

# SURVEY RESEARCH

AN OCCASIONAL NEWSLETTER ON SURVEY DEVELOPMENTS

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## REPORTS ON RESEARCH

### CURRENT AND COMPLETED PROJECTS

#### DIVISION OF SOCIOMEDICAL SCIENCES

Columbia University, School of Public Health  
and Administrative Medicine

Study of Teen-Age Drug Behavior. An analysis of individual and school patterns of drug use to determine who among the non-users of today will become the users of tomorrow and to explain changes in drug behavior. It will investigate what drugs mean to young people and to society. Drug behavior will be analyzed in terms of the personal, familial, social, and economic factors that separate users from non-users, as well as the institutional and group influences within schools that may contribute to or prevent experimentation with drugs. Principal investigators: Jack Elinson and Eric Josephson; Project director: Anne Zanes.

Consumer Reactions to Automated Multiphasic Health Screening. This study will examine 1,300 consumer reactions to the automated multiphasic Health Screening Center at Brookdale Hospital, located in a ghetto area of Brooklyn. A series of free health tests is offered to residents of this area over 35. The research focuses on barriers to utilization of automated screening, particularly among low income populations. Project director: Jack Elinson.

Physicians' Attitudes Toward Multiphasic Health Testing. A survey of physicians' attitudes toward knowledge and utilization of this

*continued*

service. The social and psychological factors affecting physicians' attitudes will be determined. Project directors: John Colombotos and Jack Elinson.

Clinical Assessment Division. A sample of patients admitted to the Medical Service will be interviewed as to their feelings about patient care, its outcome, and patient satisfaction. Assistant Director: Kathleen M. Sward.

Proposals:

Evaluation of Dentist Role in Clinic Appointment-Making. The aim is to test the effectiveness of modifying the dentist's role in the appointment-making process in a clinic. It is hypothesized that involving the dentist in the appointment scheduling procedure will improve appointment outcome, and increase the patient's knowledge of dental care and satisfaction with the appointment process, dental care, and the clinic. Submitted by: Mara K. Nikias.

Female Roles and Fertility in an Urban Community. The principal objective is to study the relationship between attitudes toward female roles, participation in these roles and fertility. Fertility will be reviewed both as a determinant and a consequence of specific role patterns and shifts in these patterns. Submitted by: Harriet B. Presser and Jeanne Clare Ridley.

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INSTITUTE FOR BEHAVIOR RESEARCH  
York University

Attitudes Toward Unemployment Insurance Compensation. A sample of 6,100 persons aged 18 and over throughout Canada will be questioned about their feelings toward unemployment compensation.

Attitudes Toward Government Information. This Canada-wide study will survey 6,900 persons 15 and over.

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INSTITUTE FOR MINORITY BUSINESS EDUCATION  
Howard University, Washington, D. C.

The survey of minority business development

centers is nearing completion. Over 450 public and private organizations, and agencies in 100 cities have been queried. The purpose of this survey is to determine what kinds of programs are in operation, to evaluate their adaptability to other localities, and to identify specific needs and areas of research.

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SURVEY RESEARCH LABORATORY  
University of Illinois

Police Training Institute. Determines the need for additional police training institutes in 10 Northeastern Illinois counties, excluding Chicago. Project coordinator: Jo Cobin, Urbana Campus.

Model Cities. The second phase of a personal interview of 4,000 Chicago residents living in the Model City Project. A critical examination of the project. Project coordinators: Robert Ferber and Ed Slawski Urbana and Chicago Circle Campuses, respectively.

National Labor Relations Board. A study of voter behavior in union elections and the effects of management and union on these elections. Project coordinator: Mati Frankel, Urbana Campus.

Outdoor Recreation Attitudes Panel. The first wave of telephone interviews determines what types of facilities are needed by Illinois residents. Project coordinator: Wally Wilson, Urbana Campus.

Entering College Freshmen. A three wave mail questionnaire will examine the changes that occur during the first year at college. 2,000 students at the Medical Center, Chicago Circle, and Urbana campuses of the University of Illinois will be questioned about their political attitudes, social and personal values, and career plans. Project coordinator: Ron Czaja, Chicago Circle Campus.

Consumer Panel. Fifth wave of a personal interview survey which examines consumer decision processes. Project coordinator: Robert Ferber, Urbana Campus.

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PUBLIC OPINION SURVEY UNIT  
University of Missouri, Columbia

Citizen Attitudes in Kansas City. A personal interview measures the attitudes of 800 citizens toward local government, schools, transportation, housing, code enforcement, law and order and health care.

