



SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

What Can Survey Organizations Do to Improve Their Client Relationships?

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The Urban Institute

INTRODUCTION TO THE RESEARCH

These thoughts on how survey organizations can improve their client relationships are based on interviews conducted with 27 Urban Institute researchers about their recent experience working with various survey firms. The Urban Institute consists of 10 different policy centers that analyze policies, evaluate programs, and inform community development to improve social, civic, and economic well-being. Most of the survey data used by the Urban Institute is collected using outside survey firms. The purpose of this research was to evaluate the Urban Institute researchers' experiences working with survey firms in order to strengthen the collaborative efforts between the Urban Institute and the survey firms they choose as partners. This paper summarizes some of the key lessons from this research that would be helpful for survey firms to learn in order to improve their client relationships.

MOST COMMON CONCERNS

The most-mentioned complaint was that survey firms frequently substitute key personnel, where much of the substitution involves assigning a more junior-level person to the project. Some of these concerns could be addressed by formally introducing the new personnel and making the client aware early on of any key personnel changes. The second most common concern was the failure of survey firms to keep the client informed, particularly when things were not going well. Here, it is important to come to some agreement prior to data collection as to when and what reports will be provided. Respondents also felt that survey firms too often wanted

to use strategies with which they had experience on other projects, but in the case of respondents' projects, these strategies were not or would not have been effective. Finally, there were a number of complaints about falling behind schedule, which usually was a result of not allocating enough time to development and pretesting.

On the positive side, there were only a few complaints about not staying within budget. Given that survey response rates have been declining, there were surprisingly few complaints about getting lower-than-expected response rates. Finally, there were only a few complaints about the quality of the data deliverables.

Overall, not enough data were collected to generalize about individual firms, but interestingly, criticism seemed to be spread equally across both large and small firms, with university research centers generally receiving more complaints.

THINGS THAT WERE CONSIDERED IMPORTANT

A common theme was that survey firms who had a greater invested interest in doing well generally did better. Researchers felt that this could be accomplished if the Urban Institute worked on establishing closer partnerships with the survey firms they choose to collect data. Researchers generally felt that choosing a firm that could make available an expert in the survey topic helps ensure that a project gets more attention. Getting regular project updates and the ability to monitor interviewing were often mentioned as important considerations in working with a survey firm. The final response

rate, while important, was considered less important than knowing that the survey firms made a good faith effort at obtaining a high response rate. Researchers also felt they should be included in discussions aimed at increasing responses as well as understanding the costs and potential bias that those efforts could incur.

OTHER THINGS IMPORTANT IN ESTABLISHING A GOOD CLIENT RELATIONSHIP

Finding the appropriate level of help a client needs in designing the questionnaire is often an awkward but critical task in establishing a good client relationship. While the client usually has the substantive expertise, turning a research question into a survey question that can be answered by the target respondents is a difficult task. Clients often need to be reminded that their questions need to be written so that they are easy to answer. Another important contribution that improves the reputation of a survey firm is writing compelling introductions that help increase respondent cooperation. Also, most clients will look to the survey firm to provide advice in terms of length and layout of the survey. Finally, it is important to convince clients of the importance of testing all survey instruments and, for repeat surveys, reassessing the usefulness of the data that is collected.

Another issue that can upset a client relationship is the quality of the sampling frame or list of potential respondents. The problem usually results from scheduling and or cost estimates that are based on overly optimistic expectations. In order to be competitive, survey firms often provide budget and time estimates that assume the best. Here I think that it is imperative that survey firms include in their contract provisions that protect them from receiving a sampling frame or list of respondents that is not of the quality that they were expecting. In addition, survey firms should assess early on the quality of the sampling list and inform the client of any problems, preferably before the start of main data collection.

