

news Letter

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Winter, 1966

Number 2

EXPANSION FOR SRL

SRL continues to improve and expand its facilities. We still don't have our own TV lounge or swimming pool but we are finally getting more space.

Room 3 (in the basement) will be our new Data Repository. With a dehumidifier, this room will be a better place to store sensitive data processing cards. Although Room 3 is now a cheerful yellow, Kathy Shumaker (our frustrated artist) plans to brighten the room by complementing the yellow with do-it-yourself, stick-on red and blue polka dots. (Protective sunglasses will be available at the door.)

We hope to get Room 420, the Seminar Room, in June. It will provide us with space for extra typists and personnel, a possible library for SRL employees and supplies that have been cluttering Matt Hauck's office. Kathy plans to decorate 420 with a distinctive arrangement of personnel and supplies (similar to the unique placement in 421).

Good news for pounding ears--a partition will soon surround the keypunch machine to make an office out of that part of the hall. Hopefully, this will muffle the drilling of the keypunch and sanity will return.



STATISTICS

coming
going
gone


COMING STUDIES

Medical Care Study--Statistics on the number of people in Illinois who stepped on a nail last year will no longer be unknown after data are received from a large-scale, health-care practices survey planned for early 1967.

This study, to be conducted for the State Board of Higher Education by the Lab, should be in the field next month. The purpose of the study is to help determine whether adequate health personnel training programs exist for the State. A variety of information is wanted on the type and extent of health care practices of people in Illinois. For instance, information will be sought on people with lockjaw, who stepped on a rusty nail and didn't get the necessary tetanus shot from their doctors. Extensive medical, dental, and health-care data will be sought from these same lockjaw victims.

The study will be conducted throughout Illinois, and we have our fingers crossed hoping our staff will stay healthy, particularly during the course of the survey!

GOING STUDIES

Springfield Senior College Study--This study has as its goal an examination of the need for a senior college in the Springfield area. Now that a junior college has been approved (Lincoln Land Junior College) a recommendation for the establishment of a senior college (junior and senior years and master's degree) will come before the State Legislature at its next session. The report from the Lab will be based upon a review of past studies on this question. New data derived from current population and college enrollment projections and the results of two surveys to be taken - 1) a telephone survey of June, 1966 Springfield area high school graduates to learn how many went on to college, and if not, why not, and 2) a mail survey to government employees in Springfield to get some indication of the use they might make of a senior college. This study is being conducted for the Springfield Committee on Higher Education.

Feeder Cattle Study--A mail survey of feeder-cattle buyers in Illinois is being conducted for Professor George T. Woods of the University of Illinois College of Veterinary Medicine. The survey is seeking to obtain reasonable estimates of how much acute respiratory disease develops in cattle during shipment. More information about diseases of feeder cattle will help the College of Veterinary Medicine in the development of preventive measures. Professor Woods is furnishing the Lab with names and addresses of buyers in eight recent cattle sales in Illinois, who are then being contacted for the required information.

Secondary Wood-Users Study--Just beginning is a survey sponsored by the Department of Forestry at the University, on the major technical, production, and marketing problems of the secondary wood-using industries of Illinois. A secondary wood-using industry is one that uses lumber for producing other products as opposed to the primary wood-using industry which is the cutting down of trees to produce lumber. The secondary wood-using industries cover a large range of uses, examples being the production of furniture, railroad ties, and even excelsior for packing.

The project director for this study is Professor I. Irving Holland. He has indicated that the results of this study will help form the basis of a new program of technical aid to the secondary wood-using industries of Illinois so that the lumber producers of Illinois can better satisfy the needs of the state's secondary wood-using industries to the mutual benefit of both.

Advertising Study--How people react to different types of advertisements is the purpose of this study, being done in the Chicago area. The sponsor is Professor Arnold Barban of the Department of Advertising.

Hennepin Study--How the rapid industrialization of a small, rural, town will affect the residents of the town and the area surrounding the town was sought in this study done for a group of seven University faculty members, mostly from the Dept. of Sociology on the C-U Campus. This portion of the study attempted to measure the residents' present job status satisfaction (or dissatis-

faction) with numerous aspects of their community. This information will be used as a base to measure changes in the area in the future. Over 1100 interviews were obtained in four counties in the Hennepin area and the control county, Iroquois.

NEW STAFF

Bernadette J. Doran joined the Data Processing section as a coder in November. She is a Junior majoring in psychology and hopes to continue studying for a graduate degree.

Bernadette likes swimming and she is an enthusiastic member of a campus political organization. Her home town is LaGrange, Illinois.

Kathy Shumaker, a 1966 graduate of Urbana High School, joined the Administrative department of SRL in September. She is a short, red-haired, clerk stenographer I. Her hobby is art and this talent comes in very handy at SRL.

INTERVIEWING INCIDENTS

Now and then a funny incident will kindle a smile or challenge an interviewer's patience. We'd like to share a few of these episodes with you.

An interviewer from Crete went out into a neighborhood with a concentration of people other than native Americans. Coming straight from school, he was fairly well dressed with a nice topcoat and pair of shoes. Upon seeing that he was getting a rather cold reception he went home, changed into his old topcoat and shoes and went back out to the segment, to find that he had no trouble at all. He was probably a lot more comfortable too.

Sometime ago one of our more attractive female interviewers was interviewing an old man in one of our economics studies. The interview went very well and the interviewer had no trouble getting the necessary information. After the interview was over, the woman thanked the old man for his cooperation and prepared to leave. As she did so, the old man said, "You seem like such a nice young lady. Would you like to marry my son?"

Working on the College Attendance Study, an interviewer came across a woman (45-50) who said she was disgusted with universities because of the "Lake Geneva riots." She firmly stated, "My nephews won't be sent to the universities until they start teaching students to behave!"

NOTE TO INTERVIEWERS: If you have an unusual situation, please record it on your IRF or use SRL postpaid envelopes to send it directly to us.

HOW NOT TO MAKE AN INTERVIEW

All of us have seen much material on how to get interviews and on how to act in the interview situation. However, have you ever thought what rules you should follow if you do not want to get an interview? Here are a few pointers for doing so, which should also help if you want to lose friends and antagonize people.

1. Make sure that you are visiting the family at mealtime. If they should accidentally give you an interview, you may also get a free meal out of it.
2. Make clear to whoever responds to your knock that you are doing him (or her) a great big favor by allowing them to be included in your quota.
3. Do not bother to explain where you are from or what the study is about. Begin asking questions immediately. This way you are likely to be finished much earlier (especially if you get thrown out).
4. Explain to the respondent that you have not had time to study the questionnaire or the interviewing materials, and that you will be doing so as the interview goes along. This has the advantage that it gives the respondent time to reflect on what a nice person you are while you are reading up on how to administer the next question.
5. If these methods fail and you should accidentally get an interview, be sure not to thank the respondent for her cooperation and slam the door as you leave.