

Survey Research

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• College of Urban Planning and Public Affairs • University of Illinois at Chicago

WHERE HAVE WE BEEN: SURVEY RESEARCH 1967-1997

The following keynote address was given at the 30th annual meeting of the International Field Directors/Field Technologies Conference, May 18-21, 1997 in Norfolk, Va. by Seymour Sudman, deputy director and research professor of the Survey Research Laboratory, University of Illinois at Chicago; and the Walter H. Stellner Distinguished Professor of Marketing, professor of business administration, and professor of sociology, University of Illinois at Urbana-Champaign.

At a 1985 International Field Directors/Field Technologies Conference in Chicago, I put on my forecaster's cap and tried to predict what survey research would be like in the year 2000. My forecasts weren't all that bad, but I completely missed the communications revolution that has occurred because of the explosive growth of the Internet and World Wide Web. There doesn't seem to be much point in predicting three years ahead, and I'm not brave or foolhardy enough to predict 103 years ahead. Instead, I'd like to take a look back over the past 30 years and share with you my impressions of the major changes that have occurred in that time period that affect survey research, as well as some important things that have not changed. Remember, this isn't history. If anything, it is participant observation. I don't claim that these are profound thoughts, but I found it useful and interesting to try to summarize what has happened to us since the first Field Directors Conference in 1967. Many of you looking back would probably come up with the same or very similar ideas and might well add to my list.

There have been significant changes in both the social structure of society and the technology we use that have had important effects on survey

research. While these changes have been most evident to us in the U.S., and these are the data I cite the most, similar changes have been occurring in most developed countries around the world.

Societal Changes

At the top of the list of social changes that affect us, I would put the greatly increased participation of women in the labor force. This trend had already begun 30 years ago, and has continued to this day. For example, in the U.S. in 1960 slightly less than 20% of married women with children under 6 years of age were in the labor force. By 1970, that statistic was 30%, in 1980 45%, and currently it is over 60%. The proportion of women in the labor force with at least some college education is over 80%, and that figure would be even higher if retirees were excluded.

The increased participation of women in the labor force has had many effects on society, including greater participation of men in child-rearing activities and the reduction in the num-

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ber of people available for volunteer activities—at a time when the need for volunteers is greater than it has ever been. I want to concentrate on some important consequences of women's increased labor force participation on survey execution.

The first obvious consequence is that it is more difficult now, than 30 years ago, to find people at home to be interviewed. It is not impossible, but it takes more persistence and more callbacks to make the same percentage of successful contacts than it did earlier, increasing the costs of household interviewing, whether telephone or face-to-face methods are used. It also can mean reduced sample quality if time and budget restrict the number of callbacks. Some data users, faced with these problems, have turned away altogether from the use of household surveys and replaced them with mall interviews, where the fly comes to the spider, or with focus groups where all semblance of probability sampling disappears. Both mall samples and focus groups are highly useful tools when used properly, but they do not substitute for careful samples of households.

A second consequence of the increased participation of women in the labor force is that even when respondents are reached at home they are busier than they used to be, or at least perceive themselves as busier. This means that, all else being equal, they are more likely to refuse to be interviewed, and indeed we have seen a slow but fairly steady drop in the percentage of contacted households which cooperate over the past 30 years. There are also other factors for the increased refusal rate that I shall mention a little later. As with contacting households, refusals can sometimes be converted by additional effort, but it is my sense that both survey organizations and data users have reconciled themselves to lower cooperation rates than we were willing to accept in the 1960s.

Another important consequence of the increased participation of women in the labor force has been the reduction of the pool from which we select our interviewers. I don't mean to say that it is impossible to hire people who can become good interviewers, but it is certainly more difficult than it used to be. As a result, I believe that in the past three decades as our labor pool has shrunk, the overall quality of survey interviewers has declined—another factor that leads to reduced cooperation. It is impossible, though, to quantify the size of this effect.

Increased effort helps, but increased effort leads to increased costs. It costs more to hire, train, and retain a high-quality field organization than it used to, even accounting for inflation. The alternative is reduced data quality.

A second social trend that started at the beginning of this century and continued from the 1960s until now is the increased urbanization of America. When the Field Directors Conferences began in the 1960s, about two-thirds of Americans lived in metropolitan areas. Today, that figure is over 80%. Unfortunately for us, increased urbanization also leads to reduced cooperation in surveys. We have always known that cooperation in rural areas is very high and declines steadily as we move to the largest cities. One of my very favorite true stories when I worked at the National Opinion Research Center (NORC) was about the letter we got from a NORC interviewer in rural Minnesota who was worried that she was losing her abilities as an interviewer. Why was she worried? After several years of interviewing, she had just gotten her first refusal. We wrote back a reassuring letter. We never faced this problem with big-city interviewers.

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Harder to measure, but obviously a factor that concerns us, is the increased fear of crime and violence, especially in the larger cities. People are more afraid to open their doors to any stranger. Telephone interviews, therefore, have an advantage over knocking on doors, although even on the phone many people are concerned that someone is trying to put something over on them, a fear often based on past experience.

Another important consequence of big-city living is that many people have unlisted phone numbers, probably for the reasons already mentioned. The solution that has been almost uniformly adopted is random digit dialing, and this solution has generated a new business of selling telephone samples.

A trend affecting questionnaire design and the quality of responses is the increasing diversifi-

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cation of household composition. For example, married couples accounted for around 71% of households in 1970 but currently account for 55% of households. Other kinds of families and other nonfamily households have gone from 13% of households to 21% in the same period, with the remainder consisting of persons living alone.

Obtaining accurate household income data is more difficult when there are multiple income earners in nontraditional households, and the accuracy of any proxy reports from these nontraditional households is lower than in traditional households. In some of these nontraditional households, even doing a complete household listing may be problematic.

There are other societal trends that some researchers think are hurting surveys, but that I think are not very critical. The proliferation of efforts to market products and conduct fundraising activities on the telephone are sometimes confused with legitimate surveys and undoubtedly cause some respondents to refuse who would otherwise cooperate. There are a variety of means, however, for a survey organization to distinguish itself from solicitors in the introduction to the survey and to identify itself if the survey respondent requests it.

One variation of misleading solicitation is fundraising by the political parties and other social action groups under the guise of conducting surveys, typically referred to as *frugging*. While such activities are immensely annoying to legitimate researchers, there is no real evidence that they have hurt cooperation on legitimate surveys. Also, we need to recognize that this is not a new practice. In the 1960s, the bane of survey researchers were the door-to-door encyclopedia salesmen who pretended to be conducting surveys. We survived them, and we shall survive the current crop.

A concern closer to home is that excessive surveys are killing the goose that laid the golden egg—that people are being surveyed to death—and the time will come when hardly anyone will be willing to respond to another

survey. Researchers who raise these concerns always suggest that *others* stop doing "unnecessary" surveys. Their own surveys are so important and necessary that they need to continue in full force.

