



# SURVEY RESEARCH

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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

## The Future of the Academic Survey Research Organization

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2010–2011 AASRO President

There was good news and bad news last February when the leaders of North America's top academic survey organizations gathered in Bloomington for the 2010 Directors Meeting of the Association of Academic Survey Research Organizations (AASRO). We heard with trepidation about the imminent closing of a venerable survey unit at one state university, while several others reported vigorous recent growth and new investments from their universities. Some reported that the volume of work was down in their telephone labs, while others said they were scrambling to keep up with demand. Nearly all were experiencing some effects of the 2009 economic downturn, which affected both the budgets of our universities and those of the state agencies and local governments upon which many of us rely for contracts. On the other hand, federal stimulus money recently had been poured into medical research, and some of our centers were benefiting from that flow of support. We will not know with any certainty where the academic sector of the survey industry stands (in terms of aggregate business volume) until the 2010 survey of AASRO member organizations is completed. In the meantime, the questions remain: Is our sector in trouble? Is telephone survey work in serious decline? How do we adapt to the challenges we face?

government, academic, market research, media and public polls, and political polling (see Rossi, 1983; Wright & Marsden, 2010). The academic sector is uniquely American, for there is no other country in which academic survey centers are nearly as numerous as in the United States. There is no certain figure, but the best estimate from AASRO's database of members and non-members is that there are as many as one hundred active, university-based survey centers in the U.S. and Canada. The proliferation of centers in North America can be explained in part by the fact that survey methods were initially promulgated in U.S. academic centers such as those at Columbia, Michigan, and Chicago and that empirical, quantitative approaches to social science came to intellectual predominance in American academic journals and departments after 1960. The emergence of new centers was facilitated also by the structure and culture of American universities: highly competitive, free of direct government supervision even when state-funded, and generally supportive of faculty initiatives. While the academic sector is large in the aggregate, most academic survey centers are small organizations, and we are dwarfed in comparison to the larger commercial firms (see Honomitchl, 2009). In the past decade there has been a pattern of rapid consolidation and internationalization of commercial firms in the market research sector, but mergers are virtually unheard of in the academic sector. Academic centers occupy



### The Academic Sector in Context

The survey industry can be thought of as comprising five distinct sectors:

**UIC** Survey Research  
UNIVERSITY OF ILLINOIS  
AT CHICAGO **Laboratory**  
COLLEGE OF URBAN PLANNING  
& PUBLIC AFFAIRS

a unique role in the survey industry, for we are not only leaders in innovation and methods research also but combine education and training as vital components of our mission along with service and research. These multiple roles create distinctive issues for us as organizations—more on that later.

As was previously documented in this periodical by Diane O'Rourke, the late Seymour Sudman, and Marya Ryan (1996), the number of academic survey organizations increased rapidly in the 1980s. It was in that decade that microcomputers (what we now call "desk-tops") and the networks to interconnect them within a room or building (LANs) were developed. Affordable commercially or locally developed software to run computer-assisted telephone interviewing (CATI) on networked microcomputers soon followed; the CASES cooperative program for developing such software, headquartered at Berkeley, played an active role in spreading the technology. It was now possible to start up a calling center for an initial investment in hardware and software of just twenty to forty thousand dollars, and dozens of entrepreneurially minded teams of social scientists around the country entered the field, doubling the number of academic and nonprofit centers in the course of the 1980s decade (see chart in O'Rourke et al., 1996). In the 1980s and '90s, RDD telephone surveys and Dillman-style mail-outs were the mainstays of these centers; in the 1990s, the centers added capabilities to design and host Web-based surveys as well. In the decade just concluded, the growth of the academic sector leveled off, and we can now be thought of as a maturing sector. Were it the case that the numerous academic centers all were competing directly with one another, we would probably be in the throes of a "shake-out" phase, in which less-competitive organizations would be forced out of business, but the fact is that we are rarely in direct competition with one another and instead tend to thrive in fairly localized markets or specialty research niches. Perhaps historians will see the creation of AASRO in 2008 as a collective response to the needs of our sector as it passed from its days of heady growth into maturity.

