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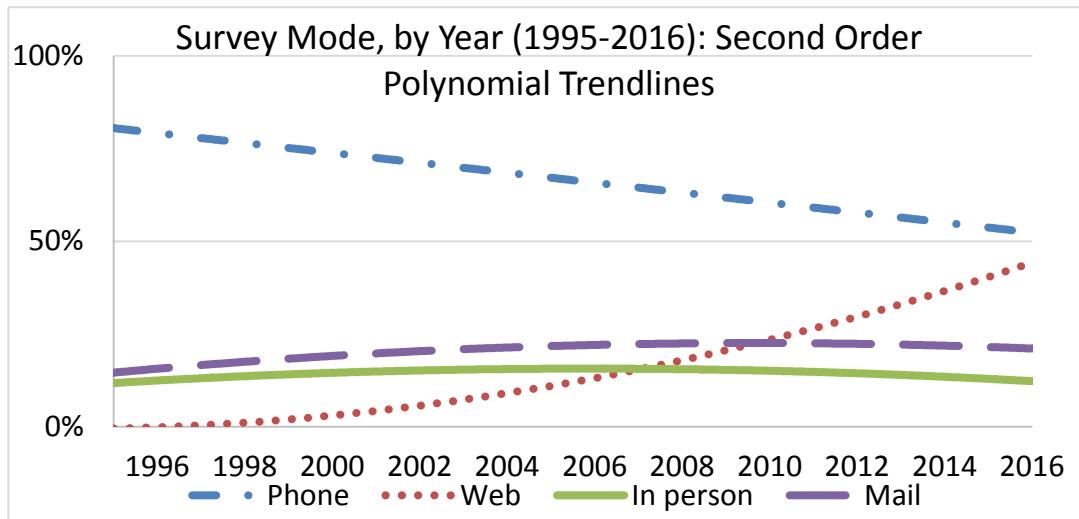
NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY

Diffusion of Web Survey Methodology: An Update

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The past 20 years have witnessed the rapid development and deployment of Web survey methodologies across the planet (Bethlehem & Biffignandi, 2011; Callegaro, Baker, Bethlehem, Göritz, Krosnick & Lavrakas, 2014; Callegaro, Manfreda & Vehovar, 2015; Couper, 2008; Dillman, Smyth & Christian, 2014; Tourangeau, Conrad & Couper, 2013). Five years ago, Brown & Johnson (2011) reported a content analysis of the 40 issues of this newsletter published between 1995 and 2009. The goal of that analysis was to chronicle the diffusion of Web surveys over that time period. They found that the first report of a Web-based survey occurred in 1996. By 2009, fully one-third of all surveys listed in the Current Research section of our newsletter employed Web surveys either as the single mode of data collection or as one element of a mixed-mode design. Here, we update those findings by adding data abstracted for an additional seven years of newsletters.



METHODS

The data examined were systematically abstracted from the Current Research section of all 57 issues of *Survey Research* published between 1996 and 2016 (volumes 26–47). This included reports from 3,034 unique projects for which general descriptions had been submitted by the survey organization conducting the research. Of these, 2,564 (84.5%) provided basic information regarding the mode(s) of data collection used. We abstracted this information into a database in order to examine trends in use of the four most commonly employed modalities: face-to-face, mail, phone, and Web. Second order polynomial trend lines were plotted for each modality.



**Survey Research
Laboratory**

RESULTS

As can be seen in the figure on page 1, there is a trend toward increased use of the Web and decreased reliance on the phone for the collection of survey data over the past two decades. Assuming these trends continue, we can expect to see the displacement of phone surveys as the primary mode of data collection by Web surveys within the next several years. As reported previously, trends in the use of mail and in-person survey modes have remained fairly stable over the past 21 years, although the use of in-person data collection methods does appear to be declining at a slow rate.

CONCLUSIONS

Web-based surveys are now an important and still expanding component of academic and not-for-profit survey research. We will continue to monitor trends in the use of this and other data collection modes into the future. At some point, we will also add to our database survey mode information from the first 25 volumes of *Survey Research* that cover the years 1970–1994 in order to provide an even broader historical picture. In reviewing these data, of course, it is important to recognize that the information abstracted from our newsletter archive is far from complete and probably not representative of the work completed by the reporting organizations. These data nonetheless provide a useful historical perspective. What these data do not show, however, are the ways that Web-based surveys themselves have also evolved over the past two decades as Web-enabled devices have become mobile and continue to diversify. That story remains to be told.

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PATRONS

Mathematica Policy Research

Research Triangle Institute

Survey Research Center, University of Michigan

Survey Research Laboratory, University of Illinois at Chicago

Westat



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.

ARKANSAS

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Pulaski County Five-Cities Recycling Survey.

This survey of residents of five cities in Pulaski County, Arkansas seeks data to evaluate recycling services in the area and to measure attitudes and practices related to household recycling.

UALR Racial Attitudes Survey of Pulaski County.

In its fourteenth year, the questions of this year's survey focus on religion and the Black Lives Matter movement. For this survey, the race of interviewer and respondent were matched for data collection; the respondents were informed of the match prior to the first content question.

