSS Bibliography

The new 10th edition of the *Annotated Bibliography of Papers Using the GSS* by Tom Smith, Bradley Arnold, and Jennifer Wesley will be available in April. It includes over 3,400 references. Printed versions are available from the Interuniversity Consortium for Political and Social Research, Box 1248, ISR, Ann Arbor, MI 48106, 313-764-2570. Machine readable versions in either WordPerfect or ASCII are available from NORC for \$15. Contact Tom Smith, NORC, 1155 E. 60th St., Chicago, IL 60637; 312-753-7500; E-mail: nntws1@uchimvs1.

NCHS Working Papers Available

NCHS has initiated the Cognitive Methods Staff Working Paper Series, which documents applied projects and other research that emphasizes the application of cognitive psychology to survey methods. Titles that are of general interest to survey methodologists are listed below. These are available at no charge from Gordon Willis, Office of Research and Methodology, Room 915, National Center for Health Statistics, 6525 Belcrest Rd., Hyattsville, MD 20782.

- Herrmann, D., & Pickle, L. W. (1994, August). *A cognitive subtask model of statistical map reading*. (NCHS Cognitive Methods Staff Working Paper Series, No. 11).
- Schechter, S. (1993, November). *Investigations into the cognitive status questions*. (NCHS Cognitive Methods Staff Working Paper Series, No. 2).
- Schechter, S. (1994, August). *Proceedings of the 1993 NCHS conference on the cognitive aspects of self-reported health status*. (NCHS Cognitive Methods Staff Working Paper Series, No. 10).
- Schechter, S., & Beatty, P. (1994, April). *Conducting cognitive laboratory tests by telephone*. (NCHS Cognitive Methods Staff Working Paper Series, No. 8).
- Stussman, B. (1994, March). *Questionnaire Design Research Laboratory: Cognitive laboratory testing of the 1993 Teenage Attitudes and Practices Survey II*. (NCHS Cognitive Methods Staff Working Paper Series, No. 6).
- Willis, G. (1993, November). *Questionnaire Design Research Laboratory: Mini-pretest of the 1994 Year 2000 and AIDS Supplements*. (NCHS Cognitive Methods Staff Working Paper Series, No. 3).
- Willis, G. (1994, March). *Cognitive interviewing and questionnaire design: A training manual*. (NCHS Cognitive Methods Staff Working Paper Series, No. 7).
- Willis, G., Sirken, M., & Nathan, G. (1994, May). *The cognitive aspects of responses to sensitive survey questions*. (NCHS Cognitive Methods Staff Working Paper Series, No. 9).

Epidemiologic Reviews Issue on the Case-Control Method

An entire issue of *Epidemiologic Reviews* (Vol. 16, No. 1, 1994) was devoted to "Applications of the Case-Control Method." Many sections of the 14 articles, listed below in the order they appear in the table of contents, contain information relevant to survey research in case-control studies.

- Armenian, H. K., & Lilienfeld, D. E. Overview and historical perspective.
- Lasky, T., & Stolley, P. D. Selection of cases and controls.
- Correa, A., Stewart, W. F., Yeh, H.-C., & Santos-Burgoa, C. Exposure measurement in case-control studies: Reported methods and recommendations.
- Thompson, W. D. Statistical analysis of case-control studies.
- Coughlin, S. S., Benichou, J., & Weed, D. L. Attributable risk estimation in case-control studies.
- Austin, H., Hill, H. A., Flanders, W. D., & Greenberg, R. S. Limitations in the application of case-control methodology.
- Com vaccine efficacy by means of case-control studies.
- Selby, J. V. Case-control evaluations of treatment and program efficacy.
- Weiss, N. S. Application of the case-control method in the evaluation of screening.
- Dwyer, D. M., Strickler, H., Goodman, R. A., & Armenian, H. K. Use of case-control studies in outbreak investigations.
- Khlat, M. Use of case-control methods for indirect estimation in demography.
- Khoury, M. J., & Beaty, T. H. Applications of the case-control method in genetic epidemiology.
- Checkoway, H., & Demers, P. A. Occupational case-control studies.
- Armenian, H. K., & Gordis, L. Future perspectives on the case-control method.

