

SURVEY RESEARCH

AN OCCASIONAL NEWSLETTER ON SURVEY DEVELOPMENTS

Vol. 1, No. 2

Survey Research Laboratory
University of Illinois

September 1969

PERSPECTIVES

The response to our first issue was overwhelming; we now have a mailing list of about 1000 names and organizations. As mentioned in the Introduction to our first issue, we are expanding our coverage of information from other nonprofit survey organizations.

At a recent Conference of Field Directors of Nonprofit Survey Organizations at Ann Arbor, Michigan, it was agreed that Survey Research would serve as an excellent mode of formal communication among these organizations. As of this issue, there are 23 such organizations.

For further information or details on any items reported in this newsletter, please write the organization or person involved. This will ensure your getting a direct reply. Also, as before, any suggestions or criticisms on the format or content of Survey Research will be welcomed.

Robert Ferber
Director

* I N N O V A T I O N S *

EXPERIMENTAL INTERN PROGRAM RECRUITS UNDERGRADUATES

Concerned with recruiting young people into survey research, Herb Krugman of the American Association for Public Opinion Research (AAPOR) has successfully

established an experimental undergraduate internship program jointly sponsored by AAPOR and the Consumer Psychology Division of the American Psychological Association (APA) and offered at the City College of New York.

The value of research internships at the graduate level is well acknowledged. The purpose of this experimental program is to influence career choice at the undergraduate level, when students are introduced to the social sciences.

The Faculty Council of CCNY has recently approved a request from its department of psychology to establish a one-semester, four-credit research internship involving full-time work at \$75 per week, a reading list, and a final exam or term paper.

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UNDERGRAD INTERN PROGRAM (cont'd.)

Requirements for admission include introductory psychology and either statistics or social psychology. This fall, the department will seek to place 25 students out of 90 who expressed an interest in the program through a questionnaire administered to introductory psychology classes.

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SRL CONDUCTS COMPUTER WORKSHOP

The Survey Research Lab initiated a noncredit summer workshop on the use of computers for survey data analysis.

William Klecka of the Social Science Data Archive at SRL and various guest lecturers discussed the different computer languages, computer programming and analysis techniques.

Thirty-five graduate students and faculty enrolled for the summer session. Because of the favorable response the Lab plans to offer the course again during the fall semester.

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TWO PROGRAMS MOVE TO NORC

Should California experience the projected earthquake that sends the coast tumbling into the Pacific, The Cross-National Program in Political and Social Change and the Statistical Package for the Social Sciences (SPSS), formerly located at Stanford, will now be safely "harbored" at the National Opinion Research Center (NORC), University of Chicago.

CROSS-NATIONAL PROGRAM

The Cross-National Program in Political and Social Change is a collaborative research project involving groups in three countries as well as the United States: The University of Ibadan, Nigeria, the University of Tokyo, Japan, the Center

for the Study of Developing Societies in New Delhi, India, and NORC, University of Chicago.

The Cross-National Program will study processes of political development in the four participating nations. The research explores what type of people become interested and active in the political life of their nations, modes of participation, the channels of access available to them for contacting the government, and what needs and problems citizens tend to take to the government.

Organized as a cooperative venture among the four national groups, the program's theoretical framework, research design, research administration and data analysis have been the joint responsibility of the four groups.

The fieldwork has been completed and data analysis is in progress; the research program may be expanded to other countries. NORC did the fieldwork in the United States.

STATISTICAL PACKAGE

SPSS is an integrated system of computer programs for the analysis of social science data. It is designed to provide the social scientist with a unified and comprehensive package enabling many different types of data analyses in the most convenient way and with flexibility in data format.

SPSS is currently in use at 26 universities and research organizations.

Next spring, McGraw-Hill will publish a user's manual which is a complete instructional guide to the system that makes it accessible to users with no prior computer experience.

A preliminary version of the manual is available for \$6 from NORC. The IBM 360 version of the system can be purchased, including one-year maintenance and service. Address inquiries to Patrick Bova, Librarian, NORC.

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ISR ESTABLISHES INTERCENTER PROGRAM

In response to current symptoms of crisis in American cities, and in agreement with the high priority assigned to this domestic issue by groups such as the National Advisory Commission on Civil Disorders, the Institute for Social Research at the University of Michigan, Ann Arbor, has established a new Intercenter Program for Urban Studies.

