



SURVEY RESEARCH

Volume 44, Number 1, 2013

NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

Welcoming the DIY Survey Sector to Campus

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Academic survey centers are facing a new challenge: what to do about the proliferation of software packages now available for conducting online surveys. Online services like SurveyMonkey, Qualtrics, QuestionPro, SurveyGizmo, LimeSurvey, REDCap, and many others have clearly arrived, and they could be game-changers for academic survey research organizations. These software tools are widely available, at little to no cost, to faculty, students, and administrators at many universities and to our nonacademic clients as well. At first glance, these new tools raise immediate threats:

- Now, one needs only an Internet connection to be able to program and launch a survey.
- Existing clients may perceive that it is cheaper to program and launch their own surveys instead of using the services of our organizations.
- Very few will make requests of our organizations to program their Internet surveys, as these software tools offer easy user interfaces and a menu of preprogrammed question formats.

- These changes will cause downward pressure on our pricing for administering Web surveys.
- The trend toward survey overload will accelerate, as poten-

tial respondents are bombarded with too many “junk survey” requests. These fears are not without justification, but as with any change in the business environment, what seems at first to be a threat also could be an opportunity.

First, a bit of historical perspective. Personal computers came into broad use in the early 1980s; computer networks soon followed, but it was not until the late 1990s that the World Wide Web had developed sufficiently to make Internet surveys practical and useful. This topic was the “buzz” at the AAPOR conventions during those heady times, when people packed the meeting rooms and stood in the hallways to hear the latest on Internet surveys. (At one such session, a smiling Don Dillman looked out at the crowd and said: “I’m here today to talk about the Internet, otherwise known as the ‘Survey Methodologist Re-employment Act of 1998.’”) Academic survey shops soon mastered this new technology. Some programmed and hosted Web surveys by having IT personnel write customized programs; most chose to acquire sophisticated early packages for hosting Internet surveys: Sawtooth’s Sensus, Voxco’s Command Center, Inquisite, Perseus, or Snap, to name a few. The pricing structure for Internet surveys was different from the



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traditional phone and mail modes in which most academic survey organizations specialized: the largest share of the cost (and profit potential) of these survey projects was in the front and back end—i.e. in instrument development, Web programming, analysis, and reporting—while the cost of fielding the instrument over the Internet was much lower. The Internet was often used in multimode projects to collect survey data; often the phones and/or the mailroom were deployed as ancillary modes aimed at raising an Internet survey's response rate. It has been a successful and significant product line for the academic sector: the 2010 AASRO member survey showed that the 62 responding academic organizations had gathered over one million completed Internet questionnaires in that year alone (AASRO, 2010 Survey, p. 17), more than were completed in either mail or phone modes.

There were clear weaknesses in the first generation of publicly available do-it-yourself survey tools (the most widely noticed being perhaps SurveyMonkey and Zoomerang—which have since merged). They were limited in their capabilities and marketed themselves with an air of frivolity that invited easy dismissal by professionals like us. These tools offered no real data security, could not support sophisticated techniques like randomization or looping, and their built-in analysis tools were wholly inadequate. It was far from clear who would own the collected data or where those data would reside. In the last few years, however, some of these tools have developed greatly in their capabilities and in the power and sophistication of their marketing. Qualtrics, a privately held and well-capitalized firm, has been especially effective in marketing its survey package to academe, with several leading universities having recently acquired campus-wide licenses that are far from cheap but render the service effectively cost-free for faculty, students, and administrators. (For more on where that firm and its competitors may be headed, see the February 2013 Greenbook interview with Qualtrics CEO Ryan Smith.) QuestionPro has been active in academic licensing, and SurveyMonkey—the largest firm in this new field—has licensing terms that are attractive to departments and administrators in universities. Meanwhile, REDCap and Limesur-

vey offer free services, based on the shareware model of doing business.

For many years, at least since Rossi, Wright, and Anderson's first edition of the *Handbook of Survey Research* (1983, chapter 1), it has been possible to describe the survey industry in terms of a few main sectors. I usually think of our industry as having five distinct sectors: government, academic, media and public polls, market research, and political polling. It is time now to recognize a significant sixth sector, the Do-It-Yourself or DIY sector.¹ It is already larger in survey-volume and dollar-volume terms than the academic sector, and—as Qualtrics exemplifies—it is moving directly into what we might consider "home" turf.

Until recently, DIYers wanting to survey general populations via an Internet survey would not have had ready access to broadly based sampling frames of the general public. But now Qualtrics includes a top-menu push-button ("Need respondents?") that leads directly to their offer of on-line panels, which carries additional fees. And other DIYers can avail themselves of Amazon's Mechanical Turk, where untold numbers of unknown persons stand ready to do a survey for just pennies apiece. As survey professionals, we know that these are not probability samples, but many of the DIYers are less aware or less concerned than we are. And, as AAPOR's task force has recently recognized, nonprobability samples do have their uses (Baker, Brick et al., 2013).

