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

Detection and Prevention of Data Falsification in Survey Research

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Introduction

Most research concerned with survey measurement error focuses on respondent misrepresentation. Relatively little attention is given, at least publicly, to the contrasting problem of data falsification by survey staff, primarily interviewers (Marshall, 2000). Although little information is currently available, we believe it is likely that academic survey organizations vary considerably in the attention they invest and the procedures they implement to prevent and/or detect the intentional falsification of survey data. In this report, we briefly describe the field procedures employed by our organization in this regard. We also invite interested readers to share other procedures they may employ. These will be summarized and presented in a subsequent issue of *Survey Research*.

Prevention of Data Falsification

Integral to the prevention of data falsification is interviewer training. This training should equip interviewers with the tools to be successful interviewers and provide them with an understanding of survey methods and the nature and purpose of the research. As interviewers are first hired and trained, a clear definition of

data falsification should be presented. SRL defines it as "dispositioning a case that was never contacted, deliberately miscoding cases to make your work appear better than it is, entering answers to questions that were not asked, and entering refusal codes to questions remaining in a break-off interview." Expectations and consequences of falsification should be clear and acknowledged, and it should be clear to staff what the general procedures for monitoring staff performance include. Further, all staff responsible for the collection and/or processing of survey data are asked to sign a statement indicating their awareness and understanding of the policies relevant to data falsification.

Careful supervision of interviewer and data coding staff is critical to the prevention of data falsification. In our experience, when staff receive proactive attention and formal support from supervisors, they are less likely to consider falsifying data. General policies that reimburse field interviewers by the hour rather than by the completed interview also are successful, as they largely remove any economic incentive to manufacture (rather than collect) survey data.

Detection of Data Falsification

Interviewers, of course, are central to the collection of survey data. Like most survey organizations, we are fortunate to employ many professional and highly talented interviewers who help make our work possible. As with almost any occupation, however, one cannot assume that all data collection is completed honestly. Interviewers may falsify data in order to earn more money, to avoid doing work, to earn praise and approval, and/or to please their supervisors. Consequently, systematically validating the work of field staff is a requirement for the responsible collection of survey data. Regardless of interview mode, however, direct validation of all fieldwork is almost never practi-

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cal, both for reasons of cost and privacy. The validation of a random sampling of each interviewer's work, with follow-up where necessary, is nonetheless a useful and common approach to the detection of data falsification.

For **face-to-face interviews**, several approaches to validation are possible. These include (1) direct observation of the interview, (2) audio recording the interview (using either common tape equipment or digital recording via laptop computers) with respondent consent, (3) supervisor recontact of respondents via telephone or in-person visit, and (4) editing of completed questionnaires for logical inconsistencies. We focus here on the final two methods, which are most commonly employed in our organization.

When respondents are to be recontacted by a supervisor to verify an interview, a validation form is developed (examples are available from the authors). These forms inquire about the interviewer's behavior (e.g., was he/she courteous), approximate time of day when the interview was conducted, and how long the interview lasted. In addition, a small set of key questions selected from the main interview are re-asked and compared to the original answers. Fact-based rather than attitudinal questions should be examined, as these answers are less likely to change between interview and validation. As part of face-to-face interviews, it is helpful to inform respondents that they may be recontacted for purposes of interview validation. Often, a phone number is requested for this purpose. Depending on the study, between 10–20% of each interviewer's work is validated at random throughout the course of the study. Additional work samples are similarly examined when (a) a validation interview yields information that conflicts with the questionnaire data, (b) respondents cannot be located for validation, or (c) respondents complain about the interviewer's behavior and/or performance.

Careful analysis of completed interviews and other performance data is another way to detect data falsification. Often, variances in key measures will suggest an increased probability that data is being misrepresented. A common example is when birth date and age are not recorded consistently. Additionally, extraordinary interview lengths, time sheets, and travel reports should be considered potential problem indicators that require additional verification of authenticity. The collection of face-to-face data via computer-assisted personal interview (CAPI) and related technologies provide opportunities for quickly analyzing a greater variety of potential problem indicators. Average time *between* interviews completed on the same date, for example, can be examined for unusual patterns that are unlikely to represent authentic field conditions. Unusually high completion rates, low contact rates, or low average interview lengths may be other indicators of potential problems.

Silent monitoring is the most common method of detecting data falsification for **telephone interviews** conducted from centralized facilities. Again, a random sampling of each interviewer's work is evaluated using this approach. It is important to acknowledge that state laws vary regarding the requirements for informing respondents that telephone interviews may be monitored for quality control purposes. See O'Rourke (1998) for a discussion of this issue. As with face-to-face interviews, it is important to monitor work other than completed telephone interviews.

Another approach to detection of quality problems during telephone surveys involves the review of telephone company bills for unusual calls (e.g., to check the length of a particular call or if such a call was even placed) and long calls outside the study calling area.

Most CATI systems permit analyses of interviewer keystroke files. Keystroke patterns may reveal that a case was entered on a date or at a time that does not match what is reported on a travel voucher or other document. These patterns also reveal the exact response pattern, including changed answers, which enables a replication of an interview to permit an approximation of how long the interview might have taken. Finally, statistical analyses of interviewer performance (e.g., completion rates, average interview lengths) are useful for identifying potential problems with telephone data quality. For example, a short interview may indicate the interviewer did not ask (all) the questions but rather simply keyed-in some responses.

Conclusion

A quality field staff is fundamental to the successful conduct of survey research (Sudman, 1997). Systematic quality control procedures designed to monitor interviewer performance also are an important feature of any reputable survey organization. Thus, it is important to budget enough money and staff time for this important work. Furthermore, it is critical that impending deadlines or budget constraints do not shift resources away from these prevention and detection activities. Likewise, satisfaction that little or no data falsification has been detected previously should not serve as an excuse for failure to continually apply careful quality control standards to all survey operations. Organizations that do not aggressively seek to avoid data falsification are very likely to encounter some.

