

SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

Surveying Cell Phone Numbers in the U.S. in 2008: What We Think We Know and What We Still Need to Learn[†]

Paul J. Lavrakas

Approximately 30 years ago, household telephone coverage in the U.S. exceeded 90% for the first time. By the late 1980s, telephone surveying of the general public had become well accepted as a representative survey mode. However, only two decades later, in 2008, the ability of survey researchers to reach representative samples of the U.S. public via landline (wired) telephone surveys is being seriously challenged, especially due to cell phones and the growth of the “cell phone only” population. Surveying persons reached on cell phones in the U.S. is a very complex undertaking if one wants to do it “right,” i.e. to do it legally, ethically, and in ways that optimally allocate one’s finite resources to gather high quality data, and to analyze and interpret those data accurately. Although surveying the U.S. cell phone population certainly is possible, it is considerably more expensive and yet generally less accurate than surveying those reached on a landline. The next five years should see considerable growth in the methodological and statistical know-how that the survey community uses to plan, implement, and interpret U.S. cell phone surveys, and there is a great deal that still must be learned.

WHAT WE THINK WE KNOW

Coverage and Sampling. There are many issues concerning cell phone numbers and sampling frames that researchers must understand in order to evaluate the most appropriate sampling design for telephone surveys in the United States. This is par-

ticularly challenging when a telephone survey is less than national in scope. In particular, special care must be taken in deciding how to handle respondents who can be reached via both a cell phone RDD frame and a landline RDD frame.

Nonresponse. Noncontacts and refusals as sources of nonresponse are more prevalent in cell phone surveys than in landline surveys with comparable numbers of callbacks. However, there are reasons to expect that the proportion of noncontacts in cell phone surveys will decrease over time. In contrast, there are formidable obstacles to addressing the challenges posed by refusals in cell phone surveys that are likely to remain into the foreseeable future. For example, refusal conversion attempts are less productive with cell phone samples than they are with landline samples. The accurate dispositioning of the numbers in a sample, both on a temporary basis during the field period and on a final basis at the end of the field period, is more troublesome with cell phone samples. This in turn makes the calculation of response rates for cell phone surveys more complex and less reliable than with landline surveys. The processing of cell phone samples also requires many new operational considerations that are not faced in processing landline samples and that further will raise nonresponse if not handled well. All of these challenges related to nonresponse in U.S. cell phone surveys make them at least twice as expensive to conduct than comparable landline surveys.

[†]This article is a synthesis of information and ideas that appear in the concluding article of the special *Public Opinion Quarterly* issue on cell phone surveying (Lavrakas, Shuttles, Steeh, & Fienberg, 2007) and a special AAPOR Cell Phone Task Force report (2008).

Legal and Ethical Issues. Due to U.S. federal telecommunication laws and regulations, those who conduct surveys with people who are reached on a cell phone must avoid using autodialers (including self-dialing modems and predictive dialers) to place calls, unless prior permission has been granted by the cell phone owner to do so. This increases the time and cost of processing cell phone samples considerably. Presently, it is not advised that text messages be used to make advanced contact with those sampled at a cell phone number due to federal and state laws on text messaging. Different considerations must be given in calling cell phone numbers than with landline numbers in regards to (a) time of day for calling, (b) maximum number of callbacks to attempt and the frequency of callbacks, (c) privacy issues, (d) safety issues, and (e) contacting minors.

Measurement. There are two primary measurement issues concerning cell phone surveying. First, although there currently is no reliable evidence that the data gathered in good cell phone surveys is of lower quality than in comparable landline surveys, it is advisable that researchers remain attentive to this concern. For example, researchers should consider asking all those reached on their cell phone whether they are being interviewed at home or elsewhere, and then conduct analyses to determine if “location” appears to affect data quality. Second, data on many new survey items appear to be needed for use in weighting cell phone samples. Unfortunately, the reliability and validity of these new items have not yet been established.

Weighting. There remain a myriad of important unknowns and uncertainties about the weighting needed to help improve the accuracy of RDD cell phone samples. This is one of the most complex and challenging of the knowledge gaps currently facing U.S. telephone researchers who work with data from RDD cell phone samples. Until reliable methods have been devised, tested, and refined by the survey research community, telephone researchers in the U.S. will have considerable uncertainty associated with whether cell phone survey data have been made as accurate as possible through weighting. A particularly troublesome issue here is that there are no reliable population parameters to weight cell phone samples of regional, state, and local areas. Further troubling is that there appear to be no current plans to remedy this informational shortfall by gathering such data at the subnational level. Thus, researchers conducting non-national surveys with cell phone numbers will need to be very creative and very careful in deciding how to weight those non-national samples.