IMPORTANT FACTORS IN SELECTING A SURVEY FIRM

For the vast majority of projects, the mode of data collection (e.g., personal, telephone, mail, Web, mixed) is already determined. Thus, the

first task is often to identify those firms that have good reputation with conducting studies using the required mode of data collection. Then, the most important consideration goes to identifying those firms that have experience working with similar populations or similar sample designs. A firm's communication skills and references are also things that are considered important. Internal references or existing partnerships can also help identify qualified survey firms. Because of the past experience of finding that survey firms often switch key personnel, less consideration is given to resumes of key personnel, except in situations where the key personnel would be helpful in obtaining funding or additional funding.

Cost can be important factor, but it can be a two-way street. Too low a bid often raises concerns about quality and whether the requested task is fully understood. A high bid usually needs to include a novel approach that researchers consider worth trying. Also, keep in mind that only a few projects have budgets that permit researchers to do everything possible in order to reduce survey error, thus most projects will accept something short of full tailored design method.

Other important factors included finding out the survey firm's availability and how long will it take to collect the data. Finally, consideration needs to be given to how receptive the respondents will be to being called by the survey firm. For instance, local studies may benefit from choosing a local survey firm, while studies of certain populations may benefit from choosing survey firms that employ interviewers from the same population.

RECOMMENDATIONS

The most important recommendation is that you keep the client informed. Good clients will want ongoing progress reports and the ability to monitor interviews. So while providing these options may seem a bit intrusive on the part of the client, they usually are effective at both educating clients and improving your client relationships. A second recommendation is that you allocate enough time for testing. Nobody is happy when mistakes make their way into the main data collection effort. Third, be realistic about the expected response rate and let the client know about other things that you do or can do that are important in conducting a high-quality survey. For instance, invite the client to take part in your interviewer training.



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.

CALIFORNIA

Survey Research Center (SRC)

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Maternal and Infant Health Assessment (MIHA).

2007 is the 9th year of data collection for this project. The study involves sending a mail questionnaire to a list sample of 5,000 California women who have given birth four months prior to data collection, with a response rate of 70% in the 2006 study. Telephone interviews are conducted with nonresponders to the mail effort. A minimum of 3,500 interviews are completed each year. Interviews are conducted in English and Spanish. SRC is in the field with the 2007 MIHA project. *Principal Investigator:* Paula Braveman (UC San Francisco), *Project Director:* Madonna Camel, *Contact Person:* Robert Lee.

Childhood Leukemia Study. SRC collects data via CATI and CAPI interviewing for this study of children with leukemia and with a control group recruited from hospitals. Interviews are conducted over the telephone and in-person with approximately 450 subjects per year. Interviews are conducted in English and Spanish. SRC staff also collect buccal cell samples, arrange for blood specimens to be obtained, and perform global positioning satellite (GPS) measurements. This project began in 2002. Follow-up interviews and interviews with newly recruited subjects will continue through at least 2010. *Principal Investigator:* Patricia Buffler (UC Berkeley), *Project Director:* Susan Burns, *Contact Person:* Robert Lee.

The Golden Bear Omnibus (GBO) Survey. The 2007 version of the GBO Survey was conducted in the spring and summer of 2007 with an RDD sample of Californians. Use of CATI interviewing technology allowed investigators to conduct wording and random-

ization experiments within the interview. Faculty participants contributed research modules as part of this data collection effort. *Project Director:* Robert Lee.

Public Agendas and Citizen Engagement Survey (PACES).

The 2006 version of PACES is a study that uses a national list-assisted RDD sample to recruit participants who were at least 18 years old. Subject areas include governmental priorities, political participation, and issues that affect political activism. Approximately 1,300 interviews were completed in 2006, and approximately three quarters of the 2005 and 2006 respondents were interviewed in early 2007. *Principal Investigator:* J. Merrill Shanks (UC Berkeley), *Project Director:* Robert Lee.

ILLINOIS

National Opinion Research Center (NORC)

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National Survey of Algebra Teachers. In support of the National Mathematics Panel, the NORC/Univ. of Chicago Joint Center for Education Research designed and is conducting the National Survey of Algebra Teachers. This mail survey will capture teachers' detailed observations on student preparation, motivation, work habits, and skills as well as their insights on how math is now taught, how earlier math education could be improved to better prepare children to succeed at algebra, and what would help all math teachers do a better job. *Project Director:* Tom Hoffer.