There just isn't any good evidence to support this worry. The hard-core refusers have typically never responded to a survey and their mistrust is based on factors totally outside of the realities of data collection. There is one concern, though, that I think is real. A small number of people report being lied to by a survey interviewer, typically about the length of the interview. "She told me it would take ten minutes, but I was on the phone for almost an hour." Such lying is not only unethical, but ultimately destructive. While the interviewer was able to get the interview once, some of these respondents will be unwilling to cooperate with any survey in the future.

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The increased use of survey data in the U.S. and around the world is a trend that has been evident during this 30-year period. This trend has been noted among all types of data users: federal, state, and local governments; universities; businesses; the media; and politicians and political action groups. I had predicted in 1985 that there might be a slackening in the growth of survey use because all potential data users would already be using surveys, but that slackening has certainly not been seen from 1985 to now. The number of data users is not rising sharply, but almost all of them are using surveys much more frequently.

One example is that state and local government use of surveys has risen much more sharply than federal use. The staffs of state and local governments have become more sophisticated about the value of using surveys, concurrent with a shift of responsibility for many governmental programs from Washington to local levels. The continuing concern about the quality of health care and its costs has led to an ever-increasing number of health-related surveys, another exam-

ple of the shift of survey use from national to local levels.

Not surprisingly, the increased demand has been accompanied by a growth in survey organizations and survey researchers, as demonstrated by the attendance at this conference. We are all part of a growth industry.

Technological Changes

The changes in technology that have affected survey research have been rapid and momentous. The first change is in the fraction of households with telephones. The first year that a majority of American households (51%) had telephones was 1946. By 1960 the percentage of households with phones rose to 78% and from 1960 to 1970 the percentage rose to 90.5%, just a little below the current level of about 94%. Similarly high rates of phone ownership are found in many developed countries. The effect on interviewing has been profound. Imagine what will happen to survey research in India and China when telephone coverage reaches the levels it has in developed countries.

We should not forget that telephone interviewing was in wide use in the 1960s by market research companies, but federal agencies, academic, and public opinion researchers were strongly wedded to face-to-face interviewing. The increased availability of telephones and the decreased availability of respondents forced many organizations, some with great reluctance, to turn from face-to-face to phone interviewing.

The technological advances in telephone devices is another change affecting survey research. Answering machines, cell telephones, and modems all make the lives of survey researchers more difficult, by adding to the number of contacts necessary to reach a household, but to date we are still in business. Fortunately, it appears that most households still use their answering machines to pick up messages when they are unavailable, rather than for screening calls. Here I'm glad I'm not trying to predict the future.

Another change that occurred was the explosion in computing power that began after World War II and is still very far from ending. My brief summary of this explosion is not technical, but personal. My introduction to the high-speed computers of the day was in 1954 when I spent a night at the Argonne National Laboratories' computer helping a friend to punch and

feed paper tapes into it. In about eight hours we were able to compute the cosmic ray orbits that he needed for his dissertation. It was mighty impressive. He finished in a night's work what might have taken weeks or months using desk calculators. Today, that effort might take a minute or so. When I first started at NORC in the early 1960s we had gone past the days of the counter-sorters and the IBM 604 card programmed calculator to the days of the IBM 650 computer which had a magnetic drum memory with punch card input and output. It still needed to be hand-wired so it knew what to do for every separate job, but it inspired awe in us with its speed and versatility. Many of us still had our trusty large desk calculators for smaller tasks, the ones we now do with a pocket calculator.

In the decade that followed, the speed and power of mainframes grew rapidly, as IBM's 700 series switched to core memories and moved from vacuum tubes to transistors. In the early 1970s, the Chilton market research company used the most powerful mainframe then available to develop a totally new system for telephone interviewing that it called CATI. You know the rest. Their system had all the advantages of our current CATI questionnaires, although it often bogged down and interviewers had long waits for a screen to appear because of excess demands on the capacity of the system.

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The real growth in the use of CATI followed, I believe, from the development of powerful minicomputers such as the PDP 11 and VAX 11 machines developed by the Digital Equipment Corporation. These machines made it possible for a survey organization to dedicate a powerful computer to driving a CATI system and virtually eliminated delays during the interview. A major problem for smaller survey organizations was the cost of this equipment.

The development of microprocessors, starting around 1980 and continuing unabated, made

CATI systems affordable for the smallest field organizations, as well as greatly increasing the flexibility of survey operations. Looking at the program for this conference, I counted 18 sessions (45% of the number of sessions) that are fully or partially related to computer issues, which is not surprising because this is now a combined Field Directors/Field Technologies Conference.

Even more recently, the increasing power and reduced costs of laptops have made face-to-face computer-assisted interviewing more and more common among those who do face-to-face interviewing. Still more recently the effective use of audio computer-assisted self interviews (ACASI) for sensitive topics has been clearly demonstrated.

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It is interesting to think back to the early days of CATI when a frequently asked question was "Will interviewers be able to handle it?" Time has demonstrated in this respect, as in so many others, that good interviewers are highly flexible and can adapt to all sorts of changes. Of course, a major benefit of computer interviews is that they reduce the clerical demands on the interviewer, especially as related to complex skipping instructions. As a consequence, many of the questionnaires in routine use today would have been extremely difficult or impossible 30 years ago.

All the CATI systems I know operate from a central location, primarily for logistical reasons. The unintended benefit has been that there is much better control in monitoring and supervising interviewers. I had predicted in 1985 that laptops might again lead to decentralized telephone interviewing, but that day has been slow in arriving.

From an organizational perspective, the computer revolution has certainly improved both the speed and accuracy of our case and cost control procedures, as again demonstrated by sessions at this conference. For simple surveys, CATI has also reduced the total turnaround time

from the beginning to the end of a project. For more complex surveys, it is much less clear that there have been significant reductions in overall time for surveys. Certainly, there is less time at the end of a project in cleaning and editing data,

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but this is balanced by the increased time at the beginning of a study to develop and test complex instruments. These comparisons are confounded by the increased complexity of many questionnaires, as well as the increased use of cognitive methods to test questionnaires that I will discuss later.

I missed the communications revolution in my 1985 forecast, and its explosive growth has occurred almost entirely in the past decade. Starting first as a network that connected researchers involved with the U.S. Department of Defense, the Internet rapidly spread to almost every university and from there to virtually all businesses of any size and finally to households, although the coverage of households is still in the growth stage. Is there anyone in this room who does not have access to the Internet either at work or home?

The use of computers for project budgets and for cost control has greatly increased the speed and effectiveness of the financial aspects of survey research. All of us are aware of what computer word-processing programs have done for us in our writing. In the 1960s I was still using a manual typewriter and my standard mode of composition was to prepare a draft that was retyped by my secretary, and retyped, and retyped until it was finally error free. These days I do almost all my revisions on my computer, although my secretary still adds the professional finishing touches. I don't hesitate to make minor revisions because these take moments to do, rather than requiring a totally new typing.