## Common Dilemmas

Academic centers have, from the beginning, faced some common dilemmas:

**Multiple missions.** Academic survey centers, like the universities of which each is a part, are expect-

ed to further some mix of three different missions: research, education, and service. In practice, it is difficult to harmonize these. Some survey centers are set up as service centers primarily, charging fees for service. Others are set up in the more traditional framework of a research center, in which salaries or wages are charged directly to various grants and contracts. Some are housed within schools of arts and sciences, closely allied with the social sciences, while others are more separate from the university's teaching units. Some are led by tenured professors, others by nontenured professional staff or adjunct faculty. Some are homes to formal training programs in survey research, and all offer apprenticeship opportunities for graduate trainees. It is typical that these organizations hold an ambiguous status within the university, for they are neither fish nor fowl, sometimes acting as service units subordinate to researchers elsewhere in the university, sometimes leading their own research projects, often expected to educate students but almost never supported financially for doing so.

**Tension with departments.** Survey centers are similar to other academic research centers in their often rocky but ultimately symbiotic relationship with academic teaching departments, a relationship that Hal Winsborough (1992) has eloquently described as one of "essential tension." It is clear that leading an academic survey center is not a good strategy for a faculty member seeking to gain tenure. Departments value basic research, while survey centers mostly do applied work. Survey centers mostly work on contract, while academic research faculty are more often funded by grants. There is endemic competition for access to the "indirect cost" funds that accompany research grants, as well as for the services and loyalty of the most able students. Many social science faculty feel themselves to be perfectly capable of conducting a survey with their own resources, while the survey center staff feel that their accumulated experience and expertise are invaluable to nearly any proposed survey project. To be successful, survey centers must continually secure control of sufficient resources to sustain themselves, while sharing credit and funding streams sufficiently with academic departments to maintain the political support of their key faculty.

**Small size and fragility.** Many academic survey centers have but one or two full-time positions, relying on a host of part-timers to staff interviewer and

research assistant positions. Many are still led by their founding directors, a number of whom have now been leading (and constantly re-inventing) their organizations for more than twenty years. As already noted, many survey centers are led by non-tenured faculty or staff. While small organizations enjoy advantages of nimbleness and flexibility, they are vulnerable to succession crises and may lack the reserves needed to weather business droughts. They are dependent, as well, on maintaining the good graces of those above them in the university administration, academic managers who may not be social scientists and may not support their mission mix. The future of some academic survey research organizations is only as bright as the smile on the face of the next dean.

### **New Threats, New Opportunities**

In a useful strategic planning exercise that the assembled directors carried out in February at Bloomington, we identified several current threats that academic centers are facing, some of them coming from outside the university and some from within. All survey modes face increased challenges today because potential respondents are savvier, more selective, and more likely to feel that they are over-surveyed (see Dillman, 2009 for discussion). A major issue is the decreasing efficiency and coverage ability of traditional landline RDD telephone surveying. As RDD becomes more expensive, demand for the services of a CATI lab becomes more selective. The ubiquity of do-it-yourself Web-based surveys, made easy by on-line packages like Survey Monkey, Zoomerang, and a host of others, threatens to replace the services of the survey center, even though the quality of the DIY research rarely will equal that which is guided by the center's experts. Some important state and federal contracts that for years have been a mainstay for academic centers are moving into the hands of commercial firms that have been able to offer cost-savings by virtue of specialization and economies of scale.

There are threats, as well, from within the university. When the university faces funding cuts, as most do today, any unit that is losing money, even temporarily, is a target for elimination. Whether in the red or in the black, survey centers that rely upon securing a share of indirect costs (also known as F&A charges) are facing more intense competition from departments for these funds. It always has

been the case that some investigators may prefer to run data collection activity through their own department so that the accompanying share of indirects also will flow to their department. In the current climate of scarcity, this tendency is increased.

On the other hand, new trends and new technologies offer opportunities for academic survey centers to develop expertise and technical capabilities that will expand their lines of services and ensure their continued indispensability to their clients. In the phone lab, the new frontier is the random dialing of cell phone exchanges, which are added to conventional landline RDD samples to field surveys with a dual-frame telephone sample design. Academic labs have been important players in the recent explosion of research on dual-frame samples (Lavrakas et al., 2007). Not all, however, have yet recognized the full implications of the "cell phone revolution" in telephone sampling. We tend to think of dual-frame designs as a means of repairing coverage gaps that have arisen in the landline RDD sampling frames that we traditionally have used. That is, we justify the higher cost of the cell-phone calling (Guterbock et al., 2010) as a means of reaching the "cell-only" adults that we otherwise would miss. But calling people on their cell phones in fact increases the reachability of many people who, while theoretically covered in the landline household frame, were in fact rarely reached by calling household phones. Males, renters, young people, minorities, single adults—members of all the groups who are conventionally underrepresented in phone surveys—are now within our reach because they carry a wireless phone with them throughout the day and evening. When compared to alternatives such as Internet surveys or ABS sample designs, dual-frame telephone surveys are the one current method that is able to survey a broad cross-section of the general public in a short time with excellent representativeness.