CALIFORNIA

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www.chapman.edu/wilkinson/research-centers/babbie-center/survey-american-fears.aspx

Chapman University Survey of American Fears. In its third year, this survey asked respondents about 65 fears across a broad range of categories including fears about the government, crime, the environment, the future, technology, health, natural disasters, public speaking, spiders, heights, and ghosts. In addition, this year's survey included questions about Americans' beliefs in conspiracy theories and fear of Muslims, sometimes referred to as "Islamophobia." More than 1,500 adult participants nationwide responded. *Principal Investigators:* Christopher Bader and Ed Day (Sociology Department) and Ann Gordon (Political Science Department).

Institute for Social Research (ISR) California State University, Sacramento (CSUS)

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2016 California Counts Election Survey. The CALSPEAKS Opinion Research Center at ISR partnered with the California Counts consortium of public broadcasters in California to poll state residents/voters on a variety of issues. They also asked about the 17 propositions on the November ballot, which include legalizing recreational marijuana, banning assault weapons, and mandating condom use in pornography.

DISTRICT OF COLUMBIA

Urban Institute (UI)

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American Driving Survey (ADS). To address the need for current data regarding driving exposure in relation to driver, vehicle, and trip characteristics, the AAA Foundation for Traffic Safety commissioned researchers at the UI to develop and implement a data collection system to collect national-level data on the driving of the American public. ADS consists of daily telephone interviews (landline and cellular) with a representative sample of the U.S. population, in which respondents age 16 years or older are

asked to report all of their driving over a 24-hour period the day before the interview. The data are used to estimate the average and total amount that Americans drive each year and to describe the driving that they do. Drivers age 16–19, 75+, and those who drive more frequently are oversampled from among the members of the sampled households. Interviews are conducted in over 3,000 households each year. *Principal Investigators:* Rob Santos, Tim Triplett, and Sandi Rosenbloom.

Aging Cohort Driver Module (ACDM). Managed by the UI, this module was created by the AAA Foundation for Traffic Safety to augment national indicators on aging drivers and to complement, strengthen, and advance the research objectives of their LongROAD Study. The module collects vehicle and driver behavioral characteristics from a national telephone sample of drivers age 65 and over. The module is a supplement to the American Driving Survey. About 1,000 questionnaires are completed each year. *Principal Investigators:* Rob Santos, Tim Triplett, and Sandi Rosenbloom.

GEORGIA

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Habitat for Humanity Customer Satisfaction Survey. The Institute completed a survey of 300 homeowners in Georgia who had purchased homes through the Habitat for Humanity grant program. Homeowners were asked about the impact purchasing a Habitat home had on factors such as safety, health, relationships, and community involvement. *Project Manager:* Paul Vaughn.

Fulton County, Georgia Quality of Life Survey.

The Institute conducted an addressed-based mixed mode (telephone and online) study of 1,200 residents of Fulton County. Residents were mailed invitations to participate in the online version of the survey. Landline and cell phone samples were used to conduct the telephone portion of the survey. Residents were asked about their perceptions of quality of life issues as well as their satisfaction with the services provided by Fulton County. *Project Manager:* Kelleigh Trepanier.

ILLINOIS

NORC at the University of Chicago

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Survey Data Collection and Related Services.

NORC has been selected by the Securities and Exchange Commission, Office of the Investor Advocate, to support the development and implementation of a new program of research and data collection to enhance regulatory effectiveness, inform policies on investor protection, and ultimately promote household asset-building and financial well-being. *Project Director:* Angela Fontes.

Attitude and Awareness Survey on Highway Safety Issues.

Supported by the state's Dept. of Transportation, NORC will survey 1,000 drivers on highway safety topics at Motor Vehicle Division offices in New Mexico. Data will be collected in English and Spanish. Questions concerning use of seat belts, driving after drinking or using drugs, cell phone usage while driving, and awareness of New Mexico's public information and education programs will be included in the questionnaire. *Project Director:* Jim Fell.

Zika Poll. Sponsored by the March of Dimes, NORC recently completed a survey to measure public perceptions about the Zika virus and its prevention. The study followed up an earlier survey—from March 2016—that examined changes in public awareness, concern, and preventive behaviors. Interviews included a nationally representative sample of U.S. adults and an oversample of men and women in their childbearing years (age 18–40). The project used AmeriSpeak, NORC's nationally representative, multi-platform household panel. *Project Director:* Jennifer Benz.

Social and Economic Impacts of Gambling in Massachusetts.

NORC is beginning another in a series of targeted surveys designed to capture the impact of legal gambling in Massachusetts. The project began in 2013 with a general population survey to assess attitudes and behavior related to gambling prior to the construction of casinos. The initial study collected data from 10,000 individuals. Subsequent, smaller surveys have targeted specific communities. This survey uses address-based sampling and mixes data collection modes. *Project Director:* Ned English.

Survey Research Laboratory (SRL)

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Urban Public Policy Fellowship (UPPF) Program Evaluation.

SRL was charged by Joseph Hoereth of the UIC Institute for Policy and Civic Engagement (IPCE) with conducting an evaluation of IPCE's UPPF program. The evaluation involved twenty in-depth qualitative interviews with program alumni in the summer of 2015 and an online survey with program alumni (cohorts 2010 to 2015–2016) in the summer of 2016. One hundred and eleven (111) people completed the online questionnaire—for a 65% response rate. *Project Coordinator:* Isabel Farrar.