National Survey of Women's Studies Programs.

NORC, in association with the Univ. of Chicago Survey Lab, is conducting the first-ever census of women's studies programs in U.S. colleges and universities. The effort is sponsored by the National Women's Studies Association and supported by the Ford Foundation. The study explores the ways in which women's studies programs are defined and organized. Data collection is mixed mode, with web, mail, and telephone components. *Project Director:* Michael Reynolds.

Medicare Part D Research. In support of the Medicare Payment Advisory Commission, NORC and partner Georgetown Univ. will conduct focus groups among patients and physicians in multiple locations to learn about experiences—including financial effects—of the Medicare Part D Drug Benefit. The project will also include interviews with officials in

one state about a program that automatically assigns beneficiary to the most financially advantageous plans. *Project Director:* Elizabeth Hargrave.

Census of Public Defender Offices. NORC will conduct the 2007 Census of the Public Defender Offices for the Bureau of Justice Statistics. This census will obtain information about the operations, workload, staff size, policies, and procedures of the approximately 1,400 nationwide offices that serve as public defenders. This is a mixed-mode survey with Web, mail, and telephone components. *Project Director:* David Herda.

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Breast Cancer Care in Chicago (BCCC). In 2003, the National Institutes of Health established 8 Centers for Population Health and Health Disparities designed to support research to understand and reduce differences in health and access to care. BCCC is the major project of the UIC Center; it is focused on exploring the reasons for disparities in stage of breast cancer at diagnosis among White, African-American, and Latina women diagnosed between 2005 and 2008. Those who agree to enroll in the BCCC study are required to complete an in-person interview about their experiences on the path to diagnosis and treatment of breast cancer, including how their breast cancer was discovered and the treatment options they were offered; the kinds of support received from family and friends; access to and perceptions of health care; beliefs about the causes and treatment of breast cancer; and stress and coping.

In addition to the interview, consent is sought for 5 optional study components: (1) assistance in obtaining interviews with the woman's friends and family members, (2) access to her medical record for abstraction of data related to breast cancer screenings and diagnosis, (3) access to a copy of the pathology report relating to the breast cancer diagnosis, (4) access to a sample of the tissue used for diagnosing the cancer, and (5) a blood sample. As of early October, interviews had been completed with 807 patients (281 White, 409 African American, and 117 Hispanic) and 1,681 alters. *Principal Investigator:* Richard Warnecke (CPHHD, UIC), *Project Coordinator:* Jennifer Parsons.

KANSAS

Survey Research Center Policy Research Institute University of Kansas

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The SRC is completing a Survey of Kansas Adults to assess Awareness and Evaluation of Kansas State University Research and Extension Services. The SRC is also gearing up for a second annual consumer satisfaction survey of Kansas adults whose children received state health care services. In addition, the children of these parents who are age 12 and over and who received these benefits are also surveyed.

MASSACHUSETTS

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The Cranberry Visitor's Center: An Investigation into Potential Tourism Opportunities for the Massachusetts Cranberry Industry. Approximately 400 telephone interviews were completed in February. All respondents were asked demographic questions as well as questions relating to specific areas of concern regarding the level of interest in a southeastern Massachusetts cranberry visitor's center as a tourist destination. They were also asked about their motivation for visiting the center, expectations and preferences for exhibits and programs in an effort to assist in creating an innovative and appealing cranberry visitor's center for tourists and local residents. *Project Director:* Nora Ganim Barnes.

Embrace of Social Media by College Admissions.

Following up on our popular study of the Inc. 500's social media habits, this study examined the familiarity with, usage of, and attitude towards social media among admission offices of 453 4-year U.S. colleges and universities. Their answers show that the use of social media (especially blogs) in the "ivory tower" is outpacing even the business world. *Project Directors:* Nora Ganim Barnes and Eric Mattson.

