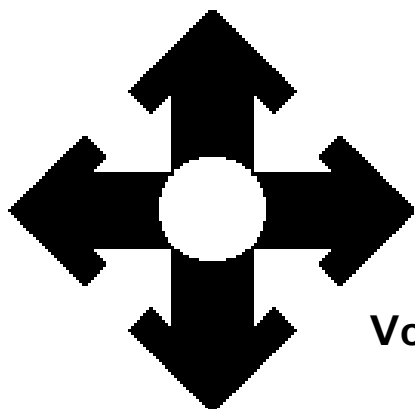


Survey Research



Volume 27, Numbers 1–2 Winter-Spring 1996

Survey Research Laboratory·College of Urban Planning and Public Affairs·University of Illinois at Chicago

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Editor's Note

Please note that we have a new e-mail address: survey@srll.uic.edu.

—Diane O'Rourke
Managing Editor

The Growth of Academic and Not-for-Profit Survey Research Organizations

Diane O'Rourke, Seymour Sudman, and Marya Ryan

This paper was originally presented at the annual meeting of the American Assoc. for Public Opinion Research, Fort Lauderdale, Florida, May 1995 and has been modified for publication here. A longer version of this paper will appear in the American Assoc. for Public Opinion Research section of the American

Introduction

Academic and not-for-profit survey organizations were not the originators of survey research but, rather, developed in parallel as the field developed in the commercial and governmental areas. In this paper, we discuss the rapid growth in the numbers of such organizations, especially since 1960; describe the kinds of work they did; and speculate about the reasons for their growth and development.

The source of quantitative data for this paper is *Survey Research*, which has been published over the past 25 years. The number of academic and not-for-profit survey organizations is based on counts from the newsletter's annual listings. The discussion of the activities of these organizations is based on a content analysis of the "Current Research" section of the newsletter over the 25 years. In addition to taking data from back issues of *Survey Research*, we had conversations with key personnel at 11 organizations.

First, a word of caution about the data: The information in *Survey Research* is submitted by the survey organizations. Although we believe that the numbers shown are relatively complete and representative, there are certainly some missing data; also, we have not shown data on survey organizations outside the United States. There are enormous differences in the sizes of these organizations, with the national organizations being far larger than the state and local ones. The same is true for the size of the projects that are classified. Some of them are multimillion dollar projects, while others cost only a few thousand dollars. We have no size data available for the analysis, so all projects are weighted equally. Thus, as with the data that survey organizations produce, the data here are subject to measurement errors.



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Quantitative Findings

The Growth in the Number of Organizations

In 1950, as best we know, there were three academic survey organizations: the Bureau of Applied Social Research at Columbia Univ., the National Opinion Research Center at the Univ. of Chicago, and the Survey Research Center at Michigan. Jean Converse (1987) estimates that by the start of the 1960s, there were 8 academic survey organizations; by the beginning of the 1970s, when *Survey Research* began publication, there were 20.

Figure 1 shows a fairly smoothed curve of the growth in the number of organizations from 1950 to date. It may be seen that there are currently more than 70, and as yet, the sharp logistic upward growth curve shows no indication of leveling out.¹ The sharpest growth period has been since 1979.

Characteristics of Reported Projects

National Versus Local

The projects reported have been coded by whether they were national/regional or state/local and by major subject areas. Figure 2 shows the percentages of projects that were coded as national/regional, with a loose definition being used. Any study conducted in two or more states or in localities in two or more states was classified as national/regional.

While there is very substantial variation in the percentages from year to year, the data suggest that there has been a decline in the percentage of national/regional projects that is most noticeable in the past decade.

Research Topics

Based on the descriptions given in *Survey Research*, projects were classified into the following categories: health, economics, government, universities/education, and miscellaneous, which includes methodological studies. Figure 3 shows the percentages of projects in the various categories by decade. It is clear from Figure 3 that health-related topics have consistently comprised the highest percentage of topics studied and have increased over time. The second most popular topic of study, which we have labeled "economics," includes studies of consumer incomes and behavior, all studies related to low-income persons, as well as studies of business and workplace behavior. There is no real trend over time. About 10% of all studies asked respondents to evaluate existing government services or were government funded to aid in the planning of new services. This is the "government" category you see. Since 1990, this percentage has decreased.

¹At the time this paper was written, we were aware of only about 70 academic survey organizations in the United States; since then, our List of Academic Survey Research Organizations has expanded to include nearly 100 such organizations.