The power of the information highway is already unquestioned and growing daily. I expect that many of the organizations represented by people in this room have already or will soon put copies of their reports and working papers on the

World Wide Web. How best to use the Web to collect data is still uncertain, although it is a hot topic of discussion. A major benefit of the Web is the same ability to allow for branching of questions, as is found in current computer-assisted surveys. The possible problems are reaching populations with limited Web access and persuading those with Web access to actually go to the Web site and complete the survey. Currently, the only successful use of the Web for survey work is with populations that have full access to the Web and this use still requires initiating contact with the respondents by other means (telephone, mail, or e-mail) to attempt to persuade them to cooperate.

Developments in the Cognitive Sciences

Let me turn from technology to developments in the cognitive sciences that have had significant effects on the development of survey questionnaires. In the 1960s survey researchers, although not perhaps data users, were certainly aware that different question wordings sometimes, but not always, resulted in different answers, and that people who were asked about their behaviors sometimes reported incorrectly. Much of the attention at the time was focused on how interviewer effects might distort data.

In the past 30 years the focus has shifted from interviewer effects to what impact the questions and questionnaire have on both respondents and interviewers. As one simple illustration, coding methods for tape-recorded interviews initially developed by Charlie Cannell and Jack Fowler at the Univ. of Michigan to measure interviewers' performance have proved to be much more useful as measures of question problems.

The interaction between cognitive psychologists and survey researchers has proved to be a fruitful one, and we now understand more about what goes on in a survey interview, although young researchers need have no fear. There is still plenty that we don't fully understand. Human memory and language are immensely complex, and we have just scratched the surface.

We do understand more about how people retrieve information from memory. More often than not they do not retrieve a stored answer, but construct one on the spot based on the information they have accessible to them. This discovery helps to explain how question order,

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interview mode, and the wording of questions and response alternatives have an impact on the answers, because they have a significant influence on what data are accessible.

We also understand that people asked to report about frequent behaviors are typically unable to remember individual episodes and use *schema* to estimate their behaviors. Interestingly, if the behaviors are sufficiently regular, the estimates may be more accurate than if the respondent had tried to enumerate individual episodes.

One of the most widely adopted innovations in the past decade has been the development of cognitive laboratories used for the development and testing of questionnaires. I suspect that many of the organizations represented in this room use such facilities, which are distinguished more by the methods than by any physical equipment.

Perhaps the single method that most characterizes a cognitive laboratory is the *think-aloud interview*, in which respondents not only answer a question but describe how they came up with the answer. Think-aloud interviews are very effective for determining problems respondents have with understanding a question and retrieving the information they need to answer it.

A problem with cognitive testing of questionnaires that I mentioned earlier is that they add to the cost, and even more importantly, to the time necessary to develop a questionnaire. For this reason, researchers often choose to bypass this step, as well as to shorten field testing. This is often a serious mistake. As Norm Bradburn and I stressed in our book, *Asking Questions*, "question in haste, repent at leisure."

Interviewers Are Not Obsolete

From time to time, some people have claimed

that the new technologies make interviewers obsolete. Why do we even need interviewers if we have the Web or voice recognition? From my perspective, this point of view has some validity—if interviewers are completely programmed and have no flexibility in how they can behave. If their opening remarks, probes, and everything else they do in the interview are rigidly determined by the researcher or survey organization, then why can't they be replaced by automated equipment, if not today, then in the future when the technology is sufficiently developed? For all practical purposes, a rigidly programmed interviewer would simply be a more sophisticated version of a self-administered questionnaire.

I believe that interviewers are most useful and perform at their best when they are permitted to use their brains and imagination. An interviewer must first locate the specific respondent and then get his or her cooperation. We can clearly observe that some interviewers are much better at this than others. Experience helps but other personality factors, such as empathy, are critical.

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Once the interview starts, the interviewer is often faced by respondents who directly or indirectly indicate that they don't have a clue as to what the question really means. The standard instruction to read the question again or to tell the respondent "whatever it means to you" just doesn't work. I've become convinced that for behavioral questions the interviewer should be instructed to rephrase the question, as we would in a normal conversation, until the question's meaning is clear and the respondent can answer.

Unfortunately, the same procedure won't work for attitude questions. Changing the wording of the question may well change its meaning. The interviewer, therefore, needs to have sufficient self-control to simply record that the question was not understood rather than to prompt a respondent. Many field directors worry that giving interviewers some flexibility

will cause them to run riot, rewording every question as they choose. I don't think this will happen. I'm convinced that greater interviewer autonomy and involvement in the research process will result in better quality data, just as allowing assembly-line workers more input into the manufacturing process (total quality management) has resulted in better quality products.

A key interviewer task has always been probing. Recognizing when an answer is non-responsive or incomplete and probing in a helpful, nondirective way requires intelligence well beyond any technology we now have. Encoding a complex verbal answer into the proper category when respondents, as they often do, ignore the response options is again well beyond the ability of current technology. You might imagine that current technology could record the answer and postpone the coding until a later time, but this won't work if an immediate answer is needed for branching to subsequent questions. In sum, the need is as great as ever for well-qualified interviewers to do what only they can do, but there is no real need for interviewers to do what can be better done by technology.

Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Information should not be requested through Survey Research or the Survey Research Laboratory. Study summaries are submitted to Survey Research with the understanding that additional information can be released to others.

Connecticut

Institute for Social Inquiry University of Connecticut

Box U-164, 341 Mansfield Rd., Storrs, CT 06269-1164; 860-486-4440; fax: 860-486-6308; ssdca@uconnvm.uconn.edu

National Commission on Philanthropy and Civic Renewal (NCPCR) Study. This study, commissioned by NCPCR and underwritten by the Lynde and Harry Bradley Foundation, examines American perceptions of philanthropy and volunteerism

and the role they play in building and maintaining community. This RDD survey of 1,000 adults was conducted in March 1997 as part of a more comprehensive study of philanthropy. Project Director: G. Donald Ferree, Jr.

The Hartford Courant/ISI Connecticut Poll. Sponsored by the Hartford Courant, this RDD study is conducted 10 times a year with samples of 500 Connecticut residents. The poll examines public policy issues such as state-sponsored gambling, education, and health. The most recent poll was completed in May 1997. Project Director: G. Donald Ferree, Jr.; Project Manager: Nancy Barth.

Illinois

National Opinion Research Center (NORC) University of Chicago

1155 E. 60th St., Chicago, IL 60637; 773-256-6100; fax: 773-753-7886; depoyphl@norcmail.uchicago.edu; <http://www.norc.uchicago.edu>

Barriers and Opportunities for Greater Family Involvement in Education. Under sponsorship of the U.S. Dept. of Education and the GTE Foundation, this was a CATI reinterview of 722 parents (chosen from 1996 General Social Survey respondents) on their interactions with their children's schools and their preferences for additional involvement. Project Director: A. Rupa Datta.