The Survey Research Center, the Research Center for Group Dynamics, and the Center for Research on Utilization of Scientific Knowledge comprise the Institute. Although virtually every program within these centers has focused on problems in the nation's urban areas, until now there was no official coordination of projects with an urban orientation or implications.

A committee has been formed to investigate positive and negative urban environments and to try and discover how people behave under certain urban living conditions. The program will attempt to find ways of bringing the Institute's resources to bear on urban problems and to coordinate its work with other agencies--both within the University and the larger community.

The committee is now preparing an inventory of salient projects and a formal statement of its plans and methods.

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* REPORTS ON RESEARCH *
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NEW AND ONGOING PROJECTS

Carver Research Foundation

TUSKEGEE INSTITUTE

Tuskegee Area Study. This fourth annual area study, patterned on the Detroit Area Study of the University of Michigan, is directed by Dr. Glenn H. Howze, and compares middle and lower class Black male heads of households on selected socio-

economic characteristics. Key characteristics include family structure, Black identity, favorableness to Black Power, attitudes toward integration, alienation, perceived deprivation, use of recently desegregated facilities and attitudes toward local public officials.

Interdisciplinary Research. This project involves faculty and students in a study of the development of Tuskegee, and is designed to locate (1) gaps in service, (2) use of existing services, (3) barriers to the use of services and (4) attitudes toward development efforts.

Social Class Integration. The educational progress of an experimental group containing five Black pre-schoolers from poverty backgrounds and 11 age-mates from middle-class backgrounds will be measured against the progress of a control group of OEO day care classes. The goal is to test the potentiality of peer group interaction as an enrichment factor. The Institute plans a follow-up study. Edwin L. Geiger is principal investigator.

Institute for Social Research

UNIVERSITY OF MICHIGAN

National Survey of Youth. This study attempts to measure delinquent activity, detected or undetected, among a representative sample of American boys and girls 13 to 16 to obtain details of their delinquent acts. It proposes to place these facts in a context of psychological, sociological, economic and cultural variables measured at the same time among the same subjects. An article, "Undetected Delinquent Behavior" by Martin Gold, who directed the study with Jay Williams, will appear in Delinquent Behavior in an American City (Brooks/Coles, California), currently in press.

Student Motivations and Aspirations.

This study, conducted by Edgar Epps, will investigate the motivations and aspirations of students in eight southern and northern high schools, six predominantly Black and two integrated settings. The research is concerned with relationships between motivation and performance, and

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NEW AND ONGOING PROJECTS (ISR, cont'd.)

the effect of integrated and segregated settings on these relationships. A sample of mothers was interviewed, permitting an analysis relating family characteristics to students' motivations.

Family and Achievement. Edgar Epps also directs this study, which investigates factors relating to the poor achievement performance of 378 students at one Detroit high school. Seven major variables are considered: 1) low positive motivation for achievement, 2) fear of failure, 3) low self-esteem, 4) awareness of limited opportunity for educational and occupational success, 5) adherence to lower-class values, 6) belief that one cannot control one's own destiny, and 7) an inadequate or unhappy family situation.

Hard Core Unemployed. This study, coordinated by Robert Quinn and Robert Kahn investigates the causes of turnover of jobs among the hard core unemployed and attempts to determine the kinds of training programs that can be used to mitigate these causes. Training programs at Chrysler plants throughout southeastern Michigan are the focus of study retrained employees. Participants in these programs, men who drop out of these programs, and men who quit new jobs are being interviewed and observed to assess the effectiveness of job training programs.

Decisions about Early Retirement. Changes in the social security law and in private pension arrangements (particularly those negotiated by the UAW-CIO) have made early retirement economically possible for millions of workers. To gain a better understanding of the factors influencing the decision of when to retire, project leaders George Katona, James N. Morgan, and Richard Barfield use a representative national sample and a special sample of UAW workers 58 to 61 years old. Data are also obtained (for UAW workers retired early by May 1966) on satisfaction with retirement.

Urban Time Use Study. This study seeks quantitative data on the use of time in

American society for comparison with time use data collected similarly in more than ten foreign countries. Single day time diaries were compiled by a random sample of 1,244 adults in the urban areas of the United States and 788 adults in Jackson, Michigan. Philip E. Converse and John P. Robinson direct the study.