So now anyone on campus can do a survey, and it sometimes seems that everyone on campus IS doing one. One wonders: are we like travel agents (remember them?), a profession that became superfluous when on-line tools allowed people to book their flights directly? But before we hit the panic button, we should recognize that part of this is not at all new. It has always been possible for someone with little training or experience

¹ Rossi et al. identified a small "ad hoc" sector in addition to the federal government, academic, media, and market research sectors. They were referring mainly to academics who carried out their own surveys without help from academic or commercial survey organizations. One might, then, consider the DIY sector to be a newly evolved form of an informal sector that already existed.

to carry out a poorly designed survey for little cost. When I first entered academe, a first-class postage stamp cost 13¢, so it was quite possible for any student or professor to type up and reproduce a batch of amateurishly designed questionnaires and mail them out to hundreds of respondents at very little cost. While these one-shot mailings produced low response rates and data of dubious quality, that did not stop many from using the technique. Then, as now, it was difficult to get a good journal to publish results from such a study. More knowledgeable researchers adopted Dillman's more rigorous and costly methods, often by engaging the services of the experts in their academic survey center. Our task was to educate the would-be survey users on how to do a survey well and show them there would be mutual benefit, including a better chance of getting funded and getting published, if they paid us to help them with a process that is anything but simple.

So, instead of thinking of ourselves as headed to the historic dustbin along with the travel agents, we should strive instead to be like professional photographers, whose livelihood was once threatened by the advent of digital photography. There was a transitional phase, in which digital cameras were heavy and expensive, so that professionals could maintain a monopoly on their use, in a way similar to our initial market niche (just a decade ago) as the only folks who could pull off an Internet survey. But soon everybody could get a digital camera, and then cameras migrated into phones, and now everyone madly shares their sometimes blurry snapshots all over the Internet. The fact remained that photographers still took much better pictures than amateurs, due to better equipment, superior technical knowledge, artistry, experience, and skills; therefore, their services are still in demand. The surviving photographers (see them at any wedding today) simply went digital and learned how to charge their clients for the electronic images they now produce. What holds for photographers holds true also for survey professionals: sometimes you just need (or want) a pro to do the job.

Like the professionals in photography, academic survey researchers also offer needed and supe-

rior services and skills:

- We can help clients navigate the thicket of competing survey designs and methods.
- We know how to write questions.
- We know how to test questionnaires.
- We understand transitions, questionnaire flow, and respondent motivation.
- We understand sampling—simple or complex.
- We can handle mass mailings, mass phone calls, and multimode designs.
- We know ways to increase response rates.
- We know how to manage survey implementation through multiple steps.
- We can analyze data and estimate variances with the correct tools.

In short, academic research centers offer a package of skills and services that even the best DIY packages are unable—at least currently—to provide to the less experienced researcher. Therefore, we should view the DIY trend as opening up a new market for our services. We would do well to follow the example of the big box home improvement stores like Lowes or Home Depot. From one end of the store, these retailers ship out large, complex, custom orders to contractors and builders. Those customers are similar to the full-service survey clients that have always been the backbone of our business. These home improvement stores also offer aisles filled with items packaged for the DIYers. And at the same time, these stores offer professional installation and repair work for the many customers who either can't do the job themselves or just don't want to be bothered. Academic survey centers could use a similar model and continue partnerships with well-funded researchers, while offering a differently packaged array of services to those who choose to do a little or a lot of the survey work themselves. At present, our organizations already offer different bundles of services to clients with different needs; we need only extend that practice to accommodate the particular needs of a client already equipped with serviceable Web-based survey software.

At the very least, the arrival on campus of new DIY survey tools affords new opportunities for outreach by the academic survey center. Kurt Johnson, Director of the Survey Research Center (SRC) at Penn State, initiated a user group for Qualtrics users across the university. The users met in person several times, and once acquainted, they continued their mutual self-help and education via a local listserv. SRC staff had more Qualtrics experience than many of the other users, and so they have come to be seen as expert sources of advice. The newbies to the list come from parts of Penn State that previously had not worked with SRC, and some did not previously know of its existence. Thus, the new software generated new relationships across the campus, increasing the visibility of the academic center; some of the users then became clients of SRC, with a few bringing in sizable new projects (K. Johnson, personal interview, May 18, 2013).

The relationship of the academic survey center to the DIY client has a distinctly collaborative character. The newer software packages are built with team collaboration in mind, allowing the client and the survey center to both have direct access to the questionnaire as it is programmed, and to the survey sample as the survey is fielded. The software therefore empowers the DIY client (see Baker 2006) and allows him or her to do more or less of the work, as their inclination and their budget may dictate. For instance, the initial programming of a series of questions and response options is quite an easy task for most clients. With easy access to a count of completed surveys, and access to the sample list to see who has and who has not responded (if the survey protocol allows it), the client has greater access to the survey paradata and to the raw, case-level data than was practically possible with our older technologies.