More generally, the move to multimode survey designs (Dillman, 2009) and the development of ABS sample designs that deploy multiple contact modes also present new opportunities. These are part of a larger trend toward "tailored design" and what might be called "micro-tailoring," in which different respondents within the same study are approached and/or surveyed with different methods and protocols as may be suited to their preferences (or the researcher's prediction of their preferences).

The new, mixed methods are demonstrably more effective, but they carry additional expense and considerable new complexities for the survey organization.

## Reshaping the Academic Survey Organization

These new opportunities bring with them organizational challenges for survey organizations that were built to meet the needs of older technologies. The socio-technical systems that we have gradually built up over the years to meet the needs of single-mode surveys do not work well for multimode studies. A decade ago, one could manage and staff a CATI lab and a mail room as fairly separate entities. Interviewers needed good phone skills and the ability to follow along with a CATI script, which most could do fairly well with just a few hours of training. A small group of professionals would design a study and program the CATI system, then turn the phone study over to the lab for a few weeks of production work on the phones. Mail-outs could be managed and tracked on their own software platforms, separately from the CATI system, using idle interviewers or detail-oriented clericals without the phone skills. Web surveys ran on different systems altogether and could be left in the hands of the programmers with some help from the mail-out folks.

The new multimode technologies demand a different organizational framework and different types of personnel. Software systems must be linked or integrated so that, for example, a completion by telephone is registered instantly in the database to prevent the respondent from receiving the next e-mail reminder and to trigger the sending of a promised incentive. Interviewers must be capable of accessing e-mail or a respondent database so that they can, upon request from the respondent, send electronic information about the study or a hotlink to the Internet version of the questionnaire. They are likely to have more contacts with respondents, via more than one mode, so their respondent service skills must be solid and need to be cultivated and rewarded. Project managers and supervisors need to be comfortable with multiple systems, and phone, mail, and Internet staffers need to work together in real time to move a study through the field. If the old survey center had a pyramid-shaped staffing layout (a few supervisors and study coordinators riding herd over a large number of temporary interviewers), the new technologies mandate a

shift to a more diamond-shaped distribution across levels of wage and skill: a larger number of data-collection technicians is needed, employees who combine interviewing skills with the ability to communicate by electronic means, make respondents happy, and manage cases across one or more complex databases. People with those skills need more training, higher pay, and a longer career outlook than has been traditional for telephone interviewers in some of our labs.

## Keys to Success

Most academic survey centers are well along the way in transforming themselves to meet the demands of the new methods and technologies of our craft. Whether by design or by improvisatory accretion, they have developed a more flexible, cross-trained staff. They offer multiple products to their clients, allowing each study to choose as needed between various modes or combinations of modes for respondent contact and for actual data collection. They have realized that the proliferation of user-friendly Internet survey packages can bring in new business from do-it-yourselfers who have understood, sooner or later, that they need expert help to conduct a successful survey. They have developed multiple funding sources, not solely depending on grants to PIs in their own universities but contracting directly with outside units such as local or state governments, federal agencies, nonprofits, or researchers from other universities not blessed with survey centers of their own. They have added cell-phone calling capabilities to their CATI protocols and thereby increased the statistical efficiency of their phone samples. With mail-out and phone capabilities already in place, they can offer effective address-based sampling strategies to their clients. Further, they have adopted from the business world a focus on customer satisfaction and sound ways of budgeting, pricing, and tracking their costs and have found ways to maintain the motivation and commitment of their key staff and to manage internal conflicts and crises effectively. Above all, they keep survey quality always in mind, understanding that survey quality is not achieved just by minimizing survey error but also by optimizing the timeliness, value, clarity, and relevance of the survey information that is supplied to the client (cf. Groves, 2005). For academic survey centers that have reoriented their staffing and technical systems so as to manage the multimode matrix while pursu-

ing that broader goal of survey quality and value, the future is indeed bright.