SURVIVE: Suburban, Urban, Rural Violence:

Investigating Victim Experiences. Under the direction of Henrika McCoy at the UIC Jane Addams College of Social Work and with funding from NIJ, this study seeks to understand the experiences of violence among young Black males in urban, suburban, and rural areas around the nation. The study includes nine focus groups in the state of Illinois, cognitive interviews in Illinois, and pretest and main study interviews nationwide. Focus groups will begin in late 2016 and interviews will continue into 2018. The goals of the study are to develop an instrument that captures data about the victimization experiences of young Black men, to better understand these experiences, and to obtain information needed to better inform policy and practice regarding how the criminal justice system responds to young Black men who have been victimized by violence. *Project Coordinator:* Isabel Farrar.

Capital Programs and Real Estate Satisfaction Survey.

The purpose of this study was to understand the level of satisfaction of staff at the Univ. of Illinois who have interacted with the University Office of Capital Programs and Real Estate Services for their capital projects or rental/licensing needs. Eligible respondents were sent e-mail invitations to complete an online questionnaire. Two sets of questions were constructed, one for capital projects and another for real estate services. In addition to the initial e-vite, nonrespondents received two e-mail re-

minders. Data collection started in April and ended in May 2016, with 111 responses received from 250 potential respondents. *Project Coordinator:* Sowmya Anand.

Survey of Illinois Legislators. SRL conducted this study on behalf of the Office for University Relations to learn about legislators perceptions of the Univ. of Illinois. The sample frame included all 177 state and 20 U.S. legislators who represent the state of Illinois. The data collection protocol involved sending an advance e-mail to all legislators to inform them about the survey and to let them know they would soon receive a phone call to ask about their preferred method of completing the survey—phone, mail, online, or fax. In addition to asking about the mode of data collection during the phone calls, we also verified, obtained, or updated needed contact information. Two more rounds of calling were made to legislators who had not yet responded, but who had selected a data collection mode and to those whom we were unable to contact in the previous rounds of calling. Of the 42 legislators who completed the survey, 34 completed it online, seven by mail, and one by telephone. *Project Coordinator:* Sowmya Anand.

Survey Research Office (SRO)
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City of Springfield Comprehensive Plan Community Survey. SRO recently conducted this survey for the city of Springfield in partnership with the Springfield-Sangamon County Regional Planning Commission. The survey examined resident opinions on a variety of issues pertaining to planning. Five thousand individuals with Springfield mailing addresses were randomly selected via address based sampling; a total of 573 completed the questionnaire. Results will be included in the city's comprehensive plan.

Criminal Justice and Sentencing Reform Surveys. In collaboration with the Illinois State Commission on Criminal Justice and Sentencing Reform, SRO developed four surveys in order to gain greater understanding of the current corrections programs and practices. These questionnaires were sent to members of specific populations involved in correc-

tions in the state. Respondents included 240 corrections officers, 40 parole agents, 80 judges, and 184 probation officers and managers. The project was made possible by a grant from the Institute of International Education.

INDIANA

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Patent Licensing, Technology Transfer, and Innovation Study. This NSF-funded study aims to evaluate whether gains in innovation, as measured by the creation of new products and other markers of innovation, occur as a result of *ex-post* patent assertions by non-practicing entities. Data collection targeting in-house counsel in U.S. businesses in—primarily—the information technology industry is planned to launch early 2017, with development and pretest this fall. Currently the project team is engaged in sampling design and cognitive testing of the questionnaire. *Project Managers:* Lilian Yahng and Jesse Talley.

IOWA

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2016 Public Perceptions of STEM Survey. To measure public awareness of and attitudes toward STEM in Iowa, the UNI CSBR has conducted an annual statewide public survey of adult Iowans since 2012. The 2016 survey was completed between June and September. The survey is funded by the Iowa Governor's STEM Advisory Council. Survey topics include STEM awareness and exposure, attitudes toward STEM and the role of STEM in Iowa, perceptions and attitudes about STEM education, perceptions about strategies to improve STEM education, and parent perceptions of STEM education. *Principal Investigators:* Mary Losch and Erin Heiden.

State Innovation Model (SIM) Statewide Survey of Health. The goal of this statewide telephone survey is to understand Iowan's perceptions of and

experience with healthcare in their communities. It is part of an evaluation of SIM that is intended to create a more sustainable healthcare delivery and payment system to improve patient care and lower healthcare costs. The SIM project is managed by the Iowa Dept. of Human Services with assistance from the Iowa Dept. of Public Health and the Iowa Healthcare Collaborative. The Univ. of Iowa Public Policy Center is evaluating the SIM initiative and CSBR is collecting the data. *Principal Investigator:* Mary Losch.

KENTUCKY

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Kentucky Office for the Blind Customer Satisfaction Survey. This was an annual survey of 550 office clients. *Principal Investigator:* Christina Espinosa, *Project Director:* Absolom Waweru.

Kentucky Office for Vocational Rehabilitation Customer Satisfaction Survey. This was an annual survey of 1,000 office clients. *Principal Investigator:* Katie Wolf Whaley, *Project Director:* Absolom Waweru.

Kentucky Municipal Separate Storm Sewer System (MS4) Communities Survey. This is a dual frame telephone survey of 5,000 Kentucky adults who live in 26 communities that have an MS4 permit from the EPA. Respondents are asked about knowledge and behaviors regarding water quality and storm water runoff in this follow-up survey to evaluate local education campaigns. Baseline data were collected in 2009. *Principal Investigator and Project Director:* Ron Langley.