Disclosure. Although not everyone in the survey community will agree with the following recommendations, it is suggested that researchers who conduct telephone surveys with cell phone owners disclose the method by which the cell phone numbers used in a survey were selected. Furthermore, if RDD surveys do not sample cell phone numbers, it is incumbent on the researchers to provide an explanation of how excluding cell phone numbers might affect their survey results. Finally, researchers should explain the decisions that were made concerning weighting of cell phone samples, including why the sample was not weighted if it was not.

WHAT WE STILL NEED TO LEARN

There remain a number of important knowledge gaps pertaining to how to best conduct surveys in the U.S. that reach respondents on cell phone numbers. The following represent some of the key research questions for which valid empirical evidence is needed:

- What survey items should be included in non-national surveys with those reached on their cell phone to determine their geographic eligibility and thereby avoid coverage errors?
- What proportion of adults answer calls on their cell phone, as opposed to only making outbound calls, and, if they do, what proportion of the time do they do this?
- What proportion of adults routinely shares a cell phone with someone else for receiving inbound calls?
- Under what circumstances, if any, will nonignorable coverage error result if RDD cell phone surveys do not deploy a within-unit respondent selection technique?
- If cell phone surveys do deploy within-unit respondent selection, what is the best procedure to use?
- Is there differential nonresponse and nonignorable nonresponse error associated with those who have both cell phone and landline service that are sampled and interviewed via their landline versus those who are sampled and interviewed via their cell phone?
- In surveys that include both landline and cell phone numbers, what nonignorable errors, if any, will result if those with dual service are screened out when they are reached on their cell phone numbers?
- In what nonignorable ways, if any, is data quality affected when data are gathered from those

interviewed on their cell phones as opposed to their landlines, and does this vary depending on whether a cell phone interview is conducted while the respondent is at her/his home or not?

- What variables are needed to properly weight cell phone data, how should these variables be operationalized, and how should they be used in weighting?
- How should non-national RDD cell phone survey data be weighted in the absence of reliable population parameters about cell phone ownership at non-national geopolitical levels?

REFERENCES

- AAPOR Cell Phone Task Force. (2008). *Guidelines and considerations for survey researchers when planning and conducting RDD and other telephone surveys in the U.S. with respondents reached via cell phone numbers*. Retrieved June 25, 2008, from http://www.aapor.org/uploads/Final_AAPOR_Cell_Phone_TF_report_041208.pdf
- Lavrakas, P. J., Shuttles, C. D., Steeh, C., & Fienberg, H. (2007). The state of surveying cell phone numbers in the United States: 2007 and beyond. *Public Opinion Quarterly*, 71, 840–84.



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.

ARIZONA

Social Research Laboratory Northern Arizona University

P.O. Box 15301, Flagstaff, AZ 86011-5301
928-523-1515, fax: 928-523-1753
srl@nau.edu; www.nau.edu/srl

Survey of Flagstaff Voters. This series of two telephone surveys of likely Flagstaff voters ($n=400$, June 2007; $n=400$, November 2007) was conducted on behalf of the Northern Arizona Intergovernmental Public

Transit Authority. The surveys explored opinions about public transportation in the city. *Director:* Fred Solop, *Co-directors:* Kristi Hagen and James Bowie.

Coconino County Citizen Survey. This telephone survey of adult residents of Coconino County, AZ ($n=800$) was conducted for the county government. Topics included quality of life in the county, satisfaction with county services, attitudes towards county taxes, and frequency of Internet use. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

Arizona Board of Regents Statewide Survey. This telephone survey of registered Arizona voters ($n=1,200$) was conducted on behalf of the Arizona Board of Regents and examined attitudes toward higher education in the state. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

Survey of Arizonans' Attitudes about Public Libraries. This telephone survey of Arizona adults ($n=1,201$) was conducted on behalf of the Arizona State Library. Topics included library visitation and use, ratings of library services, and attitudes toward libraries. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

Distance Learning Student Satisfaction Survey. This telephone survey of students enrolled in Northern Arizona Univ. distance learning classes ($n=412$) was conducted on behalf of the university. Students were asked to rate various aspects of the distance learning experience, including on-line registration services, advising services, and availability of classes. *Director:* Fred Solop, *Co-director:* Kristi Hagen.

