



SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

COLLEGE OF URBAN PLANNING AND PUBLIC AFFAIRS-UNIVERSITY OF ILLINOIS AT CHICAGO

Celebrating Thirty Years of the *Survey Research Newsletter*

Volume 1, Number 1 of Survey Research newsletter was published in March 1969, the brainchild of Robert Ferber, who established the Survey Research Laboratory at the University of Illinois in 1964 and served as its director until his death in 1981. The newsletter's objective was "to keep University (of Illinois) faculty and staff informed on work completed and in progress at their own Survey Research Laboratory and also to provide information on major studies underway at other survey centers." Obviously the newsletter's mission has grown as it now serves as a clearinghouse for information about academic and not-for-profit survey research organizations around the world.

On April 1, 1976, Dr. Ferber gave a speech to a meeting of the Midwest Business Administration Association in St. Louis on the future of marketing research and research techniques. The speech became the basis of an article in the September 10, 1976 issue of Marketing News entitled "Research techniques to become more quantitative, marketing to take on breadth of a social science." In the excerpts published here, Ferber predicts what trends will be affecting the field in the year 2000. The editors of Survey Research newsletter felt his thoughts on the rapidly approaching millennium provided an interesting and suitable way to celebrate the beginning of our thirtieth volume.

The Year 2000: A Look at Trends Affecting the Field by Robert Ferber

The future of marketing research and research techniques seems fairly clear. Largely because of computers and data files, many of which undoubtedly will be linked, research techniques will become even more quantitative.

Any researcher who cannot think multivariate in his sleep will be deported to a simple field, such as astrophysics. As in the past, marketing research will lean heavily on methods developed in economics and the behavioral sciences as well as in mathematics.

Because computer simulation will be much easier and more realistic, experiments will become more important. Laboratory experimentation in the sense of carrying out experiments on human subjects in a central location, will continue in popularity even though the results of many such experiments aren't too valid for human marketplace behavior.

One other sort of experimentation, as yet not used in marketing, may find major applications in the next 24 years: known in economics and sociology as "social experimentation," this approach sorts entire populations by statistical probability methods into experimental and control groups and then "treatments" are applied over a period of years to the experimental groups.

The negative income tax or income maintenance experiments are perhaps the most widely known current example. Although these social experiments have deficiencies and involve huge costs they do provide a measure of realism to experimentation that can sometimes be obtained in no other way. I suspect they will be used especially in the area of social marketing.

Such changes are likely in the next 24 years because of key economic, social, and technological developments, which are likely to affect marketing, and because of developments within the field itself.

Research will affect the future role of marketing in

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society in at least two ways: 1. The impact of research on societal and background factors affecting marketing and 2. The impact of research on marketing directly, partly through its impact on marketing research and partly through its impact on marketing practices.

Since marketing deals with people, let me provide some capsule comments on the way in which populations are likely to change.

1. World population probably will increase from 4 billion currently to possibly 7 billion by the year 2000 [only 6 billion]. The U.S. population will increase about 16 percent from 212 million to about 250 million [over 270 million].

2. Focusing on the United States, older people will become increasingly numerous. By the year 2000, there should be more than 30 million senior citizens (aged 65 or more) in this country, about 12 percent of the total population [almost 13%]. The proportion now is only 10 percent.

3. Concomitantly, relatively fewer children will be born. U.S. families, especially, will be smaller, the average family size will be much closer to three than it is now [correct].

4. One of the principal reasons why fewer children will be born is that women are intensely invading the labor markets on a major scale. Besides giving a big boost to the discretionary income of many families, this development is bound to accelerate the demand for those goods and services more closely geared to reducing the traditional tasks of the wife and mother. [In 1975, 44% of married women were in the labor force; now it is over 60%.]

5. An ever increasing proportion of the younger generation will go to college. The level of education of the population will continue to increase. Correspondingly, jobs increasingly will require more education.

While there will always be a place for a high school dropout who can sell bikinis to little old ladies, the level of educational skill required for particular occupations will increase substantially, as the more routine tasks are taken over by automation.

6. The theory advanced some time ago that Americans would not move so much as the country matured may not be supported. If anything, such geographic mobility could increase, judging by the fact that there is a tendency for the more educated and higher income people to move more. (Older people move less, so there are compensating factors on the other side.)

Important also is the very high likelihood that vacations and weekend trips to cottages and second homes will be much more frequent.

Implications for Marketing

Another major set of implications for the marketing of the future lies in the type of marketing technology that will be used to solve practical problems, whether of

business or of society. Clearly, there will be heavy reliance on computer technology.

Despite their current deficiencies, within another few years electronic pricing of all sorts of products and electronic transfers of funds will be almost universal in the United States, and bank checks may soon be a relic of the past. Computer technology will clearly be used even more heavily in marketing research, such as by channeling interviews directly from an interviewer into a computer to produce final tabulations, or to obtain interviews via TV consoles in homes.

For the same reasons, marketing analyses will be much more sophisticated. This will be very good in one way since many different approaches will be tested on a particular problem much more simply than is possible now.

On the other hand, there will still be plenty of room for enterprising researchers to solve problems in the wrong ways or to solve the wrong problems altogether. While IBM tells us that technology makes possible getting correct solutions much more quickly, we are not told that it also makes possible getting incorrect solutions just as quickly and more blindly.

One other major emphasis will be on concepts from the behavioral sciences, though in some areas of marketing the emphasis is already so heavy that further penetration does not seem too likely. (It was interesting to hear my colleague, Martin Fishbein, remark several months ago that marketing people had carried the Fishbein model so far that he no longer understood it—and he wanted no part of it.)

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Robert Ferber, 1922-1981

The First List

The first "List of Academic Survey Organizations" was published in Volume 1, Number 1, with a total of 18 organizations:

Population Research Laboratory
Brown University
Harold Organic, Director

Survey Research Center
University of California, Berkeley
William Nichols, Acting Director

Survey Research Laboratory
University of California, Los Angeles
Ray Jessen, Director

National Opinion Research Center
University of Chicago
Norman Bradburn, Director

Bureau of Applied Social Research
Columbia University
Allen Barton, Director

Survey Research Centre
London School of Economics and Political Science

Political Research Institute
Florida State University
Norman Luttbeg

Survey Research Program
Joint Center for Urban Studies
Harvard University
Morris Axelrod

Survey Research Laboratory
University of Illinois
Robert Ferber, Director

Dept. of Sociology
Indiana University
T. R. Balarkrishnan

Statistical Laboratory
Iowa State University
Ted Bancroft, Director

Survey Research Center
Institute for Social Research
University of Michigan
Angus Campbell, Director

Public Opinion Survey Unit
B&PA Research Center
University of Missouri
David Leuthold, Director

Survey Research Center
State University of New York, Buffalo
David Leege, Director

Institute for Social Research
Temple University
Arlen Spector, Director

Dept. of Political Science
Univ. of Texas
William Livingston



CURRENT RESEARCH

Further information on the studies described in this section should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Survey Research newsletter or the Survey Research Laboratory can not provide this information. Study summaries are accepted by Survey Research newsletter with the understanding that additional information can be released to others.