MARYLAND

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Medical Expenditure Panel Survey (MEPS), Household Component. MEPS, sponsored by the Agency for Healthcare Research and Quality and the NCHS, provides annual national estimates of the use of health care services, charges, and payments for the services, health insurance coverage, health

conditions, and other items related to health care usage. The Household Component enrolls a new panel of approximately 10,000 households—selected from households participating in the NHIS the prior year—each year. Data collected from household respondents are supplemented with data collected from their medical providers and pharmacies. Westat is leading the design and development of a full technology upgrade to the data collection instrument and home office processing system to be implemented in the field in 2018.

Programme for International Student Assessment (PISA) for Development. PISA assesses the skills and knowledge of 15-year-olds throughout the world. The Organisation for Economic Co-operation and Development (OECD), which sponsors PISA, and a number of partners have launched a three-year PISA for Development initiative to identify how PISA can best support evidence-based policymaking in emerging and developing economies. Westat is developing the sample for the field trial and the main study. This includes establishing the target population in seven countries, developing and implementing procedures for selecting specific schools and students within that target population, and applying Westat sampling software to enable high-quality sample selection by participating countries. Working closely with the OECD, project managers in each country, and other stakeholders, Westat is developing and implementing survey operations and quality control practices.

MICHIGAN

Office for Survey Research (OSR)

Institute for Public Policy & Social Research (IPPSR)

Michigan State University (MSU)

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Michigan Policy Insiders Panel. IPPSR and OSR, along with the Univ. of Michigan's Center for Local, State, and Urban Policy, have joined together in the design and establishment of a new Web panel of state political insiders to understand how policymakers learn about state problems, develop political influence, and interact to produce policy solutions. Panel members will receive approximately six survey invitations annually; surveys will include varying topics each round. The recruitment to the panel was

completed recently with 528 panel members. The next survey will be launched in October 2016. *Principal Investigator:* Matt Grossmann (MSU), *Project Manager:* Karen Clark.

Detroit Community Study. This is the second wave in a multiyear mixed-mode study focusing on key cities in Michigan to evaluate different approaches collecting data on crime victimization, police interactions, and community satisfaction. An experimental design was implemented to determine the effectiveness of varying incentive amounts as well as an additional incentive to complete the survey by Web (or call into the Survey Research Lab) within a specific timeframe. This is an address-based sample and multiple mailings are sent to those not participating by Web or phone. *Principal Investigators:* Edmund McGarrell and Christopher Melde (MSU), *Project Manager:* Karen Clark.

State of the State Survey (SOSS). Conducted by OSR, the IPPSR's SOSS is the only survey conducted in Michigan that provides a systematic monitoring of the public mood on important issues within the state. In each round, a random sample of about 1,000 Michigan adults are called on cell and landline phones. Started in 1994—and having up to four rounds each year—SOSS is currently in its 73rd round of data collection. SOSS was the only poll to predict a tight race in the Michigan Democratic presidential primary in March because nearly half of the SOSS interviews were conducted via cell phones, whereas many other polls called only landlines. *Principal Investigator:* Charles Ballard (MSU), *Project Manager:* Graham L. Pierce.

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The Healthy Cognitive Aging Project (HCAP). HCAP—a nationally representative sample—aims to study cognitive impairment and dementia prevalence. It is comprised of approximately 5,000 Health and Retirement Study (HRS) Panel respondents who are age 65 or older. Respondents complete an hour-long CAPI comprised of several cognitive assessments and memory tests. A second interview is completed with an informant, such as a family member, friend, or caregiver. This second interview is a report on the functional status of the respon-

dent, such as ability to engage in daily activities and changes in memory. The goal is to complete 3,000 respondent and 3,000 informant interviews. The HCAP is designed to also be implemented across the international sister studies that are patterned on the HRS. The study is funded by the NIA. *Principal Investigator:* David Weir (Univ. of Michigan), *Survey Director:* Eva Leissou.

The Detroit Metropolitan Area Communities Study (DMACS). DMACS seeks to provide an information and innovation platform for conducting research and supporting evidence-based decisions about community investments and public policy. DMACS is being built around a representative Web-based panel survey of adult residents of the four-county Metro Detroit region of southeast Michigan, with the first data collection cycle focusing on creating a panel of about 715 residents of the city of Detroit. When fully implemented, the survey's probability sample will include 2,000 residents, including representative subsamples of 1,000 Detroit residents and 1,000 adults from the metropolitan area. Panel members will complete a 20 minute Web-based survey each quarter plus additional short surveys as situations and opportunities arise. The core content of DMACS surveys include asking citizens to prioritize the needs of their community and aspects they would most like to see change (with regard to crime, business development, jobs, education, housing, transportation, health care, and the environment). It will also monitor trends in citizens' views of changes to their community and the wider region, which groups are benefitting (or being hurt) the most from those changes, views on inequality and its sources and consequences, and the degree of civic engagement in local communities. *Principal Investigators:* Elisabeth Gerber and Jeffrey Morenoff (Univ. of Michigan), *Project Manager:* Joseph Matuzak.