Training Needs of Disadvantaged Job Applicants will determine the extent to which, if any, existing training programs fail to give adequate consideration to the personal characteristics of disadvantaged persons.

A Study of the Demands for Health Services in St. Louis County. A personal interview of 1,000 citizens in a suburban metropolitan county will measure the health needs of different socio-economic and racial groups, the actual medical care received, and the health facilities used.

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STATISTICS RESEARCH DIVISION  
Research Triangle Institute

Drinking drivers are the target of a new pilot project to study the effects of a wide variety of countermeasures in the Charlotte-Mecklenburg area.

The 3½ year project, one of nine in the nation, will test the effectiveness of public information and education, and intensified law enforcement and surveillance in reducing alcohol-related accidents. Informational advertising will appear on T.V. and radio and in newspapers. To cooperate during the law enforcement phase, the courts will emphasize rehabilitation rather than punishment. Sentencing will depend upon the individual's circumstances. Classes conducted by court assigned psychologists will be held for those convicted of drunk driving. Every convicted driver will be assigned a social worker who will work with the driver to prevent future accidents. Richard Williams is project manager.

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OFFICE OF INSTITUTIONAL EDUCATIONAL RESEARCH  
University of Washington

The Office of Institutional Educational Research has operated since 1960 under the

Office of the Provost at the U. of W. Among other work, it conducts studies using survey methodology on questions related to education and university administration. Surveys are predominately by mailed questionnaires, although some personal interviewing is also done.

Recent studies have included:

- IER-118 A survey of continuing dental education among practicing dentists in Washington, Idaho, Utah, Montana, and Alaska.
- IER-127 Faculty members' and students' experiences and attitudes toward correspondence study at three Washington state institutions.
- IER-130 Married students' housing
- IER-154 Faculty members' and students' attitudes toward the University Advisory System.
- IER-157 Survey of College of Engineering students on present attitudes and evaluation of proposed curriculum changes.

A current study is IER-161, a survey of students' attitudes toward a proposed Credit-No-Credit system at the University.

In addition, the Office provides consultation and advice on the design and conduct of surveys to faculty members, students, and representatives of public agencies planning such work.

OIER is under the direction of Dr. James K. Morishima, and is located at 1400 Campus Parkway, Seattle, Washington, 98105.

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BUREAU OF SOCIAL SCIENCE RESEARCH  
Washington, D.C.

Interview Survey Approaches in Criminology. The study will appraise the adaptability of survey methods to criminological problems with regard to the potential and limitations of these techniques relative to other available

sources of information. Project leader: Albert D. Biderman.

Differential Utilization of Medical Facilities. A comparative study of the prepaid group practice plan and the service benefit plan of the Federal Employees Health Benefits Program. The study will focus on the utilization and expenditures of Washington D. C. metropolitan area employees and their families who are enrolled in the high-option plans of either Group Health Association or Blue Cross Blue Shield. Comparisons will be made of demographic and associated characteristics of beneficiaries, hospital and out-of-hospital medical care delivery patterns, and of the differences in benefit structure. Project leaders: Samuel M. Meyers and Thelma Myint.

Three-City Crime Survey. A volume is being prepared that will report on the Bureau's study in Washington, D.C. of crime victimization and citizen attitudes toward law enforcement agencies, including parallel University of Michigan studies in Boston and Chicago. Project leader: Albert D. Biderman.

Cleveland In-migrant Study. A three-phase study of the occupational and social adjustment of recent Southern in-migrants to Cleveland Reports on the survey findings and on the immediate outcome of the training and guidance provided by the programs are now available; long range effects and further adjustment patterns of these migrants will be studied in a later phase. Project leaders: Laure M. Sharp and Gene B. Peterson.

Follow-up on Vocational Students. This cooperative project, conducted jointly by the University of Wisconsin's Center for Studies in Vocational and Technical Education and the BSSR, will provide a baseline from which to assess the effectiveness of current programs designed to strengthen vocational and technical education. The Bureau is evaluating programs at the junior college level. Approximately 3,000 graduates of vocational programs and 600 dropouts were included in a sample of 50 institutions. Project leaders: Laure M. Sharp and Thelma Myint.

Study of Community Colleges and Vocational Technical Centers. This study will develop

systematic and analytical baseline information about the organization, functions, and cost of junior college programs. Information on the characteristics of junior colleges, teachers and students will also be sought. Project leaders: Eleanor P. Godfrey and Engin Holmstrom

The University and the City will provide a comprehensive picture of the types of programs and activities dealing with urban problems that universities are currently conducting in the fields of community service and research. Project leaders: George Nash and Robert T. Bower.