Figure 1. Growth in number of survey organizations

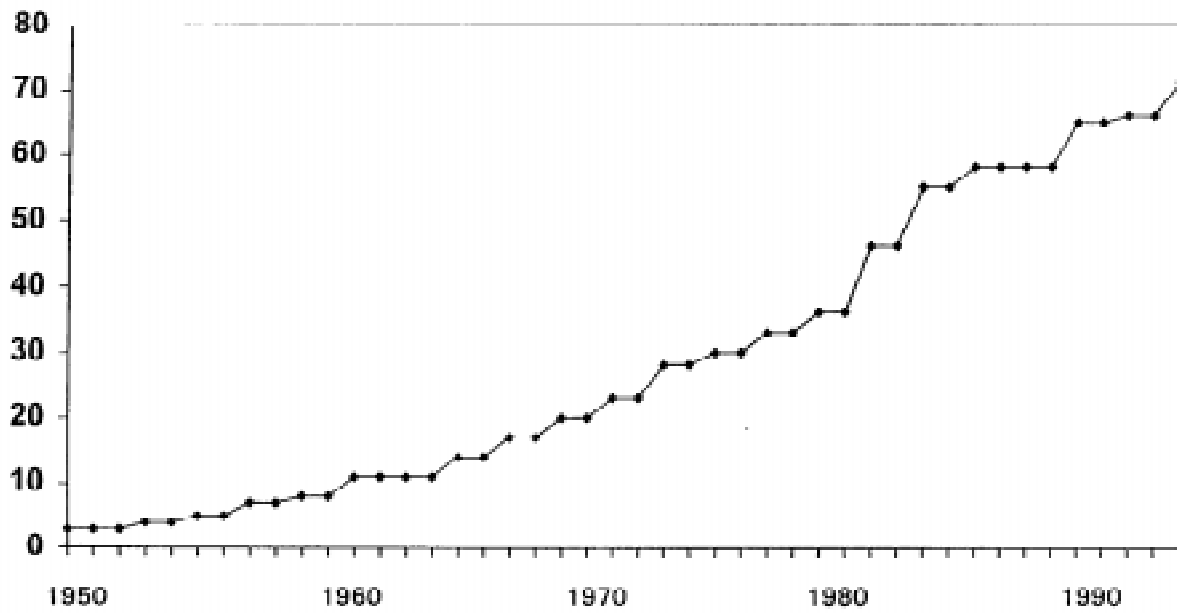


Figure 2. Percentage of projects reported as national/regional

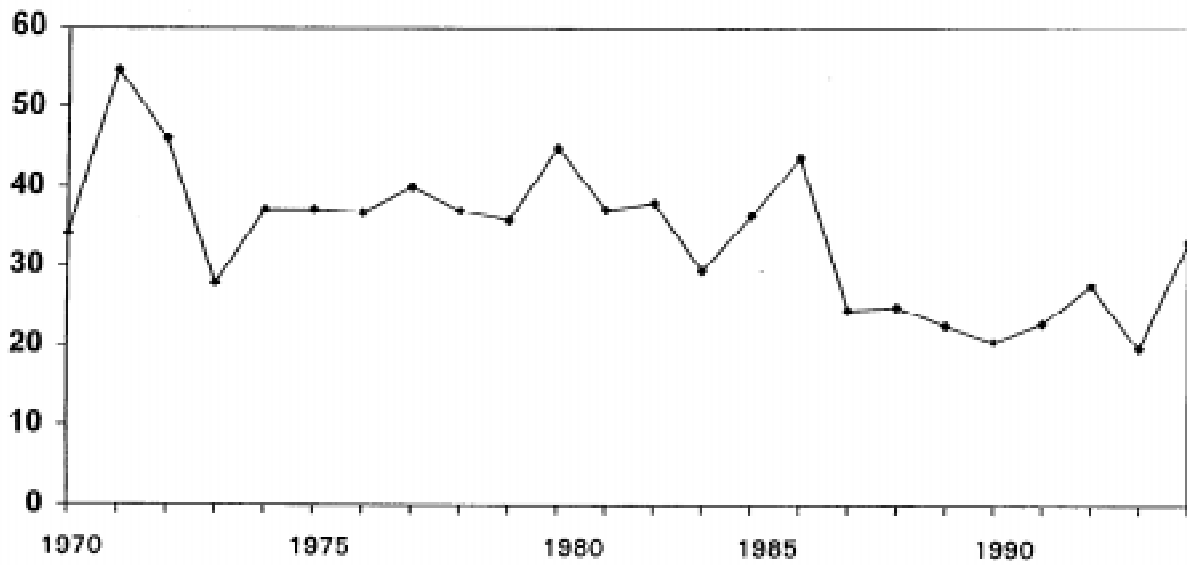
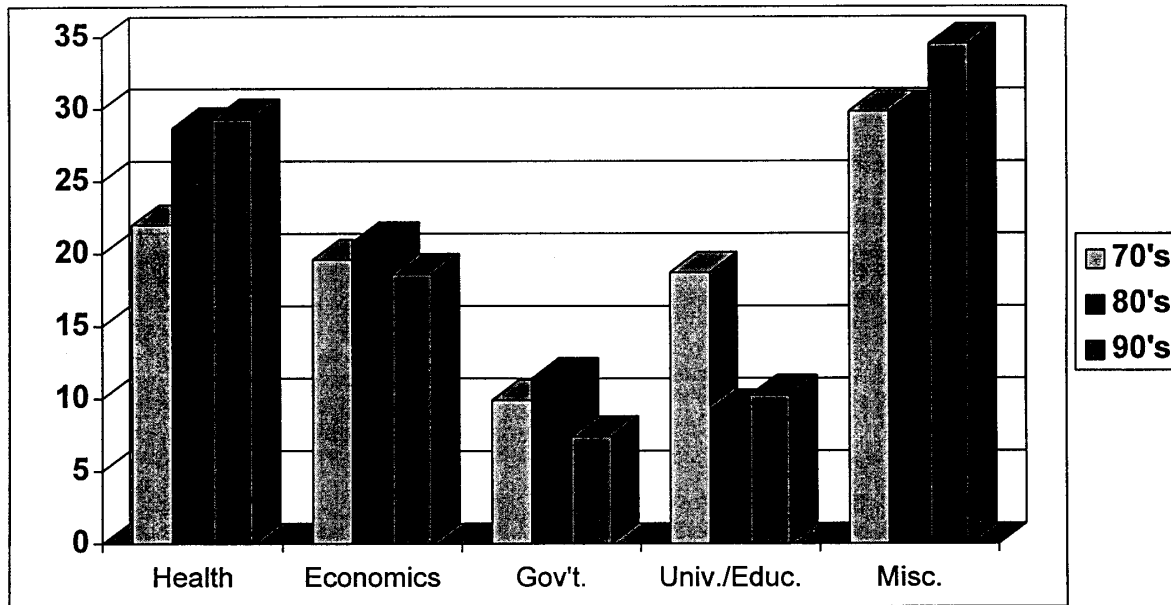


Figure 3. Percentage of topics reported by topic area by decade



Not surprisingly, since most of these organizations have university affiliations, many of the projects reported were about university issues or dealt with other levels of education. There has been a large drop in the percentage of such studies in recent years. This drop could be caused by two trends: the increase in funding for health studies and the conduct of university-related studies early in the lives of new organizations before outside funding for other projects was available to a larger extent.

The percentage of methodological studies (included in the miscellaneous category in Figure 3) remained constant at between 5% and 6% over the entire period. The percentage of miscellaneous projects remained constant at about 30% of all studies until the 1990s, when it increased to about 35%. During the entire period, interest in certain topics rose and fell. For example, the number of crime-related studies was highest in the late 1970s and early 1980s and has since declined. One topic that has generally been avoided by academic and not-for-profit survey organizations has been political polling.

Why Did It Happen?

Now we speculate about the reasons for the results that we have presented above. We bring up three possibilities:

1. the increased demand for survey data that followed from increased governmental activities at

both the national and state levels, as well as the need to evaluate these programs;

2. the growth of funding for higher education and research; and
3. new technological developments, especially in telephone sampling.

Increased Demand for Survey Data

The United States goes through cycles during which public demand for government services rises and falls. Currently, we are in a period in which demand for government services is on a downward trend, as was also generally the case in the period between the end of World War II and 1960. The Kennedy-Johnson era, however, brought about a significant increase in government programs. Some of this demand was met by the increase in the number of these survey organizations. The remainder was met by a growth in the number of commercial organizations—the so-called "beltway bandits"—as well as an increase in the size of existing not-for-profit and commercial organizations. Following the increased demand at the national level came an increased demand at the state and local levels for survey data.

Growth of Higher Education

The entire period since the end of World War II, with the exception of the past few years, has been a major growth period for American higher education. There has been a substantial increase in the number of colleges

and universities, the number of students they serve, and the resources that are available to them. These resources include not only state but also federal funding for research. Thus, it is not surprising to see a flourishing in the number of new programs, among which is the establishment of survey research facilities. At some point, the growth must level off as saturation is reached.

New Technology

It is obvious that the costs of establishing a survey organization have dropped sharply in the past 50 years. One of the major reasons has been the increased use of telephone surveys from central locations. Along with the use of telephone methods, there has been a reduction in the significant costs of sampling. The astounding growth in the power of personal computers and the reduction in their cost has made it possible for even small organizations to use CATI.

Anecdotal Information

Age, Size, and Source of Funding

In our conversations with key personnel at 11 survey organizations, we obtained anecdotal information about growth and fiscal issues. Older organizations tend to be larger than newer ones.

More of the older organizations rely primarily on government-funded projects. Newer organizations also rely on state and federal money but are more likely to have a greater share of their budgets coming from private sources and foundations.

Four of the organizations we contacted operate solely on soft money, and all of them rely substantially on soft money. Three of the five older organizations had financial difficulties in the early 1980s, when government funding for social science research was cut.

Implications of the Trend Toward Soft Money

Three issues arose in the context of conversations about the trend toward soft money funding: fluctuation in funding, handling of indirect costs, and the changing relationships between academic survey organizations and their home institutions as institutional support dwindles in favor of client support. Client support can make successful survey organizations attractive to their home universities. One of our respondents noted that his organization is well liked by the university because of the amount of money it brings in. He noted problems with the relationship, however: The university does not have a reward structure in place for researchers who attract grant and contract monies. Another respondent noted a related difficulty her organization has in hiring new staff: Its university affiliation limits the salaries it can offer prospective staff members. Three of the organizations we contacted discussed the impact of their universities allowing them to retain a significant amount

of indirect costs, which allows researchers to pursue topics they otherwise could not.

Technological Change

We also inquired about technological changes. Eight respondents said that computerization was the most significant change. Although the most frequently cited change was the switch to CATI, respondents also mentioned the significance of laptops for field work, computerized accounting systems for cost control, and computer networking for dissemination of data.

Conclusions

While the demand for survey data may continue to increase in the near future and while the cost of new technology may decrease, it is probable that growth in institutions of higher education has peaked. Although new units may appear, it is doubtful that funding will ever be as secure. Most importantly, government funding for survey research, particularly federal funding, may be entering a bleak period similar to the early Reagan years. By next year at this time, it is possible that conditions will be quite different and much will have changed.

Reference

Converse, J. (1987). *Survey research in the United States: Roots and emergence 1890–1960*. Berkeley, CA: Univ. of California Press.

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 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 additional information can be released to others.

Arizona

Social Research Laboratory Northern Arizona University

P.O. Box 15301, Flagstaff, AZ 86011; 520-523-1515; fax: 520-523-6777; solop@nauvax.ucc.nau.edu; <http://www.nau.edu/~srl>

The Arizona Survey. RDD CATI interviews were completed with 525 Arizona adults in October. Questions were asked about the Republican primary; support for Colin Powell as a Republican or as an independent; support for proposals to reduce automobile traffic and increase entrance fees in Grand Canyon National Park; and

support for the state's new welfare program, which would limit people to 2 years of welfare funding and provide incentives for finding a job. Study Director: Fred Solop.