Interviewing Techniques in Urban Areas. This research, directed by Charles Cannell, proposes to analyze the interaction of white and Black respondents with white interviewers in connection with a study of employment and unemployment in the Detroit area.

Institute for Survey Research

TEMPLE UNIVERSITY

Cancer Patients. ISR is assisting the National Cancer Institute in developing a questionnaire and collecting data over three years for a 10% sample of all cancer patients in one city and determining the impact of cancer on the patient's family.

Abortion Study. The Population Council has requested the replication of a previously conducted study measuring the prevalence of induced abortions. A refined instrument developed by ISR should yield more accurate information and a higher rate of admitted abortions.

Follow-up Study of Catholic Women. A survey of Catholic women interviewed in the 1965 National Family Study is being conducted in coordination with Princeton University demographers.

Fertility Rates and Family Planning Among Black Women. With sociologists at John Hopkins University, ISR will study some survey problems that need resolution before a large national survey of Black women's fertility and family planning is carried out. Such problems as learning the language of fertility among Black women and achieving successful interviewer contacts in ghetto households are being tested.

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NEW AND ONGOING PROJECTS (Temple U., cont'd.)

High School Students Attitudes Toward Contemporary Society. In preparation for the 1970 White House Conference on Children and Youth, the Institute is studying high school students' attitudes toward various phases of contemporary society. The sample is drawn from public and parochial high schools in Pennsylvania, where questionnaires will be administered to sample classrooms.

National Opinion Research Center

UNIVERSITY OF CHICAGO

4067, Diesel Odor Study. Interviewers will invite respondents fitting age and sex requirements to sniff various diesel odors in a special vehicle called a sniffmobile (!), located in shopping centers in Los Angeles, Philadelphia, St. Louis, Chicago, and San Antonio. Respondents will then complete a questionnaire testing the degree of discomfort caused by diesel fumes. NORC will act chiefly on a consulting basis for the Southwest Research Institute of San Antonio, Texas, conducting the survey for the United States Public Health Service.

4083, Housing Preferences. In this follow-up study of a 1966 project, former respondents will be contacted, even if they have moved. Also, the family who moved into the initial respondents' home will be questioned. Forty-three metropolitan areas are involved in the study to be conducted immediately after Labor Day for the University of North Carolina.

4084, Attitudes Toward Leisure. 1,440 men and women of various ages, representing several ethnic groups, will be queried regarding their leisure attitudes.

5029, A Study of American Catholic Priesthood is a survey for the U.S. Catholic Conference, Inc. to determine what Catholic priests see as their past, present and future role and the role of the Catholic Church in the upheaval caused by the current rapid social change in religion and the church. Areas to be studied include personal growth and development,

morale, role identity, professional performance, and authority relationships and organizational structures. Andrew M. Greeley is the senior investigator at NORC and Richard A. Schoenherr, a newly appointed Associate Study Director, is coordinating the study.

5030, Social Profile of Target Areas is a methodological study funded by the Office of Economic Opportunity investigating problems in defining and measuring variables comprising a "social profile" of a local community. The outcome will be a set of standard measures appropriate for use in community studies connected with the planning and evaluation of anti-poverty programs. These social profile variables include experience with social services, organization memberships and social contacts, perception of living conditions in the neighborhood and of its program needs, level of information, aspirations, and attitudes toward community leadership. Paul B. Sheatsley and Robert Richard co-direct the study.

5031, Action Research in Higher Education is a program of research in 2 phases supported by a two-year grant from the Carnegie Corporation of New York and focused on the nonacademic development of students in higher education and on the effects of certain innovations in undergraduate institutions. Phase I will review the social science literature on late adolescent and young adult development and current innovations designed to promote personal development as well as cognitive growth. Phase II will be devoted to testing hypotheses developed from Phase I. Andrew Greeley, Joe Spaeth and Larry Litten will conduct the study.

Survey Research Laboratory

UNIVERSITY OF ILLINOIS

043, Mini-Omnibus. This project, directed by Mati Frankel, surveyed people's experiences with lawyers during the past ten years, and attitudes toward the Illinois Constitutional Convention (Con-Con) and proposed laws, including Illinois tax reforms, using a statewide telephone sample of Illinois residents. (continued)

NEW AND ONGOING PROJECTS (SRL, cont'd.)