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## CURRENT RESEARCH

*Further information on the studies described in this section should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by Survey Research with the understanding that additional information can be released to others.*

## ILLINOIS

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

1155 East 60<sup>th</sup> St., Chicago, IL 60637  
773-256-6000; fax: 773-753-7886  
[norcinfo@norcmail.uchicago.edu](mailto:norcinfo@norcmail.uchicago.edu); [www.norc.uchicago.edu](http://www.norc.uchicago.edu)

**Teaching Artists Research Project.** The Teaching Artist Research Project is surveying artists and managers of the programs for which they work in diverse institutions and venues in a dozen study sites from Boston to San Diego. The surveys are focused on educational, demographic, and financial data, the terms and conditions of teaching artists' work, and the relationship of teaching to art making. *Principal Investigator:* Nick Rabkin, *Project Director:* Michael Reynolds.

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

412 S. Peoria St., 6<sup>th</sup> Floor, Chicago, IL 60607-7069  
312-996-5300; fax: 312-996-3358, or  
505 E. Green St., Suite 3, Champaign, IL 61820-5723  
[info@srl.uic.edu](mailto:info@srl.uic.edu); [www.srl.uic.edu](http://www.srl.uic.edu)

**Atlantis Evaluation.** The College of Urban Planning and Public Affairs at UIC received an award from the Fund for the Improvement for Postsecondary Education to develop and implement a transatlantic degree program with the Univ. of the West of England in Bristol and Politecnico di Milano in Milan. Via document review and interviews with student participants, SRL conducted an evaluation of the program in the latter half of 2009. *Project Coordinator:* Kara Pennoyer.

**Survey of Managers and Subordinates.** This Web survey of MBA graduates from the Liautaud Graduate School of Business at UIC and the Northern Illinois Univ. (NIU) MBA Program and their supervisors was

conducted to assess the value of an MBA on employee outcomes. During late summer and fall 2009, questionnaires were completed by 151 UIC MBAs (and 47 managers) and 119 NIU MBAs (and 45 managers). *Project Coordinators:* Sowmya Anand and Jennifer Parsons.

**Terrorism and Drinking Outcomes in High-Risk Populations.** This project represents a continuation of the PI's research on work harassment and drinking, but it also will explore stressors due to the threat of terrorism and natural disasters. SRL's role will be to conduct RDD telephone screening to find eligible adults and seek their consent to send a mail questionnaire. The estimated 2,500 respondents will be sent a follow-up questionnaire a year later. *Principal Investigator:* Judith Richman (Psychiatry, UIC), *Project Coordinator:* Isabel Farrar.

**APAC Employee Survey.** The Academic Professional Advisory Committee (APAC) of the Univ. of Illinois at Chicago is an elected body whose function is to represent and serve Academic Professional (AP) staff. To capture matters of interest and concern to AP staff, SRL invited APs to complete a Web survey about a number of issues that concern them; 1,210 completed the on-line questionnaire. *Project Coordinator:* Sowmya Anand.

**ComED Photovoltaic Pilot Project.** This three-year program will study the customer benefits of rooftop solar electric panels and their effect on ComEd's electric distribution and transmission system, and SRL assisted ComEd and the Illinois Sustainable Technology Center (ISTC) by conducting a Web survey of residential customers interested in participating in the pilot. Of the 3,460 customers who completed the on-line registration in fall 2010, ComEd will select 100 to participate. *Principal Investigator:* Tim Lindsey (ISTC, Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Anne Diffenderffer.

## MICHIGAN

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**Understanding Teaching Quality (UTQ).** UTQ is funded by the Bill and Melinda Gates foundation and is a collaborative venture between The Educational Testing Service, the RAND Corporation, and the Univ. of

Michigan. UTQ seeks to better understand instruments used to measure teaching quality, and to recommend elements from these instruments that could be used in robust measurement systems for teacher evaluation, professional development, and instructional improvement. UTQ takes an innovative approach to studying teaching quality by collecting data using three data collection instruments in a classroom for each of four visits, as well as capturing video files of the classroom instruction for each of these four visits. Data collection is taking place over a period of two school years—2009–2010 and 2010–2011—in three school districts in Georgia, and includes 225 English Language Arts teachers and 225 mathematics teachers at the middle school level. *Principal Investigators:* Brian Rowan (Univ. of Michigan), Courtney Bell and Drew Gitomer (ETS), and Dan McCaffrey (RAND), *Survey Director:* Lesli Scott.