CALIFORNIA

Survey Research Center (SRC) University of California at Berkeley

2538 Channing Way, #5100, Berkeley, CA 94720-5100
510-642-6578; fax: 510-643-8292;
<http://srcweb.berkeley.edu>

Assessing the Occupational Burden in Chronic Obstructive Pulmonary Disease. SRC conducted home visits with 245 northern Californians age 55–75 who report airway diseases. Interviewers collected questionnaire data that assessed activity level, depression, and anxiety; physical measures included lung function, blood pressure, and muscle strength; cognitive and psychological measures also were collected. *Principal Investigator:* Patricia Katz (Univ. of California at San Francisco), *Project Director:* Jacqueline Hayes, *Contact Person:* Robert Lee.

Childhood Leukemia Study. SRC currently is collecting data and biological specimens for an ongoing

case-control study of childhood leukemia in 35 counties in northern and central California. The study has completed more than 2,000 in-person interviews, collected 1,800 buccal (DNA) samples from mothers and children, and collected 300 blood samples from mothers. Study adjuncts have included collection of dust samples, air sampling, household pesticide inventories and electromagnetic field and contact voltage measurements. *Principal Investigator:* Patricia Buffler (Univ. of California, Berkeley), *Project Director:* Susan Burns, *Contact Person:* Robert Lee.

2007 Maternal and Infant Health Assessment. SRC conducts annual surveys of approximately 5,000 new mothers in California. Data are collected via mail questionnaires; telephone interviews are conducted with nonresponders to the mail effort. Sample information is received from birth certificates and oversamples are included for low education, Spanish-speaking, and non-White women. The questionnaire includes items about prenatal care and barriers to obtaining care. Extensive tracing efforts are required to locate women's telephone numbers. *Principal Investigator:* Paula Braveman (Univ. of California, San Francisco), *Project Directors:* Madonna Camel and Lisa Kermish, *Contact Person:* Robert Lee.

ILLINOIS

Survey Research Laboratory

University of Illinois at Chicago

412 S. Peoria St., 6th Floor, Chicago, IL 60607-7069
312-996-5300; fax: 312-996-3358, or
505 E. Green St., Suite 3, Champaign, IL 61820-5723
217-333-4273; fax: 217-244-4408
info@srl.uic.edu; www.srl.uic.edu

Campus Housing Needs. The purpose of this project was to survey Univ. of Massachusetts Boston (UMB) undergraduate and graduate students about the factors that influenced their perceptions of and future needs for on-campus housing at UMB. During May 2007, the Web questionnaire was completed by 980 UMB students. *Project Coordinator:* Ingrid Graf.

Supply and Demand of Veterinary Pathologists.

The Recruitment Committee of the American College of Veterinary Pathologists (ACVP) contracted with SRL to survey employers and trainers of veterinary pathologists. The purpose was to determine whether the supply of veterinary pathologists will be sufficient to cover market needs, taking into consideration the findings of a similar survey conducted in 2002. Employers of veterinary pathologists were surveyed via Web and mail during November and December 2007; questionnaires were completed by 141 employers. The mail survey of trainers extended from November 2007 to Febru-

ary 2008 and resulted in 37 completes. The study was funded by the ACVP, the Society of Toxicologic Pathology, and the American Society for Veterinary Clinical Pathology. *Project Coordinator:* Kelly Marzano.

Waiting for Treatment: State-Funded Treatment

Facilities in Illinois. The Illinois Alcoholism and Drug Dependence Association (IADDA) commissioned a census of substance abuse treatment providers funded by the Dept. of Alcoholism and Substance Abuse (DASA) to determine the number of persons on waiting lists for treatment in Illinois. The brief questionnaire was administered by phone to representatives of 134 agencies during December 2007–January 2008. SRL conducted a similar census in March 2007. *Project Coordinator:* Ingrid Graf.

2008 After School Survey. The purpose of this study was to identify the academic and social enrichment extracurricular activities offered by Chicago Public Schools. The survey was conducted in February and March 2008. Questionnaires were mailed, faxed, or e-mailed to 627 Chicago public schools, and of those, 524 schools completed and returned the questionnaire. *Project Coordinator:* Jennifer Parsons.

