



# SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY  
COLLEGE OF URBAN PLANNING AND PUBLIC AFFAIRS, UNIVERSITY OF ILLINOIS AT CHICAGO

## The Impacts of Technology on Survey Data Collection

Mike Sheridan, Statistics Canada

*The following is a shortened version of the keynote speech delivered at the 2001 International Field Directors and Technologies Conference in Montreal May 21.*

Thank you very much for inviting me to open this conference; I am really pleased to be here. Today I'd like to speak about technology and my observations as to whether we are "leaders or followers." Is it evolution or revolution? What are the "future" impacts of our collective technological innovations in data gathering capacities and on statistical organizations?

As a purveyor of statistical information, I am concerned not just with the management and cost of the evolution of technology in data gathering activities but the actual impact of the perceptions of the activity. My concerns rise from two factors. The first is the public's comfort zone with the relationship between and interaction of technology, information, and privacy. The second is some of the areas of inquiry into which we are now edging, especially as we collect more personal and attitudinal data that are intended to feed policy or information requirements in the areas of social cohesion, social capital, and health outcomes. These measures are not like labour market information, where we define employed persons, unemployed persons, and persons not in the labour force, or, for that matter, income and income distributions. These new areas of interest get us into some very sensitive and personal

issues, areas that I believe are necessary to explore in a statistically appropriate sense—but areas where we begin to tread on respondents' privacy thresholds.

I would like to spend a few minutes on the future—not in regard to the shifting nature of the content of our surveys but with respect to the tools we use to get that information. I am going to make some criticisms of our craft, and to do that, I am going to toss out a list of ten points that concern me about the interfaces among technology, privacy, and information data tools. My intent here is to keep these points rather generic and leave it for you to round out the list with any points that I've missed.

1. We need to be more careful about the amount of money, attention, and research devoted to technological advances, because they usually come at the expense of respondent relations. The issue here is a *balanced allocation*.
2. The notion that respondents, especially households, have a "burning desire" to complete questionnaires using the technology we define (for example, the Internet) is one that needs much more proof, especially given the digital divide emerging in many technologically advanced countries.
3. Data collectors in the new technology collection world have started to lose some of the close collaboration with subject matter specialists that previously existed in the paper world.
4. Collection activities are primarily structured on operational systems. These collection systems, especially in large statistical organizations, tend to grow from the stimulus of one or a few requirements, and then the vehicle is exploited for a variety of useful additional products at an attractive marginal cost—that's the "upside." The "downside" is that these collection systems tend to

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become overused, overburdened, and oversubscribed, making change difficult and reducing the degrees of flexibility to introduce it.

5. While technological advances in data collection systems offer tremendous opportunities, they also mean tremendous investments in training and upgrading of human resource skills. This is an area where we may not have kept pace with the huge advances in software and hardware. Some collection organizations are seeing emerging human resource issues of “winners and losers” within their own staff.
6. Even when advantageous and feasible, technological innovations in data collection cannot evolve independent of the general nature and norms of the statistical agency, be it a national, state, or private sector enterprise. This reality very much defines the pace of both evolution and revolution.
7. The majority of collection innovations are evolutionary, not revolutionary. Some succeed and some fail, but they all impact the organization of data production. Innovation needs to be integrated, both in the strength of an organization and in knowledge development. Innovation and technological advances need to be managed to maintain some degree of stability and continuity of information products.
8. The management of collection innovations is not and cannot be a process of waiting for a few occasional dramatic revolutions but rather must be an ongoing pursuit of creative advancements. However, the pace of these advances may be dictated by outside factors over which you have little or no control.
9. In the context of innovation of collection technologies, there are far too many “flavour of the week” applications being designed, promoted, and used—in many instances, to the detriment of the long-term stability and viability of our overall collection programs.
10. Finally, data from our recent General Social Survey of Internet Use tell us that 72% of Internet users are concerned about security and 66% express concerns about personal privacy. I suspect that our trade is going to be pressed quite hard to address respondents’ privacy issues and concerns in a much more proactive way. We collectively need to do a lot better on this front, and if we don’t do it of our own initiative, then public or regulatory agencies will do it for us, and if *they* don’t, our respondents will.

I believe that the prevailing popular view among respondents is that “technology” makes it easier to

compromise individual privacy, that the significant and substantive advances in data collection and the ability to retrieve and manipulate data have given the data collectors and users a “leg up.” In this business we all get tarred with the same brush. The ethical questions around privacy, confidentiality, and the technology interface are not compartmentalized in respondents’ minds. So the manner in which a private sector market research firm protects or compromises data privacy gets labeled to academics, government, non-government organizations, and, in the end, all data collectors and purveyors of statistical information. We end up getting a collective reputation.

