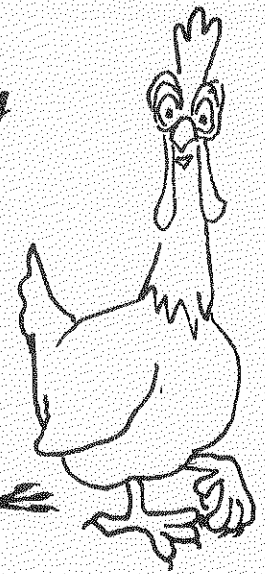
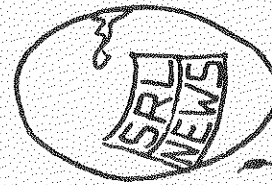


Survey Research Laboratory

summer 1970

Newsletter



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NEW PROJECTS

Project 065, Student Finances Pilot Study As inflation continues, it is not surprising that the cost of going to college has also risen. To date estimates of these costs have been mainly educated guesses, made mostly by financial aid offices rather than by students. Only two small studies have previously been conducted on this subject.

As is the case of all pilot studies, 065 evaluates the feasibility of a larger study. Students at the Champaign-Urbana, Medical, and Circle campuses of the University of Illinois were asked to complete two questionnaires and for several weeks to record their daily purchases on diary forms. By involving three different types of colleges, it is possible to compare costs between the various institutions and to determine whether it is true that commuter colleges cost less than other colleges.

If a larger study is funded, it will determine the costs of attending a junior college, a university, and a private and commuter college. The larger study will enable general inferences to be made about the costs of higher education.

Project 068, Outdoor Recreation Study Each year outdoor recreation facilities are attracting more people who are interested in picnicking, camping, boating, swimming, hunting, and other recreation. More state parks and facilities will be needed. This survey attempts to provide the information necessary to meet the desires and need of Illinois residents.

(Project 068 continued)

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Editor: Vicky Wall

The telephone questionnaire asks, for example, what type of facilities are needed, whether a fee should be charged for their use, whether a limit should be set on the number of people using them each day, and who should provide for the new parks, camp sites, etc.--the state, federal, or local governments, or private enterprise.

Wallace Wilson is coordinating this survey after he returns from an extended outdoor recreational vacation.

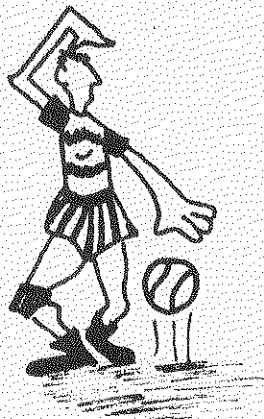
Project 069, Attitudes of Teaching Assistants

The College of Liberal Arts and Science at the University of Illinois at Urbana, is sponsoring this survey to determine how teaching assistants feel about their jobs. Each teaching assistant in LAS was asked his opinion about T.A. salaries, responsibilities, student-teacher relationships, hours, and teaching methods.

Mati Frankel is coordinating this study.

Project 071, Physical Education Study

Many high schools in the metropolitan area of Chicago employ U.I.C.C. graduates. To provide curricula needed by physical education majors seeking employment in these schools, the College of Physical Education at the Chicago Circle asked administrators, physical education teachers, and athletic directors to evaluate existing programs for undergraduate students. Educators and administrators were asked whether they felt new areas of specialization should be added to the undergraduate curriculum--areas such as driver training and health education, coaching, supervision of intramural sports, and physiology.



Qualifications and characteristics of a good PE instructor were also evaluated. Should the criteria used to hire a new teacher include an evaluation of his student teaching experiences, his ability to get along with high school

students and teachers, his ability in one particular sport, his general athletic ability, his experience in "Big Ten" or "Big League" competitive sports, or his academic record?

Dick McKinlay and Dave Stehman are coordinating this mail questionnaire project.