References

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- O'Rourke, D. (1998). Electronic monitoring: Do you know the laws? *Survey Research*, 29(1), 1–3.
- Sudman, S. (1997) Where have we been: Survey research 1967-1997. *Survey Research*, 28(3), 1–8.

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.

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National Survey Following the September 11th Terrorist Attacks. This RDD survey of over 500 households was conducted on the 3rd through 5th days following the terrorist attacks on September 11. The questionnaire included items on media exposure, mental health, and coping of adults and children. It also repeated items about terrorism asked in a 1988 survey conducted by RAND and asked some new items specific to the current situation and recent terrorist incidents. The research was funded by RAND. *Principal Investigator:* Sandra Berry.

Los Angeles Women's Study. This ongoing study of approximately 800 homeless and low-income women throughout the Los Angeles area is being funded by NIDA. The CAPI study includes baseline and 6-month follow-up waves. The questionnaire addresses residential history, health services use, physical and mental health, alcohol and drug use, experiences with violence, and HIV risk. *Study Director:* Judith Perlman, *Study Coordinator:* Kirsten Becker.

Social Networks and Health Among Older Adults. The National Institute of Aging is sponsoring this ongoing RDD survey. The study is using a CATI screener and PAPI methods to ascertain the processes, nature, and function of social support networks among individuals in three age groups: 25–44, 45–64, and 65–80. Interviews are being conducted with approximately 600 English-speaking respondents in Los Angeles County. The information will be used to develop effective and age-appropriate health promotion programs. Interviews are expected to continue through December 2001. *Study Coordinator:* Rosa Elena Garcia.

Improving Care for Co-Occurring Mental Health Disorders. This ongoing study is being sponsored by the Substance Abuse and Mental Health Services Administration. Approximately 135 respondents were recruited from the largest provider of publicly-funded substance abuse treatment services in Los Angeles County for face-to-face interviews in July 2001. Follow-up interviews will be conducted at 6- and 12-month intervals and are expected to continue through March 2003. The purpose of the study is to evaluate a quality improvement intervention for identifying and referring clients to needed mental health services. Instrument topics include substance use, physical health, mental and emotional health, legal status, environmental and living situation, and vocational status. *Principal Investigator:* Kate Watkins, *Survey Director:* Pat Ebener.

ILLINOIS

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Illinois Families Study Wave 2. Conducted for the Consortium on Welfare Reform led by Northwestern Univ., this panel study of current and former TANF recipients completed Wave 2 data collection. In-person interviews were conducted with 1,183 panel members in Chicago, Peoria, and East St. Louis. A child supplement was administered to mothers of children under age 6. *Project Director:* Woody Carter, *Director of Field Operations:* Thais Seldess.

Deliberative Poll on Juvenile Justice. MCIC is working on behalf of the Chicago Council on Urban Affairs to conduct four community conventions in Chicago neighborhoods. The second convention was held in the Humboldt Park neighborhood and focused on developing a community agenda for dealing with juvenile justice and juvenile court reform. A random sample of neighborhood residents was interviewed and recruited to attend a day-long convention, followed by a re-interview to assess the impact of their learning and discussions. *Project Director:* Woody Carter, *Project Manager:* Melissa Kraus.

Lake County Traffic Survey. CATI interviews were conducted with residents of Lake County to determine their views on improving county roads. Contingent valuation and challenge methodologies were used to quantify willingness to pay higher taxes to reduce congestion and to defend their position. The County conducted a Web-based survey at the same time. *Project Director:* Dana Doan.

Lakefront SRO Employment Training Evaluation.

With funding from the MacArthur Foundation, Roosevelt University's Institute for Metropolitan Affairs (IMA) and MCIC are evaluating an employment initiative implemented by Lakefront SRO. MCIC provides database programming and support for tracking the program outcomes, as well as employing an ethnographer making observations at the employment service site. MCIC will perform data preparation tasks and conduct some of the time-series analyses. In addition, in-depth before-and-after personal interviews will be conducted with a sample of the users of Lakefront's services. *Project Director:* Thais Seldess.

Chicago Metro Survey. The 10th annual survey of the 6-county Chicago region brings the total number of interviews to 30,000 since 1991. This CATI interview, with an in-person supplement to cover non-telephone households, is the flagship of MCIC's social indicators research. Topics in this amalgam survey include arts and culture participation, quality of life, banking practices, and health behaviors. *Principal Investigator:* Garth Taylor, *Project Manager:* Rong Zhang.

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Making Connections. Under contract with the Annie E. Casey Foundation (AECF), NORC will help assess the results from the *Making Connections* demonstrations. *Making Connections* aims to improve the life chances of vulnerable children by working with neighborhoods in 22 cities to promote programs, activities, and policies that contribute to strong families. The primary goal is to stimulate and support a local movement that engages residents, civic groups, political leaders, grassroots groups, public and private sector leadership, and faith-based organizations to transform tough neighborhoods into family-supportive environments. NORC, together with subcontractor The Urban Institute (UI), will participate in planning and designing the assessment over 8 months of collaboration with the AECF and local learning partnerships (LLPs) organized in each demonstration site. NORC will also lead an in-person and telephone data collection effort in 6 demonstration cities, work with AECF and UI to conduct the appropriate analyses, and assist the LLPs and AECF in using the data effectively. *Project Directors:* Cathy Haggerty (NORC) and Margery Austin Turner (UI).

Arrestee Drug Abuse Monitoring. Under contract with the National Institute of Justice, NORC will be responsible for the continuing operation of the Arrestee

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**

Drug Abuse Monitoring Program (ADAM). ADAM tracks trends in drug use among booked arrestees in urban centers around the country, obtaining interview and bio-assay data from approximately 50,000 arrestees annually. Interview data concern substance use and abuse, illicit drug market behavior, criminal activities, and treatment experience and needs among respondents. The program currently covers 39 counties and plans expansion to 80 or more counties, with a possible conversion from paper mode to CAPI. *Project Director:* Dean Gerstein, *Project Manager:* Natalie Suter.