CALIFORNIA

RAND Survey Research Group

RAND

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RAND Adolescent Outcomes Project. Funded by the Center for Substance Abuse Treatment, this project will study the effects of suitable placements on the outcomes of adolescent probationers who have a history of drug use, in addition to demonstrating the exemplary nature of the Phoenix Academy drug treatment program for adolescents. Undertaken in cooperation with the Probation Department, Phoenix Academy of Lake View Terrace and other group homes in Los Angeles County, this project began conducting two-hour, in-person, PAPI interviews in January 1999 with a baseline sample of 400 adolescents between the ages of 13 and 17. Follow-up interviews will be conducted three, six and 12 months later to conclude in January 2001. Interviews will ask about drug use, school performance, legal history, family and living environment, and psychological functions. Principal Investigator: Andrew Morral; Survey Director: Patricia Ebener; Survey Coordinator: Tim Ryan.

Los Angeles Family Survey (LASFC). Begun in April 1999, the Los Angeles Family Survey (LASFC) is a several-year, longitudinal study of families and adults in Los Angeles County and of the neighborhoods in which they live. Funded by the National Institute for Child Health and Human Development, the LASFC is designed to study both family choices about neighborhoods and the effects of neighborhoods on children. This project will also provide evidence on how policy changes, such as welfare reform, can affect the neighborhoods and families. Principal Investigator: Anne Pebley; Survey Director: Jennifer Hawes-Dawson; Survey Coordinator: Shirley Nederend.

DELAWARE

Ctr. for Applied Demography and Survey Research University of Delaware

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New Castle County Police Survey. Approximately 500 residents of New Castle County who are served by the New Castle County Police were surveyed from February to March 1999 through telephone interviews. Topics include satisfaction with the service of the county police, possible tax increases, and neighborhood issues. The study was sponsored by the New Castle County Police. Principal Investigator: Edward Ratledge; Project Coordinator: Rebecca Bedford.

Behavioral Risk Factor Surveillance Survey. This is a national survey that measures health-risk factors related to hypertension awareness, cholesterol awareness, diabetes, oral health, skin cancer, tobacco use and prevention, alcohol consumption, women's health, immunization, colorectal cancer screening, injury control, HIV/AIDS, and sexual behavior. The study is sponsored by Delaware's Health and Social Services Div. of Public Health and the Centers for Disease Control and Prevention. Approximately 213 CATI interviews are to be completed each month. Principal Investigator: Edward Ratledge; Project Coordinator: Rebecca Bedford.

Patient Satisfaction Survey. The survey, sponsored by the Delaware Health Care Commission, measures respondents' satisfaction with personal doctors or nurses, specialists, health insurance companies, and collects information about overall health. Approximately 150 cases are to be completed each month. Principal Investigator: Edward Ratledge; Project Coordinator: Rebecca Bedford.

Active and Passive Tobacco Smoke Exposure, NAT2 Genotype and Breast Cancer Risk. Approximately 700 interviews are being conducted with a case group selected from the Delaware Cancer Registry between two and six months after diagnosis of breast cancer. Consent will be obtained from both the physician and potential respondent. A control group was randomly selected from the general population of Delaware women over the age of 35 who had not been diagnosed with breast cancer. Questions cover exposure to smoking, dietary habits, and physical activity, as well as general health questions. A biologic sampling using self-administered buccal swabs is also being obtained from consenting participants. The study is sponsored by the Div. of Public Health and Jefferson Medical College. Principal Investigator: Edward Ratledge; Project Coordinator: Rebecca Bedford.

ILLINOIS

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217-333-4273, fax 217-244-4408;
info@srl.uic.edu; <http://www.srl.uic.edu>

Survey of Directors of Residency Programs. The purpose of this study, sponsored by the Accreditation Council for Graduate Medical Education (ACGME) and funded by the Robert Wood Johnson Foundation, is to gather information about the evaluation practices used by residency programs in 27 core specialty areas to determine whether or not these practices have changed in response to ACGME directives. The final in a series of three questionnaires was mailed out this spring. Principal Investigator: Susan Swing, ACGME; Project Coordinator: Gloria Chapa-Resendez.

Juvenile Detention Survey. On behalf of the Illinois Office of Alcoholism and Substance Abuse, 400 face-to-face interviews will be conducted at the state's intake facilities for juvenile offenders. Principal Investigator: Lillian Pickup, OASA; Project Coordinator: Ingrid Graf.

Greater Chicago Food Depository Needs Assessment. This study examined the need for food depositories in Chicago and attempted to measure how food available through the depositories was used, to identify the backgrounds of those using the depositories, and to quantify the number of households not presently using depositories but which do not have adequate food resources. A list sample was created for the telephone portion of the study that was known to include a greater percentage of low income residents and included areas in which the presence or absence of food depositories was known. Face-to-face interviews were conducted with 69 patrons of shelters and other facilities where free meals are provided to determine how frequently patrons availed themselves of the service. Principal Investigators: Charles Hoch and Cedric Williams, UIC Center for Urban Economic Development; Project Coordinator: Amy DeGrush.

Section 8 Focus Groups. For this study, funded by CHAC, six focus groups of Chicago residents who applied for Section 8 vouchers were conducted to determine what barriers they encountered in obtaining housing. Two of the six groups consisted of residents with small families, two were of residents with large families, one of residents who were relocated out of public housing , and one for disabled residents. Principal Investigator: Susan Popkin, Urban Institute. Project Coordinator: Gloria Chapa-Resendez.

NPDB User and Non-User Surveys. The Health Resources and Services Administration has commissioned this study to determine how well the National Practitioner Data Bank is meeting the intent of the Health Care Quality Improvement Act and serving its users' needs. Three separate surveys are being developed: a) current NPDB users, b) potential Healthcare Integrity and Protection Data Bank users (who are currently NPDB users); and c) NPDB non-users. Principal Investigators: Richard Warnecke, UIC Health Policy Center/Survey Research Laboratory, and Peter Budetti, Institute for Health Services Research and Policy Studies, Northwestern Univ.; Project Director: Jennifer Parsons; Project Coordinator: Amy DeGrush.

Addiction Disability Wave V. For the fifth and final wave of this multi-year study, CAPI interviews are being conducted with approximately 200 respondents pooled from previous waves. The study goal is to determine the effects of elimination of SSI support in January 1997 for those with drug and alcohol dependency. Principal Investigator: James Swartz, TASC, Inc.; Project Coordinator: Amy DeGrush.