Florida

Survey Research Laboratory Florida State University

Policy Sciences Center, Florida State Univ., Tallahassee, FL 32306-2018; 904-644-5270; fax: 904-644-0792

Save the Manatee Survey. Sponsored by the Save the Manatee Club, 800 RDD CATI interviews of Florida residents were completed by late February. The survey included questions about the protection of manatees and other endangered species as well as boater safety issues. Study Director: Suzanne Parker.

South Beach Transportation Survey. Sponsored by the Florida Institute of Marketing Alternate Transportation, 420 RDD CATI interviews with residents of the South Beach area of Dade County were completed from October to December. Respondents were asked questions about parking and traffic problems in the area and attitudes toward the use of public transit systems. Study Director: Suzanne Parker.

Suncoast AIDS Network Survey. RDD CATI interviews with 745 residents across seven Florida counties in the Suncoast area were completed from last June through September. Survey items included concerns over HIV/AIDS, knowledge about the means of HIV/AIDS transmission and prevention, and whether the fear of AIDS has led to behavioral changes. The survey also assessed the means by which information about AIDS could best be disseminated to the general public. The survey was funded by the Suncoast AIDS Network. Study Director: Suzanne Parker.

Georgia

Survey Research Center University of Georgia

114 Barrow Hall, Univ. of Georgia, Athens, GA 30602; 706-542-6110; fax: 706-542-6064; lwhite@uga.cc.uga.edu

Fall 1995 and Spring 1996 Georgia Polls. The Georgia Poll is a biannual omnibus survey of Georgia adults concerning issues of national and local importance, sponsored by SRC and funded by client submissions. In the fall poll, 400 RDD CATI interviews were completed on approval of Bill Clinton and Governor Zell Miller, the Presidential Trial Heat, the O.J. Simpson verdict, which political party would do a better job in Washington, and the most important problems for the state. The spring poll, planned for April, will ask about the 1996 presidential election, the Georgia U.S. Senate race, and the

1996 Olympic games in Atlanta. Contact Person: James Bason.

Illinois

National Opinion Research Center (NORC) University of Chicago

1155 E. 60th St., Chicago, IL 60637; 312-753-7610; fax: 312-753-7886; depoyphl@norcmail.uchicago.edu

Drug Injector Risk Networks and HIV Transmission: A Prospective Study. This study was conducted for NIDA to discern how the characteristics of drug injection risk networks affect HIV transmission. The study considered white, Hispanic, and African American drug injection networks in Washington, DC, and Chicago. Data collection took place from May to November 1995 and combined epidemiologic and ethnographic techniques. One hundred intake interviews and 75 follow-up interviews were completed. Principal Investigator: Susan Su.

Experiment With Physicians and Incentives. This study explores motivations of physicians to respond to surveys. In 1995, a mail questionnaire including one of five incentive offers (including pre- and post-payments of differing amounts from \$2 to \$500) was sent to 2,700 physicians, stratified regionally and by specialty. Response rates will be compared within this group and against rates from 5 years of an annual physician survey. Co-Principal Investigators: Craig Hill and Krishna Winfrey (NORC) and Tomas Philipson (Univ. of Chicago).

General Social Survey (GSS). GSS96 will include 3,000 respondents. The International Social Survey Program modules will be on national identity (new), covering national pride, minorities, immigration, internationalism, nationalism, and localism; the role of government (replicating 1985 and 1990 modules) in civil liberties, economic regulation, provision of welfare, and political efficacy. Topical modules cover mental health, market exchanges, giving, volunteering, gender, and emotions. Additionally, there are experiments on church attendance. Contact Person: Tom Smith.

The Gun Violence and Physician Experiences Study. Jointly sponsored by the American College of Physicians and the American College of Surgeons, this study is collecting data on physicians' clinical experience with injuries from gunshot wounds and their attitudes about various gun control initiatives and policy options. Eight hundred telephone interviews will be completed during January and February from a stratified sample of 2,060 physicians and surgeons. Co-Project Directors: Craig Hill and Cathy Haggerty.

Survey Research Laboratory University of Illinois at Chicago

910 W. Van Buren St., Ste. 500, Chicago, IL 60607; 312-996-5300; fax: 312-996-3358; info@srl.uic.edu or 909 W. Oregon

St., Ste. 300, Urbana, IL 61801-3327; 217-333-4273; fax: 217-244-4408; info@srl.uic.edu

Breast Cancer Research Program. With funding from the Dept. of Defense, 6-month follow-up CATI interviews will be conducted with women previously contacted by the AMC Cancer Research Center project staff to assess the effectiveness of calls encouraging them to get mammograms. Main data collection will be conducted from March through December (830 expected completes), and SRL work on the project is expected to conclude in September 1997. Principal Investigator: Lori Crane (AMC Cancer Research Center); Co-Investigator: Richard Warnecke; Project Coordinator: Betty Simon.

Illinois Caucus on Adolescent Health Study. CDC is funding this study to provide baseline data to measure the effectiveness of programs that provide pregnancy and pregnancy prevention services to teenagers. F.G. Data Source trained ICAH staff to conduct focus groups with in- and out-of-school youth, parents of teenagers, and community members. SRL will develop a questionnaire and train ICAH interviewers for face-to-face interviews with providers of health care services to youth and will also provide technical assistance in program evaluation. Principal Investigator: Nancy Tartt (Illinois Caucus on Adolescent Health); Project Coordinator: Victoria Gwiasda.

NCI/CDC Outreach Demonstration Project. SRL is conducting an evaluation of the contribution of outreach coordinators to this demonstration project, which is being piloted in Massachusetts, Arkansas, Illinois, and Washington. The program seeks to increase participation of underserved women in its education and screening services. Outreach coordinators' ability to develop partnerships with local agencies reflective of the partnerships established at the federal and state levels will be evaluated. Principal Investigator: Doris Garrett (Illinois Dept. of Public Health); Evaluation Director: Richard Warnecke.

National Black Leadership Initiative on Cancer. Under a subcontract with the Minority Health Professions Foundation, SRL will conduct RDD interviews with 1,600 African Americans aged 40 and older for the evaluation program of this initiative, whose goal is to reduce the cancer mortality rate among African Americans by 25%

by the year 2000. In 1999, RDD interviews and interviews with African Americans who have received the intervention will be conducted. The project is funded by NIH and NCI. Principal Investigator: Dr. Louis Sullivan (President, Morehouse School of Medicine); Evaluation Director: Richard Warnecke; Project Coordinator: Lynn Hamilton.

Ryan White Title I HIV Study. With Chicago Dept. of Public Health funds, SRL will use focus groups and consensus meetings to develop standard guidelines for 14 service categories funded by Ryan White Title I monies and develop client satisfaction measures to evaluate the standards. SRL will also provide technical assistance in the implementation of evaluation techniques to improve services provided to people living with HIV/AIDS. Principal Investigator: Nathan Linsk (Midwest AIDS Training and Education Center); Co-Principal Investigator: Richard Warnecke; Project Coordinator: Gloria Chapa-Resendez.

Univ. of Illinois at Chicago Employee Evaluation Study. Last fall, SRL conducted six focus groups with academic professionals and support staff at UIC to assess employee perceptions of its Employee Development Program. Principal Investigator: Allan Yamakawa (UIC Office of Human Resources Development); Project Coordinator: Beth Severns.

Survey Research on Drug Use and Associated Behaviors. With funding from NIDA, 600 face-to-face cognitive interviews with residents of the Chicago metropolitan area will be conducted to evaluate the effectiveness of a cognitive interviewing strategy for the collection of self-reported drug use information. The project will be completed in the fall of 1997. Principal Investigators: Timothy Johnson, Michael Fendrich (UIC Psychiatry), and Seymour Sudman; Project Coordinator: Beth Severns.