Project 072, Committee on Graduate Programs
Never before have so many colleges and universities offered graduate programs for masters and/or doctorate degrees. And never before have so many Ph.D.'s flooded the academic and business world. In order to provide the kind of education needed in the future, the College of Commerce and Business Administration at the University of Illinois at Urbana asked their faculty for attitudes toward the present exam system, dissertation experience, standardizing admission requirements, and asks for a comparison between the University of Illinois and the top 50 schools of business in the country.

Matt Hauck is coordinating this mail questionnaire project.

Project 073, Police Training Institute

The Police Training Institute at the University of Illinois at Urbana is the only one of its kind in the country. It primarily trains municipal and country law enforcement personnel and also offers consulting services, seminars, and workshops.

The purpose of this mail questionnaire is to identify the needs and desires of precincts in 10 Northeastern counties, excluding Chicago. The survey also seeks to determine which areas of police training are of interest to each precinct. For example, the precincts are asked to judge how much additional training is needed in areas such as drug addiction, drunk driver enforcement, riot control, the Juvenile Court Act, and basic psychology.

After the Police Training Institute confiscates her illegal possessions, Jo Cobin will coordinate this project.

AROUND THE WORLD--OR SURVEY RESEARCH IN A HOP, SKIP AND A JUMP, by Padmini Ramaswamy



Research has many, and often strange beginnings. Some studies are planned carefully and based on theory; others just have "grewed like Topsy." Quite a few contain a little bit of both.

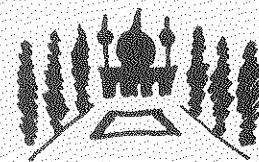
One of the studies that SRL is hoping to start this fall belongs to this last category. Like the study itself, its title has gone through many variations; we are at present calling it the Study of Consumer Acceptance of New Foods in Developing Countries. To spell it out, the survey will study consumer reactions in three Asian countries - India, Iran, and the Phillipines - to improved varieties of foodgrains such as rice and wheat, and also to foods such as soybeans which are entirely new to consumers.

Although SRL, has usually concentrated on projects within Illinois, academic interest here in change and innovations in food, for example, and international concern with hunger and nutrition fused in a common project.

There are in fact two major aspects that interest us in this study. Firstly, the differences in the reactions to new foods that one often observes within the same family are theoretically intriguing. Secondly, reactions to new foods have become more than idle curiosity in developing countries. Chronic food shortages have led to both the importing of grains and the development of hybrid varieties which yield much more than the traditional varieties. In both cases, consumer reaction cannot be taken for granted. Reaction varies with each country, within each region, and possibly within the individual himself. Thus, the problem of predicting consumer reaction to improved foods has become vital to governments, nutritionists and plant breeders.

As we worked on a revised proposal with both the food shortage and consumer acceptance in mind, we realized that a preliminary visit to the Asian countries involved in the study would be useful in obtaining the right background and perspectives. We would be able to evaluate the problem better and also to arrange for local agencies to do the fieldwork in each country.

In June this year, Prof. Seymour Sudman and I went on a three-week trip to the Philippines, Iran and India. Needless to say, the anticipation of the trip itself was exciting, while at the same time, the thought of all that we were trying to compress in a short period of three weeks was overwhelming!



In fact, it took us a day to get back our "land-legs" due to the time and date change from Champaign to Manila - a 26 hour flight. After that we had no time to think of such problems. After a couple of meetings with the faculty at the University of Philippines at Quezon City, we moved on to Los Banos, the home of the International Rice Research Institute and the University College of Agriculture.

Our talks covered all aspects of the projects starting with the development, composition, nutritional properties, sensory and cooking characteristics of the improved varieties. We also discussed the market demand, promotional work, present research and past studies related to the topic. Although we sometimes had to fumble our way through the intricacies of biochemical and nutritional information, these discussions were fascinating.

Los Banos is a restful and lush campus nestling in the hills on the fringe of the Laguna de Baie and was a welcome contrast to the bustle and jangle of fast-growing and humid Manila. Los Banos is also chockful of live volcanoes in the middle of lakes!