Illinois Poll. For its second annual statewide omnibus poll, SRL is conducting 600 telephone interviews on subjects including food safety; knowledge of and use of advanced practice nurses; growth, development, and transportation of metropolitan Chicago; neighborhood safety; perceptions of the Univ. of Illinois at Urbana-Champaign; asthma in children; and involuntary housing loss. Project Coordinator: Amy DeGrush.

CAPS City-Wide Spring Survey. Funded by the National Institute of Justice and the Illinois Criminal Justice Information Authority, this CATI study examines knowledge of and satisfaction with community policing in Chicago. About 3,000 completed interviews are expected. A dual-frame sample design is being used: approximately 60% of the telephone numbers will be RDD and 40% will be list. Approximately 75% of the list sample will receive an advance letter as part of an experiment to determine the effects of advance letters on response rates. Principal Investigators: Wes Skogan and Susan Hartnett, Northwestern Univ. Center for Urban Affairs and Policy Research; Project Coordinator: Amy DeGrush.

Validation of Gastrointestinal Tolerance Questionnaire. For this study for Abbott Laboratories, patients at two clinics who are being screened for gastrointestinal tolerance are being given baseline, followup, test and retest surveys by clinic staff about their reactions to medications and a comparison of their general health from the time of the baseline survey to when the followup survey is administered. Physicians will be completing self-administered questionnaires on those

patients diagnosed with gastrointestinal tolerance problems and how they compare to patients not diagnosed. Project Manager: Laurie Becker, Abbott Laboratories Dept. of Epidemiology and Outcomes Research; Project Coordinator: Gloria Chapa-Resendez.

INDIANA

Center for Survey Research

Indiana University

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<http://www.indiana.edu/~csr/>

31st Indiana Poll. The Indiana Poll is a statewide RDD telephone survey of adult Indiana residents conducted twice yearly by the Indiana Univ. Center for Survey Research in Bloomington, IN. The main purpose of the Indiana Poll is to provide an accurate measurement of public opinion on issues of interest for various academic, governmental and public policy researchers. Two separate instruments were fielded to avoid one 45-minute interview; 1,012 CATI interviews were completed. Topics included the lottery, taxes and the state budget surplus, the Internet, state employment services, the rights of gay and lesbian citizens, current events, crime, charitable organizations, property taxes, and general demographic questions. Project Director: John Kennedy; Project Manager: Kevin Tharp.

Indiana University Public Opinion Laboratory

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<http://felix.iupui.edu>

Assessment of Transportation Issues in the Northeast Corridor. This project, sponsored by the City of Indianapolis, assessed the public's opinions on the most important transportation and infrastructure needs in the Northeast Corridor. It also explored support for new forms of public transportation and possible funding options. More than 400 CATI interviews were completed with a random sample of adults in the Corridor area. Project Managers: Lana Bandy and Jill Bakehorn.

Indiana Residents' Opinions on State-Level Campaign Finance Reform: Wave Two. The Citizens Action Coalition Education Fund of Indiana sponsored this research to measure opinions on campaign finance reform at the state level. The goals were to find out if and how citizens are concerned about campaign finance and isolate the factors that might contribute to cynicism and mistrust of government and the electoral process. In this second wave of the research, more than 800 randomly chosen Indiana residents were interviewed. The research was completed in December 1998 and conducted on CATI. Part three of the research began

this spring. Project Manager: Jill Bakehorn.

Bloomington-Area Residents' Perceptions of the IU Auditorium and Live Performing Arts. Indiana Univ. sponsored this research to measure what type of live performing arts events Bloomington-area residents attend and how they perceive the IU Auditorium. CATI interviews with 1,172 Bloomington-area residents were completed. Project Manager: Lana Bandy.

GIPC. This project, sponsored by the Greater Indianapolis Progress Committee, assessed citizens' perceptions of various community issues, including police services, education, taxes and Unigov. More than 1,800 CATI interviews were completed in November 1998 with a random sample of adults in each of Marion County's nine townships. Project Managers: Jill Bakehorn and Elizabeth Koleszar.

Unigov. Sponsored by the *Indianapolis Business Journal*, this study was designed to determine how Marion County residents feel about the Unigov system, in which units of the Indianapolis and Marion County governments were consolidated into one civil government. The research focused on how residents thought the system affected the area and whether they wanted Unigov to be continued or discontinued. Over 270 Marion County residents were contacted by RDD and CATI. Project Manager: Lana Bandy.

Indianapolis Parks. The City of Indianapolis and the Polis Center sponsored this research conducted in September 1998. Over 1,200 CATI interviews were conducted with a random sample of Marion County residents to determine whether residents are aware of and used parks in Indianapolis, what they do at the parks, and what suggestions they have for future improvements. Project Managers: Jill Bakehorn and Lana Bandy.

State Courts. This research, sponsored by the National Center for State Courts, included a random sample of 1,200 adults across the United States plus an oversample of 300 randomly sampled Latinos and 300 randomly sampled African Americans. The goal was to measure degree of trust in various types of courts, from small claims to major criminal and civil courts. The survey also measured respondents' involvement with the courts, perceptions of the courts, and sources of knowledge about the courts. The survey was funded, in part, by the Hearst Foundation. The interviews were conducted using the CATI system. Project Managers: Brian Vargus, Lana Bandy, and Jill Bakehorn.

IOWA

Statistical Laboratory, Survey Section Iowa State University

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Study of Voice Disorders, Year II. In the second year of data collection for this case-control study, a total of 1,350 telephone interviews have been conducted with teachers and the general population, with the referent population being located through RDD. Data is being collected on frequency, risk factors, and symptoms of voice disorders. Project Coordinator: Dianne Anderson; Project Manager: Janice Larson.

ISU Student Alcohol Study. Students at Iowa State Univ. were surveyed to assess their level of alcohol use during the fall of 1998. A total of 524 telephone interviews were completed for the study conducted for the ISU Health Service. The sample, stratified by gender and type of residence, included undergraduate students living in residence halls, sororities and fraternities, and off-campus housing. Project Coordinator: Dianne Anderson; Project Managers: Janice Larson and Karen Fliehler.

ISU Daily Readership Survey. A sample of 300 ISU faculty, staff and students were interviewed by telephone to determine their readership patterns and their satisfaction with types of news coverage found in the *Iowa State Daily*, a campus student news publication. Project Coordinator: Dianne Anderson; Project Manager: Janice Larson.

MARYLAND

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The Farm Foundation. Mail questionnaires were completed by 136 people who participated in the last three National Public Policy Education Conferences. The population included extension educators and administrators, both campus and county-based, from land grant universities across the U.S. and its territories who were asked to evaluate the structure, methods, and value of the annual conference. Principal Investigator: Philip Favero.