I think it is important for all of us to not merely understand the privacy/technology interface but to actually line up our data collection and production activities in a manner that goes beyond paying “lip service” to privacy and actually incorporates it into the daily activities of our organizations. The ten principles are simple, although the implementation perhaps is far more complex. How do you personally fare on this list? More importantly, how does your organization stack up?

**Principle 1: Accountability.** An organization is responsible for personal information under its control and should have a designated individual or individuals who are accountable to respondents for the organization’s personal information holdings.

**Principle 2: Identified purposes.** The purposes for which personal information is collected need to be identified at or before the time we collect it.

**Principle 3: Consent.** The knowledge and consent of the individual are required for the collection, use, or disclosure of personal information.

**Principle 4: Limiting collection.** The collection of personal information should be limited to that which is necessary for the purpose identified by us, so there should be no indiscriminant collection of personal information. Indeed, we should prevent *any* misleading “rationales” for collection.

**Principle 5: Limits to use, disclosure, and retention.** Personal information should not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual. Further, the personal information should be retained only for the period required by its collection in the first place.

**Principle 6: Accuracy.** The information needs to be accurate, complete, and as up-to-date as necessary for the purpose for which it is to be used.

**Principle 7: Safeguards.** Personal information should be protected by security safeguards appropriate to the sensitivity of the information.

**Principle 8: Openness.** Being open about our policies and practices with respect to the management of personal information needs to be reinforced.

**Principle 9: Access.** You or I should be able to get a copy of our personal information when we request it, and you or I should be able to challenge both its accuracy and completeness.

**Principle 10: Providing recourse.** You or I should be able to address a challenge concerning compliance with the nine other principles—we should be able to receive and respond to complaints or inquiries about how we handle personal information.

These seem to me to be both rational and reasonable demands to put on ourselves and our colleagues, yet I remain unconvinced that we have subscribed to these principles as closely as we could or should.

Collection technology and field operations—the most interesting and action-driven slice of the domain we call survey research—has expanded exponentially over the last decade, and that expansion is going to continue. We are going to have meet the challenges of this fast-paced evolution. I am pretty confident that the innovations and change in the last ten years will be outstripped in the next five; we are going to be on an evolutionary treadmill that will require us collectively and individually to move faster and be more nimble. I suspect that the better we get at collecting data with technological advances, the more resistance we are going to get from our respondents. I think we are going to face a situation where the demand for credible statistical information will continue to increase, as will users' ability and capacity to "mine it." The tools to collect it will evolve to a higher level, making us fit better into a digital world. But I expect that respondents' taste for our trade will decline in a significant and substantive manner, and both people and businesses will be far more likely to say, "No, forget it." Their suspicion levels will rise in a direct reverse correlation with our technology advances. Trust will diminish.

We practice a marvelous and important science, and you are the leaders in the part that makes or breaks the rest of this statistically grounded scientific activity. If we don't have the data, the information doesn't exist, and a future without good information is not the place I want to be.

*Mike Sheridan is Assistant Chief Statistician, Social, Institutional, and Labor Statistics at Statistics Canada.*

## 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. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by Survey Research with the understanding that additional information can be released to others.*

### ILLINOIS

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

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

**Success for All Evaluation.** This study will evaluate the impact of *Success for All*, a school reform model targeting high poverty schools and at-risk students. NORC will work on this project under contract with the Success for All Foundation (SFAF). The evaluation will include testing approximately 9,000 children in Fall 2001 and Spring 2002, 2003, and 2004. *Principal Investigator:* Robert Slavin (SFAF), *Project Manager:* Mike Reynolds.

**Moving Math Standards.** This study examined mathematics standards in the 4th and 7th grades at approximately 1,200 U.S. schools. Over 1,100 school principals returned the questionnaire. NORC served as a sub-contractor to the American Institutes for Research (AIR) for this study sponsored by the U.S. Department of Health and Human Services. *Principal Investigator:* Mike Garet (AIR), *Project Manager:* Marie Halverson.

**Alternative Approaches to Evaluating Public Policy.** Sponsored by a grant from the National Science Foundation (NSF), this study will explore new models for evaluating public policy that incorporate aspects of the structural approach and the treatment effect approach to program evaluation. *Principal Investigator:* James Heckman (Univ. of Chicago).

**Topics in Economic Dynamics and Time Series.** Also sponsored by NSF, this project includes the exploration of (1) a new approach to characterizing nonlinearities in weakly dependent time series, (2) economics in which private agents and policy makers

confront model misspecification, and (3) age-observable implications of dynamic models under uncertainty with human capital and portfolio investment. *Principal Investigator*: Lars Hansen (Univ. of Chicago).