Monitoring the Future (MTF) Study Tablet Pilot. MTF, which is funded by the NIH, has been tracking changes in the attitudes, opinions and behavior of American young people for the past 40 years. Each year, approximately 50,000 8th, 10th, and 12th grade students complete self-administered paper questionnaires in a national cross-section of approximately 415 schools. There are several different forms of the questionnaire, which deals with a wide variety of respondent attitudes and behaviors, including such topics as alcohol, drug, and tobacco use; social and political attitudes; and leisure time activities. In a series of pilot studies held between fall of 2015

and spring of 2017, SRC is exploring the feasibility of moving from scannable paper forms to a tablet-based application for the MTF school-based data collections. Approximately 4,000 8th, 10th, and 12th grade students in 25 schools nationwide are participating in the MTF Pilot Study. *Principal Investigator:* Richard Miech (Univ. of Michigan), *Survey Director:* Meredith House.

NEW HAMPSHIRE

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Portland Press Herald Poll 4, June, 2016. Six hundred and nine (609) randomly selected Maine adults were interviewed by landline and cellular telephone June 15–21, 2016. The poll was conducted to determine voting behavior in the upcoming presidential and congressional election and to learn about attitudes concerning upcoming referendum and other public policy issues. The margin of sampling error for the survey is $\pm 4.0\%$. Included is a subsample of four hundred and seventy-five (475) likely general election voters ($MSE = \pm 4.5\%$). *Principal investigator:* Andrew Smith.

Granite State Poll 62, July, 2016. July 9–July 18, 2016, 621 randomly selected New Hampshire adults were interviewed by landline and cellular telephone. The Granite State Poll is a quarterly survey of public opinion in New Hampshire. This study was conducted to determine present attitudes concerning the upcoming 2016 general election, favorability of elected officials and potential candidates, and various other state issues. The margin of sampling error for the survey is $\pm 4.2\%$. Included is a subsample of 469 likely general election voters ($MSE = \pm 4.5\%$). *Principal investigator:* Andrew Smith.

Granite State Poll 62, July-August, 2016. The Survey Center interviewed 500 randomly selected New Hampshire adults by landline and cellular telephone July 19–August 1, 2016. This study was conducted to determine present attitudes concerning consumer confidence and state policy issues. The margin of sampling error for the survey is $\pm 4.4\%$. *Principal investigator:* Andrew Smith.

WMUR-UNH Election Poll, August, 2016. Between August 20–28, 2016, 559 randomly selected New Hampshire adults were interviewed by landline and cellular telephone. This survey was conducted to determine voting behavior in the elections for president, governor, senate and congress in New Hampshire. The margin of sampling error for the survey is $\pm 4.1\%$. Included is a subsample of 433 likely general election voters ($MSE = \pm 4.7\%$). *Principal investigator:* Andrew Smith.

Portland Press Herald Poll 5, September, 2016.

Five hundred and ninety-three (593) randomly selected Maine adults were interviewed by landline and cellular telephone September 15–20, 2016. The poll was conducted to determine voting behavior in the upcoming election for president and congress in Maine. The poll also sought attitudes concerning upcoming referendum questions and other public policy issues. The margin of sampling error for the survey is ± 4.0 percent. Included is a subsample of 513 likely general election voters ($MSE = \pm 4.3\%$). *Principal investigator:* Andrew Smith.

NORTH CAROLINA

RTI International

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Data Collection on Noncommunicable Diseases. RTI is working with the CDC, the CDC Foundation, and partners in China, India, Morocco, Philippines, and Zambia to develop new methods for rapid data collection on noncommunicable diseases. RTI and its partner, InSTEDD, are developing a mixed-mode survey platform that delivers questionnaires via short message service (SMS, or text messaging) and interactive voice response (IVR). In addition, RTI is providing technical assistance to countries that choose to conduct surveys via CATI. Using SMS, IVR, or CATI, country health agencies will collect nationally representative data; RTI will then conduct methodological assessments on the data to evaluate the representativeness of data and identify best practices for rapid data collection. *Project Director:* Charles Lau.

Behavioral, Economic, and Social Science

Engine (BESSE) Program. In May 2016, RTI was awarded the BESSE contract from the Dept. of Homeland Security Science and Technology

(DHS S&T) Directorate. The goal of BESSE is to strengthen the DHS S&T Apex programs by utilizing a responsive design mixed methods approach that may include focus groups, interviews, surveys, and social network analysis to answer complex questions for the many DHS component agencies. The current six Apex programs address a variety of issues such as providing high-quality actionable data for use in securing the border, strengthening rapid response to potential biological threats, buffering resilience of communities threatened by floods, securing cyber infrastructure, and ensuring safe travel without diminishing throughput capacity at our national airports. A key component to the success of the Apex Programs lies in understanding the human element—how end-users interact with emerging technologies, as well as public responses to implementation. *Project Director:* Ji Sun Lee.

Child First (CF) Evaluation. CF is a home-based psychotherapeutic intervention targeting high-risk, vulnerable children. CF promotes nurturing and responsive parenting and is intended to reduce child maltreatment and maintain child safety. RTI is conducting a second randomized control trial of this intervention, which is critically needed to provide definitive evidence of CF's impact. Field interviewers will use a CAPI/ACASI instrument to collect data on parent and child wellbeing, the quality of the parent-child relationship, and parent and child executive functioning that influence long-term outcomes of children. The evaluation includes an economic component to determine the degree to which CF has benefits that outweigh program costs when compared to alternative service provision. RTI is conducting this evaluation with a design that meets the priorities of three co-funders: RWJ Foundation, the Children's Services Council of Palm Beach County and JPB Foundation, and the Grossman Family Foundation. *Co-Project Directors:* Cecilia Casanueva and Shari Miller.