NAACP Membership Survey. Under contract with the NAACP, NORC will survey their membership to gather basic demographic data, discover members' views and attitudes toward the organization, and determine what political and policy preferences members believe should be integrated into the organization. The 3,000-case study sample for the pilot test will be drawn from subscribers to the NAACP journal *Crisis*. The survey also serves as a pilot test on items in the questionnaire for subsequent surveys, as a test of the quality of the data in the NAACP membership list, and as a tool to refine the data collection procedures. Following the membership survey, a Web-based survey of the general

population will measure attitudes of the population at large on issues of importance to the NAACP leadership and assess the NAACP's image among nonmembers. *Project Director:* Bronwyn Nichols.

Air Force Health Project Ranch Hand Follow-Up. As a subcontractor to the Science Applications International Corporation (SAIC), NORC is conducting CATI scheduling and CAPI data collection for the Air Force Health Study (AFHS). The ongoing AFHS compares the health of Air Force personnel who were involved with aerial dissemination of herbicides (Agent Orange) in Vietnam with a matched group of unexposed comparisons. The approximately 2,200 study subjects will participate in two days of medical examinations and an in-depth health interview. The first cycle of data collection took place in 1982, and the present and sixth cycle of data collection will take place over a 15-month period from 2002–2003. *Project Director:* Stephen Smith.

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Effect of Frequency Scales on Self-Reports. To determine how response alternatives in frequency scales affect the validity of self-reports of severe and debilitating pain, SRL is conducting CATI interviews with 300 individuals recruited from a variety of sources. The Fetzer Institute is providing funding for this study. *Principal Investigator:* Sharon Shavitt (Dept. of Business Administration, Univ. of Illinois at Urbana-Champaign/SRL), *Project Coordinator:* Jane Burris.

Community Perceptions of Section 8 Program. On behalf of CHAC, SRL developed and formatted a questionnaire that was used to survey residents of Chicago's South Shore neighborhood and Chicago's southern suburbs on their experiences with and opinions of the Section 8 program. SRL also developed a focus group moderator guide and conducted two focus groups in the summer of 2001. The purpose of both was to provide an opportunity for Section 8 property owners and community representatives to discuss their experiences with and insights into the Section 8 program. *Project Coordinator:* Isabel Calhoun Farrar.

Colorectal Cancer Survey. This nationwide CATI survey of 2,000 adults age 50–85 is examining the prevalence of colorectal cancer screening utilization behaviors and assessing barriers to cancer screening, including physician recommendations, lack of access to the medical system, cost or health insurance coverage of

cancer screening tests, psychosocial factors, socioeconomic status, and race. Interviewing began in August and will be completed at the end of December. The American Cancer Society is funding this study. *Principal Investigator:* Richard Warnecke (SRL/Health Policy Center, Univ. of Illinois at Chicago), *Project Coordinator:* David Schipani.

Evaluating Agency Assessment of Abuse and Neglect. To determine the degree to which child welfare agencies in Cook County are following protocol in assessing abuse/neglect cases, SRL reviewed 400 case records at these agencies. *Principal Investigator:* John Poertner (Children and Family Research Center, School of Social Work, Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Ingrid Graf.

Insurance "Secret Shopper" Survey. Funded by the American Cancer Society (ACS), this supplement to the Colorectal Cancer Survey is assessing the type of information insurance companies provide to their clients about coverage for colorectal cancer screening procedures. The aim is to discover what the average consumer learns from his or her insurance company about this coverage. A subset of respondents is being asked to call their insurance providers and ask a series of questions about screening test coverage, complete a form, and return it to SRL. Data collection began in September, and SRL expects 200 completes. *Principal Investigator:* Bob Smith (ACS), *Project Coordinator:* David Schipani.

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Childcare Needs Assessment. The purpose of this telephone survey sponsored by the Indiana Family and Social Services Administration's (FSSA) Division of Family and Children was to provide an accurate measurement of the current need for and usage of childcare across the state. Interviews of Indiana adults with children 12 or younger were collected during the school year and the summer months. School-year interviews were conducted March 1 through June 26, 2001. Summer interviews were conducted from July 10 through August 19, 2001. The telephone numbers were randomly generated using the MSG-Genesys list-assisted method. A total of 3,346 interviews were conducted. *Principal Investigator:* Carol Stein (FSSA), *Project Manager:* Heather Terhune.

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 retaining 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.

Seatbelt Awareness, Fall 2001, Fourth Quarter.

Sponsored by the Marion County Traffic Safety Partnership, this RDD telephone survey asked the opinions of Marion County drivers regarding safety and driving issues. *Principal Investigator:* Robert Zahnke (Purdue Univ.), *Project Director:* John Kennedy, *Project Manager:* Kathleen Matthews.

Distance Learners Survey. The Indiana Higher Education Telecommunication System (IHETS) sponsored this telephone survey aimed at better understanding how people use distance education. Respondents were selected randomly from lists provided by participating schools. Results will be used to evaluate how distance education can better serve the needs of Indiana residents. Between June 13 and July 15, CSR conducted 1,227 interviews. *Principal Investigator:* Carol Brunty (IHETS), *Project Manager:* Stacy Scherr.