### **Survey Research Laboratory (SRL) University of Illinois at Chicago**

412 S. Peoria St., Sixth Floor, Chicago, IL 60607-7069;  
312-996-5300; fax 312-996-3358 or  
505 E. Green St., Suite 3, Champaign, IL 61820-5723;  
217-333-4273, fax 217-244-4408;  
info@srl.uic.edu; http://www.srl.uic.edu

**Treatment Outcomes and Performance Pilot Studies (TOPPS) II.** The goal of TOPPS II, which is funded by the Center for Substance Abuse Treatment (CSAT), is to develop methods to measure outcomes and performance of substance abuse treatment centers throughout the U.S. On behalf of the Illinois Office of Alcoholism and Substance Abuse (OASA), SRL currently is administering a follow-up questionnaire to 600 respondents (by CAPI and CATI) 9 months after their admission to treatment facilities throughout the state of Illinois; at admission, respondents completed a baseline instrument. Interviews began in March and will continue through April 2002. Also, SRL recently completed substudies to test the reliability and validity of the CSAT instrument that measures outcomes and performance of drug and alcohol treatment facilities. *Principal Investigators*: Richard Sherman and Peter Gaumond (OASA), *Project Coordinator*: Christine Orland.

**PCB Exposure Survey.** SRL is conducting approximately 600 CATI interviews with former employees of the LaSalle Electrical Utilities Company (EUC), a manufacturer of electrical equipment that closed in 1981. EUC used polychlorinated biphenyls (PCB), as well as other organic compounds, to manufacture capacitors. The study's purpose is to examine former EUC employees' work and medical history and to examine their offsprings' medical, developmental, and educational histories. Interviews will be completed by the end of September. *Principal Investigator*: Victoria Persky (School of Public Health, Univ. of Illinois at Chicago), *Project Coordinator*: Jane Burris.

**Aging and Sense of Control—Wave 3.** This project is Wave 3 of a panel study concerning aging, status, and individuals' sense of control. SRL completed telephone tracking of respondents from the previous wave to update telephone and address information and will conduct a final interviewing wave with approximately 1,000 respondents between August and November. *Principal Investigator*: John Mirowsky (Ohio State Univ.), *Project Coordinator*: Dan Levins.

## **PATRONS**

- **Abt Associates, Inc.**
- **American Association for Public Opinion Research**
- **U.S. Bureau of the Census**
- **Institute for Policy Research, University of Cincinnati**
- **Institute for Survey Research, Temple University**
- **Marketing Systems Group**
- **Mathematica Policy Research**
- **National Center for Education Statistics**
- **National Center for Health Statistics**
- **National Opinion Research Center, University of Chicago**
- **Opinion Research Corporation**
- **Research Triangle Institute**
- **Section on Survey Research Methods, American Statistical Association**
- **Survey Research Center, University of Michigan**
- **Survey Research Laboratory, University of Illinois at Chicago**
- **Survey Section Statistics Library, Iowa State University**
- **Westat**

**Longitudinal Survey of Youth Leaving Foster Care.** This face-to-face study aims to determine the level of services received by teenage youth exiting foster care in Illinois and to evaluate youths' preparedness for independence. SRL currently is administering baseline instruments to youth and expects 75 completes by October. Follow-up interviews will be conducted with youth one year after they exit foster care. *Principal Investigator*: Gail Tittle (Children and Family Research Center, School of Social Work, Univ. of Illinois at Urbana-Champaign), *Project Coordinator*: Ingrid Graf.

**Mixed Income Housing Survey.** Advance letters were sent to residents of a Chicago housing development, inviting them to call SRL to participate in a survey. The questionnaire included items about a special Section 8 program in which some were participating. SRL conducted CATI interviews with 90 residents, each of whom received \$10 for participating. The MacArthur Foundation provided funding. *Principal Investigator*: Alex Schwarz (Robert Milano Graduate

School, New School Univ.), *Project Coordinator*: Isabel Calhoun Farrar.

**Chicago United (CU) Corporate Diversity Survey.** CU is a Chicago coalition of metropolitan business leaders pursuing specific public and private sector initiatives in which business interests and race relations intersect. To determine the amount of racial and ethnic diversity that exists at the highest levels of top Chicago corporations, Chicago United has sent mail questionnaires to over 150 companies. SRL assisted in questionnaire development and will analyze the results and prepare a report of the findings. *Principal Investigator*: Carolyn Nordstrom (Chicago United), *Project Coordinator*: Lisa Kelly-Wilson.