**Health and Retirement Study (HRS).** The HRS is a national longitudinal study primarily funded by the National Institute of Aging (NIA). The study began in 1992. New sample members are recruited each six years to ensure that the study is representative of the U.S. population age 50 and older. Over 30,000 respondents have participated in the study over the years. Respondents are interviewed every two years either by phone or in person. The questionnaire covers topics such as health status and health care utilization, employment status and history, retirement planning, cognitive measures, quality of life, and a series of physical measures and biomarkers. In 2010, approximately 7,000 individuals will be recruited to participate in the study to represent both a new cohort of sample members as well as to increase minority representation in the youngest cohorts. The HRS has been emulated in a number of countries, including China, the European Union, India, Israel, Japan, Korea, and Mexico. *Principal Investigator:* David Weir (Univ. of Michigan), *Survey Director:* Heidi Guyer.

## MINNESOTA

**Wilder Research Center  
Amherst H. Wilder Foundation**  
451 Lexington Pkwy. North, St. Paul, MN 55108  
651-647-4600; fax: 651-647-4623  
research@wilder.org; www.wilder.org/research

**Allina Backyard Initiative.** In winter 2010, Wilder completed 700 surveys with Minneapolis residents for the Allina Backyard Initiative. The survey topic was health, broadly defined by community members who led the survey design process. Wilder hired commu-

nity members to conduct the surveys door-to-door, using address-based sampling to randomly select respondents. The results will support Allina's efforts in their "backyard" (a one-mile radius around their headquarters) as well as community efforts to improve residents' health.

**Metro Adult Health Survey.** In spring 2010, Wilder completed about 3,000 mailed or phone surveys with adults in six counties in the Twin Cities to support local public health agencies on their Statewide Health Improvement Program grants from the Minnesota Department of Health. The questionnaire addresses physical activity, nutrition, and tobacco use. Address-based sampling was used to randomly select households, and the most recent birthday method of within-household respondent selection was used to select respondents.

**Southwest/South Central Adult Health Survey.** In spring 2010, Wilder completed 7,600 mailed surveys with adults in 19 counties in Southwest and South Central Minnesota to support local public health agencies on their Statewide Health Improvement Program grants from the Minnesota Department of Health. The survey includes questions about physical activity, nutrition, and tobacco use. Address-based sampling was used to randomly select households, and the most recent birthday method of within-household respondent selection will be used to select respondents.

**Saint Paul Public Schools Parent Survey.** In spring 2010, Wilder completed the third annual survey of parents of Saint Paul Public Schools students, to increase understanding of and measure change in three areas identified in the District's strategic plan: build strong partnerships; improve school and classroom management; and create safe, welcoming, and respectful environments. The 2010 survey will also focus on school choice. This survey is conducted in English, Hmong, Karen, Somali, and Spanish, using mailed surveys with phone follow-up.

## NORTH CAROLINA

### Social & Statistical Sciences

#### RTI International

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

**State Health Policy Consortium (SHPC).** The Office of the National Coordinator contracted with RTI International to establish and manage 8 multistate con-

sortium projects focused on identifying and resolving the legal and policy challenges related to private and secure nationwide interoperable health information exchange. The projects will research optimal approaches to issues such as patient consent, the segmentation of specially protected data, and common approaches to the HIPAA minimum use standard. *Project Director:* Bob Bailey.

## TEXAS

### Center for Community Research & Development

#### Baylor University

P.O. Box 97131, Waco, TX 76798-7131  
254-710-3811; fax: 254-710-3809  
larry\_lyon@baylor.edu; www.baylor.edu/ccrd

**Fall 2009 Resident Survey.** Over 1,000 CATI interviews were conducted with McLennan County residents on a variety of healthcare-related questions. Respondents also were asked a brief series of questions about the death penalty, interracial marriage, and voting.

## WASHINGTON

### Social & Economic Sciences Research Center

#### Washington State University

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

**Alaska Parent Population Survey.** The Pacific Institute of Research and Evaluation sponsored a telephone survey of residents in eight Alaska communities during winter 2009. The purpose of the survey was to obtain information about children's use of inhalants and other substances. A total of 741 phone numbers were imported for this project. Overall, 218 respondents completed or partially completed the interview, resulting in a 32% response rate. *Principal Investigator:* John Tarnai, *Study Director:* Yi-Jen Wang.