Fire Fighting Training Academy Survey. The study was sponsored by Indiana Public Safety Training Institute and conducted on behalf of The Interact Group Corporation. Its purpose was to explore the training needs of fire fighters, chiefs, and trainers in Indiana and to ask them about a proposal to build a state-operated Fire Fighting Training Academy. Two versions of the questionnaire were distributed: one to fire chiefs and one to fire fighters and trainers. Both were offered on the Web during the second questionnaire mailing. CSR mailed questionnaires to 1,500 respondents randomly selected from lists of Indiana fire chiefs, volunteer and professional fire fighters, and trainers provided by the State Emergency Management Agency; 777 were returned completed. *Principal Investigator:* Bill Booth (The Interact Group Corporation), *Project Managers:* Stacy Scherr and Kathleen Matthews.

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Transportation as a Barrier to Economic Self-Sufficiency. This research was conducted in five Iowa counties in 2001 to assess transportation barriers to employment. A dual-frame sample was drawn in urban, adjacent, and rural areas to obtain over 750 telephone interviews, using an RDD sample of the general population and a list sample of welfare recipients, with a field follow-up of the list sample. The study was conducted for researchers in the ISU Depts. of Human Development and Family Studies, Economics, and Statistics. *Project Coordinator:* Dianne Anderson, *Project Manager:* Jan Larson.

Perceptions of Privacy Issues. Sponsored by the State of Iowa Governor's Task Force on Privacy, this project was designed to identify Iowans' opinions of and concerns about financial privacy issues. Over 200 RDD interviews were completed with members of the Iowa general population. *Project Coordinator:* Dianne Anderson, *Project Manager:* Allison Tyler.

Temperature-Controlled Logistics 2001. This mixed-mode survey of temperature-controlled shippers and carriers was conducted to assess the current status of management characteristics, anticipate industry trends, and facilitate improvements in temperature-controlled logistics performance. Telephone interviews with follow-up mail questionnaires were completed by respondents at 200 national firms for researchers at Iowa State Univ. and Ohio State Univ. *Project Coordinator:* Dianne Anderson, *Project Manager:* Jan Larson.

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Boston Area Study 2001. The second year of this annual community survey focuses on Boston area resident experiences and perceptions of neighborhoods, housing, family, civic and cultural activities, employment, education, access to computer technology, and health. About 1,200 RDD interviews will be conducted in the Boston metropolitan area. The study is organized in conjunction with a graduate course in survey research methods at UMass Boston. The survey is funded by The Boston Foundation, several public agencies, and CSR. *Study Director and Course Coordinator:* Doug Currivan.

Flexible Work Arrangements for Older Workers.

This establishment survey seeks to understand how organizational, job, and employee characteristics may be related to employer policies on hiring, rehiring, and retiring among older workers. The study will collect 1,000 telephone interviews with human resource managers from a sample of establishments with at least 20 employees listed in the Dun and Bradstreet database. *Principal Investigator:* Richard Hutchens (Cornell Univ.), *Study Director:* Doug Currivan.

MICHIGAN

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Monitoring the Future. Self-administered questionnaires will be completed by 8th-, 10th-, and 12th-graders in approximately 435 schools nationwide from February through June 2002. Also, a longitudinal panel of approximately 19,000 respondents who have participated in the school surveys since 1975 will receive follow-up mail questionnaires in April. Topics include drug use, political and social attitudes, work life, and leisure time activities. The National Institute on Drug Abuse is providing funding. *Principal Investigator:* Lloyd Johnston, *Survey Manager:* Lloyd Hemingway.

Hypertension in Black Americans: A Life Course Approach. This third wave examines the impact of

variations in life course exposure to social and economic hardship on hypertension and heart disease in a cohort of African American men and women residing in North Carolina. Approximately 1,400 CAPI interviews will be completed by spring of 2002, using an electronic version of the event history calendar to enhance respondents' ability to recall events from childhood to the present. This study is being funded by the National Heart, Lung, and Blood Institute. *Principal Investigator:* Sherman James, *Study Director:* Kirsten Alcser, *Survey Manager:* Esther Ullman.

Aging, Demographics, and Memory Study. Approximately 850 respondents from ISR's Health and Retirement Study (HRS) who are 70 and older are expected to participate in this study over the next 5 years. Duke Univ. will conduct in-home clinical assessments to gather information about memory, concentration, and health, and diagnostic information will be integrated with HRS cost and care information. The National Institute on Aging sponsors this project. *Principal Investigators:* Regula Herzog (Univ. of Michigan) and Brenda Plassman (Duke Univ.), *Study Director:* Nicole Kirgis.

2001 Health and Retirement Study (HRS) Off-Year Mail Out. In the fall of 2001, ISR sent questionnaires to a subsample of 8,862 HRS respondents. The questionnaire addresses daily activities, household consumption, and parental costs of college. Data collected from this effort will be used to supplement data collected during the main study. The National Institute on Aging sponsors this project. *Principal Investigator:* Bill Rodgers, *Survey Director:* Nicole Kirgis.

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Long-Term Care Insurance Surveys. The main goal of these mail surveys was to gather information from Univ. of Minnesota and Minnesota state employees regarding their opinions about long-term care coverage policies, their purchase decision-making patterns, financial planning issues, and reasons for enrolling or not enrolling in long-term care coverage plans. Questionnaires were sent to 800 employees who had purchased long-term care insurance and 800 who had not. The study was conducted for the Univ. of Minnesota Dept. of Family Social Science and was completed in June.

Aquatic Nuisance Species and Boating Survey.

This mail survey was funded by the National Sea Grant College Program and was completed in August. Questionnaires were sent to 4,000 randomly selected registered boat owners in California, Kansas, Minnesota, Ohio, and Vermont. The main goals of the study were to evaluate the effectiveness of aquatic nuisance species (ANS) boater education programs, to assess boater understanding about ANS, and to design effective programs to decrease the spread of ANS.

Wilder Research Center

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Environmental Knowledge, Attitudes, and Behavior.

A statewide CATI survey of 1,000 Minnesota adults was conducted July through September. The study was cosponsored by Hamline Univ. and the Minnesota Office of Environmental Assistance. *Principal investigator:* Craig Helmstetter, *Project Coordinator:* Cheryl Bourgeois.