Maryland Local Government Compensation Survey. This mail survey of 156 municipalities and 23 counties was used to obtain fiscal year 1999 salary and benefit information. It included salaries of 161 common local government positions and information on pay sched-

ules, health benefits, retirement plans, leave, and expense reimbursement. Responses were received from 100 municipalities and all 23 counties. Principal Investigator: Jennifer Good; Project Coordinator: Jeanne Bilanin.

MASSACHUSETTS

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Massachusetts Health Member Survey. The Massachusetts Div. of Medical Assistance (DMA) used the Consumer Assessment of Health Plans (CAHPS) survey instrument to collect data about the experiences of Medicaid members in the seven managed care plans that DMA offers. Data was collected using a dual-mode protocol: mail, then phone. The goal was to obtain responses from 300 adults and 300 children in each plan. Data collection was completed in April 1999. Project Directors: Floyd J. Fowler, Jr. and Patricia Gallagher.

Consumer Assessment of Health Plans (CAHPS)
Publicly Insured Adolescents Study. Four ways to collect data about the health care experiences of teenagers covered by Medicaid will be tested. Three protocols will collect some data from parents, other data collection directly from teens: (1) a telephone-only protocol; (2) a dual-mode mail/phone protocol; and (3) a mail-only protocol involving a dual-language instrument fielded to Spanish-speaking households. A comparison dual-mode protocol will have parents report for their children. A total of 1,350 returns are expected. Study Directors: Floyd J. Fowler, Jr. and Patricia Gallagher.

MICHIGAN

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Wave 2 of the Women's Employment Study. The second wave of the Women's Employment Study was recently completed for the Univ. of Michigan School of Social Work. This second wave continued the examination of barriers to employment among welfare mothers in Michigan on topics such as schooling, work experience, work readiness, job skills and credentials, experiences of employment discrimination and harassment, physical and mental health status, alcohol and drug use, family stresses including child well-being, experiences of domestic violence, and experiences in wel-

fare-to-work services and training programs. In-person re-interviews were conducted one year later with 692 of the 753 Wave 1 respondents. Survey Manager: Bruce Medbery; Study Director: Steve Pennell.

Study of Instructional Improvement. This national, school-based study of classes from kindergarten through fifth grade, funded through the Univ. of Michigan School of Education includes a year-and-a-half-long design and pilot/pretesting phase (January 1999 to August 2000) and then a six-year data collection phase (September 2000 to August 2006). This study will examine contemporary national school-intervention programs to determine what elements result in measurable increases in student performance in reading and math. Within each of 150 schools, the longitudinal study will collect data to examine: 1) the intervention program and resources it provides; 2) teacher learning and changes in practice related to the intervention; 3) student performance over time; and 4) the interaction between the intervention program and the surrounding environment, including the political, social, and economic environment. More than 20,000 children will be assessed, 900 teachers, 150 administrators and a subsample of parents will also be interviewed as part of this project. Principal Investigator: Bill Connett; Project Director: Lesli Scott.

MINNESOTA

**Minnesota Center for Survey Research
University of Minnesota**
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1998 Minnesota State Survey. This was the 15th annual omnibus survey of adults in Minnesota. A total of 802 RDD CATI interviews were completed between October and December 1998. The survey was sponsored by government agencies and the Univ. of Minnesota and included the following 13 topics: quality of life, arts, environment, volunteerism, organizational awareness, charitable contributions, political participation, technology, employment, education, the Univ. of Minnesota, the Univ. of Minnesota Cancer Center, and breast cancer. Study Director: Rossana Armson.

1998 Twin Cities Area Survey. For this 16th annual omnibus survey of adults in the seven-county Twin Cities area, a total of 800 RDD CATI interviews were completed between November 1998 and February 1999. The survey was sponsored by government agencies and the Univ. of Minnesota and dealt with quality of life, transportation, acceptable behavior, housing, agricultural products, government, environment, parks, and technology. Study Director: Rossana Armson.

Wilder Research Center

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Mortgage Foreclosure Prevention Project. From July 1992 to February 1999, more than 1,400 telephone interviews were conducted with former participants in foreclosure prevention programs at six sites in Minnesota, Oregon, Idaho, and Iowa. The survey, funded by the Northwest Area Foundation, measured how many homeowners kept up with mortgage payments for one, two and three years after receiving counseling, cash assistance, or other services. Principal investigator: Richard Chase; Survey Project Coordinator: Jim Richardson.

Washington County HealthCheck 98. In fall 1998, 778 CATI interviews were completed with adults, oversampled for households with children. The household survey, conducted for the county health department and Lakeview Hospital in Stillwater, MN, assessed health behaviors and opinions. Topics included alcohol and drug use among youth and adults, violence, physical exercise and community cohesion. Principal Investigator: Richard Chase with Douglas Clement; Survey Project Coordinator: Valeng Cha.

St. Paul Public Housing Drug Elimination Program. In fall 1998, 900 residents of 16 high-rise apartment buildings in St. Paul, MN completed a mail survey. Topics included sense of safety in the buildings and surrounding neighborhoods, specific security concerns, satisfaction with police services, and volunteer resident security programs. Principal Investigator: Pamela Larson; Survey Project Coordinator: Deb Dick.

St. Paul Public Housing Drug Elimination Program. Face-to-face interviews were completed with 400 public housing residents in Saint Paul about crime and security issues, participation in youth and adult programs, and suggestions for improving police and other services. The interviews were conducted in English, Hmong, Vietnamese, and Cambodian, using a four-point scale developed for cultural appropriateness. Principal investigator: Pamela Larson; Survey Project Coordinator: Sidney Lange.

NEW YORK

Social Indicators Survey Center School of Social Work Columbia University

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New York City Social Indicators Survey. The Center

is currently preparing to enter the field for the second wave of data collection for the NYC Social Indicators Survey, first conducted in 1997. CATI interviews were conducted in English and Spanish from a random sample of New York City families to assess the well-being of New Yorkers. The study is sponsored by the Columbia Univ. School of Social Work and is supported in part by the Office of the Provost, Columbia Univ., the Foundation for Child Development, and the Institute for Socio-Economic Studies. Principal Investigators: Irwin Garfinkel and Marcia Meyers; Project Coordinator: Bianca Lobo.

NORTH CAROLINA

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Fall 1998 Carolina Poll. Funded by the Univ. of North Carolina at Chapel Hill, the North Carolina Solar Energy Association, and the Western North Carolina Alliance, this poll was conducted between October 19 and October 30, 1998. An RDD CATI sample of 589 adult North Carolinians was interviewed about a variety of topics, including the election, electric utility restructuring, timber sales in national forests, grocery shopping habits, and violence on television. Poll Directors: Beverly Wiggins and Donald Shaw, UNC School of Journalism and Mass Communication.