LaSalle-Peru Case Control Screening. SRL conducted CATI screening of residents of LaSalle-Peru, Illinois, to identify potential matches for a future face-to-face case control study on the effects of having worked in a local factory decades ago. Principal Investigator: Victoria Persky (UIC School of Public Health); Project Coordinator: Beth Severns.



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Indiana

The Center for Survey Research Indiana University

1022 E. Third St., Bloomington, IN 47405; 812-855-2573; fax: 812-855-2818; kennedyj@indiana.edu; <http://www.indiana.edu/~csrwww/>

Indiana Child Care Market Rate Survey. Sponsored by the Indiana Family and Social Services Admin. Bureau of Child Development, Div. of Family and Children and funded by the State of Indiana, this fall 1995 survey gathered information from 1,980 licensed child care providers in Indiana regarding the rates they charge for their services. The results of the study will be used to determine the state reimbursement amounts for subsidized child care. Principal Investigator: Fred Saylor; Project Manager: Kelley Cantrell.

Indiana Polls 25 and 26. Funded by Indiana Univ., the purpose of the Indiana Poll is to measure Hoosier public opinion. Poll 25 topics included tobacco sales to minors, mental health care issues, and AIDS prevention. In September and October, RDD CATI interviews were conducted with 850 adults. Poll 26 topics included distance education, state employment services, and mental health care issues. In the fall, 800 interviews were completed. Principal Investigators: William Bailey (Poll 25), Bernice Pescosolido, Eric Wright, Mohammad Torabi (Poll 25), Clem Brooks (Poll 26), Rick Lindsey (Poll 26), and Anne Griffin (Poll 26); Project Manager: Kevin Tharp.

Louisiana

University of New Orleans Survey Research Center

Dept. of Political Science, Univ. of New Orleans, New Orleans, LA 70148; 504-286-6467; fax: 504-286-3838; sehpo@ucc.uno.edu

1995 Louisiana Governor's Runoff Survey. RDD CATI interviews with 700 registered voters statewide were conducted concerning their preferences in the governor's runoff election between the African American congressional representative Cleo Fields and the white state senator Mike Foster. This was a highly racially polarized campaign, so questions about racial attitudes were included, along with candidates' images, a series of issues, and evaluations of the state's economy. Principal Investigator: Susan Howell.

Massachusetts

Center for Survey Research University of Massachusetts–Boston

100 Morrissey Blvd., Boston, MA 02125-3393; 617-287-7200; fax: 617-287-7210; colten@umbosky.cc.umb.edu

Domestic Violence Among Massachusetts AFDC Recipients. In-person interviews will be conducted with a

probability sample of 800 AFDC recipients at the time they go to their welfare office for recertification of their benefits to explore obstacles to entry into the labor force, with particular emphasis on the incidence and types of domestic violence and their consequences. Data collection is to be completed in June. Funding is from the McCormack Institute at the Univ. of Massachusetts–Boston. Study Directors: Mary Ellen Colten and Anthony Roman.

Health Care Delivery Systems and Primary Care. In a study sponsored by AHCPH, the New England Medical Center and CSR are conducting a mail survey of more than 10,000 Massachusetts state employees to obtain information on selected aspects of their current health plans. The study focuses on access to services, continuity of care, the comprehensiveness of service, and the integration of services within each plan. Twelve different health plans are covered. The project is scheduled for completion in March. Principal Investigator: Dana Safran (NEMC); Study Director: Brian Clarridge.

Michigan

Survey Research Center University of Michigan

Inst. for Social Research, Univ. of Michigan, P.O. Box 1248, Ann Arbor, MI 48106-1248; 313-763-5039; fax: 313-764-4353; rsantos@isr.umich.edu

Mate Availability, Marital Attitudes, and Mental Health Survey. This project is funded by a grant from NIMH to investigate how society influences personal decisions to form or change a family unit. Over 3,500 RDD telephone interviews are being conducted with white, African American, and Mexican American adults in 21 U.S. cities. Principal Investigator: M. Belinda Tucker (Psychiatry and Biobehavioral Sciences, School of Medicine, UCLA); Study Director: Carolyn Holmes.

New York

Keuka Applied Social Research Institute Keuka College

Div. of Basic and Applied Social Sciences, Keuka College, Keuka Park, NY 14478; 315-536-5214; fax: 315-536-5216

Home and School Connections Parent Survey. A survey on attitudes toward local public schools was mailed last spring and summer to a stratified sample of 980 parents representing appropriate proportions of male and female parents, dual and single parent homes, and homes where the oldest child was in elementary, middle, or secondary grades. The study is funded by the Penn Yan, New York, Central School District to gather information for improving curriculum and educational programs. Survey Coordinator: Michael Rogoff.

North Carolina

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

Manning Hall, CB#3355, Univ. of North Carolina, Chapel Hill, NC 27599-3355; 919-962-0781; fax: 919-962-4777; jreed.irss@mhs.unc.edu; <http://www.unc.edu/depts/irss>

Spring and Fall 1995 Carolina Polls. Cosponsored by the Univ.'s School of Journalism and Mass Communication, the spring omnibus poll topics covered violence toward gays and interracial couples, giving and volunteering, billboards, public television, and media use. CATI interviews were conducted with 620 North Carolina adults. The fall poll of 620 adults covered government responsibility for problems of violence, poverty, and racial inequality; handguns; hate crimes; and sentencing. Study Directors: Philip Meyer (School of Journalism and Mass Communication; spring poll), Robert Stevenson (School of Journalism; fall poll), and Beverly Wiggins.

Spring and Fall 1995 Southern Focus Polls. This omnibus poll is cosponsored by IRSS, the Univ.'s Center for the Study of the American South, and the *Atlanta Journal-Constitution*. The spring poll asked questions about the Olympics, food preferences, images of Atlanta, confidence in governmental agencies, and images of the American South. CATI interviews were completed with 920 Southerners (with an African American oversample of 160) and 510 non-Southerners. The fall poll asked about regional differences, word usage, accents, race, Affirmative Action, immigration, tobacco, the Olympics, sports, nicknames, colas, and bumper stickers. CATI interviews were conducted with 800 Southerners (with an African American oversample of 60) and 480 non-Southerners. Principal Investigators (spring poll): John Reed and Beverly Wiggins; Study Director (fall poll): Beverly Wiggins.

Statistics, Health and Social Policy Unit Research Triangle Institute

P.O. Box 12194, Research Triangle Park, NC 27709; 919-541-7008; fax: 919-541-7004; rak@rti.org

Adolescent WIC Participants Study. The USDA Food and Consumer Service is sponsoring this national assessment of the needs of adolescent clients of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). A CATI survey of 300 WIC clinic directors and an audio computer-assisted self-interview (ACASI) survey of 3,000 adolescent WIC clients will be conducted this fall. ACASI will allow clients to be interviewed in either English or Spanish and will allow clients with low literacy skills to participate without the need for a face-to-face interviewer. Project Director: Rick Williams.

Caring for Children in the Community. Funded by a grant from NIMH to the Dept. of Psychiatry at Duke Univ. Medical Center, RTI will assess epidemiological measures of mental illness in children and adolescents

and measure mental health services utilization and needs. Eighteen monthly cohorts of 300 will be drawn from lists of school-age children in four counties in Piedmont, North Carolina. CATI screening will be followed by in-person interviews with children and their parent/guardian, with 6- and 12-month CATI follow-ups with the parent/guardian and reinterviews with a sample of the parent-child pairs at 18 months. Project Director: John Fairbank; Data Collection Task Leader: Harvey Zelon.

Charlotte Gateway Housing Demonstration Project. The Gateway Program is designed to move residents of public housing to home ownership through a consolidation of services as well as educational and employment opportunities. To evaluate the effectiveness of the program, the Dept. of City and Regional Planning, Univ. of North Carolina at Chapel Hill, and the Charlotte (North Carolina) Housing Authority subcontracted with RTI to complete the data collection efforts for a 5-year longitudinal study of 150 public housing residents. Study Director: Norma Marti.

