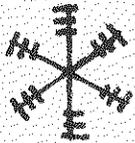
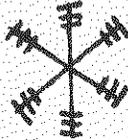
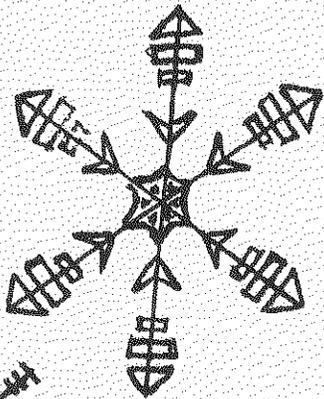
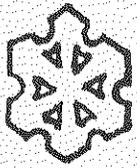
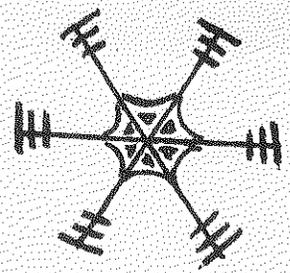


Survey Research Laboratory



Winter 1969 Newsletter

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NEW PROJECTS

Project 037, Faculty Satisfaction. This study, sponsored by the Faculty Self-Evaluation Committee of the Faculty Senate, is designed to determine what the faculty at the University of Illinois, Urbana, feels are the University's strong and weak features as an employer of professionals.

About 2,200 questionnaires have been mailed to the Urbana faculty. The questionnaire asks the faculty to rate such things as the University's physical facilities (library, parking, etc.), teaching (load, facilities, assistance available, etc.), opportunities for academic and financial advancement, and the general University image.

SRL will assist with sampling and data collection. Tulsi Saral is the project coordinator.

Project 038, Public Housing. This is a survey of people living in Chicago housing projects to determine what kinds of facilities and improvements are needed in public housing. The study is sponsored by the Welfare Council of Metropolitan Chicago and is funded by the Welfare Council and the Chicago Housing Authority.

Approximately 1,250 personal interviews will be attempted to obtain 1,000 completed interviews. SRL will do sampling, fieldwork, and data processing for this study in close coordination with the Council.

University of Illinois, February,
1969

Newsletter Editor: Linda Spence

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Current activity (original questionnaire design) resides with the client, but the study should be completed this spring. Dick McKinlay at the Chicago Branch is coordinating the study.

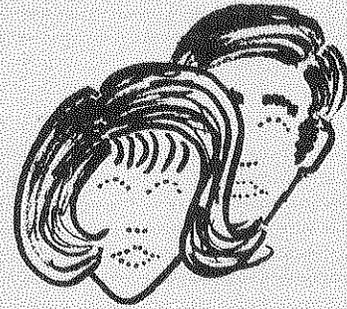
Project 039, Pilot Project on Consumer Recordkeeping Forms. This pilot panel survey will explore the effectiveness of various recordkeeping forms for collecting expenditure data from consumers. It is a prelude to a nationwide study of consumer expenditures planned by the U.S. Department of Labor, Bureau of Labor Statistics, for the early 1970's.

About 400 households in Springfield and Rock Island - Moline, Illinois, will be asked to keep a diary of their expenditures. The households will be divided into groups to test the effects of three variables on consumer cooperation in filling out forms. (1) time period (varying from one week to one month), (2) diary format (ranging from an open-ended diary to one containing expenditure categories), and (3) special incentives to cooperate.

Preparation for the study began in January, and interviewing will start in May; completion of the study should be in early 1970. Drs. Seymour Sudman and Robert Ferber will coordinate the study for SRL with BLS.

Project 040, Faculty Center. This study will determine faculty and staff views on a proposed new faculty center for the University on its Urbana campus. A questionnaire to be mailed to all instructors and professors will ask (1) what facilities the center should contain, and (2) what financial support might be made by the faculty and professional staff.

The study is sponsored by a faculty committee of 100 appointed by the Urbana chancellor to make plans for the proposed faculty center. Completion of the survey is planned for March. Mati Frankel will be the study's project coordinator.



NEW FACES AT SRL

Jo Cobin is SRL's only Southern belle. (SRL seems to have been prejudiced against the South since the war!

Jo began working for SRL in October as Mark Uchida's assistant, but she recently became head of a section of her own--the new Data Reduction Section. This section results from a split of the Data Processing Section into two parts--one for coding and one for tabulations and analysis.

Born in Galax, Virginia, she attended Agnes Scott College in Atlanta (she insists it is not a finishing school) where she got a B.A. in English. She worked for a year at the Boston office of the John Hancock Insurance Company where she met her destiny (a man). Then she followed her destiny to Urbana--her husband is in graduate school at the U. of I.--and she began working for SRL.

Sandy Andress is assistant to Jo Cobin in the new Data Reduction Section. She will be a code leader and will train and supervise the part-time student workers.

Sandy worked in Data Processing for two years while studying biology at the University. She received her bachelor's degree this February (in three and a half years!) and plans to begin studying medical technology at the University's Medical Center in Chicago this June.

continued

She decided to stay in Urbana until June since there is little to do in her home town of Valmeyer, Illinois--anybody heard of it?