Fall 1998 Southern Focus Poll. The Fall 1998 Southern Focus Poll, cosponsored by the UNC Center for the Study of the American South, Institute for Research in Social Science, and the *Atlanta Journal-Constitution* was conducted between September 23 and November 11, 1998. CATI interviews were conducted with 817 Southerners and 394 non-Southerners about family names, NASCAR, professional wrestling, and holiday traditions. All Carolina Poll and Southern Focus Poll data are archived at www.irss.unc.edu/data. Poll Director: Beverly Wiggins.

Spring 1998 Carolina Poll. Funded by the Univ. of North Carolina at Chapel Hill, this poll was conducted between March 22 and March 29, 1998. CATI interviews were conducted with 696 adult North Carolinians about a variety of topics, including tobacco, public schools, state lottery, and heart disease. Poll Directors: Beverly Wiggins and Donald Shaw, UNC School of Journalism and Mass Communication.

Spring 1998 Southern Focus Poll. The Spring 1998 Southern Focus Poll, cosponsored by the UNC Center for the Study of the American South, Institute for Re-

search in Social Science, the *Atlanta Journal-Constitution* newspaper, and the Southern Regional Education Board was conducted between February 4 and March 24, 1998. CATI interviews were conducted with 841 Southerners and 413 non-Southerners about religious and nontraditional beliefs and attitudes about public education. Poll Director: Beverly Wiggins.

Research Triangle Institute

Research Triangle Park

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Evaluation of the Opioid Treatment Program Accreditation Project.

The Center for Substance Abuse Treatment (CSAT), a component of the Federal Substance Abuse and Mental Health Services Administration, is conducting a pilot study to determine the feasibility of implementing an accreditation-based oversight system for narcotic addiction treatment programs. Research Triangle Institute (RTI), in conjunction with The Lewin Group, Inc., is conducting a three-year evaluation to examine the administrative and clinical impacts of accreditation on at least 120 narcotic addiction treatment programs participating in the accreditation initiative during 1999 and 2000. The evaluation involves a pre-post randomized control group design, including a nationally representative sample of 120 treatment facilities in 14 states. Project Director: Kathleen Lohr.

Initiative to Reduce Infant Mortality in the District of Columbia. RTI is serving as the data coordination center for this 5-year collaborative study, sponsored by the NIH Office of Research on Minority Health through the National Institute of Child Health and Human Development. The purpose is to develop coordinated projects 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. Populations being studied include inner-city pregnant or post-partum women and/or their children recruited through primary care facilities, public health clinics, or in-patient settings. Principal Investigator: Vijaya Rao; Co-Principal Investigators: Jutta Thornberry and Nabil El-Khorazaty.

Design Contract for a Survey of Gulf War Veterans.

In the aftermath of the Persian Gulf War, many veterans experienced illnesses that they attributed to wartime exposures to hazardous materials or chemical and biological warfare agents. Researchers at the Univ. of Texas Southwestern Medical Center (SWMC) in Dallas, TX, hypothesized that some veterans suffered intercurrent and psychological illnesses that might be due to

neurotoxic exposures, "Gulf War Syndrome." Under contract to SWMC, RTI designed CATI questionnaires to be administered to a scientifically representative sample survey of 8,000 Gulf War veterans, developed procedures to trace and locate sample veterans; and arranged for a subsample of telephone survey respondents to travel to SWMC for clinical examination. The design project began in 1997 and ended March 31, 1999. Survey implementation is now being planned. Project Director: Kirk Pate; Data Collection Task Leader: Anne Kenyon.

OHIO

Institute for Policy Research University of Cincinnati

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513-556-5028, fax 513-556-9023; alfred.tuchfarber@uc.edu;
<http://www.ipr.uc.edu>

The Ohio Poll. Sponsored by *The Cincinnati Enquirer* and the Univ. of Cincinnati, the Ohio Poll is a periodic, RDD CATI survey. The January ($n = 839$) poll asked Ohio adults questions on a wide range of issues, including the most important problem facing Ohio, consumer confidence, presidential and gubernatorial approval, and trial heats for the 1998 Ohio statewide elections. The January survey also examined opinions on a range of other topics, including abortion, race relations, and crime. Director: Alfred Tuchfarber.

The Ohio Poll 1998 Primary Election Surveys. Sponsored by *The Cincinnati Enquirer* and the Univ. of Cincinnati, the three Ohio Poll 1998 Primary Election Surveys were conducted in April and examined the preferences of Ohio voters on two statewide ballot issues concerning education financing for primary and secondary public schools. RDD CATI surveys were conducted with adult residents of Ohio identified as likely to vote in the primary election during the following periods: April 1 to 8 ($N = 615$), April 13 to 21 ($N = 633$), and April 22 to May 1 ($N = 809$). Director: Alfred Tuchfarber.

The Ohio Poll. Sponsored by the Univ. of Cincinnati, the May ($n = 846$), September ($n = 868$), and October ($n = 849$) 1998 Polls asked Ohio adults questions on the most important problem facing Ohio, consumer confidence, presidential and gubernatorial approval, and trial heats for the 1998 Ohio statewide elections. Individual surveys examined opinions on a range of other topics, including elementary and secondary education funding and youth smoking (May); casino gambling (September); and health care and usage of the Internet (October). Director: Alfred Tuchfarber.

The Ohio Poll 1998 General Election Surveys. Two Ohio Poll General Election Surveys, sponsored by the Univ. of Cincinnati, were conducted in October 1998 and examined the preferences of Ohio voters regarding the 1998 Ohio statewide elections. RDD CATI surveys were conducted with adult residents of Ohio identified as likely to vote in the general election during the following periods: October 2 to 7 ($N = 405$) and October 22 to 30 ($N = 1196$). Director: Alfred Tuchfarber.

Cincinnati Metropolitan Housing Authority Resident Needs Assessment Survey. This is the fourth annual survey of residents to assess their general satisfaction with CMHA housing and maintenance, neighborhood and surroundings, and enforcement of CMHA regulations. CATI interviews were conducted from September 24 to 30, 1998 with a list sample of 322 current adult residents in CMHA housing sites. Project Director: Kim Downing.

OREGON

Oregon Survey Research Laboratory University of Oregon

5245 Univ. of Oregon, Eugene, OR 67403-5245;
541-346-0824, fax 541-346-5026; osrl@oregon.uoregon.edu;
<http://darkwing.uoregon.edu/~osrl>

University of Oregon Office of Public Safety Survey. CATI interviews with 1,064 Univ. of Oregon faculty, staff and students were conducted in May 1998 about safety on campus, crime on campus, use of services provided by the Office of Public Safety, and satisfaction with the Office of Public Safety. Project Director: Toshihiko Murata; Principal Investigator: Patricia Gwartney.