Hmong Access to Credit. To better understand access and barriers to credit use in the Hmong community, 655 interviews were conducted in Hmong and English via face-to-face and telephone interviews from November 2000 to September 2001. Interviewees included 121 Hmong business owners and 131 comparable non-Hmong business owners, plus 202 Hmong households and 202 non-Hmong households located in Minneapolis and Saint Paul. The Federal Reserve Bank of Minneapolis sponsored the study. *Principal Investigator:* Richard Chase, *Project Coordinator:* Lue Thao.

NEVADA

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Clark County Health District. To assess the success of the Educational Message Services Anti-Teen Smoking Campaign, about 1,500 self-administered interviews were completed using a pre- and post-test survey at 12 area middle schools, including control schools. Topics included the measurement of the attitudes and retention abilities of students in the 6th, 7th, and 8th grades. *Principal Investigators:* Thomas Lamatsch and Pamela Gallion.

UNLV Marketing and Community Relations. Approximately 3,300 self-administered questionnaires were completed for UNLV Marketing. Topics included whether high school students in Clark County would pursue higher education, where they would go, and why. Also, 1,000 CATI interviews were completed within the general population to assess the overall reputation, advantages, and disadvantages of UNLV. *Principal Investigators:* Thomas Lamatsch and Pamela Gallion.

Regional Transportation Commission. Approximately 1,200 CATI interviews were completed with Las Vegas Valley residents to assess the public's awareness of the "Share the Road" campaign. Topics included reactions to bicycles and bicycle riders, satisfaction with the campaign, and reaction to the signs. *Principal Investigators:* Thomas Lamatsch and Pamela Gallion.

Roman Catholic Church Clergy Survey. Mail questionnaires were completed by approximately 200 Roman Catholic Church clergy nationwide to better understand the role that they play in American public life. Topics included involvement in politics, public affairs, social welfare programs, and the nature of their congregations. *Principal Investigators:* Thomas Lamatsch and Pamela Gallion.

UNLV Student Health Center. Approximately 1,000 UNLV students completed self-administered questionnaires about various aspects of their health, including sexual health and safety; tobacco, alcohol, and substance use; fascinations; weight; and overall physical activity. Also, 1,200 self-administered questionnaires were completed in order to assess the reaction of students toward student health center fee increases. *Principal Investigators:* Thomas Lamatsch and Pamela Gallion.

NEW HAMPSHIRE

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Household Insurance Survey. To determine the health insurance status of New Hampshire households, CATI interviews were conducted with 2,523 New Hampshire households during June and August. *Principal Investigator:* Andrew Smith.

Restaurant Smoking Policy Survey. During June, the Survey Center conducted 400 CATI interviews with New Hampshire restaurants to determine their smoking policies. *Principal Investigator:* Andrew Smith.

American Heart Association Survey. To determine New Hampshire residents' attitudes toward medical research in the state, the Survey Center conducted CATI interviews with 400 households in August. *Principal Investigator:* Andrew Smith.

Giving New Hampshire Survey. This statewide CATI study of volunteering and charitable giving surveyed 500 New Hampshire residents between July 24 and August 9. *Principal Investigator:* Andrew Smith.

NORTH CAROLINA

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Medicare CAHPS Disenrollment Survey. On behalf of the Centers for Medicare and Medicaid Services, the Univ. of Wisconsin (UW) at Madison and RTI are conducting two surveys of Medicare beneficiaries who disenroll from their managed care health plans. The Assessment Survey is an annual survey of 31,000 Medicare beneficiaries that collects information about their experiences with and rating of their former health plans. The Reasons Survey is administered to 23,000 beneficiaries each quarter to collect data on reasons for disenrolling from their former health plans. Both surveys are administered as mail with CATI follow-up of nonrespondents. The primary purpose of both is to collect and provide comparative health plan information to Medicare beneficiaries. *Project Directors:* Bridget Booske (UW) and Judith Lynch (RTI), *Survey Director:* Anne Kenyon.

Kinsey Institute Survey of the Sexual Well-Being of Women in Heterosexual Relationships. RTI completed 1,018 telephone interviews between November 1999 and March 2000 with a nationally representative sample of women age 18–65 to gather data on factors that influence whether a woman is satisfied with her sexual life and sexual relationship with her male partner. The initial part of the interview was conducted by a telephone interviewer and was designed to obtain screening and eligibility information. The second stage of the interview was conducted using touch-tone data entry and telephone audio computer-assisted self-interviewing (T-ACASI) that asked about sexual

experiences during the past 30 days. *Project Director:* Sheila Knight.

2000 Nationwide Blood Collection and Utilization Survey. This survey was conducted by the National Blood Data Resource Center, a subsidiary of the American Association of Blood Banks (AABB). Its purpose was to characterize and quantify the collection, processing, and transfusion of blood in the U.S. and to examine data pertaining to the current practices and new technologies related to blood safety. All AABB member blood centers, hospitals, and other member facilities and a stratified sample of nonmember facilities were asked to participate. Data collection incorporated mail with telephone reminders. The total number of respondents was 2,039. *Project Director:* Jutta Thornberry.

Los Angeles Family and Neighborhood Survey. RTI is working with investigators at RAND on this study funded by the National Institute of Child Health and Human Development. The study seeks to understand why families in Los Angeles choose to live in the neighborhoods they do and the effects of these neighborhoods on their children. Approximately 3,250 CAPI interviews are being conducted with both adults and children in randomly-selected households. *Project Director:* Alice Turner.

OHIO

Institute for Policy Research University of Cincinnati

P.O. Box 210132, Cincinnati, OH 45221-0132
513-556-5028, fax: 513-556-9023;
Alfred.Tuchfarber@uc.edu; <http://www.ipr.uc.edu>

City of Cincinnati Citizen Survey. IPR conducted RDD CATI interviews with 509 residents of Cincinnati, Ohio, in August. Conducted by IPR since 1981, the survey asked respondents to evaluate 27 different City service/program areas, identifies citizen budget priorities, and includes measures of quality of life and government responsiveness.