**Survey of Organic Growers in Idaho.** The Northwest Coalition for Alternatives to Pesticides sponsored a mail/Internet survey of organic growers in Idaho to learn more about characteristics, marketing strategies, information sources, and challenges of the state's organic producers. In fall 2009, 214 eligible organic growers were contacted through a series of postal mailings. A 53% response rate was achieved with 114

completed questionnaires. *Principal Investigator*: Rose Krebill-Prather.

**Congregation Giving Survey.** American church congregations were contacted for a mixed-mode survey about their support of international giving and relief. Respondents initially were contacted by mail and by telephone one week later. During the holiday season, calling was suspended and nonrespondents were mailed a questionnaire. A final postcard reminder was made along with additional calling. Of the 1,200 respondents contacted, 581 completed or partially completed the questionnaire, resulting in a 51% response rate. *Principal Investigator*: Danna Moore, *Study Director*: Kent Miller.

**Career and Technical Education Study.** SESRC conducted a telephone survey of 459 people volunteered for the Statewide Health Insurance Benefits Advisors (SHIBA) program in Washington. Of these, 131 were in-kind volunteers, and 328 were unpaid volunteers. The Office of the Insurance Commissioner mailed a letter to respondents prior to the study. The questionnaire asked about people's experiences as SHIBA volunteers and the training and resources available to SHIBA volunteers. Response rate: 60%. *Principal Investigator*: John Tarnai, *Study Director*: Tim Faiella.

**Public Education Funds Survey.** This survey gathered information on the variety of public and local education funds. Respondents were initially contacted by mail and could complete either a paper or Web-based questionnaire. Postal and e-mail follow-up mailings were used; all nonrespondents were contacted by phone. Of the 2,358 questionnaires sent, 1,062 respondents completed the questionnaire resulting in a 47% response rate. *Principal Investigator*: Danna Moore, *Study Director*: Kent Miller.

## WYOMING

### Wyoming Survey and Analysis Center University of Wyoming

Dept. 3925, 1000 E. University Ave., Laramie, WY 82071  
307-766-2189; fax: 307-766-2759  
wysac@uwyo.edu; www.uwyo.edu/wysac/

**Accessibility of Wyoming Lodging and Dining Facilities to People with Disabilities.** In fall 2009, WYSAC conducted the second such study for the Wyoming INstitute for Disabilities (WIND). The first one WYSAC conducted in 2007. These are mail surveys of all known lodging and dining facilities in the state. The

purpose of each iteration of the survey is to assess the accommodations available at these businesses specifically for travelers with disabilities. Additionally, data from this effort is made available to WIND to produce an updated version of the Accessible Lodging and Dining Facilities in Wyoming guidebook. *Principal Investigators*: Thomas Furgeson, Bistra Anatchkova, and Brian Harnisch.

**Public Views on Wyoming Hazards and Hazard Mitigation.** This is a statewide mail survey of Wyoming households to collect information on the knowledge and perceptions about natural disasters in Wyoming and their views on the need for mitigation. The project is sponsored by the Wyoming Office of Homeland Security and intended to inform their planning process. *Principal Investigators*: Thomas Furgeson and Bistra Anatchkova.

**Wind River Indian Reservation (WRIR) Needs Determination: WINDS III.** WYSAC is about to field the third comprehensive survey of all households on the WRIR. The survey instrument covers a wide range of issues, from housing conditions, education, employment, transportation, social services and youth problems, health and child care, to alcohol and substance abuse and mental health. Interviews will be conducted face-to-face by native interviewers. The information collected through the WINDS III is vital to understanding and improving life on the WRIR. Data collection began in late May. Reports on the results are expected to be available by the end of 2010. *Principal Investigators*: Steven Butler, Thomas Furgeson and Bistra Anatchkova.