Oregon Electricity Survey. Sponsored by the Public Utilities Commission and Oregon Office Of Energy, this RDD CATI survey of 400 people explored the importance of choice to consumers; their beliefs about how energy deregulation will affect price levels and stability, as well as the dependability of energy; and factors influencing their choice of suppliers, such as community involvement, public health, effects on landscape, the environment, and fish and wildlife, preferred sources of energy; and if and how much people are willing to pay more for preferred energy sources. Project Director: Kimberlee Langolf; Principal Investigator: Stephen Johnson.

Oregon Families Diverted from or Leaving TANF and Food Stamps. The Univ. of Oregon Center for the Study of Women in Society is sponsoring a panel study of families who have been directly affected by new welfare-to-work policies of Oregon Adult & Family Services. This CATI list survey (of 981 householders who

were diverted from or left Temporary Aid to Needy Families or Food Stamps approximately 12 months previously) comprises numerous indicators of family well-being outcomes and self-sufficiency, including services received for the welfare-to-work transition, labor market experience, work and family difficulties, family-friendly workplaces, returns to assistance, and education and training. Project Director: Kimberlee Langolf; Principal Investigator: Patricia Gwartney.

University of Oregon Student Attrition Surveys. This CATI list survey conducted during January 1999 intended to uncover Univ. of Oregon undergraduates' reasons for stopping out and dropping out of college. With state revenues down to just 17% of the Univ. of Oregon's budget and university revenues increasingly tied to each student's tuition dollars, the survey data will help identify interventions to assist students in completing their degrees. Project Director: Emery Smith; Principal Investigator: Patricia Gwartney.

Lane County Regional Air Pollution Authority Winter Heating Survey. What part of air articulate emission is due to wood-heated homes? This RDD CATI survey conducted during February and March 1999 helps estimate that figure with data on wood stove incidence and volume of wood consumed in one urban and one mountain community in Western Oregon. Principal Investigator: Stephen Johnson; Project Director: Emery Smith.

PENNSYLVANIA

Institute for Survey Research Temple University

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<http://www.temple.edu/ISR>

National Survey of Children, Youths, and Adults (NSCYA). Between February and October 1999, approximately 9,150 face-to-face interviews will be conducted with parents of 1 1/2 to 18-year-old children, with 11 to 18-year-old youths, and with adults. When parental consent is granted, assessment forms will be mailed to teachers. The purpose of this study is to assess the social competencies, adaptive characteristics, and behavioral and emotional problems of a nationally representative sample of children, youths, and adults. The study is sponsored by the Center for Children, Youth, and Adults, Univ. of Vermont. Principal Investigator: Thomas Achenback; Study Director: Ellin Spector.

Twin-Family Study of Health Behaviors. This national study of male twins, their spouses, and 12 to 26-

year -old children is sponsored by NIH and NIAAA. Its purpose is to examine the separate and interacting contributions of genetic and environmental influences involved in the transmission of alcoholism from parents to offspring. Approximately 4,500 CATI interviews will be conducted between May 1999 and September 2000.

Principal Investigators: Theodore Jacob (Stanford Univ.) and William True (St. Louis Univ.); Study Director: Ellin Spector.

Family Experience Study. Eli Lilly and Co. is conducting a study with atypical and typical antipsychotics to evaluate the short-term and long-term comparative efficacy in patients with schizophrenia or schizoaffective disorder. Also, the relative effects on quality of life, burden of care, health economics and safety will be evaluated. This is a double blind one-year study. Patients receive a study-related diagnostic evaluation and study-related medical services. Study Director: Ellin Spector.

WASHINGTON

Social and Economic Sciences Research Center Washington State University

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Idaho State Demand and Needs Assessment Studies: Alcohol and Other Drugs. The Univ. of Idaho and the Idaho Dept. of Health and Welfare sponsored this telephone survey of adults and adolescents in Idaho (conducted in the fall 1997 and spring 1998), in order to estimate rates of drug and alcohol use. A total of 7,518 CATI interviews were completed, including 914 interviews with youths aged 12 to 17. Principal Investigator: John Tarnai; Study Director: Marion Landry.

Survey of Child Care Clients and Families Eligible for Child Care Subsidies. This study was sponsored by the Washington State Dept. of Social and Health Services, Office of Research and Data Analysis. CATI interviews were completed with 947 Washington state families who were eligible for or receiving child care subsidies in January 1998. This survey was designed to increase DSHS's understanding of how families on public assistance find child care and to further define the issues associated with the stability and reliability of child care arrangements. The study was completed in June 1998. Principal Investigator: John Tarnai.

1998 Washington State Population Survey. Sponsored by the Washington State legislature and the Office of Financial Management, the Washington Population Survey consisted of 20-minute, CATI interviews of 7,360 state residents from an RDD sample

frame. The primary objective of the survey was to provide up-to-date estimates of the labor force status of Washington State residents. Questions were also asked about education, health, health insurance, family income, housing, and other subjects. The survey included ethnic oversamples. The study was completed in May 1998. Principal Investigators: John Tarnai and Danna Moore.

Survey of Access to Baby and Child Dentistry Enrollees and Non-Enrollees. This study was sponsored by the Univ. of Washington School of Dentistry to assess dental care issues relating to children. Mail questionnaires and telephone interviews with 561 parents/guardians of children eligible for Medicaid dental benefits in one Washington county were completed. Principal Investigator: Dretha Phillips; Study Director: Lisa Carley-Baxter.

WISCONSIN

University of Wisconsin Survey Center University of Wisconsin-Madison

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Wisconsin Works (W2) Evaluation Survey. Work has begun on a multiyear evaluation of Wisconsin's new system to replace the state's welfare program. Sponsored by the state of Wisconsin with funding from the federal government, this project seeks to evaluate the impact of some of the significant changes in this service delivery system. There will be three phases to the project: cognitive interviews (completed in 1998), a mixed-mode (CATI/CAPI) survey of 4,000 participants and a portion of their former spouses (now in the field), and reinterviews in year 2000 (CATI/CAPI). Project Director: John Stevenson.

Cancer Cluster Survey. This project, funded by the National Science Foundation, consists of a four-city mail survey of residents of communities suspected of having cancer clusters or higher than average levels of cancer risk. Principal Investigator: Craig Trumbo, UW-Madison, Dept. of Agricultural Journalism; Project Director: John Stevenson.

Graduate Student Satisfaction Survey. For the seventh consecutive year, this CATI survey of 1,200 UW-Madison graduate students is being conducted for the university's Chancellor's Office. Project Director: Jim Sweet.

Minnesota Cancer "Barriers" Survey. Twenty-minute CATI interviews will be conducted with approximately 900 women who contacted a Minnesota Dept. of Health

(MDH) hotline. The study will help assess the barriers that might exist for women in obtaining information about breast cancer and the free mammogram programs offered by MDH. Project Director : Andrea Nelson.

CANADA

University of Alberta Population Research Laboratory

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1998 Alberta Survey. For this annual omnibus survey, 1,200 RDD CATI interviews were completed with adults aged 18 and over in the province of Alberta. Study Director: Allison McKinnon; Study Coordinator: Diane Dennis.