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Tobacco Surveillance, Epidemiology, and Evaluation Network (TSEEN). The ultimate goal of the TSEEN is to improve the national tobacco surveillance system and to strengthen the nation's system for monitoring factors that impact morbidity and mortality from tobacco use. During the coming year, CSR's activities will include the development and evaluation of survey measures of exposure to commercial and noncommercial information about low-nitrosamine tobacco products and a study of the retail availability and point of purchase advertising for Marlboro Snus. This project is funded by the National Cancer Institute. *Co-leader:* Lois Biener.

MICHIGAN

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National Institute for School Leadership Evaluation (NISL). The NISL is an intensive program intended to prepare principals to be outstanding instructional leaders within the context of standards-based accountability systems. The primary objective of this evaluation is to assess the effects of NISL participation on school principals' practice and knowledge, particularly with practices and areas of knowledge that are thought to support instructional improvement. From January 2005 to August 2007, SRC implemented Web and mail surveys in 52 schools during three consecutive school years. One component of the study was a school staff mail survey administered in spring during years 1 and 3 of the study to approximately 2,400 school personnel in the 52 schools. A second component was a Web survey administered each spring to 52 principals. The third component was a Web-based data collection that involved completion of 6 daily log reports by 52 principals over a 6-day period in spring 2005, fall 2005, spring 2006, fall 2006, and spring 2007. This project was funded by the Institute for Education Sciences and the Department of Education. *Principal Investigator:* Carol Barnes (UofM), *Survey Manager:* Meredith House, *Production Manager:* Barbara Aghababian-Homburg.

Reading First in Michigan (2006–2007). *Reading First* is a federally funded program that was established as part of the No Child Left Behind Act of 2001. It aims to improve student achievement and enhance teacher quality through extensive professional development focusing on kindergarten through 3rd grade. The program is designed to select, implement, and provide professional development for teachers using scientifically based reading programs and to ensure accountability through ongoing, valid, and reliable screening, diagnostic, and classroom-based assessment. The State of Michigan awarded funds for an annual evaluation of the program to the Univ. of Michigan School of Education. SRC is implementing the data collection activities for the evaluation study, which include self-administered questionnaires, student assessments, and classroom observations. *Principal Investigator:* Joanne Carlisle (Univ. of Michigan), *Survey Manager:* Meredith House, *Production Manager:* Barbara Aghababian-Homburg.

Mississippi Community Study (MCS). This study of the effect of Hurricane Katrina on families living in Mississippi concentrates on the stress caused by the storm, evacuation, dislocation, and destruction of life and property. Subjects included approximately 1,000 Mississippi families selected at random from three geographic areas stratified by levels of damage. Data collection modes included both telephone and

Lead Articles Sought

Survey Research 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 survey@srl.uic.edu.

face-to-face interviews. Project period was August 2006 though July 2007. This project is funded by the National Institute of Mental Health. *Principal Investigator*: Sandro Galea (UofM School of Public Health), *Survey Manager*: Kirsten Alcser, *Project/Production Manager*: Esther Ullman.

MINNESOTA

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2006 Minnesota State Survey. This was the 23rd annual omnibus survey of adults in Minnesota. From September to November 2006, RDD CATI surveys were completed with 803 adults. The survey was sponsored by government agencies and the Univ. of Minnesota and included the following nine topics: quality of life, travel and recreation, housing, environment, employment, public safety, traffic safety, emergency preparedness, and gun safety. *Project Manager*: Pam Jones, *Study Director*: Rossana Armson.

2007 Twin Cities Area Survey. This was the 24th annual omnibus survey of adults residing in the 7-county Twin Cities (Minneapolis/St. Paul) area. A total of 802 RDD CATI surveys were completed from October 2006 to February 2007. The survey was sponsored by government agencies and the Univ. of Minnesota and included questions about the following four topics: quality of life, United Way, health, and emergency preparedness. *Project Manager*: Pam Jones, *Study Director*: Rossana Armson.