## CANADA

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

4700 Keele St., Toronto, Ontario M3J 1P3, Canada  
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isrnews@yorku.ca; www.isr.yorku.ca

**Work and Lifelong Learning.** From January through June 2010, the Institute conducted CATI interviews with 2,000 Canadians for this national study exploring the relationship between adult learning and the changing nature of work. Two previous studies, *Work and Lifelong Learning* in 2003-4 and *New Approaches to Lifelong Learning* in 1998, explored Canadians' experiences with paid and unpaid work and formal and informal learning they had undertaken. The 2010 national survey will allow for a systematic analysis of trends in formal and informal adult learning to see if under-

employment of the labour force (many people have greater formal education than required for their jobs) is continuing to increase while informal learning activities continue to exceed formal ones. Funding was provided by the Canada Research Chair in Lifelong Learning and Work at the Ontario Institute for Studies in Education. *Principal investigator:* David Livingstone (Univ. of Toronto), *Study Director:* John Pollard.

## ANNOUNCEMENTS

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### SECOND EDITION OF *THE HANDBOOK OF SURVEY RESEARCH* RELEASED

Emerald Group Publishing Limited has just released the second edition of *The Handbook of Survey Research*, edited by Peter Marsden and James Wright. The new edition builds on and greatly expands its 1983 predecessor. A new introductory chapter reviews the development of survey research and highlights new directions and expansion of the field during the past quarter century. Subsequent chapters, all but two entirely new to this edition, provide comprehensive coverage of survey research methods. Editors Marsden and Wright have significantly enlarged this edition to reflect the vast changes and growth in the survey research industry over the past three decades. In addition to updated material on central survey processes including sampling, measurement theory, and questionnaire construction, this edition (28 total chapters) includes new treatments of such topics as total survey error, ethical considerations in conducting surveys, power analysis, the psychology of survey response, specific survey modes (mail, telephone, Internet, and mixed-mode surveys), linking survey data to GIS and administrative data, cross-national and cross-cultural surveys, archiving and dissemination, and many others. Copies are available at the Emerald Bookstore (<http://books.emeraldinsight.com/display.asp?K=9781848552241>) and through the usual outlets.

### CALL FOR PAPERS: INTERNATIONAL CONFERENCE ON METHODS FOR SURVEYING & ENUMERATING HARD-TO-REACH POPULATIONS

The conference, to be held October 31–November 3, 2012, in New Orleans, will bring together survey methodologists, sociologists, statisticians,

demographers, ethnographers, policy analysts and other professionals from around the world to present new and innovative concepts and techniques for surveying hard to reach populations. The conference will address both the statistical and survey design aspects of including hard to reach groups. The call for invited papers will be February 2011, while the call for contributed papers will be in April 2011. For additional information, visit <http://www.amstat.org/meetings/>

## PERSONNEL NOTES

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*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.*

RTI International welcomes Director, Health IT, **Carolyn Padovano**, Senior Genomics Scientist **Peter Schad**, Programmers/Analysts 3 **David Leblond** and **Kathy Almich**, IT Project Management Specialist 3 **Hilary Zelko**, and Research IT QA Specialist 1 **Al-Nisa Berry** to its Research Computing Division. Further, **Megan Livengood** joined the Survey Research Division as a Survey Specialist, and **Bryan Sheperd** joined ESD as a Research Education Analyst 2. New to the Social Sciences Division are Statistician 3 **Joel Hampton** and Research Statistician 1 **Victoria Mc Nerney**.

The Survey Research Center at the Univ. of Michigan is pleased to welcome a number of individuals into new project and production management positions in Survey Research Operations. These include Survey Directors **Ashley Bowers**, **Rebecca Gatward**, **Lisa Holland**, **Zeina Mneimneh**, and **Cheryl Weise**; Survey Specialists in the production management team **Erin Burgess** and **Sarah Crane**; and Survey Specialists in the project management team **Meg DeWall** and **Ryan Yoder**.

The Survey Research Laboratory at the Univ. of Illinois welcomes back **Anne (Fuller) Diffenderffer**. Anne is a Project Coordinator in SRL's Chicago office.



## JOB OPPORTUNITIES

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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](mailto:survey@srl.uic.edu). Survey Research does not charge a fee for these postings.

RTI International's Survey Research Division has a job opening for a **Survey Methodologist** to provide methodological support to survey projects and proposals. Specific duties include providing methodological expertise to multiple projects in terms of project design, experiment design, questionnaire design and testing, literature reviews, and nonresponse analysis. Survey methodologists also conduct focus groups, cognitive interviews, and usability testing and make recommendations for survey and process improvements and should be proficient with data analysis and report writing. Candidates with experience making presentations and a publication record are preferred. Candidates must have experience with telephone, Web, mail or phone data collection activities. For more details about the job and qualification requirements and to submit a resume, please see [www.rti.org/page.cfm/Job\\_Openings](http://www.rti.org/page.cfm/Job_Openings).