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North Carolina Organ Donor Survey. Conducted under a grant from National Heart, Lung, and Blood Institute, the Institute surveyed households in two North Carolina counties to assess the public's understanding of First Person Authorization for organ

donation and acceptance of rapid organ recovery procedures. A postal letter to an address-based sample of 15,000 households invited the registered organ donor—if there were any—with the next upcoming birthday to complete a 10-minute online survey. A total of 1,248 people completed the questionnaire; the estimated response rate among eligible registered donors was 19%. Respondents received a \$10 Amazon e-gift certificate. *Principal Investigator:* Thomas Egan (UNC School of Medicine), *Study Director:* Teresa Edwards.

VERMONT

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Smart Phone Data Collection Feasibility Study.

CPI has a contract with the Council of State and Territorial Epidemiologists to develop and test the feasibility of a smart phone app to collect health-related data from millennials. The project is a partnership among Castleton University, YMG Consulting, and epidemiologists at Stanford University. The app is being tested on college students at three Vermont state colleges. (See www.castleton.edu/news-media/article/castleton-polling-institute-earns-national-contract.) *Project Director:* Amanda Richardson.

Vermont State-Wide Election Poll. CPI has completed its third Vermont state-wide poll for Vermont Public Radio in advance of the 2016 general election. These polls have not only estimated the level of support for various candidates, but have also measured public attitudes on a variety of public issues, including refugee resettlement and legalizing marijuana for recreational use. *Project Director:* Richard Clark.

WASHINGTON

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Survey on Health Care Needs and the Demand for Health Insurance in Rural Washington. Between November 2015 and March 2016 a random

sample of 4,000 addresses in rural communities in five counties were contacted for a mixed-mode (mail/internet) survey. The objective of the survey was to better understand the attitudes and opinions of rural Washington residents' demand for health care and health insurance since the implementation of the Affordable Care Act. Of the eligible respondents, 667 completed the questionnaire—282 via Web and 385 on paper—and another 20 partially completed it. The overall response rate was 20.3%. The sponsor of the survey was the School of Economic Sciences, WSU. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Nathan Palmer.

Douglas Education Service District (DESD) Customer Satisfaction Survey. In December 2015, the SESRC administered a telephone survey of 58 school district administrators in DESD, which serves the needs of the 13 school districts in Douglas County, Oregon. The goal of the study was to hear from school administrators regarding the support and services that DESD provides. Twenty-eight respondents completed the questionnaire for a 50% response rate. This survey was sponsored by DESD. *Principal Investigator* and *Study Director:* Rose Krebill-Prather.

Landscape Professionals Survey. In February 2016, the SESRC conducted a survey of 75 businesses for the Washington Association of Landscape Professionals (WALP). The purpose of the survey was to ask about landscape worker wages to estimate the prevailing wage. Businesses were contacted by mail, e-mail and phone, and respondents had the option to complete the questionnaire online, on paper, or over the phone. Not including 3 self-selected respondents, 14 respondents completed and 1 partially completed the questionnaire by Web, 10 completed over the phone, and 11 returned the paper questionnaire. This return yields an adjusted response rate of 58.1%. The survey was sponsored by WALP. *Principal Investigator:* Danna Moore, *Study Director:* Nathan Palmer.

Growing Fresh Apples/Wine-Grapes: A Survey about Profitability, Labor, and Technology. This survey—conducted February–March 2016—was sponsored by the Dept. of Agricultural Economics, Sociology, and Education at Pennsylvania State University to obtain information from fresh apple or wine-grape producers about production practices, labor needs, and technology adoption. One of the key elements was to determine grower interest in

new technologies in dormant pruning. Respondents were asked to complete either a Web-based or paper questionnaire. Of the 2,169 growers in five states who were contacted, a total of 661 eligible respondents completed—or partially completed—questionnaires (289 Web completes, 13 partial Web completes, and 359 mail completes), resulting in a completion rate of 31.6%. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Kent Miller.

Washington State Parks Customer Survey. A telephone survey of state residents was conducted for the Washington State Parks and Recreation Commission. The purpose of the survey was to assess residents' experiences with and opinions regarding state parks as well as their use of and opinions regarding the Discover Pass, the Washington State Park annual pass. An RDD sample of 7,700 households was drawn including a sub-sample of 3,200 cell phones. An overall 20% response rate was achieved with 1,228 completed and 45 partially completed interviews. This survey was sponsored by the Washington State Parks and Recreation Commission. *Principal Investigator:* Lena Le, *Study Director:* Nathan Palmer.