These circumstances allow us to imagine developing a low-cost, well-defined “starter package” for the newbie DIY survey researcher. The academic center can offer expert review of the client’s questionnaire draft, consultation on the more difficult steps of programming, general advice on study design and survey protocol, with perhaps some help in navigating the IRB process. As often as not, the client who starts with this limited pack-

age of services is going to need more for the current study, or make a bigger purchase of services the next time they do a survey. Academic survey centers generally specialize in custom design of small and mid-size projects, and the key to that kind of work is building a positive relationship with the client, one in which the client understands and appreciates the way in which our expertise and production capabilities can add value to a survey project. The small-scale DIY starter package could be an effective means for building just that kind of relationship.

If this idea seems appealing, be forewarned that survey centers adopting the newer tools for their own use as an Internet survey platform find that their internal work processes are transformed. The older software needed the skills of an experienced programmer for initial programming, launch, tracking, and exporting of results. The new DIY tools put these tasks within fairly easy reach of a non-technical project coordinator or project assistant (M. Losch, personal interview, July 19, 2013). If a respondent reports an error in the survey program, the project coordinator just goes in and corrects it. If response rates are lagging, the project manager can easily generate and send a quick reminder or clarification to non-respondents. The division of labor and responsibilities on a survey project may thus be altered in ways that require new adaptations within and across survey teams, tending to break down the walls that sometimes separate technical specialists from the project managers on the one hand and the front-line data entry and respondent contact people on the other. At the same time, with more hands on the process (including those of the client), there may be new challenges for maintaining internal accountability and an effective audit trail. There is no doubt that the better software can foster efficiencies that lower costs, but as with any important technical change, the organizational structure must adapt for those costs to be fully realized. The lower costs can translate into lower costs for our clients but also can mean better financial returns to the survey center on smaller projects that would not have been profitable using the less efficient technologies.

Thus, the new DIY software tools make it easier for others to do Internet surveys, but they make it easier for us to do them as well. As user-friendly as they may be, however, these technologies really do not make it easy to design and execute complex surveys well; the pitfalls are many and they can be deep. The smart move for academic survey centers is to welcome the DIY sector to campus, embrace and master their best products, reach out to their new users on campus and off, and reap the benefits of the new relationships that we can build with the legion of DIY survey software users who really do need our help.

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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.

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Legal Needs of Idahoans. A study by the College of Law and the Social Science Research Unit at the Univ. of Idaho assessed the legal needs encountered by Idahoans last year in noncriminal matters. The assessment concluded that Idahoans were most likely to need assistance in accessing public benefits and in debt collection matters. Significant levels of unmet legal needs also were identified in family law cases (especially custody and support of children), housing matters (involving both tenants and property owners), and consumer transactions. Households at or below 200% federal poverty levels were found to be twice as likely as the general population to have unmet legal needs. The results of the needs assessment is will be used by the College of Law and other policy makers to make decisions regarding how to meet the needs of underserved populations in Idaho.

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2013 California Employer Health Benefits Survey. This study for the California HealthCare Foundation surveys private employers in California with

three or more workers on topics including the cost of health insurance, offer rates, coverage, eligibility, enrollment patterns, premiums, employee cost sharing, prescription drug benefits, wellness programs, health management programs, and employer views on a variety of topics. Employer-sponsored health insurance is the leading source of health insurance coverage in the U.S., so changes in the cost and characteristics of this coverage merit close monitoring. Moreover, the Affordable Care Act has the potential to have significant implications for the employer health insurance market, for smaller firms in particular. The survey is a leading source of information on employer-sponsored health benefits in California and was among the most widely read CHCF publications in recent years. *Project Director:* Heidi Whitmore, *Principal Investigator:* Jon Gable.

State of Maine's All-Payer Claims Database. The Maine Health Data Organization (MHDO) awarded a 10-year contract to Human Services Research Institute, NORC, and PCG Consulting. The MHDO was established by the Maine Legislature in 1996 as an independent executive agency responsible for the collection of clinical and financial health care information and created the nation's first All-Payer Claims Database (APCD) in 2003. The MHDO contracted with the project team to transform the MHDO's current structure, technology, and overall APCD operations. In particular, this project leverages NORC's capabilities through its Data Enclave, particularly in the areas of data and systems security, privacy and confidentiality, data aggregation, and data analytics. *Project Director:* Timothy Mulcahy.