The Settlement Experience of Refugees in Alberta. This study, sponsored by Citizenship and Immigration Canada, examined the effects of destination for refugees settling in areas outside of the province's major urban areas. Refugees and service providers were interviewed face-to-face. RDD CATI interviews were done with the general population. Principal Investigators: Harvey Krahn (Dept. of Sociology), Baha Abu-Laban (Prairie Centre for Excellence in Research on Immigration and Integration), and Tracy Derwing (Educational Psychology); Study Coordinator: Diane Dennis.

Institute for Social Research York University

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The Role and Impact of Walk-In Clinics in Ontario's Health Care System. This past fall and winter, more than 1,250 20-minute CATI interviews were conducted with randomly selected respondents (RDD) in target areas across Ontario to explore use of primary health care services in a variety of settings including walk-in clinics, family practices, and emergency departments. Forming part of a larger study, these data will help researchers compare use and quality of services in walk-in clinics with those provided in other primary care settings. Funding was provided by the Physicians' Services Incorporated Foundation. Principal investigators: Jan Barnsley and A. Paul Williams (Faculty of Medicine at the Univ. of Toronto), working in collaboration with researchers at the Univ. of Western Ontario and McMaster Univ.; Project Manager: John Pollard.



ANNOUNCEMENTS

This section is reserved for calls for papers, announcements of new publications, conferences, and other items of interest to the survey research community. Announcement limit is 200 words.

Gollin Memorial Fund Established

Albert Gollin, winner of the 1998 AAPOR Award for Exceptionally Distinguished Achievement, died on March 24, 1999. Gollin was a student of Paul Lazarsfeld, Robert Merton, and Herbert Hyman. He directed surveys at the Bureau of Applied Social Research, Columbia Univ., and at the Bureau of Social Science Research, Washington, DC, during the 1960s and 1970s. He continued his career at the research unit of the American Newspaper Publishers Association. In his memory, a fund for the advancement of public opinion research has been established at Columbia Univ. Contributions may be sent to: Albert E. Gollin Memorial Gift; c/o Mark A. Gollin, 2409 East Helen St., Seattle, WA 98112. Checks should be made out to the Columbia University School of General Studies.

Michigan Summer Institute on Survey Research Techniques

The 52nd Univ. of Michigan Summer Institute in Survey Research Techniques will be held June 7 through June 30, 1999 in Ann Arbor, MI. For further information, call toll-free 877-880-9389, email summers@isr.umich.edu, or visit the Web site at www.isr.umich.edu/src/si/.

Voting Poll Pioneer Warren Miller Dies

Warren Miller, a political science professor who was one of the foremost authorities on Americans' voting behavior and their electoral politics, died in February. Miller was a regents' professor at Arizona State Univ. and had taught there since 1982. He held various posts at the Univ. of Michigan from 1951 into the 1990s, and was a professor there from 1956 to 1980. He was active for a long time in the American National Election Studies, a program that carries out vast surveys of voters before and after every national election. For more than 20 years, he was a principal investigator for the program. In 1962, Miller founded and became the first executive director of the Inter-University Consortium for Political and Social Research, at the Univ. of Michigan. It is the largest scholarly archive for quantitative social science data in the United States.

International Conference on Establishment Surveys

A second International Conference on Establishment Surveys (ICES II) is being planned for June 18-21, 2000, in Buffalo, NY. The first ICES, held in Buffalo in June 1993, convened more than 400 experts in the design and conduct of business, agricultural, and institutional surveys. Plans are underway for short courses and software demonstrations. For more information, please contact ICES II Organizing Committee Chair John G. Kovar at Statistics Canada, 3-A, R.H. Coats Bldg., 120 Parkdale Ave., Ottawa, Ontario, K1A 0T6, CANADA, kovar@statcan.ca, phone 613- 951-8615, fax 613-951-5711.

RTI's Chicago Research Office Opens

RTI's new Chicago office opened March 1, 1999. John Loft, of the Survey Research Division, manages the office. Loft has more than 25 years of experience in survey research, specializing in health and human resources topics. He came to RTI last fall from Abt Associates Inc. to start the Chicago office. The Chicago office is at 203 N. Wabash Ave., Suite 1220; Chicago, IL 60601; phone 312-456-5241; fax 312-456-5250.

Response Rate Series to Continue

Part III of the series of articles describing the results of the response rates survey the Survey Research Laboratory conducted and has been publishing in *Survey Research* newsletter will continue with the next issue, due out in late summer 1999.



PERSONNEL NOTES

Survey Research reports on the new appointments and promotions of professional staff at academic and not-for-profit survey research organizations, as well as those of the for-profit organizations that are patrons of the newsletter.

Patty Maher has been promoted to Associate Director for the Data Services Unit at the Univ. of Michigan's Institute for Social Research, Survey Research Center. *Krishna Winfrey* has joined the Institute as a Senior Study Director and *Judi Clemens* as a Survey Manager.

Jennifer Parsons has been promoted to Assistant Director for Research Programs, Survey Research Laboratory, Univ. of Illinois at Chicago. *Martine Sagun* and *Holly Hart* recently started as senior project coordinators. Sagun had been a Research Associate at the

Children's Home and Aid Society of Illinois; Hart was in a post-doctoral position at the Foley Center for the Study of Lives, Northwestern Univ.

Andy Smith is the new director of the Univ. of New Hampshire Survey Center. He had been with the Univ. of Wisconsin at Milwaukee Institute for Survey Policy and Research.

Kathy Briar-Lawson is now director of the Social Research Institute, Univ. of Utah.

Ronald Langley is now director of the Survey Research Center at the Univ. of Kentucky. *Patricia Gallagher* has been appointed to the position of Senior Research Fellow with the Center for Survey Research at the Univ. of Massachusetts Boston. She formerly served as a Senior Assistant Study Director.

Debra Wright has joined the Univ. of Wisconsin Survey Center as a full time Project Assistant.

Mathematica Policy Research has hired *Susan Bokan*, as a Survey Researcher and *Julie Johnson* and *Claire Wilson*, as Survey Specialists in its Washington, D.C. office. At its Princeton office, *John Adams* has been hired as a Senior Program Analyst, *Dong Chen* as a Programmer, and *Walter Williams*, *Marsha Giletto*, and *Frida Milton* as Survey Associates.

Deepak Shenoy has joined the Southern Focus Poll staff as a data analyst, and *Natalia Deeb-Sossa* as field director at the Institute for Research in Social Science at the Univ. of North Carolina at Chapel Hill.

Research Triangle Institute is pleased to announce new staff who have joined its Survey Research Division.