Conduct Surveys for the Evaluation of the Minnesota Family Investment Program. RTI is collecting baseline and follow-up data from participants in the MFIP, a welfare reform and antipoverty initiative that DHHS has authorized the state to pilot. Wave 1 CATI interviewing with CAPI nonresponse follow-up is currently being conducted for approximately 1,100 completes. Wave 2 interviewing is scheduled for 1997; approximately 4,000 completes are expected. The survey is being conducted for the Manpower Demonstration Research Corp. Project Director: Allen Duffer.

Design Contract for the Medicare Beneficiary Health Status Registry. The Registry will collect information on the health status of Medicare beneficiaries through periodic mail and telephone follow-up surveys linked at the person level to the Medicare administrative files maintained by HCFA. RTI will work with an advisory panel and HCFA, the project sponsor, to develop the final sampling plan, questionnaire, and survey operations to be used when the Registry becomes fully operational. Project Director: Kirk Pate.

Survey Research Unit University of North Carolina at Chapel Hill

Bolin Creek Center, Univ. of North Carolina, 730 Airport Rd., Ste. 107, CB #2400, Chapel Hill, NC 27599-2400; 919-962-3282; fax: 919-966-2221; bill_kalsbeek@unc.edu; <http://www-bios.sph.unc.edu/sru.html>

Five-a-Day: Black Churches United for Better Health (Interim Survey). This survey is part of an NCI-funded project aimed at increasing consumption of fruits and vegetables for cancer and chronic disease prevention. The goal is to assess changes among adult members of African American churches in North Carolina and their exposure to and participation in intervention components introduced between the baseline and interim surveys. CATI interviews were conducted last fall with 460 of the 3,740 baseline subjects. Sponsors of this project are

the North Carolina Dept. of Environment, Health and Natural Resources; the Univ. of North Carolina; Duke Univ.; and North Carolina State Univ. Director: Bill Kalsbeek.

Manual Therapy in Primary Care of Acute Low Back Pain. Funded by AHCPH and sponsored by the Cecil G. Sheps Center for Health Services Research, this project is designed to assess outcomes associated with low back pain patients receiving spinal manipulation therapy from their primary care physicians. Data collection began September and is scheduled to generate CATI interviews with 320 enrolled low back pain patients of North Carolina physicians by March 1997. Subjects are being asked about current low back discomfort, current clinical treatments and self-care behavior, and health status in general. Director: Bill Kalsbeek.

Ohio

Institute for Policy Research University of Cincinnati

P.O. Box 210132, Cincinnati, OH 45221-0132; 513-556-5028; fax: 513-556-9023; alfred.tuchfarber@uc.edu; http://www.ipr.uc.edu/welcome.htm

Greater Cincinnati Civic Journalism Survey. This survey was conducted for WKRC-TV and Press Community Newspapers with grant funding from the Radio-TV News Directors Foundation and the Pew Center for Civic Journalism. In January, RDD interviews were conducted with 600 Ohio and Kentucky adults in seven Greater Cincinnati counties to examine their opinions on important issues facing the United States and their state, community, and family. Respondents were also asked about their involvements with their community and with important issues. Project Director: Kimberly Downing.

Greater Cincinnati Convention and Visitors Bureau Opinion Leaders Survey. This study examined the opinions of 270 leaders of important community or societal institutions in Greater Cincinnati on a range of topics including the performance of the Convention and Visitors Bureau, the importance of specific development projects, and funding options for the expansion of the Cincinnati Convention Center. Telephone interviews were completed in January. Project Director: Kimberly Downing.

The Ohio Poll. Sponsored by the Univ. of Cincinnati, the Ohio Poll is a periodic, RDD CATI survey. In 1995, the March ($N = 870$), May/June ($N = 900$), and October ($N = 860$) polls asked Ohio adults questions on consumer confidence, presidential and gubernatorial approval, and trial heats for the 1996 presidential contest. In addition, the March poll examined health care, the May/June poll examined opinions about affirmative action, and the October poll examined domestic violence, health care, hopes and fears for 1996, and laws on carrying concealed handguns. Director: Alfred Tuchfarber.

Oregon

Oregon Survey Research Laboratory University of Oregon

Eugene OR 97403-5245; 541-346-0824; fax: 541-346-5026; osrl@oregon.uoregon.edu

Lane Transit District and Lane Community College Survey. In December, 405 LCC students were interviewed about their travel to this remote campus, modes and times of travel, variations, preferences, and their attitudes toward alternatives. Student satisfaction questions were also asked. Project Directors: Amy Barlow and Toshihiko Murata.

Univ. of Oregon Office of Research and Sponsored Programs Survey. In October, 120 UO faculty and grant administrators answered questions about their use of research services on campus, the value of these services, satisfaction, and staff quality and commitment. Project Director: Patricia Gwartney.

Univ. of Oregon Student Satisfaction Survey. CATI interviews were conducted with 760 UO undergraduates in November to assess student needs, satisfaction, activities, self-assessed gains in knowledge and skills, and perceptions of the quality and value of their education. This survey parallels one conducted in the fall of 1994. Project Director: Kim Langolf.

Vote by Mail Survey. In January, Oregon conducted the first ever election to a national office by mail ballot. An RDD CATI study of 1,200 voters and nonvoters will assess influences of others on votes cast, preferences for mail versus polling place elections, and various hypotheses about who is "brought out of the woodwork" for special elections when they are done by mail. Project Directors: Amy Barlow and Kim Langolf.

Wastewater Management Commission Good Neighbor Survey. Neighborhood polling was conducted in six sites in the Eugene/Springfield, Oregon, metropolitan area to better understand what residents know about the sewage pump station or wastewater treatment plant near them and how these facilities affect their neighborhoods in terms of odor, traffic, noise, and chemicals. CATI interviews with 405 respondents were conducted in November. Project Director: Kim Langolf.

South Carolina

Survey Research Laboratory University of South Carolina

1502 Carolina Plaza, Columbia, SC 29208; 803-777-8157; fax: 803-777-4575; oldendick@iopa.scarcolumbia.edu

Perceptions of County Government. This study, sponsored by the South Carolina Assoc. of Counties, was designed to determine the perceptions of South Carolinians toward county government. Questions included the perception of the fairness of different taxes, the size of government, awareness of services provided by the

county, county service priorities, and state mandates. RDD interviews were conducted in October with 845 adults. Study Director: Robert Oldendick.

South Carolina Drug Prevention Needs Assessment. This study, conducted for the South Carolina Dept. of Alcohol and Other Drug Abuse Services, examined the factors that influence alcohol and other drug use. Topics included respondents' perceptions of their neighborhood, including drug use, violence, and attachment to the area; attitudes toward and experience with alcohol and other drugs; and family cohesion. RDD interviews were conducted in the fall with a cross-sectional sample of 4,000 South Carolinians and a supplemental sample of 2,000 respondents between the ages of 18 and 35. Principal Investigator: Robert Oldendick.

Texas

Survey Research Center Sam Houston State University

Criminal Justice Center, Sam Houston State Univ., Huntsville, TX 77341; 409-294-1651; fax: 409-294-1653; icc_drl@shsu.edu

The 1995 Crime Poll: Texas and the Nation. This poll, part of the National Opinion Survey on Crime and Justice, queried Americans about their attitudes toward a wide variety of crime and criminal justice issues. A separate survey was administered to a random sample of Texans in order to measure how they may or may not differ from the rest of the nation on these issues. A total of 500 CATI interviews were completed. Coordinator: Barbara Sims.

The National Survey of Crime and Justice—1995. Using CATI, 1,005 interviews were completed last June for this national assessment of public attitudes toward a wide variety of crime and criminal justice issues. Coordinator: Barbara Sims.

Wisconsin

University of Wisconsin Survey Center College of Letters and Science

2412 Social Science Bldg., 1180 Observatory Dr., Madison, WI 53706; 608-262-1688; fax: 608-262-8400; rlee@ssc.wisc.edu

Minnesota Breast Cancer Re-Screening Survey. With funding from CDC, the Minnesota Dept. of Health sponsored this study of randomly selected women from a list of participants in its free mammography program to evaluate and improve the program. From November through January, 1,245 CATI interviews were completed. Project Director: Robert Lee.