045, Faculty Benefits, Chicago Circle. Sponsored by the Faculty Benefits Committee of Chicago Circle, 1500 faculty members at the University of Illinois Circle campus were asked to evaluate the present benefits system and what future benefits they would find attractive. Dick McKinlay of the SRL Chicago office coordinated the study.

046, Urbana Campus 1980. A questionnaire was sent to 1500 Urbana faculty, seeking their opinions on what the University should be like in 1980 and the directions in which the campus should move. The Urbana Long-Range Planning Committee, Office of the Chancellor, sponsored the study which was directed by Mati Frankel.

047, Black-White Subjective Culture. Representative current literature is being analyzed to identify significant conflict roles and issues bearing on the question of Black-white subjective culture. Recent popular fiction magazines with a predominantly Black readership are being reviewed by Tulsi Saral, project coordinator, to select stories for analysis that may reflect inter-group social, political or economic conflict. It is sponsored by the Center for International Studies at Cornell and the Institute for Labor and Industrial Relations, University of Illinois.

048, BLS Recall Study. The Bureau of Labor Statistics, Washington, D.C., is sponsoring this study to supplement SRL Study 039, especially 1) the exploration of the optimum recall period for certain major and recurrent expenditures, and 2) the effect of curtailing the questioning for certain kinds of expenditures now obtained by annual recall. Seymour Sudman is the coordinator and principal investigator.

049, Champaign-Urbana Housing Conditions. The Chancellor's Office at the Urbana campus is sponsoring this project to ascertain housing conditions in the Black areas of Champaign-Urbana and compare them with housing conditions in compar-

able white areas. Mati Frankel is coordinating the study.

050, Wood-Using II. The wood-using study, directed by Wallace Wilson, is the first phase of a possible two to three year survey of secondary uses of wood residues. SRL will update lists of Illinois firms, obtain lists of industrial distributors, assist in questionnaire design and conduct the survey, as well as edit and complete some data processing work for the Department of Forestry Economics.

Institute for Behavioral Research

YORK UNIVERSITY

Study III, Social Effects of Housing.

This project will survey 900 heads of households in Toronto during 2 waves. W. Michelson of the University of Toronto is the principal investigator.

Wisconsin SRL

UNIVERSITY OF WISCONSIN

The University of Wisconsin's Survey Research Laboratory will send a description of the lab and a listing of projects since 1960 upon request from interested individuals.

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SRC INITIATES FIVE YEAR STUDY ON VIOLENCE

Seeking to better understand the trend of rioting and violence in American cities that has become a major domestic concern, the Survey Research Center (SRC), University of Michigan, initiated a study to investigate American attitudes toward violence.

The new study, sponsored by the National Science Foundation, will run from early 1969 through 1974. Directed by Monica Blumenthal, Robert L. Kahn and Frank Andrews, it will attempt to define violence, establish when it is considered justifiable, determine how group membership affects attitudes, and investigate its perceived causes.

Findings of an earlier Institute study on "Racial Attitudes (continued)

SRC TO STUDY VIOLENCE (cont'd.)

in 15 American Cities** and a pilot study on violence undertaken in September, 1968 serve as the springboard for the current five-year program.

RACIAL ATTITUDES

The Racial Attitudes study conducted by Angus Campbell and Howard Schuman surveyed both Blacks and whites, rioters and non-rioters in an attempt to examine the impact, sources, and social trajectory of the 1967 summer riots which marked the change in the Civil Rights Movement in this country.

The results of this study supplement those of the Kerner Commission report, and can be summarized as follows:

Black-White Relations

1. A slight majority of both Blacks and whites surveyed support, in principle, non-discrimination and racial harmony.
2. Most Blacks do not advocate separatism, but want both integration and Black identity.
3. There is surprising evidence of white innocence, naivete, or indifference, even denial of white discrimination. Whites acknowledge prejudice in housing and educational opportunity, but 4 of 10 deny discrimination in hiring and promotions.
4. Whites tend to stereotype Blacks. About 75 percent of whites surveyed named lack of motivation as the prime characteristic influencing the Black situation.
5. While most Blacks are committed to the values of a racially pluralistic society, and whites are committed to principles of racial harmony, a psychological barrier between the races exists.
6. Nearly 4 of 5 Blacks expressed faith in the system, indicating that they could work within the system and get ahead despite prejudice.