Resident Survey—Montgomery, Ohio. During May and June, 1,741 households located in the City of Montgomery, Ohio, completed mail questionnaires. The survey was designed to assist the City in the development of a 5-year strategic plan, and the questionnaire asked about the quality of life in Montgomery and attitudes and opinions about City services. It also asked respondents' opinions of several potential options for development in the City.

OREGON

Oregon Survey Research Laboratory (OSRL) University of Oregon

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

Graduate Degree Recipients Survey. In April–May, OSRL conducted 1,064 CATI interviews with graduate students who earned their degrees from Oregon public universities in 1999–2000. The survey, sponsored by the Oregon Univ. System (OUS), asked graduates what they think about the education they received and their current careers. OUS will use the data to measure the value and long-term effects of a graduate education. *Project Directors:* Brian Wolf and Vikas Gumbhir.

Transportation Needs and Issues Survey. In May–July 2001, OSRL completed 1,001 RDD CATI interviews with Oregon residents about their perceptions of traffic congestion, highway construction, public transportation, methods of travel, and how well Oregon is maintaining roads and bridges. The Oregon Dept. of Transportation will compare the results to a near-identical survey conducted by OSRL in 1998. *Project Directors:* Brian Wolf and Vikas Gumbhir.

Oregon State Employees' Benefit Preference Survey. This survey's purpose was to find out how the Public Employees' Benefit Board can improve their open enrollment procedures that occur each fall. The questions asked how respondents would like to receive open enrollment benefits information and how they would prefer to enroll for them. OSRL completed 607 CATI interviews with state employees in June–July. *Project Directors:* Tony Silvaggio and Vikas Gumbhir.

Traveler Information Survey. OSRL completed 405 RDD CATI interviews with residents of Washington, Clackamas, and Multnomah counties in August for the Oregon Dept. of Transportation (ODOT). Daily commuters and weekend travelers were asked how often they travel, where they get road/weather condition information, and if they change their travel plans based on that information. Other questions asked if they use

ODOT's TripCheck.com Web site. *Project Director:* Toshihiko Murata.

TEXAS

Center for Community Research and Development Baylor University

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254-710-3811, fax: 254-710-3809;
larry_lyon@baylor.edu; <http://www.baylor.edu/~CCRD>

Waco Police Department Survey 2001. Over 500 CATI interviews with adult Waco residents assessed a variety of community perceptions about local crime and law enforcement. Specific topics included victimization, evaluations of police officers' conduct and response, and evaluations of safety in the community. *Directors:* Larry Lyon and Tillman Rodabough, *Project Manager:* Debbie Marable, *Coordinators:* Larry Lyon, Tillman Rodabough, and Aaron Young.

WASHINGTON

Social and Economic Sciences Research Center Washington State University

Wilson Hall Room 133, P.O. Box 644014, Pullman, WA 99164-4014
509-335-1511, fax: 509-335-0116;
sesrc@wsu.edu; <http://survey.sesrc.wsu.edu/>

Longitudinal Study WorkFirst Participants in Washington State (Wave 1). The Washington Dept. of Employment Security sponsored this survey to determine labor market experiences, educational attainment, training received, childcare arrangements, and barriers to self sufficiency of registered Temporary Assistance to Needy Family program recipients. Interviews were completed with 3,045 individuals. *Principal Investigator:* John Tarnai, *Study Director:* Marion Landry.

Informal Childcare Survey. The Human Services Policy Center at the Univ. of Washington sponsored

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Survey Research Laboratory's
Web site at
<http://www.srl.uic.edu/publist/srvrsch.htm>

this survey effort in the spring of 2001. There were two main objectives for this RDD CATI study: (1) identifying and interviewing a parent in households with children under age 12 that use informal child care arrangements, and (2) identifying and interviewing a caregiver in households where informal childcare was provided to others. A total of 1,235 parents and 318 informal child care providers completed interviews. Also, WA census tracts where 50% of the households are under the federal poverty income level threshold were oversampled. *Principal Investigator:* John Tarnai, *Study Director:* Marion Landry.

Statewide Survey of the Incidence and Prevalence of Sexual Assault. This RDD CATI study was sponsored by the Harborview Center for Sexual Assault and Traumatic Stress and was funded by the Washington State Office for Crime Victims Advocacy. The survey's purpose was to determine the extent of sexual assault victimization and victim service needs. Interviews were completed with 1,325 women age 18 and older. *Principal Investigator:* Danna Moore.

Wood-Burning Stove Survey of Idaho, Oregon, and Washington Residents. This survey was sponsored by the Washington State Dept. of Ecology and funded

by the Idaho Dept. of Environmental Quality. The primary purpose of the RDD CATI survey was to determine the level of ownership of, use of, and dependence on wood-burning equipment in the 3-state region. A total of 2,251 residents were interviewed. *Principal Investigator:* John Tarnai, *Study Director:* Thom Allen.

WISCONSIN

Survey Center (UWSC) University of Wisconsin

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stevenso@ssc.wisc.edu; <http://www.wisc.edu/uwsc>

Three-State Foster Care Study. For this longitudinal study of a sample of 800 foster children in Wisconsin, Illinois, and Iowa, children will be interviewed three times over a 4-year period, at ages 17, 19, and 20. Times 1 and 3 will be done via CAPI; at Time 2, a CATI/CAPI mixed mode will be employed. Funding is

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being provided by the Illinois Dept. of Children and Family Services. *Principal Investigator:* Mark Courtney, *Project Director:* Theresa Thompson-Colon.