**Chicago Alternative Policing Strategy (CAPS) 2000 Survey.** To evaluate the effectiveness of the CAPS program, SRL interviewed 2,499 Chicago residents about crime, safety, and police response. CATI interviews were conducted in English and Spanish. The National Institute of Justice funded this study. *Principal Investigator*: Wes Skogan (Institute for Policy Research, Northwestern Univ.), *Project Coordinator*: Julie Dowse.

**Neighborhood Violence Prevention Evaluation—Wave 2 of Adult Study.** This study, a follow-up to a recent SRL study, is gathering information from an additional 100 adult residents (age 25 or older) from each of 4 Chicago communities (Austin, Logan Square, Southwest Cluster, South Chicago) on their perceptions of violence in their neighborhoods and what sorts of violence prevention initiatives are underway. CATI interviews began in June and are expected to be completed in August. *Principal Investigator*: Gary Slutkin (School of Public Health, Univ. of Illinois at Chicago), *Project Coordinator*: Dan Levins.

## KANSAS

### **CATI Laboratory School of Family Studies and Human Services Kansas State University**

312 Justin Hall, Manhattan, KS 66506-1403  
785-532-1480, fax: 785-532-5505;  
bobp@ksu.edu; <http://www.ksu.edu/humec/fshs/fshs.htm>

**Substance Abuse Treatment Effectiveness Follow-up Study.** The CATI Laboratory is contacting clients who entered a state-assisted substance abuse treatment facility six months earlier and administering the follow-up version of the Addiction Severity Index. Clients' reported status at follow-up is being compared

with how they indicated they were doing at admission and discharge.

## MICHIGAN

### **Survey Research Center (SRC) Institute for Social Research University of Michigan**

P.O. Box 1248, Ann Arbor, MI 48106-1248  
313-763-5039, fax: 313-764-5193;  
bpennell@isr.umich.edu; <http://www.isr.umich.edu>

**Mt. Sinai Youth Study.** The Community Youth Study is the third wave of a multi-wave project examining etiologic determinants of changes in drug use and other problem behaviors between adolescence and young adulthood and the consequences of drug use on individual functioning. SRC is conducting in-person interviews with approximately 670 African American and Puerto Rican youth in the New York metropolitan area and telephone interviews with those who have moved from the area. The National Institute on Drug Abuse is providing funding. *Principal Investigator*: Judith Brook (Mt. Sinai School of Medicine), *Study Director*: Kirsten Alcsér, *Survey Manager*: Bruce Medbery.

**Panel Study of Income Dynamics.** Approximately 7,300 CAPI interviews will be completed from March through September 2001 for this national, multi-generational, longitudinal study started in 1968. Survey topics include family employment, income, assets, expenses, and charitable donations, and findings will further understanding of the dynamics of families' economic well being. Major funding is being provided by the National Science Foundation. *Primary Investigator*: Frank Stafford, *Survey Manager*: Lloyd Hemingway.

**Assistive Devices Survey.** The aim of this project is to establish prevalence rates of persons with disabilities in the general population and quantify the need for, usage of, and knowledge about assistive technology and information technology. SRC completed a pretest in January with 250 individuals, and a pilot test is underway. Sampling methods include RDD and targeted list samples. The funder is the Rehabilitative Engineering Society of North America through the National Institute for Disability Rehabilitation Research. *Primary Investigator*: Nat Ehrlich, *Survey Manager*: Megan Turf.

## Survey Research Soliciting Lead Articles for Upcoming Issues

The *Survey Research* newsletter is extending an invitation to those in the survey research field to submit original work on topics of interest to the survey research community—such as methods for reducing nonresponse, experience with Web surveys, and strategies for recruiting and maintaining interviewers—for inclusion in an upcoming issue. Submissions should be between 750 and 1,500 words and can be sent to [krish@srl.uic.edu](mailto:krish@srl.uic.edu).

### MINNESOTA

#### Minnesota Center for Survey Research University of Minnesota

2331 University Ave. S.E., Suite 141, Minneapolis, MN  
55414-3067  
612-627-4282, fax: 612-627-4288;  
<http://www.umn.edu>

**Twin Cities Area Survey.** For the 18th annual omnibus survey of adults residing in the seven-county Minneapolis/St. Paul area, 803 RDD CATI interviews were completed between November 2000 and March 2001. Sponsored by government agencies and the Univ. of Minnesota, the study addressed quality of life, transportation, children, acceptable behavior, government, environment, housing, the United Way, and technology. *Study Director:* Rossana Armson.