Our next stop was Delhi, India. We were back in heat again; although as we traveled around that week, the climate kept changing. We spent the weekend resting and sight-seeing. Delhi is an historic city, and one can spend days exploring it. We saw only the most famous landmarks - the Qutub-Minar, which is approximately 150 ft. high with the iron pillar dating from before Christ; the Red Fort, etc.

We then talked with representatives from governmental, technical and survey research

(continued)

organizations in Delhi. The greater part of the week, however, turned out to be more travel than either work or sleep. At one point, my nods of agreement to a scientist from Mysore, almost became nods of slumber that I could not control after two consecutive sleepless nights. To get to Mysore we traveled by car and plane—a total of 22 hours in less than two days.

However, between the two of us, we managed to cover quite a few of the major institutions doing work relevant to our project in India.

Added to the official talks, I had friends and relatives to see in quite a few of the Indian towns I visited. It was nice seeing them after being away for two years or more, but sandwiching them in between travel and work did make it rather confusing. I don't recall completing any sentence or getting a full answer to any of the questions I did remember to ask them!

The last country to be visited was Iran. Tehran, where we spent practically all of one week, was very hot and dry. The high altitude made the change from the humid monsoon weather at Bombay and Poona all the more trying. Because all offices and shops close during the afternoons, we were forced to take afternoon siestas! After the hectic week in India, this wasn't too difficult.

Excluding the Crown Jewels which fill a large roomful of showcases at the heavily guarded Central Bank, we found very little evidence in Tehran of the fabulous romantic Persia. Walking down the Avenue Pahlavi Reza, which has shopwindows festooned with gorgeous Persian carpets, is a delightful experience. We casually stepped into one shop to inquire the price of some of the exhibits and quite hastily came out of the shop!

Tehran is the most westernized and affluent of the towns we saw on our trip. Of course, it is also the youngest - less than 300 years old as compared with the 400 year old Manila or Bombay, or with Delhi, parts of which are 800 years old. The newer sections of these cities are also modern and, in some cases, more pleasing.

The only occasion I had in Iran to go out into the country was our trip to Karadj, where the College of Agriculture is situated. Though

not as picturesque as Los Banos, Karadj was cool and green, and the 25 mile drive gave us a glimpse of both industrial estates, and rural scenery.

With our appointments in Tehran over, we looked back with satisfaction on the trip. We had accumulated a lot of information about the technical background needed for the study; we had discussed the particular sampling and field problems in each country, and the means of tackling them; we had budget estimates; and most importantly, we had made tentative arrangements with local researchers to conduct the study in each country. And we had also briefly viewed widely differing customs and cuisines that fascinated us.

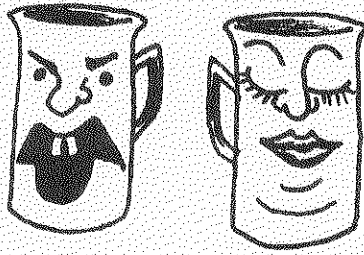
SRL IN THE LIMELIGHT



As many of you already know, the Consumer Decision Panel has received attention from many people, including the news media. The Consumer Panel is a unique study in that the same people are interviewed over an extended period of time. A longitudinal study such as this one allows changes in money management, consumer purchases, and attitudes to be noted and analyzed.

Researchers are not the only people interested in the way in which young couples spend their money. Several weeks ago, CBS radio interviewed Dr. Ferber, SRL director, during a CBS broadcast. Recently United Press International (UPI) contacted the Lab for some general information concerning the focus and scope of the study. Pictures were taken of several panel members and of Dr. Ferber and Noreen Cain, the Field Supervisor for the fourth wave of this study. Both story and picture may soon appear in the Sunday Supplement Section of approximately twenty papers across the country. Further stories may appear in magazines such as Industrial Week, a professional journal, and Women's Day. Both Champaign-Urbana and Decatur newspapers have carried stories about the Consumer Panel. We will let everyone know the minute Walter Cronkite wants SRL's study for prime time.