Americans' Report Card on Health. On behalf of the Kaiser Family Foundation, RDD CATI interviews were completed in June 1997 with 3,000 Americans on their experiences, attitudes, and beliefs about the U.S. health care system. The final results and analyses, being developed in the form of a report card, will be published initially in the *U.S. News and World Report*. Project Director: Rachel Woolley.

1997 Study of Public Attitudes Toward and Understanding of Science and Technology. This CATI/RDD study of 2,000 adults is sponsored every other year by the National Science Foundation. The 1997 data were collected under the auspices of the Chicago Academy of Sciences. The questionnaire tests respondents' knowledge about a large number of science and technology items, including capturing respondents' verbatim

definitions of such concepts as DNA or molecules. Project Director: Marci Fox.

The Adolescent Therapy Community Study. Funded by a grant from the National Inst. on Drug Abuse (NIDA), the study is a five-year follow-up of adolescents (now aged 19 to 24) who received drug treatment in New York, New Jersey, Pennsylvania, and Florida. Personal interviews with 350 adolescents and 280 family members will begin this fall and continue through fall 1999. Principal Investigator: Nancy Jainchill, National Development and Research Insts., New York, NY; Project Director: Sally Murphy.

Vulnerability to Drug Abuse in High Risk Youth. This project, funded by NIDA from April 1997 to April 2002, will assess the effects of parental and adolescent substance abuse and depression, and the mediating effects of personal resources and familial and extrafamilial factors on the transitions from adolescence to young adulthood. Self-administered questionnaires and psychiatric interviews (Univ. of Michigan Composite International Diagnostic Interview) will be given to 848 adolescents and their parents in Minnesota. Principal Investigators: S. Susan Su and Dean Gerstein.

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

Casino Boat Survey. This study is being funded by the Illinois Gaming Board, a unit of the Illinois Dept. of Revenue, to obtain profiles of patrons who gamble on Illinois' 13 casino boats and how patrons' characteristics differ among those who gamble weekday day and evening and weekend day and evening. After SRL developed the sample design, a short questionnaire was handed out to randomly selected patrons. SRL is processing and analyzing the data from approximately 15,000 cases. Project Coordinator: Diane O'Rourke.

Drug and Alcohol Survey of Mental Health Patients. Funded by the Illinois Dept. of Alcohol and Substance Abuse (DASA) and the State Systems Development Program, Center for Substance Abuse Treatment (CSAT), U.S. Dept. of Health and Human Services, the purpose of this study is

to determine the prevalence of drug and alcohol use among institutionalized mental health patients in Illinois and to determine their treatment needs. A total of 600 on-site CAPI interviews will be completed with randomly selected adults in mental health facilities. Principal Investigator: Sam Gillespie (DASA); Project Coordinator: Lynn Hamilton.

Drug and Alcohol Survey of Welfare Recipients. In this study on the prevalence of substance use among welfare recipients in Illinois, 2,000 CATI interviews will be completed, in addition to CAPI interviews with respondents who do not have telephones or speak only Spanish. Principal Investigator: Sam Gillespie (DASA); Project Coordinator: Isabel Farrar.

Henry Horner Redevelopment Study. The purpose of this study, funded by the MacArthur Foundation and the U.S. Dept. of Housing and Urban Development, is to assess the Henry Horner economic redevelopment project in Chicago, including efforts to integrate the residents into the larger community. SRL conducted focus groups and cognitive interviews with Horner residents as part of questionnaire development. In January, Abt Assoc. and SRL will begin face-to-face interviews with 500 residents. Principal Investigators: Susan Popkin (UIC Prevention Research Center) and Victoria Gwiasda; Project Coordinator: Gloria Chapa-Resendez.

Museum Educational Site License (MESL). The Getty Information Inst. has funded MESL to offer digital images to students at seven universities in courses on art history and art technology. Students filled out pre- and post-course questionnaires that asked about their technical backgrounds, attitudes about technology, and use of MESL products. SRL processed and analyzed these data. Principal Investigator: Beth Sandore (UIUC Library); Project Coordinator: Diane O'Rourke.

Women Consumer/Survivor Needs Assessment Survey. To provide data for a national survey on the needs of women who have been diagnosed with mental illness, three focus groups (one with Caucasian women, one with African American women, and one with Latinas) were conducted. The survey was funded by the U.S. Dept. of Education. Principal Investigator: Jessi-

ca Jonikas (UIC Dept. of Psychiatry); Project Coordinator: Gloria Chapa-Resendez.

Statewide Drug and Alcohol Study. For this study on needs for drug and alcohol treatment in the state, funded by the Illinois Dept. of Alcohol and Substance Abuse (DASA) and CSAT, the goal is to complete 8,000 RDD CATI interviews (400 interviews in each of the 20 geographic areas of the state). Principal Investigator: Sam Gillespie (DASA); Project Coordinator: Katherine Lind.

Survey of HIV/AIDS Service Providers. Staff members from the Chicago Dept. of Public Health (CDPH) were trained to moderate focus groups. Principal Investigator: Robert Rybicki (CDPH HIV Prevention); Project Coordinator: Gloria Chapa-Resendez.

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 Secondary School Counselors. The purpose of this telephone survey was to assess the information resources that secondary school counselors use and need to counsel students in curriculum and career planning. The study, sponsored by the Indiana Commission for Higher Education (ICHE) and funded by the state of Indiana, resulted in 315 interviews completed with directors of counseling in randomly selected secondary schools. Principal Investigator: Karen Rasmussen, ICHE; Consulting Sociologist: Jim Wolf; Project Manager: Tim Thornton.

POLIS Study on Neighborhoods, Community, and Churches. This survey, sponsored and funded by the POLIS Center, Indianapolis, was conducted to provide information on the relationship of religion to modern urban culture. Telephone interviews were completed in June 1997 with 613 randomly selected adults in six neighborhoods in Indianapolis. Principal Investigators: Eric Wright and Arthur Farnsley; Project Manager: Tim Thornton.

Massachusetts

Center for Survey Research University of Massachusetts-Boston

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

Academic Health Center Faculty Study. Funded by the Commonwealth Fund and the Pew Charitable Trusts and sponsored by faculty of the Harvard Medical School and the Massachusetts General Hospital, this mail survey sampled 3,900 faculty in 121 U.S. medical schools to inquire about such topics as academic vs. commercial sponsorship of research, patent application, equity holdings in commercial enterprises by academics, and institutional funding support for new research. The sample was divided into clinical and nonclinical strata that includes both MD and PhD researchers. Principal Investigator: Brian Clarridge.

Childbirth and Postpartum Care Benefits Legislation Evaluation Project. In 1996, Massachusetts passed a law guaranteeing new mothers 48 hours in the hospital after a normal vaginal delivery and 96 hours after a Caesarian. This project investigated the effects of this law with a mail survey of mothers who gave birth in the last quarter of 1996, as well as obstetricians, pediatricians, and nurse midwives. Non-respondents received a followup telephone call. Principal Investigator: Anthony Roman.