*Copies are available free of charge from the Publications Division, Institute for Social Research, University of Michigan, Ann Arbor, Michigan 48106.

Evaluation of Riots

Opinions about the motivations and results of the riots differed along racial lines. Judging the riots as demonstrations or criminal acts, white reaction was split. Blacks, however, believe riots represent protest against specific insults.

Concerning the effects of rioting, well over half of white respondents believe riots create greater anti-Black sentiment. Black opinion is split, many seeing rioting as a dramatic method to force increased understanding of Black problems.

VIOLENCE PILOT STUDY

The pilot study preceding the new five-year project on violence included a diverse sample of Blacks, high school and college students (all three groups containing some members with militant convictions), urban police, trade unionists, small businessmen, professionals, and John Birch Society members.

Each group participated in separate tape-recorded sessions that were subsequently reviewed and analyzed. This open-end method proved successful and revealing, and clarified at least two universal values about violence:

1. Violent behavior deserves violent return. The nature of the return is not limited to the violence originally used.
2. Violence is a necessary tool for preventing further violence.

These incompatible yet simultaneous viewpoints result from the wide range of behavior termed violence. Since the definition of violence depends on group membership, this inconsistency may prove difficult to equalize.

The perceived causes of violence were classified as the disintegration of the most basic social institutions.**

**Violence study information from an article by Deborah Linderman, ISR Newsletter, Winter, 1969.

BOSTON AREA STUDY NEARS COMPLETION

The Joint Center for Urban Studies of MIT and Harvard plans to publish a first report of results from the "Boston Area Study: 1969" in early or mid-fall.

The study will recur annually as a cross-section sample survey of the Boston SMSA, with the central city oversampled. This year's study touches on a variety of subjects including mobility, family planning, formal group membership, voting behavior, racial imbalance in schools, housing, perception of city services, neighborhood orientation. However, the main focus of the survey will differ each year and will be developed on the basis of study proposals submitted by faculty members of Harvard and MIT.

In general, the Boston Area Survey has three principal goals: to train students in the practical aspects of survey research on urban problems, to encourage and facilitate studies related specifically to the Boston area; and to develop a file of data on the Boston area population.

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RECENT FINDINGS REVEAL INTERVIEWER DEVIATION

The Field Division of the U.S. Bureau of the Census and the Survey Research Centre at the University of London offer interesting insights on survey methodology and interviewer accuracy.

A recently completed study of about 1,000 interviewers in the Census Bureau's Current Population Survey confirms some results from earlier censuses and surveys regarding the relationship between length of assignment and time per housing unit. In general, the time per case drops steadily as assignments become bigger. This is true for interviewers in the largest cities as well as in rural areas.

Another study deals with the relationship between the number of noninter-

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views and the characteristics of the area interviewed. Although this study is from 1963, it provides information of current interest because of growing concern for the problems of ghetto interviewing. The results tend to conflict with intuition and induce outright disbelief. Two methods of attack revealed no evidence of a relationship between the number of non-interviews and any of these characteristics of the area: proportion nonwhite, proportion foreign born, median school years, median income, people per square mile, percent unemployed, proportion of unsound housing units, median rooms, or median value of owner occupied housing. Rather, noninterviews arise either by chance or from the attributes and methods of the interviewer.*

A report recently published by the Survey Research Centre of the London School of Economics and Political Science provides evidence of a considerable amount of interviewer failure to follow instructions in delivering semantic differential rating scales to housewives. This report, "Interviewer Deviation from Instructions" (Survey Research Centre, 1969) was part of the Centre's larger program of research into question design.

The findings from this study both confirm some suspicions about interviewer performance and uncover problems not previously given much attention:

1. the high proportion of inaccurate deliveries of the printed instructions,
2. the general tendency on the part of interviewers to condense instructions when delivering them,
3. the high degree of variability not only in the performance of the different interviewers but also in the different deliveries of individual interviewers.