Higher Education Opportunities in East Jefferson County Survey and Focus Groups. Peninsula College is interested in better understanding perceptions of higher education needs by residents in East Jefferson County. A random sample of 1,600 residential households in the county were invited to participate in a mixed-mode—mail and web—survey to ask about higher education needs in the area, what educational programs would most benefit the community, and the use of the newly renovated Building 202 at Fort Warden State Park. The survey mailings were sent December 2015–February 2016. A 24% response rate was achieved with 312 completed questionnaires from the 1,310 eligible households. Partnered with the survey was a series of six focus groups—conducted in fall 2015—with business and community leaders to learn more about higher education needs in the county, the role of Peninsula College, and priorities for the newly renovated facility. The survey and focus groups were sponsored by Peninsula College. *Principal Investigator:* Rose Krebill-Prather, *Study Director:* Thom Allen.

Giving and Volunteering from U.S. Congregations. In spring 2016 a mixed-mode survey—mail, Web, and phone—was conducted with 1,700 con-

gregations in the U.S. The purpose of the study was to seek basic information on congregational support and giving for international development and relief to help determine the magnitude of these contributions. Overall, a 24.1% response rate was achieved with 262 completed questionnaires and 132 partially completed questionnaires. The sponsor of this survey was the Urban Institute. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Training Benefits Survey. In April through May 2016, 6,572 individuals who had participated in the Unemployment Insurance Training Benefits Program were invited to participate in a mixed-mode—phone and Web-based—survey to determine who is receiving training benefits, the type of training received, and the outcomes of those that participated. Overall 2,936 respondents completed or partially completed the questionnaire (1,757 phone completes; 27 phone partial completes; 1,118 Web completes; and 34 Web partials). This return yields a response rate of 51.4%. The sponsor for the survey was the Washington State Employment Security Department. *Principal Investigator:* Danna Moore, *Study Director:* Kent Miller.

Haleakalā National Park Visitor Survey. A sample of visitors to Haleakalā National Park—on the island of Maui in Hawaii—completed questionnaires June 20–29, 2015. A total of 772 questionnaires were distributed to visitor groups and, of those, 305 questionnaires were returned, resulting in a 39.5% response rate. The purpose of the survey was to determine sites visited, visitor activities, services used, and the overall quality of the visit. The survey was sponsored by the U.S. Dept. of the Interior, National Park Service. *Principal Investigator:* Lena Le, *Study Director:* Matthew Strawn.

Canyons and Plains of Southeast Colorado Visitor Survey. Sponsored by Canyons and Plains of Southeast Colorado, this survey of visitors to the southeast Colorado region was conducted in summer 2015. The objectives of the study were to identify key opportunities to expand and diversify heritage tourism in southeast Colorado. Of the 787 surveys distributed to visitor groups, 448 completed questionnaires were returned resulting in a response rate of 56.9%. *Principal Investigator:* Lena Le, *Study Director:* Matthew Strawn.

CANADA

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Royal Canadian Mounted Police (RCMP) Study on Perceptions of Crime. For the second time, SSRL is conducting a telephone survey for the RCMP and the Centre for Forensic Behavioural Science and Justice Studies at the Univ. of Saskatchewan. The survey was first conducted in 2013 with 715 rural Saskatchewan residents. The 2016 survey will be with 1,777 residents and will include individuals living within the province's cities. The survey will focus on perceptions of crime, feelings of safety, and experiences of victimization, and it will offer a longitudinal perspective across the province as well as a comparison between rural and urban regions.



ANNOUNCEMENTS

NEW AND EXPANDED CROSS-CULTURAL SURVEY GUIDELINES

First published in 2008, the Cross-Cultural Survey Guidelines have recently undergone a significant update and expansion (August 2016). The new edition includes over 800 pages of content with major updates and the expansion of all existing chapters, as well as the addition of new chapters on study design, study management, paradata, and statistical analysis. More than 70 professionals from 35 organizations contributed to this effort. The senior editor was Tom W. Smith of NORC at the University of Chicago. See: <http://ccsg.isr.umich.edu/index.php/about-us/> contributions for a complete list of contributors.

The Cross-Cultural Survey Guidelines were developed to provide information on best practices across the survey lifecycle in a world in which the number and scope of studies covering multiple cultures, languages, nations, or regions has increased significantly. They were the product of an initiative of the International Workshop on Comparative Survey Design and Implementation (www.csdiworkshop.org/). The initiative was led by Beth-Ellen Pennell, currently the director of international survey operations at the Survey Research Center, Institute for Social Research at the University of Michigan.

The aim of the initiative was to develop and promote internationally recognized guidelines that highlight best practice for the conduct of comparative survey research across cultures and countries, although most of the material is highly relevant to single country surveys. The guidelines address the gap in the existing literature on the details of implementing surveys that are specifically designed for comparative research, including what aspects should be standardized and when local adaptation is appropriate. The intended audience for the guidelines includes researchers and survey practitioners planning or engaged in what are increasingly referred to as multinational, multiregional, or multicultural (3MC) surveys.

The guidelines cover all aspects of the survey lifecycle and include the following chapters: Study Design and Organizational Structure; Study Management; Tenders, Bids and Contracts; Sample Design; Questionnaire Design; Adaptation; Translation; Instrument Technical Design; Interviewer Recruitment, Selection, and Training; Pretesting; Data Collection; Paradata and Other Auxiliary Data; Data Harmonization; Data Processing and Statistical Adjustment; Data Dissemination; Survey Quality and Ethical Considerations. The guidelines can be found at <http://ccsg.isr.umich.edu>. We welcome feedback and suggestions.