Michigan

Survey Research Center University of Michigan

Inst. for Social Research, P.O. Box 1248, Ann Arbor, MI
48106-1248; 313-763-0475; fax: 313-764-5193;
bpennell@isr.umich.edu

Screening for Cardiovascular Responses in Black Female Caregivers. The overall purpose of the study, funded by a grant from the National Inst. of Nursing Research, is to learn how stressful caregiving is for Black women. SRC's role is to screen 5,310 Medicare enrollees living in the metropolitan area of Cleveland, Ohio in order to identify 195 caregivers and 195 potential caregivers and to recruit these referrals for the Case Western Reserve Univ. (CWRU) portion of the

study. The research is funded by a grant from the National Inst. of Nursing Research. Principal Investigator: Sandra Fulton Picot, CWRU. Survey Manager: Stephen Berry.

1997 Political Socialization Study. Funded by the National Science Foundation, this project is the fourth wave of a national survey of high school seniors that began in 1965. SRC will conduct CAPI interviews with the panel respondents and collect self-administered questionnaire data from their spouses and children (15 yrs of age and older). The study focuses on attitudes and beliefs about national issues, leaders, and goals; and political involvement and participation in electoral and nonelectoral activities. Principal Investigators: Kent Jennings and Laura Stoker; Survey Manager: Tina Mainieri.

Minnesota

Minnesota Center for Survey Research University of Minnesota

2331 University Ave. S.E., Ste. 141, Minneapolis, MN 55414-3067; 612-627-4282; fax: 612-627-4288

1996 Twin Cities Area Survey. This was the 14th annual omnibus survey of adults residing in the seven-county, Minneapolis-St. Paul area. A total of 803 RDD CATI interviews were completed between November 1996 and February 1997. The survey was sponsored by government agencies and the Univ. of Minnesota. Survey topics included quality of life, transportation, acceptable behavior, employment, government, the environment, and the court system. Study Director: Rossana Armson.

Statewide Workforce Survey of Persons with Disabilities. From November 1996 to January 1997, an RDD CATI survey was conducted to gather information about the number of Minnesota residents 16 or older who have a disability, whether they are currently working or are in the process of looking for work, and what barriers to employment they may have encountered. The study was funded by the Minnesota Dept. of Employee Relations and the Div. of Rehabilitation Services; 424 interviews were completed. Study Director: Rossana Armson.

Twin Cities Community Survey. The purpose of

this study was to learn residents' preferences regarding the racial composition of neighborhoods and schools, factors people feel are important when looking for housing, and problems they may have encountered when trying to move to a new neighborhood. RDD CATI interviews were completed with 403 households in the seven-county Minneapolis-St. Paul area, and an oversample of 104 interviews was completed with African American households. The study was funded by the Univ. of Minnesota Inst. on Race and Poverty. Survey Manager: Pamela Schomaker.

North Carolina

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

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

Spring 1997 Carolina Poll. This omnibus RDD CATI poll of 727 North Carolina adults asked about support for a lottery in North Carolina, whether marijuana use should be legal, questions about discrimination and sexual harassment, community involvement, teacher pay, and sex education. Cosponsors of this ongoing poll are the School of Journalism and Mass Communication and Inst. for Research in Social Science, UNC-CH. Study Directors: Beverly Wiggins (IRSS) and Donald Shaw (School of Journalism).

Spring 1997 Southern Focus Poll. This omnibus RDD CATI survey asked questions about sports and athletes, interracial interaction, funerals and death, AIDS, drugs, divorce, and religious attitudes and practices. Interviews were conducted with 815 Southerners, 407 non-Southerners, and an oversample of 175 blacks in the South only. Cosponsoring this poll were the Inst. for Research in Social Science, UNC-CH; Center for the Study of the American South, UNC-CH; and the *Atlanta Journal-Constitution*. Study director: Beverly Wiggins (IRSS).

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

International Epidemiology Survey of Human

Retroviruses. The epidemiologic studies undertaken in this contract sponsored by the Viral Epidemiology Branch of the National Cancer Inst. include surveys of HIV-1, HIV-2, HTLVII, and other retroviruses in Africa, South and Central America, and Asia; international surveys of populations at risk for leukemia, lymphomas, and other cancers related to retroviruses; and biologic sample collection for isolation of putative oncogenic agents, including new variants that may be related to retroviral-associated diseases. Principal Investigator: Arthur Levin; Project Director: Hilary Kruger.

1996 National Postsecondary Student Aid Study. This study, sponsored by the National Center for Education Statistics, collected data on how students and their families pay for postsecondary education. Over 30,000 CATI interviews with students were completed, as well as interviews with 3,500 of their parents. Students and their families in nearly all postsecondary institutions in the 50 states, the District of Columbia, and Puerto Rico were included in the target population. Project Director: John Riccobono.

South Dakota Demand and Needs Assessment Studies: Alcohol and Other Drugs. RTI is a subcontractor to the South Dakota State Dept. of Human Services, Div. of Alcohol and Drug Abuse for this project funded by the State Systems Development Program, Center for Substance Abuse Treatment, U.S. Dept. of Health and Human Services. Its purpose is to develop statewide population estimates of the demand and need for substance abuse treatment in South Dakota via three major surveys. Project Director: Robert Bray; Data Collection Manager: Lanny Piper.

NIH-DC Initiative to Reduce Infant Mortality. The purpose of this five-year collaborative study, sponsored by the National Insts. of Health, Office of Research on Minority Health through the National Inst. of Child Health and Human Development, is to coordinate studies designed to better understand the reasons for the high rate of infant mortality in the District of Columbia and to design and evaluate intervention projects aimed at reducing the number of infants in the District who are at increased risk of dying in their first year of life. RTI serves as the Data Coordinating Center. Co-Principal Investigators: Jutta Thornberry and A. Vijaya Rao.

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>

The Greater Cincinnati Survey. The spring 1996 survey consisted of 5 RDD CATI subsurveys. The first was conducted with 550 registered voters in Hamilton County on local tax levy issues; the second with 1,085 Hamilton County residents on parks, water supply, public transportation, disposal of garbage and solid waste, and watershed issues; the third with 515 adults in the Greater Cincinnati MSA on public hospitals, and the public blood supply; the fourth with 1,045 adults in the 14-county Greater Cincinnati region on health care issues; and the fifth with 565 registered voters on tax levy issues. The fall 1996 survey was conducted in November and December with 931 Hamilton County adults and asked about public transportation, volunteerism, and police and community relations. The spring 1997 survey was conducted with adults in the 8-county Greater Cincinnati Region and asked about public transportation, support for tax levies, satisfaction with city services, volunteerism, and health issues. Both surveys used RDD CATI interviews. Project Director: Kim Downing.

Ohio Supercomputer Center Survey. The Ohio Supercomputer Center (OSC) Survey asked principal investigators who have used OSC services their opinions about the services offered by OSC and its future direction. Mail questionnaires were completed by 175 principal investigators during February and March, 1997. Project Director: Terri Byczkowski.