The report describes the different forms of deviation, the parts (continued)

*For copies of these reports, write Ivard Budge, Field Division, Bureau of the Census, Washington, D.C. 20233.

INTERVIEWER DEVIATION (cont'd.)

of the instructions which were most (and least) subject to interviewer deviation and the degree to which the sense of the instructions is lost in the process of interviewer deviation.

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A LISTING OF CURRENT LONGITUDINAL STUDIES APPEARS AT THE END OF THIS ISSUE.

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* P O T P O U R R I *
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GRAD STUDENTS FACE THE DRAFT

When it was announced early in 1968 that most draft deferments for graduate students were to be eliminated, there was a wave of protest among educators, who predicted enormous drops in graduate school enrollments.

A recent survey by the Stanford Research Institute of the impact of the draft regulation changes on graduate student enrollment indicated that protests may have been premature, at least for the fall 1968 term. Only 10.3 percent of responding universities indicated that changes in the draft had significantly affected the male graduate enrollment. Just over 54 percent observed no noticeable influence.

There are good reasons for some concern over possible "delayed action" impacts of the 1968 draft regulation changes. Some local draft boards were just getting around to reclassifying graduate students as the fall term began. Among alterations made in 1968 was a redefinition of the academic year to run for twelve months

from the beginning of a student's school year, instead of considering the year ended after two semesters or three quarters. For most students, this meant a "year" of October 1 to October 1, as compared with September 1 to June 30 in previous years. Therefore, many of June 1968's graduating seniors were not considered for reclassification before October 1, 1968, and most graduate students were not considered until the fall. Furthermore, no inductions were made between December 13, 1968 and January 1, 1969 since the Department of Defense did not wish to disrupt Christmas for prospective draftees.

Nonetheless, the percentage of college graduates among inductees is rising. Before the changes, approximately one of every 25 draftees was a college graduate. From July to October 1968, the ratio rose to one in six. The Council of Graduate Schools in the United States (CGS) has estimated that at least 25% of first-year and 23% of second-year male full-time graduate students in the U.D. now have I-A status.

At least part of the reason for the inaccurate predictions of 1968 graduate school enrollment was a failure to recognize that many of those potentially eligible for the draft would register for and attend graduate school in any case. This behavior pattern is expected to continue. Many will be affected by the apparent effects of the independence of local draft board operations under the present Selective Service System. Some boards are less efficient than others in rapidity of reclassification, and there is some variance in board attitudes toward deferrable part-time student employment.

Present regulations, however, require that local boards take the oldest eligible draft registrant first, and "leniency" may be reduced largely to slow processing of registrants.

There is now evidence to suggest that the impact of the 1968 draft regulation changes may be more significant in 1969-70 than in 1968-69, although not approaching original fears. It is

GRADUATE STUDENTS AND THE DRAFT (cont'd.)

highly possible that 20% or more of some graduate classes may be drafted for the 1969-70 academic year. This may require some serious adjustments in individual graduate programs, and graduate deans may wish to consider taking steps to accept graduate students in a pattern that will ensure minor program disruption.

Still it does not appear that dire predictions will be realized. Future effects on graduate student enrollment will depend on the total manpower needs of the U.S. military. But as long as manpower needs continue to be relatively low, the impact on gross male graduate enrollments should remain below the levels originally feared.

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1970 CENSUS UNCHANGED

Indications are that the U.S. Census of 1970 will proceed as planned and that the efforts of a few congressmen to eliminate parts of the questionnaire and to provide for voluntary response are not going to be successful.

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PERSONNEL NOTES

Sidney Verba and Norman Nie moved from Stanford University to the University of Chicago, where they are members of the Department of Political Science and Senior Study Directors at NORC. Mr. Verba is director of the Cross National Program in Political and Social Change. (see Two Programs Move from Stanford to NORC, p. 2.)

James Wessel is the new Assistant Director to Rensis Likert at the Institute for Social Research, University of Michigan. He replaces Stanley E. Seashore who left to devote more time to his teaching, writing, and personal research.

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RECENT PUBLICATIONS

Acceptance Sampling. American Statistical Association, 810 18th St., N.W., Washington, D.C., 20006. 160 pp. paperback. \$8.00. Papers and discussions from symposium on acceptance sampling held in 1946. Reprinted because of continuing interest.