Impact and Process Evaluation of the Minnesota Reading Corps (MRC) Program, Phases I and II. NORC the MRC Program, on behalf of the Corporation for National and Community Service (CNCS). In Phase II, NORC is implementing an experimental impact evaluation of the kindergarten–3rd grade program and a quasi-experimental evaluation of the preschool (pre-K) program to measure the impact of MRC on students' literacy levels. In addition, a baseline and follow-up survey will be completed with AmeriCorps members to determine the program's effect on their educational goals and civic engagement. NORC recently completed the randomization of over 1,500 students in 23 schools for the K–3rd study and will implement the pre-K evaluation in the 2013-14 school year. The core activities of the MRC program are training, placing, and monitoring AmeriCorps members in school-based

settings to implement reading and literacy interventions in both preschool and kindergarten through 3rd-grade programs. *Co-principal Investigator:* Marc Hernandez, *Co-principal Investigator and Project Director:* Carrie Markovitz.

Evaluation of the Graduate Research Fellowship Program. NORC is conducting a study for NSF that will provide rigorous evidence of the impact of the Graduate Research Fellowship Program (GRFP), which began in 1952, on individuals' educational decisions, career preparations, aspirations and progress, as well as professional productivity; and provide an understanding of how the program is implemented by universities and whether and how specific program policies could be adjusted to make the program more effective. The overall study approach encompasses (a) collecting primary data from Fellows and their counterparts and institutions; (b) using secondary data sources such as the Doctorate Records File to provide a national context; and (c) modeling outcomes using quasi-experimental methods to compare outcomes of the Fellows with outcomes of plausibly similar control groups (QG2 Honorable Mentions). These methods are widely accepted as the best methods on which to base causal inferences in the absence of a randomized experiment. *Project Director:* Marie Halverson, *Principal Investigator:* Thomas Hoffer.

High School and Beyond (HS&B) Follow-up Survey. NORC and the Univ. of Texas at Austin are conducting a follow-up study with the 1980 sophomore cohort of the HS&B sample. This project will re-contact the nationally representative sample ($N = 14,825$) just before most turn 50. This survey will collect information on labor force experience, health status, family roles, and expectations for continued work and retirement. Data will become part of a robust data source including data from the 1980 base year survey and four follow-ups that took place between 1982 and 1992. Data will be made publicly available and used to study midlife health and labor force participation outcomes based on adolescent and early adult circumstances and characteristics. NORC is responsible for locating, recruiting, and conducting CATI interviews. The 200 case pretest ended on July 3. Pretest results will be used to update and improve the main data collection protocols. The Alfred P. Sloan Foundation funds this project. *Project Director:* Karen Grigorian, *Co-principal Investigator:* Thomas Hoffer.

The Economic Burden of Vision Loss and Eye Disorders in the U.S. Prevent Blindness America (PBA) funded this project to create the first comprehensive estimate of the economic burden of vision loss and eye disorders in the U.S. and to update the findings in the 2007 PBA-sponsored report *The Economic Impact of Eye Problems*. For this new study, NORC estimated medical costs in the Medical Expenditure Panel Survey (MEPS) data set using a 2-part generalized linear model with gamma distribution and log-link, controlling for double counting of costs for persons with multiple conditions. Productivity losses are based on analysis of the Survey of Income and Program Participation, while estimates of the prevalence of vision loss among the population under 40 are based on National Health and Nutrition Examination Survey data. Findings indicate that the overall cost of vision to the U.S. economy is substantially higher than previously measured. At \$139 billion in the year 2013, vision loss and eye disorders are among the costliest conditions facing the U.S., incurring a cost of \$450 per person. *Project Director:* David Rein.

First 5 LA Family Survey. NORC will design and conduct the First 5 LA Family Survey, which will collect data from parents of children ages zero to five—including health, daily routines, and child care—across 14 communities in Los Angeles County participating in Best Start. This project will allow for multimode data collection in 14 communities in L.A. The resulting data will help guide First 5 LA in their goal of improving health outcomes for children zero to five and will help guide their programs and community planning processes. *Project Director:* Larry Bye.

Yes Youth Can! Impact Evaluation. NORC is completing the baseline data analysis of an impact evaluation for U.S. Agency of International Development (USAID)/Kenya of the Yes Youth Can! (YYC) program. YYC is an innovative and large-scale initiative funded by USAID to promote youth empowerment in Kenya. NORC designed and is implementing a quasi-experimental design evaluation to assess the impact of the youth program on outcomes such as income, employment, political empowerment, and attitudes towards ethnicity and self-perception. NORC also designed the baseline questionnaire and oversaw baseline data collection, which uses PDAs to interview 10,000 youths in Kenya. Two more survey rounds are planned for 2013 and 2014. *Project Director:* Ben Linkow.

Baseline Survey for the Early Childhood Development Project in Nicaragua. NORC is conducting a census and baseline survey for the impact evaluation of the Early Childhood Development Program in Nicaragua on behalf of the Inter-American Development Bank (IDB). The baseline survey will serve as part of an impact evaluation that is designed to inform future policies and interventions related to child welfare. A total of 34,000 census interviews and around 6,500 baseline interviews from homes with children under age 6 in 215 communities are targeted. The baseline survey will include sociodemographic and anthropometric data, as well as early childhood development assessments selected by the IDB and the interministerial Technical Commission for Early Childhood. Among its responsibilities, NORC will pilot test the survey instrument, train and organize field teams, develop a data entry program, ensure quality control of field activities, prepare and deliver clean data sets, and produce a final report. *Project Director:* Lauren Doerr.