National Multiple Sclerosis Society, Minnesota Chapter Needs Assessment. The main goal of this mail survey was to evaluate the Chapter's programs and services to help ensure that the Chapter can best meet the needs of people with MS and their families. From February to April 2007, surveys were completed by 397 MN Chapter members. The project was funded by the NMSS MN Chapter. *Project Manager*: Pam Jones, *Study Director*: Rossana Armson.

PENNSYLVANIA

Institute for Survey Research (ISR) Temple University

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Adult Family Study 1 (AFS1). In an era of increasing mobility and high divorce rates, the parent-offspring tie is one of the longest lasting and most important relationships in adults' lives. Little is known about the dynamics of these relationships after offspring enter young adulthood and before parents incur physical declines at the end of life. This NIH-funded two-stage study of adults and their parents examined how they each perceived and handled issues in their relationship. For the first stage, interviewers called an RDD sample of households in the Philadelphia area to recruit 22–49 year old non-Hispanic White and African-American adults who lived within 50 miles of, but not with, two healthy parents. All three had to agree to participate in a 60-minute CATI interview and, for stage two, videotaped interviews: one with the offspring and mother and one with the offspring and father. Telephone screening also identified a group of 210 non-Hispanic White and African-American offspring age 22–49 who lived more than 50 miles from their healthy parents. One hundred and sixty-two of those offspring participated only in a CATI interview. Their parents were not interviewed. Two pilot studies were conducted from March 2002 and September 2002. The main study was conducted from October 2002 through December 2003. Of the 213 families assigned to field interviewers for videotaped dyad interviews, 158 (74 %) completed both dyad interviews. *Principal Investigator*: Karen Fingerman (Purdue Univ.), *Study Director*: Ellin Spector.

Adult Family Study 2 (AFS2). This NIA and MacArthur Foundation funded CATI study will be conducted with approximately 600 target adults, 40–60 years of age, one parent and as many as four offspring who are age 18 or older. About 26% of the target respondents in this Philadelphia area study are expected to be African-American; the majority of the remainder will be European American. The English language instrument is expected to be administered to adults in 60 minutes, to parents in 30 minutes and to offspring in 45 minutes. The purpose of the study is to expand knowledge of intergenerational transfers by addressing the psychological processes underlying family support. Of specific interest are how and why individuals choose between self, spouse, parent, and children, as well as how they choose among

multiple parents or stepparents and children in the allocation of their time, emotional energy, and material assets. The study will explore how people's motives differ with regard to tangible and non-tangible allocations in both the present and future time frames. ISR will be responsible for programming, piloting, and administering the CATI instrument, as well as all other data collection tasks between the summer of 2007 and the summer of 2008. *Principal Investigators:* Karen Fingerman (Purdue Univ.) and Frank Furstenberg (Univ. of Pennsylvania), *Study Director:* Ellin Spector.

SOUTH CAROLINA

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Sumter County Motorists Survey. In this CATI survey of more than 800 residents of Sumter County, SC, researchers sought to learn more about how respondents felt about driving and bicyclists on the roads. These interviews were conducted between May and June with randomly selected drivers age 18 and older to gather data that could be used to plan new programs for the county. The survey was sponsored by the Univ. of South Carolina's Prevention Research Center in partnership with the Sumter County Active Lifestyles Coalition. *Project Director:* Robert Oldendick.

City of Columbia Citizen Attitude Survey. Four hundred fifty randomly selected adult residents of Columbia, SC, were surveyed in March and April to determine how they feel about living in the city, their evaluation of city services, and their ideas on activities which may be important for the city's future. The City of Columbia commissioned this CATI study to gather information that would help policy makers improve the quality of life in the city. *Project Director:* Robert Oldendick.

Spring 2007 South Carolina State Omnibus Survey. Questions on pain, residential growth management, and participation in the arts were among those asked of South Carolina adult residents selected to participate in this RDD CATI survey conducted in May and June. Other questions included frequency of use of services and customer satisfaction questions from various state agencies. *Project Director:* Robert Oldendick.