Puerto Rican Census Study. Funded by the National Institute of Aging, this study will gather a sample of data from the 1910 and 1920 Censuses from microfilm, including an oversample of coffee regions. This effort entails entering and coding approximately 280,000 lines of data from archived reels. *Principal Investigators:* Francisco Scarano, Alberto Palloni, and Hal Winsborough; *Project Director:* Theresa Thompson-Colon.

Family Health Study. This yearly telephone survey is being conducted for the Wisconsin Dept. of Health and Family Services (DHFS). UWSC conducted the survey in 2000 and 2001 but will be working cooperatively with DHFS to overhaul the study's questions and design. The survey will be conducted with at least 2,400 Wisconsin households in 2002. The study assesses general family health and health-related issues. *Principal Investigator:* Eleanor Cautley, *Project Director:* Matt Sloan.

Longitudinal Effects of Extended Childhood Intervention Study. This study continues to follow the lives of a sample of 1,539 Chicago Public School students who attended government-funded kindergarten programs in 1985–86. The study will be conducted mixed-mode, starting with CATI with a full 4-wave mail survey follow-up. *Principal Investigator:* Arthur Reynolds, *Project Director:* Hully Yu.

CANADA

Institute for Social Research (ISR) York University

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416-736-5061, fax: 416-736-5749;
isrnews@yorku.ca; <http://www.isr.yorku.ca>

Community Employment Innovation Project (CEIP).

This project, situated in Cape Breton, Nova Scotia, is providing community-based work opportunities designed to help communities create their own solutions for economic development, while providing new employment opportunities for individuals who are receiving public income assistance. The CEIP is funded by Human Resources Development Canada (HRDC) and the Nova Scotia Dept. of Community Services, and it is managed by the non-profit Social Research and Demonstration Corporation (SRDC). ISR is conducting approximately 630 CATI interviews every month over the next year in 13 communities across Cape Breton to assess the impact of the CEIP on these communities. This longitudinal study will be

repeated in 2004 and 2007 to measure change over time. *SRDC Contacts:* Allan Moscovitch, John Greenwood, Reuben Ford, Claudia Nicholson, and Dan Bunbury; *Study Director:* David Northrup.

Environmental Tobacco Smoke (ETS).

Approximately 14,300 households across Canada will be contacted over the next year for a study being conducted on behalf of the Ontario Tobacco Research Unit (OTRU). The CATI survey will seek information about social norms with respect to smoking in households; the extent to which there are rules, understandings, or agreements about smoking in households; what factors are associated with having or not having rules about smoking; the association between rules and the smoking status of respondents; and the association between having or not having rules and knowledge of health affects of ETS. *Principal Investigators:* Roberta Ferrence (OTRU), Mary Jane Ashley (Dept. of Preventive Medicine and Biostatistics, Univ. of Toronto), David Northrup (ISR), and Joanna Cohen (OTRU); *Study Director:* David Northrup.

Nutrition Study. ISR is currently conducting a province-wide study on nutrition on behalf of Cancer Care Ontario, an agency of the Government of Ontario. Between the summer of 2001 and the spring of 2002, approximately 3,120 CATI interviews will be conducted (averaging about 260 interviews per month) with randomly-selected Ontario residents between the ages of 18 and 64. The study will help the researchers evaluate current fruit and vegetable consumption and develop a nutrition strategy to raise awareness of the importance of diet, healthy eating, and cancer risk across Ontario. *Principal Investigators:* Loraine Marrett and Melody Roberts (Cancer Care Ontario), *Study Director:* Renée Elsbett-Koepfen.

GERMANY

ZUMA—Center for Survey Research and Methodology

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zuma@zuma-mannheim.de

European Social Survey (ESS). The ESS is a new social survey designed to chart and explain the interaction between Europe's changing institutions and the attitudes, beliefs, and behavior patterns of its diverse populations. The survey will cover at least 17 nations and employ the most rigorous methodologies. It is funded via the European Commission's 5th Framework Programme, with supplementary funds from the European Science Foundation, which also sponsored the development of the study over a number

of years. Additional information is available at www.europeansocialsurvey.org. *Project Central Coordinating Team*: Roger Jowell (National Centre for Social Research, London), Bjorn Henrichsen (NSD Norway), Ineke Stoop (SCP Netherlands), Willem Saris (Univ. of Amsterdam), Jaak Billiet (Univ. of Leuven), and Peter Mohler (ZUMA Germany).



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.

Maryland Survey Center to Close

The University of Maryland, College Park, has made a decision to close the Survey Research Center. The Center, which was established 20 years ago, will cease operations on or about February 28, 2002.



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.

Robert Groves has been named the director of the Survey Research Center at the Univ. of Michigan's Institute for Social Research, effective August 1, 2001. Groves has been on the U-M faculty since 1975, in addition to having served as the director of the Joint Program in Survey Methodology led by the Univ. of Maryland, the U-M, and Westat.

At Research Triangle Institute, *Richard Kulka* has been promoted to Senior Vice President of Social and Statistical Sciences, and *Don Camburn* has been appointed Acting Vice President of Statistical, Survey, and Computing Sciences.

Daniel Kasprzyk joined Mathematica Policy Research, Inc. in October as vice president and director of statistical services. He was previously with the National Center for Education Statistics. He is located in the firm's DC office. *Janice Ballou* joined Mathematica Policy Research, Inc. in October as vice president in

the Surveys and Information Services Division. She was previously with the Eagleton Institute, Rutgers Univ. and is located in the firm's Princeton office.

Scott Maier has joined the Univ. of Oregon Survey Research Laboratory as a Faculty Fellow for the academic year 2001–02. He is an Associate Professor in the School of Journalism and Communication. Also, *Pennie Moblo*, *Noy Rathekette*, and *Scott Knap* have been promoted from Interviewer to Research Assistant/Interviewer Supervisor.