AASRO NOW ACCEPTING NOMINATIONS FOR KENNEDY AND TARNAI AWARDS

The Association of Academic Survey Research Organizations (AASRO) is now accepting nominations for its two annual awards—the John M. Kennedy Achievement Award and the John Tarnai Memorial Scholarship Award. The Kennedy Award recognizes long service and leadership in academic survey research while the Tarnai Scholarship provides funding to attend a conference for a survey researcher early in their career. The AASRO Awards Committee will be accepting nominations for both awards through January 7, 2017 and encourages you to nominate deserving people who work with you or who you know for these awards. More information is available at www.aasro.org/.

CALL FOR IFD&TC 2017 PROGRAM PARTICIPATION

The International Field Directors and Technologies Conference (IFD&TC) is held annually for government agencies, academic institutions and nonprofit research centers to share practical information on survey data collection (field operations, training, and interviewing techniques) and data dissemination, as

well as current and emerging technologies required to implement data collection.

IFD&TC attendance is open to personnel from academic, government and non-profit survey research centers, and takes place immediately following the AAPOR conference in May of each year. The 2017 conference will be held in New Orleans, at the Westin New Orleans Canal Place, May 21–24, 2017.

The abstract submission deadline is January 13, 2017. Registration for conference attendance will begin in March, 2017. Please visit www.ifdctc.org for more details. For questions, contact conference registrar Kelly Elver, kelver@ssc.wisc.edu.

WAPOR 2017 ANNUAL CONFERENCE

The World Association for Public Opinion Research (WAPOR) will hold its 70th annual conference July 15–17, 2017 in Lisbon, Portugal. The conference committee welcomes proposals on topics related to public opinion broadly, especially those related to the conference theme, Public Opinion and Policy-making. Submission deadline is January 15, 2017. See <http://wapor.org/70th-annual-conference/> for more information.

WINNERS OF THE 15TH ANNUAL ROBERT FERBER/SEYMOUR SUDMAN DISSERTATION AWARDS ANNOUNCED

The Survey Research Laboratory at the Univ. of Illinois at Chicago would like to congratulate **Sandy Wong**, the 2016 recipient of the Robert Ferber Dissertation Award. Congratulations are also extended to **Ben Kern**, this year's winner of the Seymour Sudman Dissertation Award. Sandy's award-winning dissertation is titled *Disabling Mobilities: Urban-Rural Experiences of Visual Impairment, Employment, and Well-Being*, while Ben's is *Barriers to and Facilitators of Physical Education Teacher Change*. **Pongsakorn Suppakittpaisarn** and **Amanda Cronkhite** received honorable mentions for their dissertation research. To view a list of all dissertation award winners, visit www.srl.uic.edu/ferbersudman/recipients.htm.

SAVE THE DATES

AASRO Annual Meeting, Cedar Falls, Iowa, March 9–11, 2017.

AAPOR Annual Conference, New Orleans, May 18–21, 2017.

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.

The Latin American Public Opinion Project at Vanderbilt University welcomed **Noam Lupu**, as the Associate Director of the research institute and tenured faculty member at Vanderbilt University. **Seung Yong Lee** joined as a Research Assistant, and **Zach Warner** began a new position as a pre-doctoral Research Fellow.

The Indiana University Center for Survey Research is pleased to announce that **Erin Ables** has joined the Center as a Study Director.

The University of Michigan Survey Research Center's Survey Research Operations Unit is pleased to announce that **Margaret Hudson** has been promoted to Survey Director and Manager of the Survey Services Lab. **Patrick Kelly**, **Gary Hein**, and **Rachel LeClere** have joined as Survey Specialist Intermediates and **Peter Batra** as Survey Specialist Senior.

The Center for Survey Research at the University of Massachusetts Boston announces that **Trent Buskirk** joined the Center as Director in September 2016.

Keith Bajura joined RTI's Research Computing Division as a Systems Programmer/Analyst, **Michelle Krzyzanowski** as a Bioinformatics Data Scientist, and **Sangeetha Immani** as an IT Quality Assurance Specialist. **Laurie Baker**, **Kaleen Healey**, **Patricia Hilliard**, **Frank McKay**, and **Kayla Siler** joined RTI's Education and Workforce Development unit as Research Education Analysts, and **Nicole Clabaugh** as a Software Applications Programmer/Analyst. **Eva Ebert**, **Jaylan Elraham**, **Jennifer Escobar**, **Kacee Gore**, **Harper Haynes**, **Tolulope Olaniyan**, **Talia Shalev**, and **Erin Thomsen** all joined RTI's Education and Workforce Development unit as Education Analysts. **Joseph Edney** joined the unit as a Senior Business Development Specialist, **Katherine McKnight** as a Senior Manager, **Kimberly O'Malley** as the Senior Vice President, **Sharon Powell** as a Project Management Specialist, **Angela Quick** as a Senior Research Education Analyst, **Emily Rothove** as a Web Specialist, and **Brian Shirey** as a Research Software Applications Programmer/Analyst. **Rose Domanico**, **Christian Genesky**, and **Dain Palmer** joined RTI's Survey Research Division as Survey Specialists and **Antje Kitchner** as a Research Survey Methodologist.

PUBLICATIONS

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

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INSIDE THIS ISSUE

Diffusion of Web Survey Methodology:	
An Update	1
Current Research	2
Announcements	11
Personnel Notes	13
Publications	13

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