NORC is seeking a **Senior Survey Statistician** in Bethesda, MD who will be responsible for taking a leadership role for statistical tasks of assigned projects. The Senior Survey Statistician will provide methodological and statistical leadership on survey and evaluation projects. Project responsibilities include sample design and selection; sample monitoring, analysis and estimation, methodology, and quality initiatives. The Senior Survey Statistician will assume responsibility for writing the statistical, sample, analysis and/or methodology sections of technical proposals and project deliverables. Administrative responsibilities include participation in selection and development of professional staff, and developing business opportunities. Requirements include a PhD in statistics and a minimum of 10 years experience working as a statistician, expertise in the field of rigorous impact evaluations—design of samples and surveys for experimental and quasi-experimental designs that use randomized control trials and matching techniques, strong econometric skills, experience with design and implementation of both descriptive and analytic surveys, and international work experience. Fluency in French or Spanish is highly desirable. To apply, visit [www.norc.uchicago.edu/Careers/](http://www.norc.uchicago.edu/Careers/) and select "Current Opportunities."

## PATRONS

- Marketing Systems Group
- Mathematica Policy Research
- National Opinion Research Center, University of Chicago
- RTI International
- Survey Research Center, University of Michigan
- Survey Research Laboratory, University of Illinois at Chicago
- Westat



## PUBLICATIONS

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

- Bader, M. D. M., Ailshire, J. A., Morenoff, J. D., & House, J. S. (2010). Measurement of local food environment: A comparison of existing data sources. *American Journal of Epidemiology*, 171, 609–617.
- Bieler, G. S., Brown, G. G., Williams, L., & Brogan, D. J. (2010). Estimating model-adjusted risks, risk differences, and risk ratios from complex survey data. *American Journal of Epidemiology*, 171, 618–623.
- Carley-Baxter, L. R., Peytchev, A., & Black, M. C. (2010). Comparison of cell phone and landline surveys: A design perspective. *Field Methods*, 22, 3–15.
- Chang, L., & Krosnick, J. A. (2010). Comparing oral interviewing with self-administered computerized questionnaires: An experiment. *Public Opinion Quarterly*, 74, 154–167.
- Cranford, J. A., Tennen, H., & Zucker, R. A. (2010). Feasibility of using Interactive Voice Response to monitor daily drinking, moods, and relationship processes on a daily basis in alcoholic couples. *Alcoholism: Clinical & Experimental Research*, 34, 499–508.
- Durrant, G. B., Groves, R. M., Staetsky, L., & Steele, F. (2010). Effects of interviewer attitudes and behaviors on refusal in household surveys. *Public Opinion Quarterly*, 74, 1–36.
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Lai, J. W., Vanno, L., Link, M. W., Pearson, J., Makowska, H., et al. (2010, February). Life360: Usability of mobile devices for time use surveys. *Survey Practice*. Retrieved March 24, 2010, from <http://surveypractice.org/2010/02/08/life360/>

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O'Hegarty, M., Pederson, L. L., Thorne, S. L., Carabello, R. S., Evans, B., et al. (2009). Customizing survey instruments and data collection to reach Hispanic/Latino adults in border communities in Texas. *American Journal of Public Health*, 100, S159–S164.

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Sarjinder, S., & Raghunath, A. (2010). Bias-adjustment and calibration of jackknife variance estimator in the presence of nonresponse. *Journal of Statistical Planning & Inference*, 140, 862–871.

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- Sayles, H., Belli, R. F., & Serrano, E. (2010). Interviewer variance between event history calendar and conventional questionnaire interviews. *Public Opinion Quarterly*, 74, 140–153.
- Stimpson, J. P., & Ray, L. A. (2010). Attrition of older Mexican American survey respondents. *Journal of Immigrant and Minority Health*, 12, 1557–1912.
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## INSIDE THIS ISSUE

<b>The Future of the Academic Survey Research Organization</b>	<b>1</b>
<b>Current Research</b>	<b>5</b>
<b>Announcements</b>	<b>9</b>
<b>Personnel Notes</b>	<b>9</b>
<b>Job Opportunities</b>	<b>10</b>
<b>Publications</b>	<b>10</b>

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