NORC is pleased to announce the following new senior staff: *John Brodson* as Chief Financial Officer and *Fritz Scheuren* as a Vice President in the Statistics and Methodology Department.

The Survey Research Laboratory (SRL) at the Univ. of Illinois at Chicago has established a new Office of Survey Systems (OSS), which is responsible for all survey-related computer software programming and maintenance. Long-time SRL employee and former Field Operations Manager *Vincent Parker* is heading the section and is joined by Senior Research Programmer *Vesselin Tzvetkov* and Data Reduction Coordinator *Antonio Cox*. *Cayge Clements*, formerly Senior Field Coordinator, is now the Field Operations Manager. SRL also welcomes *Ben Kennedy* as a new Project Coordinator in the Chicago office.

Theresa Thompson-Colon joined the Univ. of Wisconsin Survey Center as a Project Manager. *Steve Coombs* has joined the Center in the newly-created Director of Field Operations position. He will oversee production at the Center.

Uri Mendelberg has been named Survey Research Manager at Wilder Research Center. Most recently, he was Manager of the Call Center and Director of Training for AB DATA, Inc. in Milwaukee.

At the Center for Survey Research at Indiana Univ., *Kathleen Matthews* has been promoted from Project Assistant to Project Manager.

At the Univ. of Michigan's Institute for Social Research, Survey Research Center, *Jeffrey Keeler* and *Heidi Guyer* have joined the Survey Manager group. *Sheri Kallembach*, *Mary Pappas*, and *Sherry Smiddy* have joined the National Field Team as Field Supervisors.

Grant Neeley has joined the Institute for Policy Research at the Univ. of Cincinnati as a Research Associate. He was an Assistant Professor of Political Science at Texas Tech Univ. (1997–2001) and previously was Project Director at the Social Science Research Institute at the Univ. of Tennessee.



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. Survey Research does not charge a fee for these postings.

The Survey Research Laboratory (SRL) at the Univ. of Illinois at Chicago intends to make a tenured or tenure-track appointment of a survey methodologist in its Chicago office beginning in August 2002. Depending on the candidate's qualifications, an appointment will be made at the Assistant, Associate, or Full Professor level. The tenure or tenure-track line will be in the Graduate Program of Public Administration in the College of Urban Planning and Public Affairs. Considerations will be given to qualified candidates who have an earned doctorate from any relevant discipline, including Business, Economics, Political Science, Psychology, Public Administration, Public Health, Sociology, or Statistics. SRL is seeking candidates who have outstanding records in survey research methodology with a developed research program in one or more sub-specialties, such as survey measurement error, survey non-response processes, sample designs for rare populations, or cross cultural survey equivalence. Candidates also should demonstrate a superior publication record or potential for superior contributions, a history of or potential for funding in peer-reviewed grant and/or research contract mechanisms, and experience in graduate teaching or ability to teach at the graduate level. Application instructions and additional information about SRL can be found at <http://www.srl.uic.edu>.

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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 other 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, go to <http://www.rti.org>.

The Center for Survey Research at the Univ. of Massachusetts Boston seeks applicants for the positions of **Manager of Telephone Data Collection** and **Study Manager for Auxiliary Telephone Projects** for our telephone interviewing facility at the Univ. of Massachusetts in Lowell, about 35 miles north of Boston. Responsibilities of the Manager of Telephone Data Collection include managing survey data collection procedures with 30-station CATI facility; planning and implementing data collection procedures for multiple projects; recruiting, hiring, training, supervising, and promoting interviewing staff and supervisors; monitoring and improving interviewer performance; and ensuring quality control and maintaining performance standards for telephone data collection. The position requires substantial experience in a social science research setting (preferably an academic survey research organization); thorough knowledge of standardized survey interviewing; considerable experience with standardized telephone interviewing, including recruiting, hiring, training, and supervising interviewers; knowledge of CATI systems; familiarity with scientific survey techniques; problem-solving and communication skills; and a minimum of a B.A./B.S. degree (preferably in the social sciences). Responsibilities of the Study Manager for Auxiliary Telephone Projects include working with the Manager of Telephone Data Collection and other staff on sample management, data collection protocols, and quality control procedures; resolving questions and problems encountered by field staff; monitoring interviewer performance and providing regular feedback to interviewers; working with the Manager of Telephone Data Collection to train interviewers, monitors, and supervisors; gathering and interpreting information to aid in study management as needed; and assisting with all aspects of data collection. This position requires thorough knowledge of standardized survey interviewing; experience in telephone interviewing, training interviewers, and supervising interviewers; knowledge of CATI systems; familiarity with scientific survey techniques; ability to work collaboratively with others; strong verbal and written communication skills; and a college background (preferably a degree in the social sciences). This is a temporary, grant-funded, full-time, benefitted position (fully renewable contingent upon funding). Mail cover letter and resume to Director, Center for Survey Research, Univ. of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125. Affirmative Action/Equal Opportunity Employer.

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 methodologist 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 also can be made via e-mail to bpennell@isr.umich.edu. The Univ. of Michigan is an Affirmative Action/Equal Opportunity Employer.



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GOODBYE

This is my last issue as the Managing Editor of *Survey Research*, a role I took over nine years ago. After 31 years at the University of Illinois Survey Research Laboratory, serving as a project coordinator, coordinator of research programs, and ultimately Assistant Director for Survey Operations, the lure of early retirement was too compelling to pass up. I have been fortunate to collaborate with wonderful colleagues here through the years but have missed the opportunity of working more closely with many of you at other organizations. As I will continue to be involved in the field as a consultant, I hope I can yet rectify that.

I leave the newsletter in the capable hands of Lisa Kelly-Wilson, who has been the production editor for the past two years, and Kris Hertenstein, production assistant and account manager. I will continue working with SRL on an ad hoc basis, including assisting with the newsletter, if and when needed. I can continue to be reached at dianeo@srl.uic.edu.

Diane O'Rourke

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