Employed and Disadvantaged Workers will investigate the processes whereby persons enrolled in the Work Incentive Program are incorporated into work establishments. The study has two phases: a pilot study for which a report is available; and a national survey of a representative cross-section of business, industrial establishments and public agencies which employ WIN graduates in fifteen locations across the country. Project leaders: Leonard Goodman, Laure M. Sharp and David Roessner.

Recent Second Career Patterns of Military Retirees. Data from a recent Department of Defense sample survey of military retirees are being used to update and supplement earlier research. Examples of the analysis being done are: changes in rates of unemployment and labor force participation among military retirees and how these vary by retirement cohort and geographic location; and awareness and utilization among retirees of employment assistance programs. Project leader: Albert D. Biderman.

Attitudes Toward Television. A replication, in part, of the 1960 study by Gary Steiner published in 1963 under the title The People Look at Television, to examine people's attitudes toward TV and the uses they make of it. Interviewing has been completed with a national cross-section sample of 2,000 and a subsample of 350 in Minneapolis/St. Paul who had previously completed TV viewing diaries. Project leaders: Robert T. Bower and Ira Cisin.

Completed Research:

Collective Protest and Social Change. An

analysis of the organization and course of a nonviolent protest demonstration, The Poor People's Campaign, as a case study of the relation of group protest to social change. Personal interviews were conducted with 936 demonstrators during the Solidarity Day March in Washington. The questionnaire dealt with participants' social characteristics, attitudes toward the campaign's goals and likely effects, and the social context of the process of mobilization. Project leader: Albert E. Gollin.

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WISCONSIN SURVEY RESEARCH LABORATORY  
University of Wisconsin

Recreation Demand Survey. The objective of this telephone study, which surveys 12,000 residents, is to identify the needs in outdoor recreation and to determine where the Department of Natural Resources, other agencies, and local government units should concentrate planning, land acquisition and development.

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## RUSSELL SAGE FOUNDATION GRANTS

UNIVERSITY OF MICHIGAN  
Otis Dudley Duncan

Indicators of Social Change from Replication Studies. This study examines the Detroit Area Survey (DAS) as a vehicle for replication of surveys conducted periodically since 1951. The present grant provides funds to supplement the general budget of DAS in order to execute an omnibus replication study for the development of indicators of social change in the Detroit area. Promising topics include: changes in religious preferences and practices, class identity, family roles, child-rearing practices, participation and alienation, values and norms.

INDIANA UNIVERSITY  
James E. Conyers

Planning and Pretest Phase of a Study of Elected Officials. Because the number and visibility of blacks elected to positions in local state and federal government has in-

creased greatly in the recent past, the potential significance of a survey focused on these black officials is increased. The Foundation is supporting the planning phase of such a survey in which Dr. Conyers will review the relevant literature, consult experts in the field, and design questionnaires and sampling procedures.

HARVARD UNIVERSITY  
James E. Teele

Operation Exocus: Problems of Evaluation. This study is organized to provide suburban educational experiences to core city pupils of the predominantly black areas of Boston. Dr. Teele will write a monograph reporting the difficulties encountered while attempting to systematically evaluate Operation Exodus.

TUSKEGEE INSTITUTE  
Edgar G. Epps

Survey of Black Social Scientists. The study will compare career experiences of black social scientists with a sample of white social scientists. Social science programs at the largest state and private black colleges will be compared with similar programs at white colleges. The survey also seeks to describe backgrounds, problems, plans, and aspirations of black graduate students in social sciences.

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## REPORTS FROM THE NATIONAL CENTER FOR HEALTH STATISTICS

NATALITY STATISTICS ANALYSIS, UNITED STATES,  
1965-1967

Among other facts, the report states that in 1965 the annual number of births fell below 4 million for the first time since 1953 and by 1967 it had dropped to 3,521,000. Continuing its decline from a peak of 25.3 in 1957, the birth rate fell to 17.8 in 1967.

*The decline in the annual number of births may end in the near future.* The number of women in the childbearing ages is growing rapidly and will increase by about 30 percent by 1980. Unless fertility rates fall well

below their present levels, this increase in the number of women will raise the annual number of births.

More than 98 percent of all live births in 1967 were classified as having been delivered by physicians in hospitals. The differential in the rate of medically attended hospital deliveries by color has narrowed considerably in recent years. In 1967, 99 percent of white births and 93 percent of all other births were delivered by physicians in hospitals.