NEW MUGS
AT SRL



IN CHICAGO . . .

When he isn't envisioning mass technological changes in logging procedures at SRL, Greg Gaertner works as a Field Clerk. Greg is a typical undergraduate--enthusiastic and opinionated.

He didn't hesitate to respond when I spoke with him about his impressions of the Lab. However, he felt reluctant to commit himself on paper due to his innate modesty and what he refers to as his drone-like position at the Lab. Therefore, I will attempt to relate the treasured tidbits of our conversation.

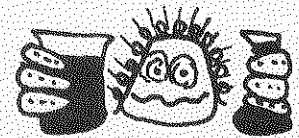
Greg feels that in order to fully utilize the highly qualified personnel at the Lab, more efficient use can be made of the existing manpower and of the technology, such as the computer, available on campus. Although SRL in Chicago is primarily concerned with field operations, he believes that with a bigger budget, Chicago could also handle all aspects of survey research including data reduction and data processing. One of the goals of reorganization would be to reduce the number of hours spent on repetitive, clerical tasks in order to increase the amount of time spent on creative activities.

Greg is currently working on his BA in sociology and religion at Dartmouth College where he returns this fall. We wish him well and hope to see him again when the insects, spiders and other pesty creatures return each year to remind us that it's spring.

Sitting next to Greg is another sociology buff named Michael Burmester. Michael received his BA in sociology from the University of Illinois in Chicago. As this was only his second day at SRL, I didn't press Michael for a comprehensive analysis of survey research. Michael would like to work for the Federal Housing Authority someday and may go back to school.

Next I talked with Gloria Heinemann. Gloria is the kind of girl who makes most of us feel lazy by comparison. She has numerous interests and is qualified in several fields. Gloria is a registered nurse and has worked, and still does occasionally, at Presbyterian St. Luke's Hospital in Chicago. When she returned to college for her BA in nursing, she became interested in sociology, received her BA from the University of Illinois in Chicago, and is currently working on her masters in the same field. She plans to continue for her doctorate while her husband attends medical school at the University of Illinois Medical School. Gloria's main interest in sociology is the woman's position in society. She is also interested in the nurse's role in a hospital. At the Lab, Gloria works as assistant field director for Chicago and coordinates the field supervisors at SRLCC.

Jean Ward describes herself as a frustrated scientist. While attending the U. of I. in Chicago, she decided that science was too demanding a field for a woman who also wanted to be a wife and mother, and switched her major to sociology. After receiving her BA in sociology, she started working for the Lab. Jean is also a girl of many talents and has studied jazz and modern dance at the Keith Allison School of Dance.



Survey research is not entirely new to Dave Stehman. While attending North Central College in Naperville, he organized a Student Opinion Service in order to get a better idea of student complaints and needs. After receiving his BA in sociology (what else?), he worked in a Chicago slum on an experimental program called Job Project. The goal of the project was to motivate, adjust, train and place high school dropouts between the ages of 17 and 21. To understand this project from management's point of view, he worked with labor and management at Western Electric. Because everyone knows that wisdom is attained only when one attends college, Dave is

currently working on his M.A. in sociology at the Circle. He hopes to attain a Ph.D. and teach on the college level. At SRL, Dave has been working as a coordinator on the Physical Education Study.

Although Sandy Sutton was trained by a rival organization, National Opinion Research Center, no one holds it against her. Sandy has worked for both N.O.R.C. and SRL as an interviewer, but feels that after several years of interviewing she has graduated from the streets of Chicago and is now capable of training and supervising interviewers herself. Before working as an interviewer, Sandy worked in the systems control department of Quaker Oats and before that for a real estate agency. Sandy is interested in market research and dreams of opening up her own company someday. Sandy likes the relaxed atmosphere at SRL and her relatively nonroutine day. She also likes the fact that most SRL staff are academically oriented.