USAID/Uganda School Health and Reading Program (SHRP). NORC has entered into a five-year project for the U.S. Agency for International Development (USAID), in which NORC will design and implement performance and impact evaluations of the USAID/Uganda SHRP and provide guidance and quality assurance for all evaluation-related data collection. The impact evaluation uses a randomized control trial design. SHRP in Uganda has two main components: improving literacy in primary schools and raising awareness of HIV and AIDS among older primary and secondary school students. *Project Director:* Varuni Dayaratna.

Conversion of Criminal History Records into Research Databases. This study developed open source software that takes state criminal history records and transforms records into a nationally standardized database. For the first time, researchers will be able to probe the extent to which former prisoners return to criminal behaviors. This conversion of state-specific data into a nationally standardized, electronic research database allows the Bureau of Justice Statistics and other researchers to conduct recidivism and criminal career studies never before possible. NORC began coding records from the FBI's Interstate Identification Index in 2012 to create coding rules that standardize each criminal history record. After the initial crosswalks and coding rules were established, dynamic logic rules were programmed to handle future sample cohorts,

including arrest records and codes that may not have been present in the original sample. This will be the first and only conversion software package of its kind. *Project Director:* David Herda.

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Civic 2.0 Evaluation. Civic 2.0 is one of several courses offered by Smart Communities, which works to increase digital access and use by families, businesses, and other institutions in five moderate- and low-income Chicago neighborhoods. The course shows community leaders how to go online to find vital information such as voter statistics, local school report cards, and police data, as well as how to use the Internet to organize and advocate for the community. For this evaluation of Civic 2.0, SRL conducted telephone interviews (in the respondent's choice of English or Spanish) with 210 course participants who had not responded to an invitation to complete a Web instrument. Data collection occurred from January through March; the final response rate (AAPOR RR3) was 58.1% *Principal Investigator:* Karen Mossberger (Univ. of Illinois at Chicago), *Project Coordinator:* Anne Diffenderffer.

2012 Chicago Area Study (CAS). The CAS is an annual study that collects data on life in the Chicago metropolitan area. Its purpose is to (a) collect original social science data that inform policymaking and social science theory, (2) provide hands-on methods training to students in both survey and qualitative methods, and (3) fund (and seed) UIC faculty research on pressing issues in the metro area. These goals are accomplished through a year-long program, which funds the research project of a UIC faculty member, who in turn directs a methods practicum that trains students to conduct that study. The 2012 CAS was designed to reveal how early childhood providers are coping with the "great recession" and how this economic crisis may be widening disparities in access to early childhood care programs. SRL handled all sampling activities and, during May and June 2012, conducted telephone interviews with contacts at 201 day care centers. *Principal Investigator:* Rachel Gordon (Univ.

PATRONS

- **Marketing Systems Group**
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- **Westat**

of Illinois at Chicago), *Project Coordinator:* Anne Diffenderffer.

Oakland University Campus Climate Survey.

This Web survey of Oakland University faculty, staff, and students was designed to collect feedback about respondents' perceptions of the work and academic climate at the university, including inclusiveness, friendliness, cooperation, professionalism, recognition, support, and opportunities for career advancement/academic success. The initial invitation to participate was sent via mass mail in March 2013, reaching approximately 1,900 faculty members, 1,340 staff, and 18,800 students; reminder e-mails, also sent via mass mail, went out in late March and mid-April. The Web instrument was completed by 258 faculty members, 463 staff, and 1,306 students. *Project Coordinator:* Sowmya Anand.

Chicago Urban Resiliency Building (CURB)

Focus Groups. SRL is conducting the recruiting, screening, and scheduling for this focus group study. Five focus groups will be held in August and September of 2013 with African-American and Hispanic teenagers between the ages of 13 and 17. The focus group discussions will explore how teens cope with feeling down and how they deal with tough situations. Teens also will give input on an Internet program that is being developed. Screening and recruiting began in mid-August. *Principal Investigator:* Van Voorhees (Univ. of Illinois at Chicago), *Project Coordinator:* Isabel Farrar.

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South Side Health and Vitality Studies Population Health and Technology Needs Assessment Study. In August, the Survey Lab will complete a demonstration ABS health study, collecting survey data and biomarkers from approximately 250 residents of two communities on Chicago's South Side. Interviews are conducted in respondent homes, and biomarkers include height, weight, waist circumference, blood pressure, and blood spots. *Principal Investigator:* Stacy Lindau, *Project Managers:* Hillary Hanson and Lori Garibay.