Jewish Hospital Cholesterol Center Patient Satisfaction Survey. This survey measured patient satisfaction with Cholesterol Center services. Telephone interviews were conducted during March 1997 with a list sample of 210 patients aged 18 or older. Project Director: Terri Byczkowski.

1997 Cincinnati Public Schools Parent Survey. This study conducted for the Cincinnati Public Schools examined parental satisfaction with various components of their child's education in the Cincinnati public schools, including disci-

pline, teaching, standardized testing, and transportation. The survey also examined parental opinions on several important policy issues facing the district. A list sample of 851 CATI interviews was conducted during May 1997. Project Director: Alfred J. Tuchfarber.

Pennsylvania

Institute for Survey Research Temple University

1601 N. Broad St., Philadelphia, PA 19122; 215-204-8355;
fax: 215-204-3797; lenl@temss2.isr.temple.edu

Drug Use and Other Deviance: A Second-Generation Panel Study. The study, funded by NIDA, will test theoretical models of psychological and social influences on the onset and changes in patterns of drug use and other deviant adaptations over a three-year period (generally between early and middle adolescence). Face-to-face interviews are being conducted within the coterminous U.S.; beyond that, telephone interviews are being administered. Interviews are expected to be completed with 1,361 youths aged 15 or older. Principal Investigator: Howard Kaplan (Texas A & M Univ.); Study Director: Ellin Spector.

Puerto Rican Maternal and Infant Health Study. Funded by a subcontract with Penn State Univ., this is a CAPI survey about mortality rates of Puerto Rican infants. The development process included focus groups, cognitive interviews, pretest interviews, and a 175-case pilot study. Data collection was completed in June 1997. Study Director: Karl Landis.

Second National Incidence Studies of Missing, Abducted, Runaway, and Thrownaway Children. Sponsored by the Office of Juvenile Justice and Delinquency Prevention, these studies include an RDD CATI survey of 23,000 households with children (over 40,000 completed interviews), a police records study, and a juvenile facilities study. Data collection will begin in early 1998. Senior staff from Westat, Inc. and the Family Research Laboratory at the Univ. of New Hampshire are providing technical support. Study Director: Karl Landis.

Temple Economic Impact Study. The purpose of this mail survey for the Temple Univ. Center for Social Policy was to measure the economic

contributions both students and employees and/or faculty (E/F) make to the city of Philadelphia and surrounding area. Systematic random samples of about 100 courses (the student study) and of 1,200 individual employees/faculty (E/F study) were selected. Questionnaires were distributed to students during class time and mailed to the homes of the selected E/F sample members. Principal Investigator: David Elesh (Dept. of Sociology); Study Director: Frederick Licari.

Veterans' Five-Year Health Care Evaluation Follow-up, Phase I. The U.S. Dept. of Veteran's Affairs, Center for Health Care Evaluation, Program Evaluation and Resource Center, VA Palo Alto Health Care System, has funded a mail survey with telephone followup of a national sample of 1,500 veterans who received VA health care services approximately five years ago to obtain data about their current health status and changes in that status occurring over the past three to five years. Project Director: Mary Ann Ausetts.

Texas

Survey Research Center Sam Houston State University

Criminal Justice Center, Huntsville, TX 77341; 409-294-1651; fax: 409-294-1653; icc_dri@shsu.edu

1997 Texas Crime Poll. CATI interviews were conducted with 500 randomly selected Texas residents about their fear of crime and victimization. Project Director: Dennis Longmire; Project Coordinator: Lance Hignite.

Wisconsin

University of Wisconsin Survey Center College of Letters and Science University of Wisconsin-Madison

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

Study of Wisconsin Farmers. In the first phase of this project, 797 farmers in six Wisconsin counties were interviewed by CATI in spring 1997 to understand the role that pesticides have on the health of farmers and their families. In

the second phase, telephone interviews are being conducted with farmers before and after pesticide application. Funding is from the National Insts. of Health/Cancer Research Inst. Principal Investigator: Melissa Perry (Medical College of Wisconsin); Project Director: Robert Lee.

1997 Undergraduate Student Satisfaction Survey. Funded by the University of Wisconsin-Madison (UW-Madison) through a grant from the Hilldale Fund, CATI interviews were conducted with 1,232 randomly selected UW-Madison undergraduates to learn how the quality of undergraduate education can be improved. Project Directors: James Sweet and Andrea Nelson.

Canada

Institute for Social Research York University

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

The 1997 Canadian Election Study. Almost 4,000 CATI interviews were completed during the spring Canadian federal election campaign for a study funded by the Social Sciences and Humanities Research Council of Canada. From a rolling cross-sectional sample, approximately 110 interviews were conducted every day of the campaign with Canadian residents of voting age who could speak English or French. ISR is currently conducting the Post-Election Study, a reinterview with all respondents from the campaign-period survey, to evaluate attitudinal changes that may have occurred over the course of the campaign. In the final phase of the study, all Post-Election Study respondents were mailed questionnaires. Principal Investigators: Andre Blais and Richard Nadeau (Univ. of Montreal), Neil Nevitte (Univ. of Toronto), and Elisabeth Gidengil (McGill Univ.); Project Managers: David Northrup and Richard Myles.

The 1997 Ontario Student Drug Use Survey. The goal of this biennial study, conducted on behalf of the Addiction Research Foundation and funded by the Govt. of Ontario, is to measure trends in adolescent awareness and use of tobacco, alcohol, and other drugs. A multistage sampling strategy was used to randomly select school

boards, schools and classes across Ontario for participation. Data were collected in the classroom from approximately 4,000 students in Grades 7, 9, 11 and 13 (OAC) across the province. Project Manager: John Pollard.

News from COPAFS

These items are excerpted from the April-June 1997 News from COPAFS, newsletter of the Council of Professional Assocs. on Federal Statistics.

Decennial Census Sampling Update

Congress backed off from putting language in the disaster relief bill not allowing the Census Bureau to sample for nonresponse, as well as adjust for the undercount in the next census. Instead, it directed the Dept. of Commerce to provide Congress, within 30 days, with a detailed plan of proposed methodologies and with an estimate and explanation of the error rate at the block level based on the 1995 Census Test data.

Interagency Committee Releases Race/Ethnicity Recommendations

A U.S. government interagency committee has been reviewing the standard for asking about race/ethnicity designations. In 1977, the Office of Management and Budget (OMB) issued the Race and Ethnic Standards for Federal Statistics and Administrative Reporting (Directive 15). The designations currently are (for Race) American Indian or Alaskan Native, Asian or Pacific Islander, Black, and White, and (for Ethnicity) Hispanic Origin and Not of Hispanic Origin. After three years of review, including the results of several commissioned studies, the committee recommended:

- When a list of races is provided to respondents, the list should *not* contain a "multiracial" category.
- The method for respondents to report more than one race should take the form of multiple responses (either "mark one or more" or "select one or more").
- Both the race and ethnicity questions should

be retained, but the Hispanic origin question should precede the race questions. (This ordering reduces the number of those who report "other race.")