Study of American Families: Supplement to General Social Survey. This NSF-funded study marked the first time that siblings of GSS respondents were interviewed. From October 1994 through November 1995, 1,155 CATI interviews were completed on how family mem-

bers resemble one another in their attitudes and opinions, current and past jobs, and educational careers. The sample consisted of one selected brother or sister from each possible GSS respondent who completed an interview in the spring of 1994. Principal Investigator: Robert Hauser.

Study of the Wisconsin Vehicle Inspection Program: 95–96 Follow-up. The Wisconsin Dept. of Transportation is funding this mail follow-up to the Vehicle Inspection Program (VIP) Baseline Study of 1994 to better understand how the VIP affects motorists in the six-county Milwaukee metropolitan area. Respondents were randomly selected from groups which passed, failed, or received a waiver following a vehicle emission inspection. Approximately 420 mail questionnaires were returned in 1995 after each of the semiannual data collection periods. Follow-up surveys will continue over the next year. Project Director: Judy Kalscheur.

Voice of the People: Iowa Pre-Caucus Survey. In this RDD CATI study, 610 Iowa residents were asked about their attitudes and opinions regarding local and national issues relating to selecting presidential candidates. We the People/Wisconsin, a nonprofit civic journalism coalition, sponsored the project to better understand how Iowans think about these issues. Project Director: Robert Lee.

Wisconsin Household Recycling Study—1995. The Wisconsin Dept. of Natural Resources funds this annual statewide RDD study, now in its sixth year. In November, 450 CATI interviews were collected to track and evaluate the state's recycling program, identify successes and problems, and assess citizen opinions and concerns. Project Director: John Stevenson.

CANADA

Institute for Social Research York University

Administrative Studies Bldg., York Univ., 4700 Keele St., North York, Ontario, Canada M3J 1P3; 416-736-5061; fax: 416-736-5749; isnews@yorku.ca

The Canadian Fitness and Lifestyle Survey. This RDD CATI survey was recently completed for the Canadian Fitness and Lifestyle Research Institute to explore the impact of physical activity and good nutrition on mental and physical health. Results will assist governmental bodies in predicting costs of health care and social services. The first wave included more than 2,500 respondents from across Canada, a second wave included 1,500 Ontario residents, and a third wave included 1,000 respondents from different subsets of the population and included experiments on recall and order effects. Project Manager: David Northrup.

Dental Hygiene Practice Profile in Ontario. A survey of 5,100 dental hygienists was recently conducted on behalf of the Quality Assurance Committee of the College of Dental Hygienists of Ontario. The purpose of the self-administered survey was to gather information on

the current practice of dental hygiene across the province. This research was driven by the Regulated Health Professions Act, 1991, which requires all regulated health colleges in Ontario to develop and implement quality assurance programs by January 1, 1997. Project Manager: John Tibert.

ENGLAND

Joint Centre for Survey Methods

35 Northampton Sq., London EC1V 0AX, U.K.; 071-250-1866; fax: 071-250-1574

Interviewers and Survey Nonresponse. An 18-month program of research, funded by a grant from the Economic and Social Research Council and in cooperation with its Centre on Micro-Social Change at the Univ. of Essex and NOP Research, was started last July to study the role of interviewers in survey nonresponse. It focuses on isolating the effects of interviewers on survey nonresponse from other factors, such as the characteristics of the area where the interviewer is working and of the address/respondent, and on new ways of analyzing interviewers' patterns of contacting residents and persuading them to participate. Contact Person: Pamela Campanelli.

Update to List of Academic Survey Research Organizations

The following additions should be made to the list published in the fall 1995 issue of *Survey Research* (Vol. 26, No. 4):

Illinois

Mr. Richard Schuldt, Director
Survey Research Office
Institute for Public Affairs
University of Illinois at Springfield
Shepherd Road
PAC 422
Springfield, IL 62794-9243
217-786-6591
Fax: 217-786-6542
Internet: schuldt@eagle.uis.edu
Home page: <http://www.uis.edu/~sro/sropage.html>

Maryland

Dr. Dan Nataf, Director
Center for the Study of Local Issues
Anne Arundel Community College
101 College Parkway
Arnold, MD 21012
410-541-2733
Internet: drdan10000@aol.com

New York

Irwin Garfinkel and Denise Burnette, Directors

New York City Social Indicators Survey Center
School of Social Work
Columbia University
622 West 133rd Street
New York, NY 10025
212-854-5217

Virginia

Associate Professor Thomas Guterbock, Director
Center for Survey Research at the
University of Virginia
539 Cabell Hall
Charlottesville, VA 22903
804-924-6523
Fax: 804-924-7028
Internet: surveys@virginia.edu
Home page: <http://darwin.clas.virginia.edu/~surveys>

The Center for Survey Research at the Univ. of Nevada, Las Vegas has a new Director, Dr. Christine A. Horak.

The Institute for Public Policy at the Univ. of New Mexico also has a new Director, Hank C. Jenkins-Smith. The address should be changed from Social Sciences Building to 1805 Sigma Chi NE, the fax number from 505-277-2821 to 505-277-3115; and the e-mail address from sgoold@hydra.unm.edu to hjsmith@unm.edu.

Two lines have been added to the address we listed for the Survey Research Laboratory at Arizona State Univ. The address is 317 Social Sciences, P.O. Box 872101, Tempe, AZ 85287-2101. Their fax number is 602-965-5077, and they can be reached over the Internet at shap.wolf@asu.edu.

The Letters and Science Survey Center at the Univ. of Wisconsin-Madison has changed its name to the Univ. of Wisconsin Survey Center, College of Letters and Science. E-mail can be sent to rllee@ssc.wisc.edu.

The Survey Research Center at the Univ. of Utah in Salt Lake City has closed.

Announcements

New Center in the U.K.

On November 1, 1995, the Centre for Applied Social Surveys (CASS), a Resource Centre supported by the Economic and Social Research Council, Social and Community Planning Research, and the Univ. of Southampton, with the Univ. of Surrey, officially started work. CASS is intended to serve the whole of the U.K. social survey research community in two main ways. It will teach courses in all aspects of applied social survey methods and it will set up, develop, and disseminate a bank of information on the implementation of social science concepts in social surveys—a question bank. For more information, contact Roger Thomas at the Joint Centre for Survey Methods, 35 Northampton Square,

London EC1V 0AX, U.K.; 171-250-1866; fax: 171-250-1574.

SUDAAN Version 7 for Windows

Research Triangle Institute announces the Version 7 release of SUDAAN. This Windows 3.1 version adds MULTILog to SUDAAN's collection of procedures for the analysis of cluster-correlated data. Procedures in SUDAAN include multinomial logistic regression, linear regression, logistic regression, proportional hazards modeling of time-to-event data, and descriptive data analysis. For more information, contact the Statistical Software Center at 919-541-6602; fax: 919-541-7431; Internet: sudaan@rti.org; home page: <http://www.rti.org/patents/sudaan/html>.

An Update on the National Election Studies

The National Election Studies (NES) 1948-94 CD-ROM can be purchased from the Inter-University Consortium for Political and Social Research (ICPSR), 313-763-5010; netmail@icpsr.umich.edu. The NES Web site is at <http://www.umich.edu/~nes>.

This past fall, NES released two new data sets: (a) the latest edition of the Cumulative Data File (ICPSR #8475), now incorporating data from the 1994 NES, and (b) the 1995 NES Pilot Study (ICPSR #6636), providing data from 490 telephone interviews NES conducted between August 3 and September 10, 1995, with a random subsample of respondents to the 1994 Election Study.

The proposed 1996 NES Pre-/Post-Election Study is being circulated to the user community for comments and suggestions (a copy may be obtained from the NES Web site). The 1996 data collection will be a panel study in which respondents are interviewed both prior to and immediately after the 1996 November election.

NES can be contacted at NES, CPS/ISR, Room 4026, P.O. Box 1248, Ann Arbor, MI 48106-1248; 313-764-5494; fax: 313-764-3341; nes@umich.edu.