MAPSCorps 2013. Over the summer, the Survey Lab will manage data collection on the MAPSCorps project for the fifth consecutive year. MAPSCorps is a summer youth program through which we conduct a comprehensive census of businesses and organizations in over 20 communities on Chicago's South Side. Data from previous rounds are mapped online at southsidehealth.org. *Principal Investigators:* Stacy Lindau and Daniel Johnson, *Project Managers:* Hillary Hanson and Mark Ohrtman.

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The American Journalist. The Indiana University School of Journalism is partnering with CSR to conduct a survey of 1,000 American journalists. This national study will examine the characteristics of the journalistic workforce, including changes in backgrounds and education, working conditions, and the impact of new technologies as compared to the three prior administrations of the survey in 1982–1983, 1992, and 2002. Previously a telephone survey, the study will now incorporate a mixed-mode approach, including a paper advance mailing, Web survey, and follow-up telephone calls and interviews with nonrespondents. *Principal Investigator:* David Weaver and Lars Willnat (IU School of Journalism), *Project Director:* Alycia Cameron.

Indonesian Survey of Student Engagement. CSR recently collaborated with Indonesian researchers to complete a pilot administration of a student survey in Indonesia, adapted from the National Survey of Student Engagement. Indonesian researchers and CSR developed an Indonesian-language PAPI, which the Indonesian team locally administered to students at three institutions (a state university, a private university, and a polytechnic school) to collect data on student engagement and undergraduate experiences and to conduct comparisons of students across institution types. Almost 800 completed questionnaires were returned to the U.S. and processed by the CSR. *Principal Investigators:* Kay Ikranagara and Judy Ouimet, *Project Director:* Jamie Roberts.

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Ottumwa Community Health Survey. Funded by the CDC through the Univ. of Iowa Prevention Research Center for Rural Health, this study aims to assess general health and nutritional status and health behaviors including neighborhood variables related to safety and access to health care in Ottumwa, Iowa. Beginning in April, interviewers began targeting the general population using a dual-frame telephone sampling design with a goal of 1,000 completed interviews. An additional oversample of 400 Latino households will be completed using targeted list-assisted sampling. *Principal UI Investigators:* Barbara Baquero and Edith Parker, *Principal UNI CSBR Investigator:* Mary Losch.

Iowa STEM Education Evaluation (I-SEE): Navigating the Iowa STEM Roadmap. The I-SEE is a three-year project funded by NSF through its new Math & Science RETA (Research Evaluation Technical Assistance) program. It will build a coordinated statewide evaluation model to comprehensively assess the educational and economic changes that occur throughout a long-term statewide STEM initiative. Goals are to (1) generate best practices in developing and implementing broad evaluation systems, (2) develop and sustain evaluative capacity

and infrastructure, and (3) create a system to evaluate cultural change related to STEM, particularly related to public awareness and support of STEM education and workforce development. *Principal Investigator:* Jeffrey Weld, *Co-principal Investigators:* Gene Lutz, Disa Cornish, Mari Kemis, and Donald Yarbrough.

MICHIGAN

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Michigan Recession and Recovery Study Wave 3 (MRRS III). SRC partnered with Sheldon Danziger and UM Poverty Center's staff to complete Wave 3 panel interviews with the goal of interviewing 767 respondents from Wave 2, obtaining a 90% response rate. These are 70–80 minute phone and in-person interviews with households in southeast Michigan (with an oversample of low-income families). The purpose of the study is to explore who was most negatively affected by the economic crisis and who benefited most from the economic stimulus package. Multiple funding sources include the John D. and Catherine T. MacArthur Foundation, the Rockefeller Foundation, and the Office of the Vice President for Research at the Univ. of Michigan. *Principal Investigators:* Sheldon Danziger, Sarah Burgard, and Kristin Seefeldt, *Project Manager:* Jennifer Arrieta.

The EGC-ISSER Socioeconomic Panel Survey.

This study is a collaboration between the Economic Growth Center (EGC) at Yale University, the Institute of Statistical, Social, and Economic Research (ISSER) at the Univ. of Ghana, and SRC. This Ghana national survey is principally funded by the EGC, designed by both the EGC and ISSER, and carried out and supervised by ISSER and SRC. The main objective of this survey is to remedy a major constraint on the understanding of development in low-income countries—the absence of detailed, multilevel, and long-term scientific data that follow individuals over time and describes both the natural and built environment in which the individuals reside. The first wave was conducted via PAPI in 2009; over 5,000 households will be tracked and

re-interviewed using a CAI application. *Principal Investigators:* Christopher Udry (Yale University) and Isaac Osei-Akoto (Univ. of Ghana), *Project Manager:* Yu-chieh (Jay) Lin.