**Teen Pregnancy Prevention Survey.** This survey assessed the impact of the Minnesota *Education Now and Babies Later* and *Abstinence Education Community Grant* programs on the knowledge, attitudes, and practices of parents of youth age 10–14 who live in communities where the programs are operating. Grant-funded and non-grant-funded communities also were compared. The Minnesota Dept. of Health funded the study. A total of 961 CATI interviews were completed in March. *Study Director:* Rossana Armson.

**Survey of Child Care Providers.** Completed in September 2000, this mail survey collected information about training experiences and preferences for electronic training in the child care profession. Questionnaires were returned by 582 family child care providers in Iowa, Minnesota, North Dakota, South Dakota, and Wisconsin. The study was conducted for the e-training company on behalf of Resources for Child Caring and was funded by the McKnight Foundation. *Study Director:* Rossana Armson.

**Survey of Child Care Center Directors.** This CATI survey was completed in September 2000 with 301 child care center directors in Iowa, Minnesota, North Dakota, South Dakota, and Wisconsin. The goal of the study was to gather information about interest in electronic training related to child care in order to develop new training options for staff and administrators. The study was conducted for the e-training company on behalf of Resources for Child Caring and was funded by the McKnight Foundation. *Study Director:* Rossana Armson.

### NORTH CAROLINA

#### Statistics, Health and Social Policy Unit Research Triangle Institute

3040 Cornwallis Rd., P.O. Box 12194, Research Triangle Park, NC 27709  
919-541-7008, fax: 919-541-7004;  
[rak@rti.org](mailto:rak@rti.org); <http://www.rti.org>

**Assisted Living for the Frail Elderly.** Funded by the Office of the Assistant Secretary for Planning and Evaluation, U.S. Dept. of Health and Human Services, this study examined the role of assisted living facilities from the perspective of staff, administrators, and residents. A stratified national probability sample was drawn based on level of services and amount of privacy provided by facilities. RTI conducted a telephone survey with 200 facility administrators and in-person onsite interviews in 300 facilities. During on-site data collection, RTI interviewed about 1,900 residents or their proxies, 600 staff, and 300 administrators and completed a walk-through observation of each participating facility. *Project Director:* Kristina Ahlen.

**Dallas Heart Disease Prevention Project.** This study is being sponsored by the Southwestern Medical Center at the Univ. of Texas, under a grant from the

Donald W. Reynolds Foundation. Field interviewers are screening 15,000 addresses in Dallas Co. and conducting CAPI interviews with about 6,000 respondents age 18–65. Interviewers also are measuring respondents' blood pressure and weight, and respondents age 30–60 are being asked to provide blood and urine samples and undergo a special clinical examination. *Project Director:* Wendy Visscher, *Survey Director:* Kristina Ahlen.

#### **National Early Intervention Longitudinal Study.**

Approximately 950 CATI interviews will be completed this fall for kindergarten-eligible children who are participating in this SRI International study of early intervention services. Topics include functional, developmental, behavioral, and health-related characteristics of the child; demographic characteristics of the family; preschool and kindergarten experiences, including the receipt of special education; family satisfaction; home environment; and child care. *Principal Investigator:* Kathy Hebbeler, *Project Coordinator:* Susan Kinsey.

## **OHIO**

### **Institute for Policy Research (IPR) 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>

**The Greater Cincinnati Survey.** This semi-annual omnibus survey of Cincinnati-area adults on public knowledge, attitudes, and behavior is funded by multiple external agencies and organizations. The Fall 2000 survey was conducted in two waves (Nov.–Dec. N=1,560; Dec.–Jan. N=1,588). RDD CATI interviews were conducted with adult residents of the eight-county Greater Cincinnati area about transportation issues, charitable contributions, donations and transplants of human organs, and Cincinnati pollution. The Spring 2001 survey also was conducted in two waves. In the first wave, conducted in May, 1,145 adults living in the Hamilton County, Ohio, area were interviewed about transportation issues, mental retardation and developmental disability services, parks, and Appalachian heritage. In the second wave, conducted in May and June, 1,500 residents of the eight-county Greater Cincinnati region were asked about health issues, city services, and future educational interests of family members. *Principal Investigators:* Terri Byczkowski, Kim Downing, Eric Rademacher, Thomas Shaw, and Al Tuchfarber.

**2000 Village of Amberley Survey.** This mail survey of 687 residents of the Village of Amberley, Ohio, asked residents about their interests and needs, including sources of satisfaction and dissatisfaction with the quality of life in Amberley, household attitudes, and opinions about several issues facing the Village. Questionnaires were returned in October and November 2000. *Project Director:* Eric Rademacher.