IOWA

Center for Survey Statistics and Methodology Iowa State University

216 Snedecor Hall, Ames, IA, 50011-1210
515-294-3451; fax: 515-294-5242
www.cssm.iasate.edu

Iowa Caucus Poll. Two separate CATI surveys were conducted in 2007–2008 with registered Iowa voters focusing on the Iowa Democratic and Republican caucuses. The first, conducted in November, identified who planned to attend the caucuses, who they planned to support, and their opinions about selected issues. The second survey was conducted with the November respondents after the caucuses in January. Questions addressed their caucus participation and preferred candidates. The January survey also contained a student component, in which university students were interviewed to learn about their caucus participation, candidates of choice, and opinions on selected issues. Over 2,700 interviews were completed. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

American Statistical Association (ASA) Salary Survey of Business, Industry, and Government Organizations.

This dual-mode (Web/mail) survey was conducted in 2007 with approximately 1,350 ASA members to update information obtained from a similar study in 2005. Survey results provided statistician salary benchmarks to be used by the ASA when addressing

salary/career questions from students, employers, and researchers. The survey incorporated a methodological experiment on contact modes. *Project Coordinator:* Dianne Anderson, *Project Manager:* Allison Tyler.

Iowa Farmland Ownership. This longitudinal project is mandated by the Iowa state legislature and has been conducted every 5 years since 1988. Its purpose is to identify characteristics of owners of agricultural land in Iowa and to learn how land is acquired, transferred, and managed. CATI interviews with over 550 owners of selected Iowa farmland were conducted in the fall of 2007. The prior emphasis on land rental arrangements was continued with an additional focus on the impact of sharp increases in land values. *Project Coordinator:* Janice Larson, *Project Manager:* Allison Tyler.

MASSACHUSETTS

**Center for Survey Research
University of Massachusetts Boston**
100 Morrissey Blvd., Boston, MA 02125-3300
617-287-7200; fax: 617-287-7210;
csr@umb.edu; www.csr.umb.edu

The MassHealth Tobacco Cessation Benefit Evaluation—Member Survey. Sponsored by the Univ. of Massachusetts Medical School, this study seeks to compare the experiences that two groups of adult Medicaid members have had with their attempts to quit smoking: those who smoke who have ($n=1,700$) and have not ($n=1,700$) received any of the tobacco cessation benefits offered by MassHealth. This statewide, dual-mode (mail followed by phone), dual-language (English and Spanish) survey is currently in the field. *Study Director:* Patricia Gallagher, *Assistant Study Director:* Deanne Dworski-Riggs.

**Center for Marketing Research
University of Massachusetts Dartmouth**
200 Mill Rd., Fairhaven, MA 02719
508-999-8756; fax: 508-910-6297
NBarnes@umassd.edu; www.umassd.edu/cm

Determining the Technical Assistance Needs of Affected Massachusetts Cranberry Growers. A third of Massachusetts fresh fruit cranberry growers were surveyed in the fall of 2007. The survey investigated specific areas of interest and concern regarding the needs of growers who will be moving towards GAP certification. The survey focused on the growers' intent to seek certification and what assistance would be necessary to help them succeed. For those growers who feel that GAP certification is not something they can or want to achieve, the survey attempted to define if they

might be influenced to stay in the fresh fruit market given the availability of assistance. *Project Director:* Nora Ganim Barnes.

MICHIGAN

**Office for Survey Research (OSR)
Institute for Public Policy and Social Research
Michigan State University**
321 Berkey Hall, East Lansing, MI 48824-1111
517-355-6672, fax: 517-432-1544
hembroff@msu.edu; www.ippsr.msu.edu

After the JD. This is the first national longitudinal study of the careers of American lawyers. The project studies the early careers of persons first admitted to the bar in 2000. SRC is currently conducting the second wave of data collection, with 8,200 persons. The data collection is multimode, involving mailed questionnaires, paper and e-mail invitations to complete a Web questionnaire, and follow-up CATI telephone interviews of persons who did not respond by mail or Web. The data collection is funded by a consortium of groups with a special interest in legal education and legal careers. *Principal Investigator:* Robert Nelson (American Bar Foundation), *Survey Director:* Terry Adams.