- The term Hispanic should not be changed, but additional terms such as Latino or Spanish Origin can be used if desired.
- American Indian should *not* be changed to Native American. The term Hawaiian should be changed to Native Hawaiian and Hawaiians should still be classified in the Asian or Pacific Islander category. Alaska Native should replace Alaskan Native.
- The definition of the American Indian or Alaska Native category should be modified to include people from South and Central America.
- The Black category should be changed to "Black or African American."

OMB is scheduled to release the new set of standards this fall.

Forum on Child and Family Statistics Releases Children's Well-being Report

The report, *America's Children: Key National Indicators of Well-Being*, presents key indicators of children's status that measure critical aspects of children's lives and are collected regularly by federal agencies. Indicators include child poverty, food security, housing problems, secure parental employment, health insurance, prenatal care, infant mortality, low birth weight, childhood immunization, child mortality, adolescent mortality, teen births, cigarette smoking, alcohol abuse, substance abuse, victims of violent crimes, difficulty speaking English, family reading, math and reading proficiency, high school completion, and child abuse and neglect. For more information, contact: Office of Statistical Policy, OMB, 202-395-3093.

NCES Report on Condition of Education

The National Center for Education Statistics (NCES) has released a report on the condition of education, analyzing key data that measure the health of education, monitor its important developments, and show trends in its major aspects. Results are available on the World Wide Web at: <http://www.ed.gov/nces/pubs/ce/index.html>.

NCHS Report on Access to Health Care

The National Center for Health Statistics has released, *Access to Health Care Part 1: Children*. The report presents national estimates of access to medical care and unmet health needs for children through 17 years of age by selected sociodemographic variables including sex, age, race/ethnicity, family income and structure, place of residence, and health status. The publication is for sale by the U.S. Government Printing Office, Superintendent of Documents, Mail Stop: SSOP, Washington, DC 20402-9328.

Announcements

Michigan's Institute for Social Research Celebrates 50th Anniversary

The Inst. for Social Research (ISR) at the Univ. of Michigan will be celebrating its 50th Anniversary starting this fall, culminating in an ISR Alumni Weekend celebration, October 16, 17 and 18, 1998. ISR is preparing an address list of alumni and invites all who have been associated with ISR over the past 50 years to let them know where you are and if you would be interested in receiving more information. For more information, please contact Gwen Maes, ISR, Univ. of Michigan, 426 Thompson St., P.O. Box 1248, Ann Arbor, MI 48106-1248; 313-764-9262; fax: 313-764-2377; gwenm@isr.umich.edu; <http://www.isr.umich.edu>.

International Field Directors and Field Technologies Conference Anniversary Video Available

The Survey Research Center at the Univ. of Michigan announces the release of a new 53-minute video tape on the International Field Directors and Field Technologies Conference. The video, prepared in celebration of the 30th anniversary of the conference, features excerpts of interviews with Charlie Cannell, Morrie Axelrod, and Bill Nicholls on the establishment and evolution of the conference. Requests for the video should be sent to: Russell Video Services, Inc., 2805 S. Industrial Hwy., Suite 300,

Ann Arbor, MI 48404; phone (313) 677-4400; fax (313) 677-4403. The cost, including shipping and handling, is \$12.55. Payment can be made by VISA or MasterCard. International charges apply to any requests from outside the continental U.S.

General Social Survey Announces Student Paper Competition

The National Opinion Research Center (NORC) at the Univ. of Chicago announces the 4th annual General Social Survey (GSS) Student Paper Competition. To be eligible papers must be based on data from the 1972 through 1996 GSSs or from the GSS cross-national component, the International Social Survey program (any year or combination of years may be used); represent original and unpublished work; and be written by a student(s) at an accredited college or university. Papers should be less than 40 pages (double-spaced), including tables, references, and appendices. Winners will receive \$250, a commemorative plaque, and the MicroCase Analysis System. Two copies of each paper must be received by February 15, 1998. Send entries to: Tom W. Smith, General Social Survey, NORC, 1155 E. 60th St., Chicago, IL 60637. For further information, phone 773-256-6288; fax 773-753-7886; or e-mail smitht@norcmail.uchicago.edu.

Southern Focus Poll to Hold First Student Paper Competition

The Center for the Study of the American South, Univ. of North Carolina at Chapel Hill, announces the first annual Southern Focus Poll Student Paper Competition. To be eligible papers must be based on data from the 1992-1997 Southern Focus Polls (any year or combination of years may be used), represent original, unpublished work, and be written by a student or students at an accredited college or university. Papers should be less than 40 pages in length (including tables, references, appendices) and should be double-spaced. Winners will receive a cash prize of \$250 and be mentioned in *Southern Cultures*. Two copies of each paper must be received by Dec. 1, 1997. Papers should be sent to: Annette C. Wright, Associate Director, Center for the Study of the American South, Manning Hall, CB#3355; Univ. of North Carolina at Chapel Hill; Chapel Hill, NC 27599-3355; (919) 962-5665.

International Social Survey Program Now Headquartered in U.S.

The International Social Survey Program (ISSP), with 29 member countries, has recently moved its secretariat from Germany to the U.S. Since 1985, ISSP has conducted nearly 200 cross-national surveys. Countries wishing to join the ISSP or anyone interested in further information about ISSP should contact: Tom W. Smith, National Opinion Research Center, 1155 E. 60th St., Chicago, IL 60637, USA; phone: 773-256-6288; fax: 775-753-7886; or e-mail: smitht@norcmail.uchicago.edu. Those interested in more information about ISSP also can visit either of its two Web sites: the ISSP Central Archive for Empirical Social Science Research at <http://www.za.uni-koeln.de/data/en/issp/> or <http://www.issp.org/> for the the ISSP secretariat.

Personnel Notes

Woody Carter is now a Visiting Instructor and Assistant Professor, College of Social and Behavioral Science, Northern Arizona Univ. He will be working half-time with NAU's Social Research Laboratory while he is on leave for one year from the National Opinion Research Center, Univ. of Chicago.

Benjamin F. King is now Director, Statistical Data Analysis, National Opinion Research Center, Univ. of Chicago. He recently retired from Florida Atlantic Univ.

Leo Simonetta is the new Director of the Univ. of New Hampshire Survey Center, part of the UNH Inst. for Policy and Social Science Research. He previously served as Poll Director and Assistant Professor, Applied Research Center, Georgia State Univ.

Victoria Gwiasda has been promoted to Assistant Director for Research Programs for the Survey Research Laboratory, Univ. of Illinois at Chicago. *Isabel Farrar* has joined the staff as a Project Coordinator. She was formerly with the Inst. for Health Services Research & Policy Studies, Northwestern Univ.

Grace Woo has been named Director, Cannon Center for Survey Research, Univ. Of Nevada,

Las Vegas. She was previously an Assistant Professor of Psychology, State Univ. of New York-Oswego.