University of Michigan Summer Institute

The Univ. of Michigan Summer Institute will offer graduate level courses in two consecutive 4-week sessions, June 3-28 and July 1-26, 1996. Courses will be offered for graduate credit in 8-, 4-, 2-, and 1-week formats. Course topics include an introduction to survey research, questionnaire design, cognition and survey measurement, survey data collection methods, sampling methods, analysis of survey data, computer analysis of survey data, and analysis of event history data. Several 1-week workshops will also be offered.

The Summer Institute will also include an 8-week program for those interested in an in-depth study of sampling methods. The Sampling Program for Survey Statisticians combines university classes with practical applications in research methods and office practice.

Course and instructor descriptions are available on the Summer Institute World Wide Web page at <http://www.isr.umich.edu/src/si/>. For a brochure containing application materials, send an e-mail message to summers@isr.umich.edu; contact James Lepkowski, Director of the Summer Institute, Survey Research Center, Univ. of Michigan, Ann Arbor, MI 48106-1248; call 313-764-6595; or send a fax to 313-764-8263.

InterCASIC '96 Call for Papers

The International Conference on Computer-Assisted Survey Information Collection (InterCASIC), the sixth in the series of American Statistical Assoc. conferences on survey methodology, cosponsored by the American Assoc. for Public Opinion Research and the International Assoc. of Survey Statisticians, is scheduled for December 11-14, 1996, in San Antonio, Texas. CASIC is defined broadly to include the general application of computer technology to the entire process of collection, capture, and preparation of survey data.

Contributed papers on current and future CASIC methods are solicited. To have a paper considered, authors must send a 300-500-word abstract and a \$100 submission fee no later than May 1, 1996, to Lee Decker, Conference Planner, American Statistical Assoc., 1429 Duke St., Alexandria, VA 22314-3402, U.S.A. Please include the name, address, telephone number, fax number, e-mail address, and work affiliation of the author(s) and indicate the primary contact person. Contributors will be notified regarding acceptance by June 15. If the abstract is accepted, the submission fee will be applied to the conference registration fee. If the abstract is not accepted, the submission fee will be returned.

For more information, contact Mick Couper at 301-405-9523; fax: 301-314-7912; mcouper@survey.umd.edu or Lee Decker at 703-684-1221 ext. 145; fax: 703-684-8069; lee@amstat.org. Also, visit the World Wide Web page at <http://www.wam.umd.edu/~jpsm/casic.html/>.

1996 AAPOR Conference

This year's conference of the American Assoc. for Public Opinion Research (AAPOR) will be held May 16-19, 1996, at the Red Lion Inn Hotel in Salt Lake City, Utah. For further information or preregistration materials, contact the AAPOR Secretariat in Ann Arbor, Michigan, at 313-764-1555; fax: 313-764-3341; aapor@umich.edu.

1996 International Field Directors and Technologies Conference

The International Field Directors and Technologies Conference will be held May 19-22, 1996, at the Snowbird Resort and Conference Center, Snowbird, Utah. The conference is open to those who work at nonprofit, government, or academic survey research organizations

and manage survey data collection or support it through automation technology. For further information or pre-registration materials, contact Rita Koontz at Washington State Univ., Pullman, Washington; 509-335-1512; fax: 509-335-0116; koontz@wsu.edu.

Personnel Notes

New Senior Survey Directors at NORC's Chicago office are *Linda Burgess*, formerly of Pacific Institute's Survey Research Center in Berkeley and *Catherine Haggerty*, who was promoted from Telephone Center Director. New Survey Directors are *Gordon Bowie*, *Carolyn Miller*, *Bronwyn Nichols*, and *Ellen Schwarzbach*, who were promoted from Survey Specialists; *Mary Hess* and *Michelle Koppelman*, formerly of Abt Associates in Chicago; and *Stephen Smith*, formerly with the Social Survey Div. of the Office of Population, Censuses, and Surveys in England. *Jean Grant* has joined NORC as Telephone Operations Center Director; she was formerly with Maritz Marketing Research, Chicago Div., Survey Center.

Response Analysis has six new staff members: *Kathleen Barringer*, who joins Response Analysis from Lenox, Inc., is Research Associate; *Karen Burhans*, formerly of A. C. Nielsen, is Research Director; *Subhra Ghosh* comes from Custom Research, Inc., and is Senior Research Director; *Scott Keshanech*, Statistician, comes to Response Analysis from National Analysts; *Todd Myers*, formerly of Opinion Research Corp., is Project Manager, Telephone Center; and *Alicia Zarouni* comes from Ronin Corp. and is Senior Research Associate. Ten staff members have been promoted: *Robert Barrish*, *Steve Bruchey*, *Kevin Reid*, and *Joan Wolsky* are now Senior Research Associates; *Michael Campbell* and *Tim Nanneman* are Senior Research Directors; *Naomi Duffert* and *Grace Yong* are Research Associates; *Cliff Heaton* has been promoted to Research Director; and *Rita Kite* is now Director, Telephone Interviewing.

Tina Mainieri has joined the Survey Research Center at the Univ. of Michigan as a Survey Specialist. She comes to SRC from Claremont Graduate School in California.

Terilynn Nelson has joined the Social Research Laboratory at Northern Arizona Univ. as Research Operations Manager.

Timothy Dollear has joined the Survey Research Laboratory at the Univ. of Illinois at Chicago as Coordinator of Data Reduction and Coding; he was previously at UIC's School of Medicine.

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@srl.uic.edu. Names will be coded if requested.

Openings

The Univ. of Mich. Institute for Social Research, Survey Research Center has an opening for a **Senior Survey Specialist/Survey Specialist** to plan and oversee complex survey data collection activities from design through analysis; coordinate project teams and monitor project status and budget; participate in proposal and budget preparation; and implement quality control procedures, conduct trainings, and participate in methodological investigations. Minimum qualifications are a B.A. in a social science discipline, and at least 1 year of project management experience in survey research, including sampling, data collection and processing, application programming, and analysis. Experience with questionnaire design and knowledge of general interviewing techniques and survey procedures is also required. Experience with dBASE, Excel, and SAS are desired. Position level is dependent on education and experience. Send resume and cover letter to Director's Office, Survey Research Center, Univ. of Michigan, P.O. Box 1248, Ann Arbor, MI 48106-1248. The Univ. of Mich is a nondiscriminatory/Affirmative Action employer.

NORC has immediate openings in several areas. The Survey Operations group is looking for **professionals in quantitative research**, ranging from persons with a B.A./B.S. (master's a plus) and 1-3 years of experience in survey research or related fields to personnel with 10 or more years of experience in methodology, design, and data collection and preparation to manage project development and implementation.

The Telephone and Data Preparation Center needs **Coordinators** to serve as liaisons for data collection/preparation and mail out projects; to implement, review, and revise operating procedures; and to be responsible for staff development, mentorship, technical and management assistance, and performance evaluations. **Supervisors** are needed for on-line supervision of specialty clerks and hourly staff. Candidates should have a bachelor's degree and 4 or more years and 2 or more years, respectively, in positions of increasing supervisory responsibility in data collection/preparation. A **Telephone Center Manager** is needed to coordinate and manage all telephone center data collection projects; evaluate and allocate resources to meet project requirements; provide input into telephone data collection decisions during proposal writing and project planning; work closely with all project management staff to maintain the schedule and the quality of project activity; assist task leaders and project directors in developing effective procedures within project specifications and schedule and budget constraints; and serve as a telephone data collection task manager. Candidates must have a bachelor's degree or equivalent, motivation and team building skills, and ability to work effectively with all levels of personnel. This includes significant supervisory and administrative responsibility for all telephone center staff.

Statistics and Methodology has an opening for a **Survey Methodologist II** to provide technical advice and methodological consultation to task leaders and project directors on survey design, questionnaire design, and data analysis and to contribute to proposal development. Applicants must have an M.A. or Ph.D. in a social science area, a strong background in both survey and experimental research design and statistics, good technical writing ability, and experience managing methodological projects. A background in cognitive psychology is a plus.

Send resumes to Deborah Daniels, Human Resources Recruiter, NORC, 1155 E. 60th St., Chicago, IL 60637; 312-753-7886; daniels@norcmail.uchicago.edu.