New Methodological Publications

- Alho, J. A. (1994). Analysis of sampled based capture-recapture experiments. *Journal of Official Statistics*, 10, 245–256.
- Armstrong, J., & St-Jean, H. (1994). Generalized regression estimation for a two-phase sample of tax records. *Survey Methodology*, 20, 97–106.
- Bastelaer, A. V. (1994). Differences in the measurement of employment in the labour force surveys in the European Community. *Journal of Official Statistics*, 10, 277–305.
- Bickart, B., Menon, G., Schwarz, N., & Blair, J. (1994). The use of anchoring strategies in the construction of proxy-reports of attitudes. *International Journal of Public Opinion Research*, 6, 375–379.
- Biemer, P., & Caspar, R. (1994). Continuous quality improvement for survey operations: Some general principals and applications. *Journal of Official Statistics*, 10, 307–326.

- Brehm, J. *The phantom respondents: Opinion surveys and political representation*. Ann Arbor, MI: Univ. of Michigan Press.
- Bryant, B. E., & Dunn, W. (1995). *Moving power and money: The politics of census taking*. Ithaca, NY: New Strategist.
- Cox, L. H. (1994). Matrix masking methods for disclosure limitation in microdata. *Survey Methodology*, 20, 165–170.
- Czaja, R., Blair, J., Bickart, B., & Eastman, E. (1994). Respondent strategies for recall of crime victimization incidents. *Journal of Official Statistics*, 10, 257–276.
- Daly, K. A., Lindgren, B., & Giebink, G. S. (1994). Validity of parental report of a child's medical history in otitis media research. *American Journal of Epidemiology*, 139, 1116–1121.
- Dillman, D. A., West, K. K., & Clark, J. R. (1994). Influence of an invitation to answer by telephone on response to census questionnaires. *Public Opinion Quarterly*, 58, 557–568.
- Ding, Y., & Fienberg, S. E. (1994). Dual system estimation of census undercount in the presence of matching error. *Survey Methodology*, 20, 149–158.
- Edwards, S., Slattery, M. L., Mori, M., Berry, T. D., Caan, B. J., Palmer, P., & Potter, J. D. (1994). Objective system for interviewer performance evaluation for use in epidemiologic studies. *American Journal of Epidemiology*, 140, 1020–1028.
- Falorsi, P. D., Falorsi, S., & Russo, A. (1994). Empirical comparison of small area estimation methods for the Italian Labour Force Survey. *Survey Methodology*, 20, 171–176.
- Gallego, F. J., Delincé, J., & Carfagna, E. (1994). Two-stage area frame sampling on square segments for farm surveys. *Survey Methodology*, 20, 107–116.
- Gower, A. R. (1994). Questionnaire design for business surveys. *Survey Methodology*, 20, 125–136.
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- King, A. C. (1994). Enhancing the self-report of alcohol consumption in the community: Two questionnaire formats. *American Journal of Public Health*, 84, 294–296.
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- Pollock, K. H., Turner, S. C., & Brown, C. A. (1994). Use of c size and population totals when a complete

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Twenty Years Ago in Survey Research

James Murray was named Associate Director of NORC. Later in the year, Jim Davis resigned as Director.

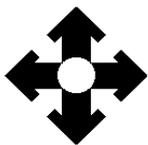
Al Tuchfarber was named Director of the Behavioral Sciences Laboratory at the Univ. of Cincinnati, and George Bishop joined its staff.

The Assoc. of Public Data Users was formed to facilitate resource sharing among the member organizations in acquiring and using public data.

Research Triangle Institute developed a national general purpose sample of 100 primary sampling units "that will enable it to conduct nationwide surveys," the first three being on head and spinal cord injuries, fire protection delivery systems, and a longitudinal study of the high school class of 1972.

The 30th annual conference of AAPOR was held at Nordic Hills, Itasca, Illinois, May 29 through June 1, 1975.

The 135th conference of the American Statistical Assoc. was held at the Regency Hyatt House, Atlanta, Georgia, August 25–28.



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