Detroit Men's Dating. This project is designed to study the relationship between alcohol consumption

PATRONS

- American Association for Public Opinion Research
- Institute for Survey Research, Temple University
- Marketing Systems Group
- Mathematica Policy Research
- Master of Science in Marketing Research Program, University of Texas at Arlington
- National Center for Health Statistics
- Research Triangle Institute
- Survey Research Center, University of Michigan
- Survey Research Laboratory, University of Illinois at Chicago
- Westat

and sexual assault perpetration in a 2-wave community survey of young men age 18–35. Most of the questionnaire is administered using ACASI, asking detailed questions on various dating situations. Approximately 450 interviews will be completed in the first wave, and a second interview will be attempted with the same respondents one year later. This project is funded by NIAAA. *Principal Investigator:* Antonia Abbey (Wayne State Univ.), *Survey Director:* Jody Dougherty.

MINNESOTA

Minnesota Center for Survey Research University of Minnesota

1313 Fifth Street SE, Suite 108, Minneapolis, MN 55414-4533
612- 627-4282; fax 612-627-0095
arms001@umn.edu;
www.cura.umn.edu/programs.mcsr.html

2007 Minnesota State Survey. This was the 24th annual omnibus survey of adults in Minnesota. From September to December 2007, RDD surveys were completed with 803 adults. The survey was sponsored by government agencies and the Univ. of Minnesota and included the following topics: quality of life, tourism and recreation, education, environment, charitable organizations, traffic safety, health, Univ. of Minnesota Cancer Center, and gun safety. *Project Manager:* Pam Jones, *Study Director:* Rossana Armson.

2008 Twin Cities Area Survey. This was the 25th annual omnibus survey of adults residing in the 7-county Twin Cities (Minneapolis/St. Paul) area. A total of 802 RDD interviews were completed from October 2007 to February 2008. The survey was sponsored by government agencies and the Univ. of Minnesota and addressed quality of life, hunger, organizational awareness, environment, health, and emergency preparedness. *Project Manager:* Pam Jones, *Study Director:* Rossana Armson.

NORTH CAROLINA

Social and Statistical Sciences RTI International

3040 Cornwallis Rd., P.O. Box 12194,
Research Triangle Park, NC 27709-2194
919-541-7008, fax: 919-541-7004
rak@rti.org; www.rti.org

Assessment Study for the I-95 Corridor. In the spring of 2008, RTI interviewed approximately 75 key business, government, and community leaders in eastern South Carolina for Francis Marion Univ. and South Carolina State Univ. Data from the interviews

will help RTI, external consultants, and local leaders devise strategies and proposals for addressing the chronic underdevelopment of the 16-county region along I-95. The interviews also will create community support for the development initiative. *Project Director:* Toby Moore.

The Occupational Information Network (O*NET).

Sponsored by the U.S. Dept. of Labor, O*NET is a comprehensive system for collecting, organizing, describing, and disseminating information on occupational requirements and worker attributes. The O*NET database is the most comprehensive source of occupational and skill information in the U.S. Under contract to the National Center for O*NET Development, RTI provides sampling, data collection, data processing, and data analysis services to populate and maintain the O*NET database. *Project Director:* Mike Weeks.

Performance of Medicare Part D Organizations' Customer Service and Pharmacy Call Centers. The Medicare Prescription Drug, Improvement, and Modernization Act of 2003 established the new Medicare Part D prescription drug program for Medicare beneficiaries. As part of the program implementation, all Part D plans are required to operate a toll-free call center through which enrollees and providers can receive information over the phone regarding the plan's drug benefit. RTI is conducting surveys of these call centers to measure availability and access times to these services for the Center for Medicare and Medicaid Services. *Project Director:* Jay Levinsohn.

PENNSYLVANIA

Institute for Survey Research (ISR) Temple University

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

Migration and Access to Health Care. This is a cross-sectional survey of 432 migrant farm workers in New York, North Carolina, and Florida. Beginning summer 2008, in-person PAPI interviews will be conducted in English and Spanish to gather much-needed empirical information about migration and health use over a 9-month data collection period. The data will lay the foundation for (1) reliable information for policy related to delivery of health care to this population, and (2) procedures for a later national study of two other migrant streams. The study is funded by NIH/NICHHD. *Principal Investigator:* Andrea Weathers (Univ. of North Carolina, Chapel Hill), *Study Director:* Eric Foster.

WASHINGTON

Social and Economic Sciences Research Center (SESRC)

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/>

Washington State Nurses and Dental Hygienists.