CANADA

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Canadians and Their Pasts (PASTS). This large-scale national study is examining the degree to which Canadians engage in the past, and the impact that history and the past have in their day-to-day lives. Building upon earlier work in the U.S. and Australia, this study includes innovations in survey content and methodology, as it inquires into the ways Canadians think about and remember the past. During the spring and summer of 2007, ISR conducted this national CATI survey, in both official languages, with approximately 3,000 adult Canadians from a random sample of households across the country. ISR will also conduct subsamples of 100 interviews with First Nations respondents from the Prairie provinces, Acadians in New Brunswick, and new immigrants in Peel Region. The PASTS project also includes a variety of partner research activities in all regions across the country. *Principal investigator:* Jocelyn Létourneau (U. Laval). *Co-investigators:* Margaret Conrad (U. of New Brunswick), Kadriye Ercikan (U. of British Columbia), Gerald Friesen (U. of Manitoba), Delphin Muise (Carleton U.), ISR's Associate Director David Northrup, and Peter Seixas (UBC). *Funding:* Social Sciences and Humanities Research Council (SSHRC) of Canada and Université Laval. *Study Director:* John Pollard.

Primary Care Access Survey. This province-wide study measures the public's access to physicians by interviewing a random selection of Ontarians on their experiences seeking primary health care. Throughout 2007, ISR will complete approximately 2,100 telephone interviews across Ontario in each quarter. Respondents are asked about their reasons for wanting to contact a physician or their office, any barriers or wait times they experienced, and their overall levels of satisfaction in accessing care. The information which is gathered will be used to develop programs to improve the public's access to physicians across the province. This study is funded by the Ontario Ministry of Health and Long Term Care. *Principal Investigator:* Sten Ardal (Information Management Consultant with the Ministry), *Study Director:* David Northrup.

National Education Survey. The Ontario Institute for Studies in Education (OISE) at the University of Toronto has been undertaking a provincial education

survey every two years since 1978. This 16th wave of the study examined the attitudes of all Canadians toward the education system in general and, more specifically, their feelings about recent changes in education policy. The phone survey was conducted with approximately 2,350 randomly selected Canadians in all provinces during the winter of 2007. Funding was provided by OISE and several government ministries and educational associations. *Principal Investigators:* David Livingstone and Doug Hart (OISE), *Study Director:* David Northrup.



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.

At the Public Opinion Laboratory at Northern Illinois Univ., Director **Robert Aar** has retired. POL's acting Director is **Lorayn Olson**.

James Stoutenborough is the new Manager of the Survey Research Center at the Univ. of Kansas. James is a Ph.D. candidate in political science; he replaces Matthew Beverlin.

NORC is pleased to report that a number of individuals have joined the organization. These include **Paul Antosz**, Senior Network Engineer; **Charles Armstrong**, Director of Infrastructure and Systems; **Jill Connelly**, Survey Director; **Kennon Copeland**, Associate Director of Statistics and Methodology and Senior Statistician; **Varuni Dayaratna**, Deputy Director of International Projects; **Jon Gabel**, Senior Fellow; **Steven Garcia**, Senior Systems Administrator; **Turknur Hamsici**, Survey Statistician; **Marchon Jackson**, Senior Financial Analyst; **Michael McNicholas**, Survey Director; **Joseph Michael**, Survey Specialist; **Daniel Molefe**, Survey Statistician; **Steve O'Krepky**, Senior Project Manager; **Bryan Palis**, Senior Research Analyst; **Jeremy Pickreign**, Research Scientist; **Anne-Sharon Relova**, Senior Research Analyst; **Saurabh Rohatgi**, Business Analyst; **Serena Sampson**, Technical Support Specialist; **Heidi Whitmore**, Research Scientist; **Gregory Wolniak**, Research Specialist; and **Ting Yan**, Survey Methodologist.

Jody Dougherty has joined the Survey Research Center at the Univ. of Michigan, Institute for Social Research as a Survey Director. Jody comes to us from Michigan State Univ. where she worked as the

director of survey operations. She has previously held positions with the U.S. Census Bureau and NORC.