#### **Second Chance Trust Fund Anatomical Gift**

**Survey.** In January and February, RDD CATI interviews were conducted with 2,118 adult residents in four regions of Ohio. The primary purpose of the survey was to gather information about Ohioans' attitudes, knowledge, and awareness of organ, tissue, and eye donation. *Project Director:* Kim Downing.

#### **Child Health and Well-Being in the Tri-State Area.**

In November 2000, IPR conducted CATI interviews with 2,287 randomly-selected primary caregivers of children in a 29-county Ohio-Kentucky-Indiana tri-state area. The study's purpose was to provide policy makers, decision makers, public agencies, and academicians with population-based information to describe and monitor the health and well-being of the region's children. *Project Director:* Terri Byczkowski.

**Stroke Risk Factor Study.** This CATI survey was conducted between July and November 2000 and involved interviews with 2,173 randomly-selected adults in five Greater Cincinnati area counties. The study's purpose was to measure resident awareness about stroke risk factors and warning signs and health status. The project was conducted for the Greater Cincinnati/Northern Kentucky Stroke Team and replicated a 1995 study conducted by IPR on behalf of the Stroke Team. *Project Directors:* Al Tuchfarber, Annette Georgin, and Eric Rademacher.

## **OREGON**

### **Oregon Survey Research Laboratory (OSRL) University of Oregon**

5245 Univ. of Oregon, Eugene, OR 97403-5245  
541-346-0824, fax: 541-346-0388;  
osrl@oregon.uoregon.edu;  
<http://darkwing.uoregon.edu/~osrl>

**Reservations Northwest.** In October 2000, OSRL completed 405 interviews (random from list) for the Oregon Parks and Recreation Dept. The survey examined campers' experiences in Oregon and Washington campgrounds and their thoughts about the telephone reservation system. *Principal Investigator:* Patricia Gwartney, *Project Director:* Vikas Gumbhir.

**Oregon Annual Social Indicators Survey (OASIS) 2000.** OSRL completed 905 RDD interviews with Oregon residents in November 2000. Oregon Parks, Oregon Dept. of Transportation, Oregon Research Institute, and ECO Northwest sponsored this annual omnibus survey. Questions concerned news media credibility, transportation, parks, casino and WWW gambling, the environment, voting, household smoking bans, and other issues. The PI's graduate survey methodology seminar included several methodological experiments. *Principal Investigator:* Patricia Gwartney, *Project Director:* Vikas Gumbhir.

**Smoking Survey.** During winter 2000–01, OSRL interviewed adult and teenage smokers and non-smokers nationwide to study smoking-related behaviors, beliefs, and knowledge (N=778, RDD and list). *Principal Investigators:* Neil Weinstein (Rutgers Univ.) and Stephen Johnson, *Project Directors:* Toshihiko Murata and Kimberlee Langolf.

**DMV Call-in Services Customer Satisfaction Survey.** The Oregon Dept. of Transportation's Driver and Motor Vehicles Branch provides many services from phone centers, which are located mainly in women's prisons and receive nearly two million calls annually. This study assessed public opinion about phone agents' services. In March, OSRL interviewed 405 recent help-line callers (random from list, in Spanish and English). *Principal Investigator:* Patricia Gwartney, *Project Directors:* Vikas Gumbhir and Brian Wolf.

**Motor Carrier Weight Mile Tax Structure and Rate Survey.** This survey for Oregon Dept. of Transportation's Motor Carriers Division assessed how Oregon's road tax structures affect trucking firms' choices to haul certain goods. In April, OSRL completed 385 interviews from a nationwide list of Oregon-taxed trucking firms. *Principal Investigator:* Patricia Gwartney, *Project Directors:* Vikas Gumbhir and Brian Wolf.

**Oregon Univ. System (OUS) Undergraduate Alumni Survey.** In April, OSRL interviewed 1,500 1999–2000 cohort OUS graduates (random from list) to measure alumni success and how alumni assess the education they received. *Principal Investigator:* Patricia Gwartney, *Project Directors:* Vikas Gumbhir and Brian Wolf.

**Univ. Health Center Survey.** OSRL completed 405 interviews with Univ. of Oregon students (random from list) in May 2001. This annual survey assesses students' health-related concerns, experiences, knowledge, and opinions both currently and over time.

*Principal Investigator:* Patricia Gwartney, *Project Directors:* Tony Silvaggio and Vikas Gumbhir.