Another member of the Supervisory Staff at SRLCC is Gail Kaplan. A native of Florida, Gail attended the University of Florida where she received a B.A. in speech therapy. Gail came to Chicago at the suggestion of her roommate, and as she--like so many of us--isn't independently wealthy, started working for SRL. Her future plans? to find more time for horseback riding and other extracurricular activities.

Being an Army brat isn't all bad according to Sherry Kelly who has lived in Germany and Japan, not to mention various parts of the U.S. Sherry studied history at Indiana University where she received her B.A. She has worked as a reference analyst for the Bureau of Public Opinion at Indiana University and as a librarian at the University of Kentucky. Sherry's occupation changes when her husband's teaching positions do. While, he is currently teaching political science at the University of Chicago, Sherry works as a Field Supervisor at SRLCC.

Each new arrival at SRL is greeted by an amicable young woman named Sharie Schumacker and immediately asked to sit down and talk about the first thing that comes to mind. Actually, Sherry isn't quite ready to do psychotherapy, but this is her long-range objective. A graduate of the U. of I. in Chicago, Sherry starts course work this fall toward her master's in clinical psychology. While Sherry studies and supervises the clerical staff at SRLCC, her husband works as an IBM manager and purchasing agent for a pharmaceutical firm in Chicago. Sherry and her husband are both from Chicago; however, they enjoy leaving the city occasionally to go horseback riding at a friend's ranch in Wisconsin.

IN URBANA . . .

SRL welcomes two new U. of I. graduates to its staff, Johnny Blair and Vicky Wall. Johnny received his B.A. in political science, took some graduate courses in that field and in journalism, ran out of money, and wound up at the Lab. In between times he taught at the Evelyn Wood's Reading Dynamics School. When I asked him if he had been on any trips around the world lately, he said he was three months behind in his rent, and that he didn't have enough money to go to Danville. Johnny will work as a graduate assistant in the Sampling Section, and his on-the-job training includes work on 053 and 264--what a way to begin!

The second new member of the staff is yours truly. I received my B.A. in English education and am a dilettante in the field of art history. I began working at the Lab under the tyrannical supervision of Dorothy Nemanich. After my superior skills in spelling and in writing grammar real good were discovered, I took over the editorship of this newsletter and the Occasional Newsletter. Because Dr. Ferber likes to utilize all his employees' skills and time to the fullest, that is, at least 12 hours a day, I will also work as the Field Supervisor for the fifth wave of the Consumer Panel.

PARTING IS SUCH SWEET SORROW



IN CHICAGO . . .

After receiving their final checks this fall, several SRLCC staff members leave for other parts of the world. Phil Haber, who has worked as a Section Head in Chicago, is off for Harvard Law School where he will concentrate on civil rights law. Phil is also interested in urban development and politics who knows, maybe the next time we see Phil's name it will appear on a ballot.

Beulah Knowles will be leaving this September with her husband and family for Missouri. Although Beulah feels as if her goals have been somewhat diverted by her work at SRL (subverted?), her interest in sociology remains keen. She is presently working toward her B.A. in that field. Beulah is the administrative assistant in Chicago.

Andy Montgomery will remain a voice on the phone to me because he and his wife left Chicago for Colombia before I had a chance to meet him. Andy has accepted a teaching position in Colombia. When he isn't teaching, he will tour the country in his poncho, and write his master's thesis in sociology. At Chicago, Andy helped coordinate the Old Age Hearing Study.



We also say good-bye to Mike McNamara who plans to travel westward in search of fame and profit in the song writing business.

IN URBANA . . .

SRL also bids adieu to several of its staff members. Noreen Cain, Field Supervisor for the Consumer Panel (430), leaves in early September for Winipeg, Canada, where she and her Canadian born fiancée will be married. Noreen, who recently received her M.A. in Marketing, plans to work in either marketing

research or marketing management in Toronto --their home for at least a few years-- and her fiancée plans to teach at the University of Toronto.