Interviewing: Its Forms and Functions. Stephen A. Richardson, Barbara Snell Dorenwend and David Klein, New York, Basic Books, Inc., 1965. 380 pp., \$7.50. Covers personality characteristics of successful interviewers, methods of selecting and training, effects of various question types and formulation on response quality and respondent participation. 31 pp. appendix, "A Study of Selected Personality Characteristics of Social Science Field Workers," and a broad bibliography are also included.

"Is Survey Postcard Verification Effective?" Mathew Hauck, Survey Research Laboratory, University of Illinois, The Public Opinion Quarterly, Spring 1969.

Methodology of Consumer Expenditures. Surveyers-Working Paper No. 27, Robert B. Pearl. Washington, D.C.: Government Printing Office, 1968. 78 pp. \$1.00.

Metropolitan Area Statistics. U.S. Bureau of the Census, Washington, D.C.: Government Printing Office, 1968. 270 pp. \$8.00.

PERT Applications to Survey Research. Alexander Berndt, master's thesis, June, 1969, Survey Research Laboratory, University of Illinois, Urbana, Illinois. 67 pp., including a 20 pp. appendix.

Questionnaire Design and Attitude Measurement. A.N. Oppenheim, New York: Basic Books, Inc., 1966. 285 pp. \$5.95. Information on survey and questionnaire design, attitude techniques, and quantification of questionnaire data. An extensive reference list appears at the end of each chapter.

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LONGITUDINAL OR PANEL STUDIES CURRENTLY IN PROGRESS

<u>Subject or nature</u>	<u>Location</u>	<u>Sample size</u>	<u>Duration</u>	<u>Person in charge</u>
<u>AMERICAN INSTITUTE OF RESEARCH (Palo Alto, California)</u>				
Project Talent, a study of aptitude, achievement, activities, and interests of high school students.	National	400,000	Began late 1950's, to continue 20 yrs.	A. Carp
<u>NATIONAL OPINION RESEARCH CENTER</u>				
Career plans and experiences of the June, 1961 college graduating class	National	35,000 in four waves, 1961-64; 6,000 in fifth wave, April, 1968	1961, 62, 63, 64; 1968	Joe L. Spaeth
Chicago Catholics and a drive for racial equality	Chicago	500	February-July, 1967 (3 waves)	Milton J. Rosenberg
Evaluation of a birth control promotional campaign	Bronx-Brooklyn, NY	1187	1965-67 (2 waves)	Steven Polgar* — —
Evaluation of the Comprehensive Medical Care Program sponsored by Teamsters' Union and Management Representative, Columbia School of Public Health and Montefiore Hospital	Bronx, NY	1000	1966-68 (2 waves)	Mrs. Anne Zanes*
Pre and post medicare experience among retired automobile workers	Michigan	1500	1965-67 (2 waves)	Arthur Richardson
Pre and post medicare attitudes of physicians	New York State	1600	1964-67	John Colombotus
Retiree's activities and attitudes	North Carolina	200	1961-66 (2 waves)	George L. Maddox*
Welfare, medical care (Note: NORC is conducting fieldwork only.)	New York City	1600	1961-62; 1962-63; 1964-65; 1968-69 (in progress)	Margaret C. Oldenski

*Project director has not confirmed information.

PANEL STUDIES (continued)

<u>Subject or nature</u>	<u>Location</u>	<u>Sample size</u>	<u>Duration</u>	<u>Person in charge</u>
	<u>PUBLIC OPINION SURVEY UNIT (Missouri)</u>			
Missouri Legislature on policy attitudes and relations within group	Missouri	1966, 187 members 1969, 187 + 100 additional members	1968-69	David A. Leuthold
	<u>SURVEY RESEARCH CENTER (Michigan)</u>			
Instalment debt	National	2,000	4 years	George Katona
Income dynamics	National	4,500	5 years	James Morgan
Youth in transition	National	2,000	3½ years	Gerry Bachman
Medical effects of economics	Spots	240	?	Sidney Cobb
	<u>SURVEY RESEARCH LABORATORY (Illinois)</u>			
Consumer decision processes of young recently married couples	Decatur and Peoria, Illinois	300	1968 -	Robert Ferber (Illinois) Franco Nicosia (Berkeley)