Available

Survey Research Interviewer for well-known research institutions desires interviewing assignments in western New York State (especially Buffalo and Rochester areas). Experienced in face-to-face and telephone interviewing of the public of all ages, occupations, and ethnic backgrounds. Professional work and high completion rates. Contact Phyllis Kidston, 716-833-5402.

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.

NORC 1995 Annual Report

The *NORC 1995 Annual Report* details NORC's current research, innovations, directions, and new staff and includes a selected bibliography of 1995 publications. Copies can be ordered from the NORC Library at 1155 E. 60th St., Chicago IL 60637; 312-753-7679 or from norcinfo@norcmail.uchicago.edu.

Top 50

In honor of the fiftieth anniversary of the American Assoc. for Public Opinion Research (AAPOR), the AAPOR Council formed a committee of judges to select 50 significant, influential books published during the 50 years of AAPOR's existence. The committee, chaired by Albert E. Gollin, consisted of W. Phillips Davison, Stanley Presser, Howard Schuman, David L. Sills, Eleanor Singer, and Seymour Sudman. The following top 50 books all received a majority vote. Unanimously selected works appear in bold type.

1. **Adorno, T. W., Frenkel-Brunswik, E., Levinson, D. J., & Sanford, R. N. (1950). *The authoritarian personality*. Harper and Row.**
2. Allport, G. W., & Postman, L. J. (1947). *The psychology of rumor*. Holt.
3. Almond, G. A., & Verba, S. (1965). *The civic culture: Political attitudes and democracy in five nations*. Little Brown.
4. **Berelson, B., Lazarsfeld, P. F., & McPhee, W. N. (1954). *Voting: A study of opinion formation in a presidential campaign*. Free Press.**
5. Bogart, L. (1972). *Silent politics: Polls and the awareness of public opinion*. Wiley.
6. **Campbell, A., Converse, P. E., Miller, W. E., & Stokes, D. E. (1960). *The American voter*. Wiley.**
7. Cantril, H. (1965). *The pattern of human concerns*. Rutgers Univ. Press.
8. Centers, R. (1949). *The psychology of social classes*. Princeton Univ. Press.
9. **Coleman, J. S., Katz, E., & Menzel, H. (1966). *Medical innovation: A diffusion study*. Bobbs-Merrill.**
10. **Converse, J. M. (1987). *Survey research in the United States: Roots and emergence, 1890-1960*. Univ. of California Press.**
11. Dahl, R. A. (1961). *Who governs? Democracy and power in an American city*. Yale Univ. Press.
12. Deming, W. E. (1950). *Some theory of sampling*. Wiley.
13. **Dillman, D. A. (1978). *Mail and telephone surveys: The total design method*. Wiley.**
14. **Festinger, L., Riecken, H. W., & Schachter, S. (1956). *When prophecy fails: A social and psychological study*. Univ. of Minnesota Press.**
15. Groves, R. M. (1989). *Survey errors and survey costs*. Wiley.
16. **Hansen, M. H., Hurwitz, W. N., & Madow, W. G. (1953). *Sample survey methods and theory*. Wiley.**
17. **Hovland, C. I., Lumsdaine, A. A., & Sheffield, F. D. (1949). *Experiments on mass communication*. Princeton Univ. Press.**
18. **Hyman, H. H., with Cobb, W. J., Feldman, J. J., Hart, C. W., & Stember, C. H. (1954). *Interviewing in social research*. Univ. of Chicago Press.**
19. **Inglehart, R. (1977). *The silent revolution: Changing values and political styles among Western publics*. Princeton Univ. Press.**
20. **Kahn, R. L., & Cannell, C. F. (1957). *The dynamics of interviewing: Theory, technique, and cases*. Wiley.**
21. Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence; the part played by people in the flow of mass communication*. Free Press.
22. **Key, V. O. Jr. (1961). *Public opinion and American democracy*. Knopf.**
23. Kish, L. (1965). *Survey sampling*. Wiley.

24. Klapper, J. T. (1960). *The effects of mass communication*. Free Press.
25. Lang, G. E., & Kurt, L. (1983). *The battle for public opinion: President, press, and polls during Watergate*. Columbia Univ. Press.
26. Lasswell, H. D., & Leites, N. (1949). *The language of politics*. Stewart.
27. Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1948). *The people's choice* (2nd ed.). Columbia Univ. Press.
28. Lazarsfeld, P. F., & Thielens, W. Jr. (1958). *The academic mind*. Free Press.
29. Lerner, D. (1958). *The passing of traditional society*. Free Press.
30. Lipset, S. M. (1960). *Political man: The social bases of politics*. Doubleday.
31. Merton, R. K., with Fiske, M., & Curtis, A. (1946). *Mass persuasion: The social psychology of a war bond drive*. Harper.
32. Meyer, P. (1973). *Precision journalism: A reporter's introduction to social science methods*. Indiana Univ. Press.
33. Mosteller, F., Hyman, H., McCarthy, P. J., Marks, E. S., & Truman, D. B. (1949). *The pre-election polls of 1948*. Social Science Research Council.
34. Mueller, J. E. (1973). *War, presidents, and public opinion*. Wiley.
35. Noelle-Neumann, E. (1984). *The spiral of silence: Public opinion, our social skin* (Reprint of Piper, 1980, ed.). Univ. of Chicago Press.
36. Page, B. I., & Shapiro, R. Y. (1992). *The rational public: Fifty years of trends in Americans' policy preferences*. Univ. of Chicago Press.
37. Patterson, T. E., & McClure, R. D. (1976). *The unseeing eye: The myth of television power in national policies*. Putnam.
38. Payne, S. L. (1951). *The art of asking questions*. Princeton Univ. Press.
39. Riesman, D., with Denney, R., & Glazer, N. (1950). *The lonely crowd*. Yale Univ. Press.
40. Rokeach, M. (1975). *The nature of human values*. Free Press.
41. Schramm, W. L. (1957). *Responsibility in mass communication*. Harper.
42. Schuman, H., & Presser, S. (1981). *Questions and answers in attitude surveys*. Academic Press.
43. Sherif, C., Sherif, M., & Nebergall, R. E. (1965). *Attitudes and attitude change*. Saunders.
44. Smith, M. B., Bruner, J. S., & White, R. W. (1956). *Opinions and personality*. Wiley.
45. Stephan, F. F., & McCarthy, P. (1958). *Sampling opinions*. Wiley.
46. Stouffer, S. A. (1955). *Communism, conformity, and civil liberties*. Doubleday.
47. Stouffer, S. A., Suchman, E. A., DeVinney, L. C., Star, S. A., & Williams, R. M. Jr. (1949). *The American soldier: Adjustment during army life* (Vol. 1) and Stouffer, S. A., Lumsdaine, A. A., Lumsdaine, M. H., Williams, R. M. Jr., Smith, M. B., Janis, I. L., Star, S. A., & Cottrell, L. S. (1949). *The American soldier: Combat and its aftermath* (Vol. 2). Princeton Univ. Press.
48. Sudman, S., & Bradburn, N. M. (1974). *Response effects in surveys*. Aldine.
49. Turner, C. F., & Martin, E. M. (Eds.). (1984). *Surveying subjective phenomena*. Russell Sage.
50. Zeisel, H. (1947). *Say it with figures*. Harper.

New Methodological Publications

- Barton, A. (1995). Asking why about social problems: Ideology and causal models in the public mind. *International Journal of Public Opinion Research*, 7, 299–327.
- Beatty, P. (1995). Understanding the standardized/non-standardized interviewing controversy. *Journal of Official Statistics*, 11, 147–160.
- Binder, D. A., & Kovacevic, M. S. (1995). Estimating some measures of income inequality from survey data: An application of the estimating equations approach. *Survey Methodology*, 21, 137–146.
- Bishop, G. F., & Fisher, B. S. (1995). "Secret ballots" and self-reports in an exit-poll experiment. *Public Opinion Quarterly*, 59, 568–588.
- Borges, G., Anthony, J. C., & Garrison, C. Z. (1995). Methodological issues relevant to epidemiologic investigations of suicidal behaviors of adolescents. *Epidemiologic Reviews*, 17(1), 228–239.
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