## CANADA

### Institute for Social Research (ISR) York University

4700 Keele St., Toronto, Ontario M3J 1P3, Canada  
416-736-5061, fax: 416-736-5749;  
isrnews@yorku.ca; <http://www.isr.yorku.ca>

**Rapid Risk Factor Surveillance System (RRFSS) Study.** The goal of this study is to gather timely data for planning, implementing, monitoring, and evaluating public health programs and services in selected Ontario Health Departments. Modelled after a study first conducted by the Centers for Disease Control and Prevention, the RRFSS study will gather trend data, which, along with information from other sources, will be used to monitor key public health issues, such as asthma rates, smoking, drinking and driving, sun safety, womens' health, bicycle helmet use, water testing of private wells, and rabies vaccination rates. Throughout 2001, ISR will conduct approximately 100 CATI interviews monthly with residents in the regions served by each participating Public Health Department. Funding is being provided by the individual Health Departments. *Study Director:* Rene Elsbett-Koeppen.

**Genes and Melanoma Study.** This study is being conducted on behalf of Cancer Care Ontario with funding from the Sloan-Kettering Institute, the basic science research arm of the Memorial Sloan-Kettering Cancer Center in New York. ISR will gather data in British Columbia and Ontario, involving approximately 500 CATI interviews over four or five years with people who have been recently diagnosed with melanoma and who previously completed a mail questionnaire. The survey also is being conducted in California, New Jersey, and New South Wales and Tasmania, Australia. *Study Director:* David Northrup.

**2001 Ontario Student Drug Use Survey.** A biennial study of student awareness and use of alcohol, tobacco, and other drugs was initiated in 1977 by the Addiction Research Foundation, now a division of Ontario's Centre for Addiction and Mental Health (CAMH). ISR has conducted this survey for CAMH since 1981 and conducted its eleventh wave this year. The PAPI questionnaire was administered to over 6,000 students in grades 7 through 13 (OAC) between March and June. This comprehensive strategy facilitates comparisons between Canadian and American



studies; provides information on the critical age patterns associated with smoking, drinking, and drug use; and allows for analysis of the effects of classes and schools on student behavior using multi-level models. *Principal Investigator:* Edward Adlaf (CAMH), *Study Director:* John Pollard, *Sample Design Consultant:* Michael Ornstein.

## ANNOUNCEMENTS

*This section is reserved for calls for papers, announcements of new publications, information about upcoming conferences, and other items of interest to the survey research community.*

### **Survey Research Laboratory and Survey Research Move to New Office**

The Urbana-Champaign office of the Survey Research Laboratory at the Univ. of Illinois at Chicago has a new address. Correspondence now should be addressed to Survey Research Laboratory, 505 E. Green St., Ste. 3, Champaign, IL 61820-5723. The phone number of (217) 333-4273 and the fax number of (217) 244-4408 remain the same.

## 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.*

NORC welcomes *Cathleen Savage* as Vice President for Human Resources and Administration in NORC's Chicago and Washington, DC. offices, succeeding the late Roger Kruse. *Barbara Campbell* has rejoined NORC as Senior Vice President for survey production. In the research departments, *Carol-Ann Emmons* and *Leslie Athey* have returned to NORC's Chicago staff as Senior Survey Directors in the health studies and labor and economics groups, respectively, and *Caitlin Carroll* has joined the health studies group in Washington, DC, as a Senior Research Scientist.

At the Univ. of Michigan's Institute for Social Research, Survey Research Center, *Emily Seelig* and *Jennifer Yellin* have joined the Survey Manager group. *Nicole*

*Kirgis* and *ZoAnne Blackburn* have accepted new responsibilities as Survey Directors. *Beverly Hight*, *Nancy Farinella*, *Carolyn Fiene*, and *Glenna Kay* have joined the National Field Team as Field Supervisors.

The Survey Research Laboratory at the Univ. of Illinois at Chicago welcomes *David Schipani*, who has joined SRL as a Project Coordinator in the Chicago office, and *Karen Retzer*, who has assumed the duties of Sampling Coordinator. Karen is based in SRL's Urbana-Champaign office. Also, *Jane Burris*, *Isabel Calhoun Farrar*, and *Ingrid Graf* have been promoted to Coordinators of Research Programs.

## 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 e-mailed to [krish@srl.uic.edu](mailto:krish@srl.uic.edu). Survey Research does not charge a fee for these postings.*

The Survey Research Laboratory of the Univ. of Illinois at Chicago has an immediate opening for a full-time **Visiting Project Coordinator** at both its Chicago and Urbana-Champaign offices to design, manage, and coordinate survey projects. Responsibilities include working with research investigators and staff on survey design, proposal development, budgeting, questionnaire construction and programming, interviewer training, report writing, and data analysis. Minimum requirements include a BA/BS in a social science area with demonstrated survey supervisory training or experience and excellent oral and written communication skills; familiarity with SPSS or SAS is a plus. For application instructions, please visit our Web site at <http://www.srl.uic.edu/jobs/jobs.htm>. The Univ. of Illinois is an Affirmative Action/Equal Opportunity Employer.