Gordon Bowie is a Research Survey Specialist 2 (was Survey Director at NORC). *Antonieta Diaz* is a Survey Specialist 3 (was Data Preparation Coordinator at NORC). *Michael Link* is a Survey Manager in Research Triangle Park (was Assistant Director of the Survey Research Laboratory in the Institute of Public Affairs at the Univ. of South Carolina). *Laura McCormac* is a Survey Specialist 3 (was previously Survey Specialist 3 at NORC). *Ward Sax* is Manager of the Survey Support Department (was at Discovery Research Group in Salt Lake City). *Toby Singer* is a Research Survey Specialist 2 (was Survey Director at NORC). *Lisa Thalji* is a Senior Research Survey Specialist 2 (was Senior Survey Director and a Survey Operations Center Manager at NORC). *Nancy Trevarthen* is a Research Survey Specialist 1 (was Survey Coordinator at RAND). *Gordon Willis* is a Senior Research Statistician/Psychologist in RTI's Rockville, MD, office (was Senior Research Statistician/Psychologist, Office of Research and Methodology at the National Center for Health Statistics).



Job Opportunities

This section contains listings of employment opportunities in survey research organizations. Listings can be sent to the editors at the address in the newsletter or emailed to survey@srl.uic.edu. Survey Research does not charge a fee for these postings.

The Survey Research Center (SRC) at the Univ. of California, Berkeley seeks candidates for the **Director of Survey Operations** (DSO). Along with the faculty Director of the SRC, the DSO has primary responsibility for developing and selecting projects based upon their scientific merit and technical feasibility. The DSO directs the SRC's survey operations including fieldwork and administrative, statistical, and technical services. Candidates must have substantial experience and background managing survey research operations employing all types of samples and methodologies (e.g., list and RDD samples; mail, telephone, and in-person surveys). They should be familiar with survey research involving multilanguage and hard-to-reach populations, sensitive topics, and embedded experiments and complex flow. Specialized knowledge of CATI instrumentation, especially CASES, is highly desirable. Candidates must have extensive knowledge of social science research designs and analysis, factors determining survey costs, and proven ability to manage multimillion dollar contract and grant research projects. Doctorate in the social sciences or equivalent work experience is required. Send CV to: UC DATA, c/o Fern Glover, 2538 Channing Way, Berkeley, CA 94720 by May 15, 1999. For further information, contact Henry Brady, Director, Survey Research Center, at 510-642-3008 or hbrady@bravo.berkeley.edu. EEO/AA.

The RAND Survey Research Group has openings for **Survey Coordinator** and **Assistant Survey Coordinator**. A Survey Coordinator must have thorough knowledge of data collection procedures, particularly telephone surveys and field projects, and be familiar with most aspects of data collection including instrument design and pretesting, carrying out sampling plans, survey management, and reporting of methodological results. An Assistant Survey Coordinator must have working knowledge of at least one data collection procedure, preferably telephone or field survey experience and have familiarity with some aspects of instrument design, pretesting, and survey management. All coordinator positions require a B.A. minimum and a Master's is a plus. The ability to use computerized data collection software (especially CASES), spreadsheets, word processing, and database management software is also preferred. For more information, visit www.rand.org/reaching/employment.

The Univ. of Wisconsin Survey Center is accepting applications for the position of **Associate Director**. Applicants should have a wide range of experience in all phases of survey research; they should also have experience in project management, supervision of professional staff, and working with a wide range of clients. To receive a copy of the official vacancy listing, contact James Sweet, Univ. of Wisconsin Survey Center, 4412 Social Science Building, Univ. of Wisconsin, Madison Wisconsin, 53706; sweet@ssc.wisc.edu.

The Research Triangle Institute currently has openings for **Survey Managers** and **Senior Survey Directors** in its offices located in Research Triangle Park, NC; Washington, DC; Rockville, MD; and Chicago. Survey Manager candidates must have a bachelor's degree with a background in social science research methods, and three or more years of experience in survey research design and implementation. Senior Survey Director candidates must have 10 or more years of experience as a project director, principal investigator, or in other senior management or scientific roles on research contracts. RTI offers competitive salary and excellent benefits. Interested applicants should send resume with salary requirements to: Kirk Pate; Research Triangle Institute; P.O. Box 12194; Research Triangle Park, NC 27709 (or email dkp@rti.org). To learn more about RTI, please visit our Web Site at: <http://www.rti.org>. EOE/AA M/F/D/V.

The Univ. of Nevada, Las Vegas, seeks to fill the position of **Director of the Cannon Center for Survey Research**. The director is responsible for overseeing all aspects of the operation of the center including providing administrative leadership, client development, research planning and design, questionnaire construction and review, budget supervision, grant and contract development, report preparation, and recruitment and supervision of center staff. Founded in 1977, the center operates a 15-station CATI system for telephone surveys but also conducts mail and face-to-face survey projects. The Center is a university facility but is housed in the College of Liberal Arts. Applicants should have a Master's or Ph.D. in the social sciences and have experience in survey administration. Experience with multiple survey methods and statistical analysis is also preferred. Position is contingent upon funding. Position also carries an instructional appointment at Assistant Professor, non-tenure track and 12-month, with a minimum teaching load in the department consistent with applicant's background. Candidates should send letter of application, vita, and address information for three references to James Frey, Dean, College of Liberal Arts, 4505 S. Maryland Parkway, Las Vegas, NV 89154-5001, phone: 702-895-3401, or email to: frey@nevada.edu. Review of applications began April 15 and will continue until the position is filled. Additional

information on the center and the university can be obtained from the UNLV Web site: <http://www.unlv.edu>. AA/EEO/M/W/D.

Mathematica Policy Research has openings for **Senior Survey Researcher, Survey Specialist, Systems Analyst, and Programmer**. For more information, contact Esther Siach-Bar at Mathematica Policy Research, P.O. Box 2393, Princeton, NJ 08536-3345.



Publications

This section contains references for publications on survey research methodology. They are not available from Survey Research or the Survey Research Laboratory.

- Beniger, J. R. (1998). Presidential address: Survey and market research confront their futures on the World Wide Web. *Public Opinion Quarterly*, 62, 3, 442-452.
- Gelman, A. & Little, T. C. (1998). Improving on probability weighting for household size. *Public Opinion Quarterly*, 62, 3, 398-404.

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- Schaefer, D. R. & Dillman, D. A. (1998). Development of a standard e-mail methodology: Results of an experiment. *Public Opinion Quarterly*, 62, 3, 378-397.
- Sinclair, M. D. & Gastwirth, J. L. (1998). Diagnostic test methodology in the design and analysis of judge-jury agreement studies. *39 Jurimetrics Journal*, 59-78.
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- Winkielman, P., Knäuper, B., & Schwarz, N. (1998). Looking back at anger: Reference periods change the interpretation of emotion frequency questions. *Journal of Personality and Social Psychology*, 75, 3, 719-728.

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