Kelly Marzano has joined the Chicago office of the Univ. of Illinois Survey Research Laboratory as a project coordinator.



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 nancyl@srl.uic.edu. Survey Research does not charge a fee for these postings.

NORC, a national organization offering innovative solutions in research and technology affiliated with the Univ. of Chicago, is looking for **statisticians, survey methodologists, survey specialists, statistical programmers, data managers, project directors, and social scientists with advanced training or experience in survey research or survey operations**. New staff will be based in our Chicago or Washington, DC, offices. To find out more, please visit www.norc.org/careers. NORC is an affirmative action, equal opportunity employer that values and actively seeks diversity in the workforce.

The Survey Research Center at the Univ. of Michigan will seek candidates for **survey specialist** and **survey director** positions. Staff members serving in these positions are primarily responsible for management of data collection projects, which includes working with research investigators and other clients to define project and sample design, coordinating all aspects of preproduction and production within Survey Research Operations (SRO), providing regular progress and cost reports, and documenting all procedures. You can watch for postings at the Univ. of Michigan jobs Web site www.umjobs.org/. To find postings specific to SRC, click on key word search and type in "Survey Research Center." The Univ. of Michigan is an Equal Opportunity/Affirmative Action Employer.

Senior Research Fellow at the Center for Survey Research (CSR), Univ. of Massachusetts Boston. CSR is a full-service, academic survey research organization in its 32nd year of operation. We currently have an opening for a social science Ph.D. to join our group of 8 senior staff members and work as a collaborative, interdisciplinary team member. We conduct a wide variety of survey research projects, both as principal

investigators and as subcontractors to other researchers. Projects cover a wide range of timely subject areas such as health care delivery, tobacco control, and adolescent stress. We emphasize methodological research and integrating new knowledge into our survey efforts. Special consideration will be given to those applicants with particular interest in methodological aspects of survey research (e.g. sampling, question design and evaluation, Web-based surveys, computer-assisted data collection), and/or new analytic techniques (e.g. multilevel statistical analysis, analysis of longitudinal data, nonresponse bias). Applicant must have demonstrated analytic skills and an ability to develop funding for her/his own research interests. Considerable experience with large-scale probability sample survey projects is essential. Competitive calendar-year salary commensurate with experience. Equal Opportunity/Affirmative Action Employer. Application review is ongoing until the position is filled. Send vita to: Director, Center for Survey Research, Univ. of Massachusetts Boston, 100 Morrissey Blvd. Boston, MA 02125.



PUBLICATIONS

The following is a list of publications related to survey research. They are not available from Survey Research nor the Survey Research Laboratory.

- Beebe, T. J., Locke III, G. R., Barnes, S. A., Davern, M. E., & Anderson, K. J. (2007). Mixing web and mail methods in a survey of physicians. *Health Services Research, 42*, 1219–1234.
- Bertollo, D. N., Alexander, M. J., Shinn, M., & Aybar, J. B. (2007). An audio computer-assisted self-interviewing system for research and screening in public mental health settings. *Psychiatric Services, 58*(6), 743–745.
- Caceres, C. F., Celentano, D. D., Coates, T. J., Hartwell, T. D., Kasprzyk, D., Kelly, J. A., et al. (2007). The feasibility of audio computer-assisted self-interviewing in international settings. *AIDS, 21*(SUPPL. 2), S49–S58.
- Couper, M. P., Kapteyn, A., Schonlau, M., & Winter, J. (2007). Noncoverage and nonresponse in an Internet survey. *Social Science Research, 36*(1), 131–148.
- Crowley, J. E., Roff, B. H., & Lynch, J. (2007). Encouraging survey participation among individuals seeking HIV prevention services: Does a community identity match help or hurt? *Health Education and Behavior, 34*, 55–70.
- Dahly, D. L., & Adair, L. S. (2007). Quantifying the urban environment: A scale measure of urbanicity outperforms the urban-rural dichotomy. *Social Science and Medicine, 64*, 1407–1419.
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