Gunter Poser returns to his native land of Germany at the end of this summer and plans to teach there this fall. Gunter worked for a year at SRL as a research assistant, and most recently on the Wood Using Study (050).

Dottie Muse, project coordinator for the Student Finances Pilot Study (065), completed her master's in math this June and hopes to find a teaching position for next fall. She is planning to be married soon, and she and her husband will live in the suburbs of Chicago.

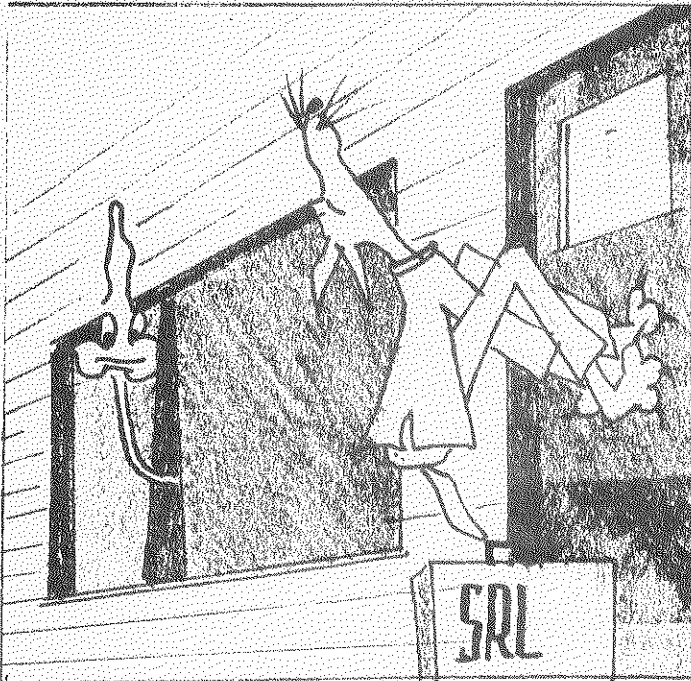
Lois Andrew, her husband and children, left for Maryland this month. Her husband, an assistant professor, will teach speech at Salisbury College in the fall. Lois plans to go back to school sometime and finish her degree in English education. At SRL, Lois worked as assistant to the Project Coordinators.

Dan Waung, head of the Sampling Section, takes a teaching assistantship at the U. of I. this fall. Dan recently completed his Ph.D. prelims in marketing.

Two other graduate assistants in the Sampling Section leave this fall to begin careers in their respective fields. Neil Shover, who completed his Ph.D. in sociology, will teach this fall at the University of Akron in Akron, Ohio. Said Atamna, who has a Ph.D. in accounting, will begin work in the accounting office at the U. of I.

Good luck and best wishes to all.

TOO MANY SURVEYS?



"Is the public suffering from a case of over-surveyitis?" Discussion of this question and other field topics took place at the second Field Directors meeting in Chicago. Symptoms of over-surveyitis, are blood shot eyes, drooping eyelids, and dizziness. In severe stages of surveyitis, victims may refuse to respond to verbal inquiries and may react suspiciously when the doorbell rings. One field director, a former interviewer, reported the case of Helen Toomuch. Apparently, Helen had cooperated willingly and enthusiastically at all previous interviews. But when the interviewer attempted to complete the forty-ninth wave of this sixteen year project, Helen stood, grimacing, at her dining room window and refused to answer the door, let alone the questions.

Older, established survey organizations do not agree that the public has been over-surveyed. They reported that their organizations ask each respondent whether he has ever been interviewed before and when. The results, they say, indicate that most people have not been interviewed before.

Another topic discussed at this conference was whether respondents should be paid for their services. Some field directors felt that because research is worthwhile and contributes to society, respondents should contribute their information and time as they

do to other charitable organizations-- with a smile on their lips and kindness in their hearts. One field director pointed out that if respondents had to be paid, surveys might become too expensive to conduct. Faint smiles appeared on several faces.