Michigan Council for Educator Effectiveness (MCEE) Pilot Study. To help the State of Michigan meet federal requirements for teacher evaluation practices, the Governor commissioned a special council to make recommendations to the legislature for the 2013/14 school year. SRC was selected to implement the pilot study designed to provide data to make that recommendation. During the 2012/13 school year, 13 districts (with all public schools, covering grades K–12) participated in the pilot and implemented a design that included four separate teacher observation protocols, fall and spring standardized student testing, value-added modeling to estimate student growth, teacher and principal surveys, and district personnel qualitative interviews and focus groups. *Principal Investigator:* Brian Rowan, *Survey Director:* Stephanie Chardoul.

NEW HAMPSHIRE

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Housing Finance Authority Rental Property Survey, April 2013.

Approximately 1,200 rental property owners and managers in New Hampshire were surveyed by landline and cell phone between February 28 and April 3, 2013. This annual survey was conducted to determine rents and other attributes of rental properties in New Hampshire. The study is based on a nonprobability sample. *Principal Investigator:* Andrew Smith.

Boston Globe 37, June 2013. Four-hundred and forty (440) randomly selected Boston adults were interviewed by landline and cell phone between June 11 and June 14, 2013. The poll was conducted to determine voter attitudes regarding the special election for U.S. Senate. The margin of sampling error for the survey is +/- 3.6%. Included is a subsample of 508 likely special Senate Election voters (margin of sampling error +/- 4.3%). *Principal Investigator:* Andrew Smith.

Granite State Poll 50, July 2013. The Survey Center interviewed 516 randomly selected New Hampshire adults by landline and cell telephone between July 18 and July 29, 2013. The Granite State Poll is a quarterly survey of public opinion in New Hampshire. This study was conducted to determine present attitudes concerning the New Hampshire political environment, public policy, and consumer confidence in the state. The margin of sampling error for the survey is +/- 4.3%. *Principal Investigator:* Andrew Smith.

NORTH CAROLINA

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The Aligning Forces for Quality (AF4Q) Consumer Survey. This CATI study, conducted for the Pennsylvania State University, is designed to evaluate efforts by the Robert Wood Johnson Foundation to increase the overall quality of health care in targeted communities, reduce racial and ethnic

disparities, and provide models of national reform. The second round of the Consumer Survey builds off of RTI's experience conducting a similar evaluation from 2011 to 2013, and gathers information on respondents in three specific AF4Q communities. RTI employs an innovative address-based sampling strategy in order to provide the geographic precision needed for estimates. *Project Director:* David Roe.

Mobile System for Managing Health Care for Sex Workers in Zimbabwe. The Centre for Sexual Health and HIV/AIDS Research (CeSHHAR) in Zimbabwe provides health care for sex workers at treatment sites around Zimbabwe. Nurse counselors collect data on paper forms. Completed forms are brought to a central location for entry into a database. RTI is replacing existing paper forms with a mobile application running on Android tablet computers. Nurses using the tablet application will synchronize data changes with a remote shared database over wireless Internet connections in six hub locations. *Project Director:* Gordon Cressman.

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Community Power Works Survey. In fall 2012, SESRC conducted a survey for the WSU Extension Energy Program to gather information about the Community Power Works program in Seattle, which is Seattle's Energy Upgrade Program. Respondents were mailed a prenotification letter. One week later, calling started in order to reach people to conduct an interview. A postcard reminder was mailed to all nonresponders early in the project, after calling had started—to encourage respondents to answer the online version or to respond over the phone when we called. With 399 responses (156 Web, 241 phone, and 2 phone partials), the response rate is 33%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Tacoma Power Marketing Awareness Survey. In late fall 2012 through early winter 2013, SESRC conducted a mixed-mode mail/Internet/telephone survey of Tacoma Power customers. The primary purpose of the project was to gather information about the awareness of Tacoma Power's marketing programs that encourage conservation and energy efficiency. The results will be used to improve those programs. With 390 responses (90 Web, 193 mail, 102 phone, and 5 phone partial), the response rate was 60%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Carbon Taxes and Tax Shifts. SESRC conducted a series of focus groups and a survey for Sightline Institute to determine the level of knowledge of and support for a carbon tax in the state of Washington. A carbon tax is a tax on coal, oil, or natural gas, which produce carbon dioxide when burned. Three focus groups were conducted in the fall of 2012 and a mixed-mode survey was conducted starting in March 2013. Overall, 375 respondents completed the questionnaire, resulting in a response rate of 37.6%. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller (11–12).

Opinions about Local Reuse and Recycling of Biosolids Compost. In spring 2013, SESRC conducted a mixed-mode mail/Internet survey for the WSU Dept. of Crop and Soil Science. Its purpose was to learn the views of Skagit County, WA, residents about the reuse and recycling of biosolids compost. An ABS sample was used, and respondents had the choice of completing the survey either by mail or Web. With 470 responses (421 PAPI completes, 49 Web completes) out of a random sample of 1,374, the response rate was 34%. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Chris Paxson (12–13).