Sponsored by the Dept. of Health and the Workforce Training and Education Coordinating Board in Washington, a self-administered questionnaire (Web and/or mail) was sent to all dental hygienists, registered nurses (RNs), and licensed practical nurses (LPNs) licensed in the state. The study purpose was to evaluate workforce attributes of WA licensed health professionals in these three employment categories. Letters were sent to 4,796 dental hygienists, 72,463 RNs, and 14,444 LPNs. The letter invited them to complete an Internet-based survey. Approximately one third of each group received two additional nonrespondent mail follow-up contacts. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

2007 Survey of Washington State Foster Parents and Relative Caregivers. Sponsored by the Dept. of Social and Health Services and Children's Administration, the SESRC designed and conducted an independent, statistically valid, anonymous telephone survey of foster parents and relative caregivers in Washington that is conducted annually for the Braam Panel. The main purpose of the survey was to obtain information helpful to all areas of the Braam Settlement related to caregivers' work with foster children and associated outcomes and action steps. In developing the survey design, questionnaire, and procedures, the SESRC consulted with the Braam Oversight Panel, the Washington State Foster Parent's Association, the Children's Administration (CA) Youth Advisory Group, and the CA foster parent liaison staff. SESRC conducted 6 focus groups of foster parents and relative caregivers in six DSHS regions to evaluate an initial draft of the questionnaire. The telephone survey began on April 2, 2007, and continued through July 22, 2007, with a random sample of 3,800 foster parents and relative caregivers throughout the state. A total of 1,234 interviews were completed. *Principal Investigator:* John Tarnai, *Study Director:* Rose Krebill-Prather.

Impacts and Outcomes of the Western SARE Research and Education Grants Program. Sponsored by the Western Sustainable Agricultural Research and Education Program (SARE), this Internet/mail survey of all Western SARE R&E grant recipients was conducted in 2007. The main purpose was to evaluate and docu-

ment the quantifiable outcomes of the grant program and assess satisfaction of grant recipients with the program processes. The questionnaire had two main sections: (1) project implementation, outcomes, and impacts; and (2) impressions of the proposal submission and review process. Grant recipients were contacted through a series of postal and electronic mailings. Respondents were given the survey Web site URL and a unique survey access code. They also had the option of completing a paper version of the survey. The response rate for the survey was 60% (97 completes). *Principal Investigator:* Danna Moore, *Co-principal Investigator and Study Director:* Rose Krebill-Prather.

2007 Washington State Resident Survey. Sponsored by the Washington State Legislature, the intent of this study was to measure how WA residents get information regarding the legislative process and to discover how satisfied they are with that information. A total of 1,512 fully and partially completed interviews were collected during September through November 2007. *Investigator:* John Tarnai, *Study Director:* Thom Allen.

CANADA

Institute for Social Research (ISR) York University

4700 Keele St., Toronto, Ontario M3J 1P3, Canada

416-736-5061, fax: 416-736-5749

isrnews@yorku.ca; www.isr.yorku.ca

Harm Reduction for Gamblers. Most problem gamblers do not access treatment, often because of the stigma associated with problem gambling, embarrassment, or a desire to handle their problems on their own. However, recent research has shown self-help interventions for gambling problems to be effective. These interventions include getting personalized feedback on how their gambling activities compare to other people's gambling. ISR is assisting the Centre for Addiction and Mental Health by gathering the names of 6,000 Ontario residents through random selection procedures who spent more than \$100 on gambling in the past year. The study will explore the effectiveness of self-help interventions in reducing problem gambling among a certain proportion of the sample who are identified as having problems related to gambling. The recruitment process will take place from the fall 2007 through spring 2009. *Principal Investigator:* John Cunningham; *Study Director:* David Northrup.

Infrastructure in York Region: An Analysis of Human Services. This study seeks to understand the needs of residents of the York region as well as the extent to which they use and are satisfied with human services. The researchers are particularly interested in

the experiences of immigrants, including older immigrants who have settled in the region. Services under examination include housing, education, child care, employment, and settlement services. Over the summer and fall of 2008, ISR will conduct around 1,800 interviews with randomly selected residents of the York region (located north of Toronto). Some interviews will be conducted in Italian, Mandarin, and Cantonese, and there will be an attempt to include the opinions and experiences of recent immigrants and lower-income residents. The Social Sciences and Humanities Research Council of Canada is providing funding. *Principal Investigators:* Lucia Lo, Paul Anisef, and Valerie Preston (York Univ.); *Study Director:* David Northrup.