Jane Jegerski is only a cheerful voice to the staff at SRL's Urbana office. But she is more than a voice at the Chicago Branch of SRL. She is secretary to Dick McKinlay (assistant director of SRL) and assists Marlene Simon with Chicago field operations.

She began working for SRL in October after getting her bachelor's degree in psychology from the University, with a sociology minor. Her future plans are indefinite, but she enjoys working for SRL.

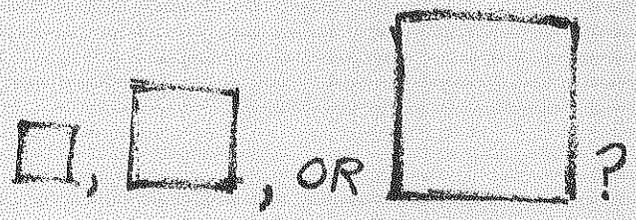
Jane's talents are used for a variety of tasks: she manages the control desk at Chicago, helps with training sessions, consults with interviewers, and supervises coding (for a start). In fact, she was attracted to the job because Marlene and Dick told her she would be doing a variety of things--and she certainly is!

NEW SECTION FOR SRL

SRL's Data Processing Section has been divided into two sections: Data Reduction and Data Processing.

The new Data Processing Section will be concerned with computer programming, computer operations, obtaining tabulations, and data analysis. Headed by Mark Uchida, the section's reduced staff will include Charles Gallant, Bruce Grimes, Gary Moogk, programmers, and a part-time clerk.

The Data Reduction Section, headed by Jo Cobin, will be responsible for coding, key-punching, verification, editing of questionnaires in coordination with the Control Desk, and code preparation (with the assistance of the Data Processing staff). This section will contain all nonacademic personnel and students who worked in the old Data Processing Section.



WHAT DETERMINES SAMPLE SIZE?

How does SRL decide whether 40, 400, or 4,000 interviews should be conducted for a study? Does it depend only on how large a sample the sponsor wants, or on time and money limitations?

If cost limitations do not restrict sample size, and the study's variables are not peculiar (e.g., studying the political opinions of Greek Orthodox males married to Japanese women), precision determines sample size. In other words, are the results required to show that something under, say, 25 percent of men working in the Chicago Loop spend an hour commuting? Or, must results be more precise and show the percentage is between 23 and 25 percent? The narrower range of accuracy (only 2 percentage points) would require more interviews. Thus, based on the degree of accuracy required, a mathematical computation then determines the sample size.

Since Alex Berndt and the rest of the Sampling staff have become so competent and wise, the Sampling Section does not always compute the sample size for each new survey. Instead, they often use past experience to determine sample size. For example, SRL and other research organizations have found 1,500 completed interviews to be a good number for a general study. To arrive at 1,500 completed interviews, the initial sample size is set at about 2,400 (to allow for inelligible respondents and housing units no longer there).

WHO NEEDS A SUPERVISOR? LaVerne Malone*

Surely supervisors could be replaced by a modern computer programmed to determine the proper area and workload to be assigned each interviewer! A computer could instantly answer questions about any phase of the training manual and determine cutoff dates, as well as answer all payroll questions. Why, it could even be programmed to remind each interviewer of that all-important human trait so necessary to them--SMILING!

Of course, the computer would need help from someone with human compassion to give advice to the mother-interviewer who calls to say two of her children have the chicken pox and she can't get a baby sitter....

Or, what about the new interviewer who has been refused by a crude respondent in no uncertain terms, most of which were ear shattering and unprintable? Golly, could a computer sooth her nerves and perk up her spirits!

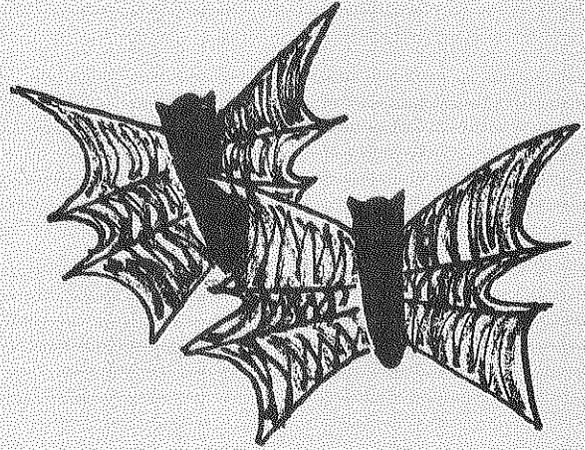
Or, does it take a touch of human kindness, that ability to say, "Yes, I understand. It's happened to me. Tell me about your experience." to send the interviewer back to the field with confidence and a SMILE?

Who needs supervisors--SRL, that's who. The supervisor does the work of a modern computer with a great big PLUS.