NORC has openings in its Chicago office for survey research professionals at the entry level (**Survey Specialist**), mid level (**Survey Director**), and senior level (**Senior Survey Director**). Depending on training and experience, successful candidates will assume leadership or supporting roles in such diverse areas as project management, budgeting, proposal and business development, and methodological and analytic tasks. More detailed job descriptions are available on the NORC Web site at <http://www.norc.uchicago.edu>. Interested candidates should send a resume and cover

letter to Ruth Yohanan, NORC, 1155 East 60<sup>th</sup> St., Chicago, IL 60637, fax 773-753-7808 or by e-mail to yohanan-ruth@norcmail.uchicago.edu.

The Survey Research Center at the Univ. of Michigan has openings for **Survey Directors, Survey Managers I/II, Regional Field Managers, and Technical/Field Help Desk Support staff**. SRC also anticipates the need to fill several short-term senior-level survey methodologists and/or survey manager positions at the World Health Organization in Geneva, Switzerland. Individuals interested in these positions are encouraged to send a letter of introduction and resume to Nancy Bylica, Institute for Social Research, Survey Research Center, P.O. Box 1248, Ann Arbor, MI 48106. Informal inquiries can also be made via e-mail to bpennell@isr.umich.edu. The Univ. of Michigan is an Affirmative Action/Equal Opportunity Employer.

The Research Triangle Institute has openings for **Survey Managers, Senior Survey Directors, and Survey Methodologists**. Survey Managers must have a Bachelor's degree with a background in social science research methods and 3+ years of experience in survey design and implementation. Senior Survey Directors must have 10+ years of experience serving as a project director or in other senior management roles on research contracts. Entry-level Survey Methodologists positions require a Master's degree in survey methodology or related field, course work in survey methods, and 1+ year of post-degree experience in survey design and implementation. Senior-level methodologist positions require 5+ years of post-degree experience in survey methods research. RTI offers competitive salary and excellent benefits. Send resume with salary requirements to Kirk Pate, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709 or send e-mail to dkp@rti.org. To learn more about RTI, visit <http://www.rti.org>.

The A. L. Burruss Institute of Public Service at Kennesaw State Univ. has a **Research Associate II** position open. This position will conduct needs assessments and program evaluations for social service agencies. Employee will assist with questionnaire development, CATI programming, data analysis, report preparation; assist on Institute projects related to human/social service survey work; develop survey instruments; supervise survey lab; oversee staffing and training; attend meetings with clients and potential clients; and perform related tasks as required. Types of equipment used in this position include personal computer, printer, copier, fax, typewriter, telephone, and other standard office equipment along with CATI (Computer Assisted Telephone Interviewing) programming and SPSS analysis software. Applicants must have a Master's degree in political science, social work, psychology, geography, public administration, or related discipline **and** a minimum of one (1) year human or social service agency experience **OR** a Bachelor's degree in political science, social work, psychology, geography, public administration, or related discipline **and** a minimum of three (3) years human or social service agency experience. Telephone survey research, design methods, applied statistics, strong written/verbal communication skills, analytical skills, and basic typing skills are a **MUST**. Salary is \$35,911 annually, which will increase to \$37,347 October 1, 2001. To apply, submit cover letter, resume, name, address, and phone numbers of 3 references to Dept. of Personnel Services, Kennesaw State Univ., ATTN: Research Associate II—Burruss Institute, 1000 Chastain Rd., Kennesaw, GA 30144-5591. Kennesaw State Univ., a member of the Univ. System of Georgia, does not discriminate on the basis of race, religion, color, sex, age, national origin, or disability in employment or the provision of services. Georgia is an Open Records State. AA/EOE

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## PUBLICATIONS

*This section contains references for publications on survey research methodology. They are not available from Survey Research nor the Survey Research Laboratory.*

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### **Survey Research Staff**

Managing Editor: Diane O'Rourke  
Production Editor: Lisa Kelly-Wilson  
Production Assistant: Kris Hertenstein

### **Publication Information**

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*Survey Research* Newsletter  
Survey Research Laboratory, MC-442  
University of Illinois  
505 E. Green St., Suite 3  
Champaign, IL 61820-5723  
E-mail: [survey@srl.uic.edu](mailto:survey@srl.uic.edu)  
Phone: 217-333-4273  
Fax: 217-244-4408  
<http://www.srl.uic.edu>

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**Survey Research**  
**Survey Research Laboratory**  
**University of Illinois**  
**505 E. Green St., Suite 3**  
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