Rapid Risk Factor Surveillance System Study. This study's major goal is to gather timely data for planning, implementing, monitoring, and evaluating public health programs and services in selected public health departments across Ontario. Modeled after a study first conducted by the CDC, the study gathers trend data that, in addition to information from other sources, are used to monitor key public health issues, such as asthma rates, smoking, drinking and driving, sun safety, bicycle helmet use, the amount of water testing being conducted in private wells, rates of rabies vaccinations, etc. Newly emerging issues such as emergency/disaster preparedness, air quality, and road safety also are explored. Throughout 2008, ISR will conduct approximately 2,100 CATI interviews each month with residents in the regions served by each participating public health department. *Study Director:* Renée Elsbett Koeppen.

GERMANY

German Social Science Infrastructure Services (GESIS)

ZUMA—Center for Survey Research and Methodology

P.O. Box 122155, 68072 Mannheim, Germany
49-621-1246-0, fax: 49-621-1246-100
zuma@zuma-mannheim.de; www.gesis.org/en/zuma

Investigating the Biasing Effect of Methods and Procedures Aimed at Increasing Response Rates in Web Panel Surveys. Web-based panel surveys have emerged as a promising data collection methodology. However, not enough is known about differences between people who do and who do not participate in such surveys. This project will explore how different strategies for increasing response rates affect sample composition in terms of values, personality traits, and civic duty orientation. *Principal Investigators:* Wolfgang Bandilla (GESIS Mannheim), Michael Bosnjak (Univ. of Bozen), Mick Couper (Univ. of Michigan), and Mirta Galesic (Max Planck Institute for Human Development Berlin); *Junior Researcher:* Iris Haas.

Mobile Phone Panel. More and more households can be reached only by mobile phone, leading to new challenges in telephone sampling. With funding from the German Research Foundation, investigators will address sampling and accessibility challenges with an experimental mobile panel. *Principal Investigators:* Marek Fuchs (Univ. of Kassel) and Siegfried Gabler and Sabine Haeder (GESIS Mannheim).



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.

Congratulations to **Michael Braun**, Senior Consultant at GESIS, for his applied professorship at the Univ. of Mannheim.

At the Survey Research Center at the Univ. of Michigan, **Jody Dougherty** has accepted a position as the interim Director of the Data Collection and Operations unit within Survey Research Operations.

At RTI, **Chris Jewett, Christine Carr, Nicole Buchholz, Dawn Thomas-Banks, and Adam Sage** joined the Survey Research Division as Survey Specialists. Also joining this division is Senior Survey Director **Marjorie Morrissey**, Call Center Supervisor **McKinlay Jeannis**, and Fulfillment Supervisor **Todd Prince**. New to RTI's Computing Division are Technical Support Specialists **Floyd Wilson, Matt Gronke, and Robert Cottrell**; Research Programmers/Analysts **Tina Hughes** and **Richard Zemonek**; and Senior Administrative Assistant **Deanna Penick**. In the Education Studies Division, RTI welcomes Survey Specialists **Victoria Richard, Tammy Smallwood, and Alison Ingraham** and Publications Coordinator **Sharon Powell**.

Kara Pennoyer has joined the Chicago office of the Survey Research Laboratory at the Univ. of Illinois as Project Coordinator.



ANNOUNCEMENTS

CALL FOR PAPERS: MEASURING INDIVIDUALS' COGNITIVE STRUCTURES IN A MEDIATED CONTEXT

Researchers with interests in such areas as cognitive processing, social cognition, social perception, schema research, and framing within the context of media are invited to submit papers to the *American Journal of Media*

Psychology for a special issue that focuses on methodological approaches that detail the procedures by which cognitive components and structures are identified and measured in such fields as advertising, marketing, political communications, and related areas. A manuscript submission is expected to detail a theoretically based methodological approach for the measurement of cognitive components and structures and provide empirical data that test the approach used by the author(s). The submission deadline is September 1, 2008.

IOWA STATE UNIV. CENTER FOR SURVEY STATISTICS AND METHODOLOGY: NEW LOCATION

The new address is 2625 North Loop Drive Building 2, Ste. 2140, Ames, IA 50010-8615. Telephone and e-mail contact information has not changed.