Post-adoption Services: The Experiences and Perspectives of Washington Families. Washington State Auditor's Office sponsored a survey of Washington families who have adopted children through the foster care system in order to learn more about families' experiences with monthly adoption support payments, additional benefits paid for by Children's Administration, and services provided by other state agencies and nonprofit programs. In spring 2013, SESRC sent letters describing the study and invited respondents to complete a mail questionnaire or an Internet-based questionnaire. Overall, 750 respondents fully completed the survey (680 mail and 70 Web) and 4 partially completed the online survey, resulting in an overall response rate of 43%. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Yi-Jen Wang (12–13).

Hazardous Waste and Toxics Reduction Program Survey. From April through June 2013, SESRC contacted 3,055 Washington businesses and government agencies for a survey sponsored by the Washington State Dept. of Ecology to learn more about how businesses and government agencies deal with hazardous waste generated by their business. This mixed-mode study used a combination of Web, mail, and telephone methods for data collection. Overall, 1,191 respondents completed or partially completed a questionnaire (879 Web, 178 mail, 112 phone, 13 Web partials, and 9 phone partials), resulting in an overall response rate of 44%. *Principal Investigator:* Danna Moore, *Study Director:* Nathan Palmer.

PERSONNEL NOTES

Survey Research reports on the new appointments and promotions of professional staff at academic and not-for-profit survey research organizations, as well as those of the for-profit organizations that are patrons of the newsletter.

NORC's Research Programs welcomes **Michael Johnson**, Principal Research Scientist (Substance Abuse, Mental Health, and Criminal Justice Studies); **Olga Kaganova**, Principal Research Scientist (International Projects); **Katherine Mark**, Principal Research Scientist (International Projects); **Patricia Ruggles**, Senior Fellow (Economics, Labor, and Population Studies); **Michelle Stollo**, Principal Research Scientist (Health Care Research); and **Victoria Wachino**, Senior Fellow (Health Care Research).

The Indiana University Center for Survey Research (CSR) is pleased to announce the addition of a new member of the Center's leadership team as well as the promotion of a current staff member. **Reya Calistes** joins the Center as the new Director of Research Project Management Services. Reya holds an MBA from Northwestern University and an MS in Industrial Engineering from Purdue University. **Alycia Cameron** has been promoted to the position of Study Director & Technologies Analyst. This hybrid position serves two key functions at CSR: study design and leadership, and development of technology applications. Alycia previously served as Technologies Associate & Manager at the CSR.

The Survey Research Center at the Univ. of Michigan is pleased to welcome a number of individuals into Survey Specialist positions in Survey Research Operations: **Tony Romanowski** and **Andrea Sims** joined the Survey Services Lab, and **Winter Freeman**, **Ian Ogden**, **Dan Tomlin**, and **Mike Zeddies** joined the Project Design & Management Group.

The Social Science Research Unit at the Univ. of Idaho welcomes Research Associate **Monica Reyna** as Manager of our Call Center.

Iván A. Carrillo García joined RTI International's Social Sciences Division as a Research Statistician.

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

RTI International's Research Computing Division is looking for a **Research Scientist in Cyber Security**. A fundamental understanding of cyber security issues and technologies, experience with interdisciplinary research, and demonstrated excellent verbal and written communication skills are essential. Duties include participating in and potentially leading projects, collaborating on research, contributing to and leading proposals for new funding in cyber security research, participating in marketing and business development, and contributing to RTI's scientific stature through publications and external presentations. Qualifications include an MS and 6 years of experience or PhD (preferred) in computer science or related discipline and 3+ years of experience in cyber security research. Must be a US citizen to qualify. To view the entire job requisition, go to www.rti.org/careers and search for job # 4483.

The Social Sciences Division of RTI International seeks an early-career PhD-level **Research Statistician** for design, analysis, and management of complex surveys and analytic projects. Duties also include development of statistical methodologies, research plans, and proposals. Qualifications include a PhD degree in statistics, survey methodology (with a concentration in statistics), or mathematics with at least 6 years of nonacademic-related experience. To view the entire job requisition, go to www.rti.org/careers and search for job #4704.

Washington State University, Social & Economic Sciences Research Center (SESRC) invites applications for a full-time 12-month **Director** of the SESRC to begin January 1, 2014. Candidates should have primary strengths in survey research methods and have a demonstrated ability to secure external grant funding. Preference may be given to strong candidates whose research creates synergies with existing center areas of expertise. Required: PhD with five years' experience directing survey research projects and/or managing survey

research operations. Successful candidates will have excellent records of research, provide evidence of grant writing ability and be prepared to teach and mentor staff and students in survey research methods. Applicants should upload a letter of interest, curriculum vitae, samples of written work, and three letters of reference at www.wsujobs.com. Applications must be received by October 1, 2013. WSU is an Equal Opportunity/Affirmative Action employer. Protected group members are encouraged to apply.

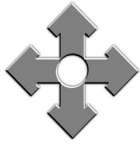


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