Another conference member reminded everyone that respondents are already offered such gifts as "America the Beautiful" posters, United States flags, and "Colonials and Patriots" and "Waterfowl Tomorrow" books. One field director felt that paying respondents insulted their dignity and was dehumanizing. But the problem of lengthy interviews, which sometimes require an entire evening to complete, still exists. And survey organizations may some day have to pay each respondent for his time and effort in order to obtain the desired data.

The third Field Directors Conference will be held next year.

For some strange reason, the conference members voted to hold the next conference in the wilds of Toronto, Canada, instead of the cornfields of Champaign-Urbana.



SUMMER FIELD WORK

This summer two Michigan State University students, Terry Sullivan and Frank Lerman, are working at SRL. The purpose of this summer, on-the-job training is to expose each student, who is part of an interdisciplinary program, to survey research and to provide him with an opportunity to work with practicing social scientists. The Summer Field Work Program places students in government agencies, conservation organizations, private industry, the United Nations, and has sent one student as far away as Athens, Greece, to work for the Save the Children Federation.

Terry Sullivan, the female half of the Michigan team, is studying socio-economics. Next year, she will begin work on her master's in sociology and the sociology of education at either the University of

Chicago or Northwestern. As her fiancée is studying law at the University of Chicago, we wager she will make her academic home there too. Eventually Terry would like to teach on the college level and believes she will someday join the rank and file of the establishment. Terry predicts that she too could run a college and repress students as well as anyone else.

Both Terry and Frank are outstanding students. Frank is one of the 10 distinguished alumni at MSU, an honor sought yearly by 2000 students, which enables him to attend college compliments of a juicy scholarship. Last year Frank visited Czechoslovakia and was part of a program called Experiment in International Living. He lived with a family there for four weeks, traveled around the country for two weeks, and managed to pick up enough Czech to speak like a native. Frank has also studied Latin, Hebrew, and Russian, which makes him a minilinguist. When he isn't gallivanting around the world, Frank is an avid sports fan. Political science is his major and he hopes someday to do research in political systems: if that means teaching, he'll grin and bear it.

Terry and Frank both feel they have profited from their experiences at the Lab. Because the training is advanced and concentrated, Terry feels that she has learned more in these three months than she did in her course work at school.

We have all enjoyed having Terry and Frank here and wish them well in their work next year.

HOW TO PLAN A SURVEY - PART I

Hidden in downtown Urbana is a quaint little restaurant called the Jolly Roger, frequent site of SRL staff luncheons. Over Pepsi and pizza one afternoon, several SRL staff members decided that it was time to survey the public about their attitudes and opinions toward the Lab. The group rejected the original proposal requiring a budget of \$227,874, believing that a nationwide survey is a pain in the neck. Besides, who really cares what Elmer Smidgen of Oshkosh really thinks? The target area, then, is Champaign-Urbana, home of the drive-in restaurant.

The sample, drawn with random judgment, from sales receipts retrieved from the circular files in Sears, provides a cross-section of the varied assortment of Champaign-Urbana citizens and others.

The brief questionnaire, which takes only 147 minutes to complete, give or take an hour, will be printed without assistance from anyone who has to work with it either in the field or in the office. This plan is consistent with the feelings that a staff worth having is a staff worth befuddling.

Field work will begin the first part of this month, a date vague enough to confuse everyone, but flexible to withstand any amount of disorganization. One procedural point, however, will be followed, and that is: finish 1/4 of the interviewing after spending 1/2 of the budget before the contract is signed.

In an attempt to simplify bookkeeping, the interviewers will be paid a net amount in dollars and cents according to their age. As a result of this system, all of our interviewers have either aged drastically within the past few days or were fibbing on their applications to begin with.

This about wraps up the planning of any project. The next issue of this newsletter will bring you the second installment of the series "How to Plan a Survey," and will contain a complete progress report on the survey designed to measure SRL's notoriety throughout the twin city--the only city in the country where the hamburger and chicken stands greet you as you enter the city and smile at you when you leave.