UNIV. OF CALIFORNIA SURVEY RESEARCH CENTER HOSTS ASRO CONFERENCE

The Survey Research Center, Univ. of California, hosted a conference for Academic Survey Research Organizations (ASRO) March 6–8, 2008. This conference brings together directors of academic-based survey research units across the country to discuss issues of mutual concern, including IRB protocols, research compliance, and how ASRO can best share information that benefits all academic survey research units. The kick-off event for the conference was a panel discussion on “The Future of Survey Research” with panelists Bob Groves, Director of the Survey Research Center, Univ. of Michigan; Ron Langley, Director of the Survey Research Center, Univ. of Kentucky; and Burke Grandjean, Executive Director, Wyoming Survey and Analysis Center, Univ. of Wyoming. SRC Director Henry Brady introduced the topic and the panelists, and UC Berkeley Professor Merrill Shanks was the panel discussant. This event is part of SRC’s celebration of its 50 years of survey research leadership.



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

The Dept. of Sociology, Faculty of Arts, Univ. of Alberta invites applications for the position of **Executive Director** of the Population Research Laboratory (PRL) at the tenured associate (or junior level) full professor level depending on qualifications. The Executive Director reports to the Chair of Sociology and is responsible for providing

research and organizational leadership for this research unit. The position has normal (for rank) research and graduate supervision expectations but a reduced teaching load. Survey research experience is required. Areas of specialization are open. The successful candidate will have a Ph.D., a strong publication record, success in obtaining grants, and a commitment to participating in the growth of PRL and the Dept. Preferred start date is July 1, 2009. More information about the Dept. and PRL can be found at www.uofaweb.ualberta.ca/sociology/. Applicants should submit a letter of intent and CV and arrange for 3 confidential letters of reference to be sent to Harvey Krahn, Professor and Chair, Dept. of Sociology, 5-21 Tory Building, Univ. of Alberta, Edmonton, Alberta Canada T6G 2H4. Fax: (780) 492-7196, e-mail: harvey.krahn@ualberta.ca. Applications will be reviewed as of December 5, 2008; the competition will remain open until the position is filled. All qualified candidates are encouraged to apply; Canadians and permanent residents will be given priority. The Univ. of Alberta hires on the basis of merit. We are committed to the principle of equity in employment, welcome diversity, and encourage applications from all qualified women and men, including persons with disabilities, members of visible minorities, and Aboriginal persons.

RTI International’s Survey Research Division has openings for entry-level **Survey Specialists** and experienced **Task Leaders** and **Project Managers**. Survey Specialists assist with all phases of data collection planning and monitoring activities and work across a range of topics and data collection modes. Qualifications include a social science BA/BS and 1–2 years experience. Task Leader responsibilities include assisting in the planning of survey projects by providing expertise in CAI programming and testing, supervising and managing data collection staff, writing training manuals, leading project training for interviewers, preparing IRB and OMB packages, and monitoring response and production rates. Qualifications include a social science MA/MS and 3 years experience designing and managing data collection studies OR a social science BA/BS and 7 years experience. Survey Directors are responsible for designing, developing, and implementing research designs across all data collection modes; managing large budgets and contracts; overseeing a project staff of programmers, statisticians, and survey professionals; and interacting directly with clients. The experienced Survey Director also will lead the writing and budgeting of proposals and serve as part of the leadership of a team responding to RFPs and generating business leads and new contracts. Presentations and publications in peer-reviewed journals in the area of survey methodology are preferred. RTI International is an EEO/AA employer M/F/D/V. Visit www.rti.org/careers to apply.

Senior Research Fellow. The Center for Survey Research, Univ. of Massachusetts Boston has 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. Special consideration will be given to those applicants with interest in methodological aspects of survey research (e.g. sampling, question design and evaluation, Web 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. EEO/AA employer. Application review will begin immediately and continue 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.

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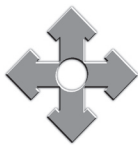
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Survey Research Laboratory, MC 442
University of Illinois
505 E. Green St., Suite 3
Champaign, IL 61820-5723
E-mail: survey@srl.uic.edu
217-333-4273, fax: 217-244-4408
www.srl.uic.edu

Survey Research Staff

Editor: Lisa Kelly-Wilson
Production Assistant: Nancy Lockmiller

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