Lesli Scott has recently been promoted to Senior Research Associate at the Survey Research Center, Univ. of Michigan; *Stephanie Chardoul* and *Patty Maher* to Senior Survey Managers; *Kathy LaDronka* to Senior Systems Analyst; and *Zoanne Blackburn* to Systems Analyst.

Jennifer Dineen has been promoted to Project Manager at the Inst. for Social Inquiry, Univ. of Connecticut. *Christopher Barnes* has been named an Assistant Director of Survey Research. He previously was a Research Executive at Millward Brown International.

Debra Gong and *Alison Roberts* have been hired as field directors for the Southern Focus Poll at the Inst. for Research in Social Science at Univ. of North Carolina at Chapel Hill.

Lance Hignite is the new coordinator for the Survey Research Program, College of Criminal Justice, Sam Houston State Univ.

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.

Openings

The Inst. for Survey Research (ISR) at Temple Univ. is currently accepting applications for the permanent full-time position of **Assistant Study Director** to provide ongoing research, administrative, and logistical support to Study Directors and the Sampling Coordinator. A master's degree in sociology, survey methods research, statistics, or other social science discipline is required. Candidate should have at least two years' experience with survey research; experience in implementing

various sampling designs; working knowledge of data analysis software and standard word-processing, spreadsheet and database packages; excellent oral and written communication skills; and experience working with a wide variety of people. Job tasks will include assisting with survey/questionnaire development work, sample selection, pretesting and training, report writing, calculation of sampling weights, sampling errors, and design effects. Send resumes to Frederick Licari, Study Director, Inst. for Survey Research, 1601 N. Broad Street, Philadelphia, PA, 19122, or fax to same at (215) 204-4416, or e-mail to licarif@temss2.isr.temple.edu.

Mathematica Policy Research (MPR) is looking for a **Survey Operations Center Manager** to assume leadership of a CATI center in Princeton, N.J. This multishift, 120-workstation facility is a center for large-scale survey research projects in health care; welfare; education; employment; food and nutrition; and child development. The successful candidate will have the following qualifications: BA/BS in a social science or business discipline (graduate training/degree a plus); minimum five years experience as a senior survey director or as director of a mid- to large-size telephone center, emphasizing computer assisted telephone surveys; experience budgeting surveys and overseeing financial performance on survey projects and/or telephone center; and strong communication, interpersonal, and administrative skills. MPR offers a competitive salary, complete benefits package (including three weeks vacation in the first year). Interested candidates should submit a resume and professional references to: Patricia A. Shirkness, Human Resources Department, Mathematica Policy Research, Inc., P.O. Box 2393, Princeton, NJ 08543, or e-mail to Internet: pshirkness@mathematica.mpr.com.

The Survey Research Center at the Univ. of Michigan has two openings for **Senior Research Associates** in the research design and development group of SRC's Div. of Surveys and Technologies. Responsibilities include a range of proposal and research development activities and project management for new and on-going social science research studies. Applicants should have a Ph.D. or master's degree with five or more years of demonstrated experience in the field of survey research. They should have experience in grants and contract development

and in survey project management. Interested individuals are encouraged to send a letter of introduction and resume to: Steven Heeringa, Director, Division of Surveys and Technologies, Institute for Social Research, P.O. Box 1248, Ann Arbor, MI 48106. Informal inquiries can also be made via e-mail to sheering@isr.umich.edu.

Research Triangle Institute has two openings in its Survey Research Division. The first opening is for a **Supervisor of the Telephone Survey Unit**. Candidates must have four or more years of experience, advanced knowledge of telephone survey data collection operations and procedures, good project management skills, and experience in managing a large telephone calling center. The second opening is for a **Manager of Survey Support Units**. The four units are telephone survey, data entry, data preparation, and field services. These candidates must have 10 or more years experience in same areas listed above. Interested applicants should send resume with salary requirements to: Kirk Pate, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709 or e-mail dkp@rti.org. No phone calls please.

Publications

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.

New Methodological Publications

Alanko, T. & Lemmens, P. H. (1996). Response effects in consumption surveys: An application of the beta-binomial model to self-reported drinking frequencies. *Journal of Official Statistics*, 12, 253-273.

Alwin, D. F. (1997). Feeling thermometers versus 7-point scales: Which are better? *Sociological Methods & Research*, 25, 318-340.

Akkerboom, H. & Dehue, F. (1997). Dutch model of data collection development for official surveys. *International Journal of Public Opinion Research*, 9, 126-145.

Aquilino, W. S. & Wright, D. L. (1996) Substance use estimates from RDD and area probability samples: Impact of differential screening methods and unit nonresponse. *Public Opinion Quarterly*, 60, 563-573.

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Biemer, P. & Witt, M. (1996). Estimation of measurement bias in self-reports of drug use with applications to the National Household Survey on Drug Abuse. *Journal of Official Statistics*, 12, 275-300.

Brody, Charles J. & Dietz, J. (1997). On the dimensionality of two-question format Likert attitude scales. *Social Science Research*, 26, 197-204.

Couper, M. P. (1996). Changes in interview setting under CAPI. *Journal of Official Statistics*, 12, 301-316.

Davis, W.D. (1997). Nonrandom measurement error and race of interviewer effects among African Americans. *Public Opinion Quarterly*, 61, 183-207.

DeLeeuw, E. D., Mellenbergh, G. J. & Hox, J.J. (1996). Influence of data collection method on structural models. *Sociological Methods & Research*, 24, 443-472.

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Kacmar, K. M. & Hochwarter, W. A. (1996). Rater agreement across multiple data collection media. *Journal of Social Psychology*, 136, 469-75.

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Scherpenzeel, A. C. & Saris, W. E. (1997). The validity and reliability of survey questions: A meta-analysis of MTMM studies. *Sociological Methods & Research*, 25, 341-383.

Schwarz, N. & Schuman, H. (1997) Political knowledge, attribution, and inferred interest in politics: The operation of buffer items. *International Journal of Public Opinion Research*, 9, 191-195.

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Spirrison, C. L., Gordy, C. C., & Henley, T. B. (1996). After-class versus in-class data collec-

tion: Validity issues. *Journal of Psychology*, 130, 635-44.

Supphellen, M., Kvitastein, O.A., & Johansen, S. T. (1997). Projective questioning and ethnic discrimination: A procedure for measuring employer bias. *Public Opinion Quarterly*, 61, 208-224.

Valliant, R. (1996). Limitations of balanced half sampling. *Journal of Official Statistics*, 12, 225-240.

Warriner, K. Goyder, J. Heidi Gjertsen, H., Hohner, P. & McSpurren, K. (1996). Charities, no; lotteries, no; cash, yes: Main effects and interactions in a Canadian incentives experiment. *Public Opinion Quarterly*, 60, 542-559.

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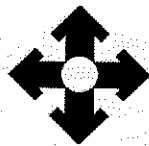
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