*Interviewer from Midlothian, Illinois



Field secretary at work



NEW LIFE IN THE CATACOMBS

A change has taken place in the SRL catacombs (room 3). Because the Date Repository has expanded its scope (Bill Klecka now has two part-time secretaries instead of one), finding a more impressive name for the section seemed imperative. The new name will be Social Science Data Archive. The name was chosen after a close vote among the Data Repository staff on two possible names (Data Bank and Data Archive). The secretaries won. Other staff members, from outside the Repository, suggested Data Tomb, Data Vault, etc., until Bill got the message.

INTERVIEWER INFLUENCE ON SURVEY DATA

Perhaps unwittingly, an interviewer may influence a respondent's answers. With some experience, an interviewer will know what mistakes not to make. But a new interviewer may read over his first completed questionnaire and discover it's a carbon copy of his own opinions--all because of his influence on the respondent.

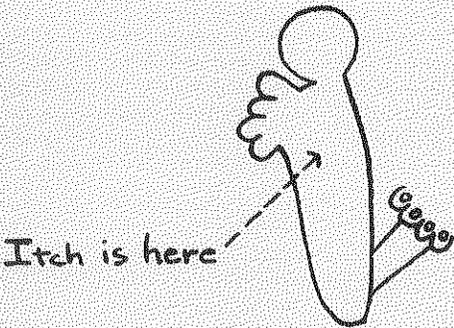
Ideally, different interviewers should obtain the same data from a respondent. But each interviewer is an individual--with his own feelings, attitudes and opinions--so he is bound to influence the respondent's answers in some way.

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Let's review two areas in which interviewer influence can have a biasing effect:

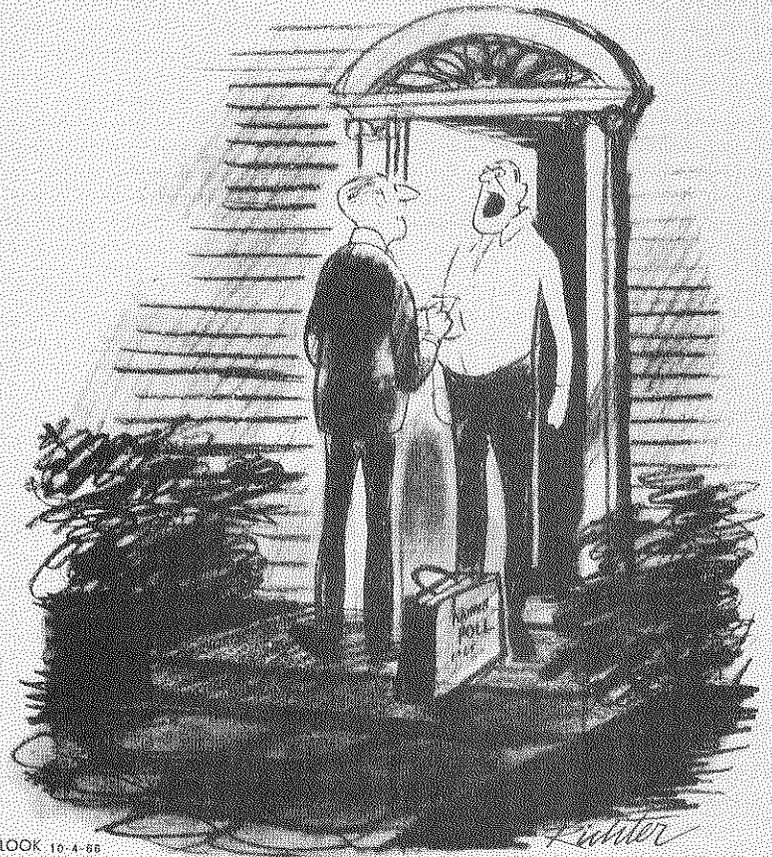
Extraneous conversation. At the start of an interview an interviewer strives to establish rapport with the respondent. During this friendly initial conversation an interviewer may reveal his attitude about the survey and condition the respondent to give answers that agree with the interviewer's opinions. For instance, if an interviewer expresses strong feelings about the local schools, answers on education may be biased.

The way questions are asked. Even though the exact wording of a question is used, different interviewers may obtain different answers from the same respondent. Voice inflection, tone, general attitude, emphasis, and facial expressions may cause the respondent to feed back the "right information"--what he thinks the interviewer wants to hear. If a staunch Protestant interviewer asks (with a wrinkled nose and furrowed forehead), "Should parochial schools receive federal aid?" an accommodating respondent may answer "no" regardless of his true opinion.



To Undiscovered Writers:

Do you desire fame and recognition at the expense of no monetary reward? Do you itch to see your name in print? Let the SRL Newsletter discover your talent! Just draw the above illustration (tracing is not acceptable) and send the drawing with your contribution to the editor. (Due to the high quality of all material in this newsletter, however, the editor reserves the right to reject any or all submissions)!



"Not so much 'don't know' as 'don't give a damn!'"