The estimated illegitimacy rate in 1967 was 23.9 illegitimate births per 1,000 unmarried women aged 15-44. Although this rate has changed very little since 1957, the proportion of births classified as illegitimate has increased considerably, from an estimated 5 percent in 1957 to 9 percent in 1967.

Birth rates are compared by states, and the birth rates of most states and large metropolitan areas declined during the 1965-67 period.

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#### CURRENT ESTIMATES FROM THE HEALTH INTERVIEW SURVEY, UNITED STATES, 1968

The data show that the rate of acute illness and injuries for 1968 was 204.3 per 100 persons; these illnesses and injuries caused 15.3 days of restricted activity, 6.3 days in bed, 5.4 days lost from work per currently employed person, and 4.9 days lost from school per child aged 6-16 years.

There were 12.2 short-stay hospital discharges per 100 persons per year with an average length of stay of 9.4 days.

The majority of persons had hospital insurance and surgical insurance, 79.8 and 78.1 percent respectively.

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#### CHANGES IN CIGARETTE SMOKING HABITS BETWEEN 1955 AND 1966

This report presents statistics on the cigarette smoking status of persons 18 years of age and over in the civilian, noninstitutional population of the United States for the years 1955 and 1966.

Data from these two years--1955 and 1966--indicate that during this interval there was a decrease in the percentage of men smoking cigarettes, from 56.9 percent in 1955 to 50.7 percent in 1966, and an increase in the percentage of women who were cigarette smokers, from 28.4 percent to 32.9 percent.

There was no appreciable change in the proportion of men who currently smoked 21 or more cigarettes a day, 12.7 percent in 1955, and 12.5 in 1966; however, there was an increase in the percentage of women who smoked 21 or more cigarettes a day, from 2.3 percent in 1955 to 4.9 in 1966.

There was a sharp increase in the percentage of men who quit smoking, from 15.5 percent in 1955 to 25.7 percent in 1966. Although smaller than the increase for men, the percentage of women who were former regular smokers also increased, 11.1 percent in 1955 to 16.4 in 1966.

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#### NEEDS FOR NATIONAL STUDIES OF POPULATION DYNAMICS: A REPORT OF THE UNITED STATES NATIONAL COMMITTEE ON VITAL AND HEALTH STATISTICS

This report outlines principal needs for improvement in statistics on population dynamics for this country and offers proposals as to how these needs might best be met.

Recommendations are made relating to statistics on marriage and divorce, fertility and family planning, migration, and mortality and morbidity, and to the role of these factors in the study of population dynamics. The relationships between census and vital statistics data are examined, and suggestions are made for improving these data in relation to each other. The subcommittee also suggests some ways in which various agencies of the Federal Government might contribute more effectively in the collection, improvement, analysis and dissemination of demographic data.

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#### ESTIMATION AND SAMPLING VARIANCE IN THE HEALTH INTERVIEW SURVEY

This report presents a method for computing variances of estimates derived from the Health

Interview Survey. The estimation process and procedures for implementing the variance estimating technique are discussed.

A brief description of the Health Interview Survey design is given as well as a detailed account of how the estimator for health statistics is constructed and an iterative method for fitting a curve to a set of variance estimates to obtain approximations that can be used for several different types of estimates derived from survey data.

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The reports mentioned above can be obtained for a small fee from the National Center for Health Statistics, U.S. Department of Health, Education, and Welfare, Rockville, Maryland, 20852.

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## RESEARCH CENTERS

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### CENSUS SERVICES FACILITY - BERKELEY

The Survey Research Center (Berkeley), together with the Institute of Governmental Studies of the same institution, have formed a Census Services Facility. This facility, which has been recognized as a Census Summary Tape Processing Center by the Bureau of the Census, will acquire the full set of 1970 Census summary tapes for California and will seek to facilitate and coordinate their use by educational, governmental, and other non-profit agencies in Northern California. Some of its specific activities will include: (1) the sponsoring of local workshop on the uses of summary tape data; (2) copying of individual tapes and sets of tapes for local users; (3) the development of computer programs for efficient display and analysis of the summary tape data; and (4) the preparation of simple and aggregated printouts of Census data.

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## CENTER FOR POLITICAL STUDIES BECOMES FOURTH ISR CENTER

The new Center for Political Studies, a further development of the Political Behavior Program, was formally approved by the Board of Regents at the University of Michigan, May 15th. The former research Coordinator in SRC and executive director of the Inter-University Consortium for Political Research, Warren Miller, will be the Center's new director.

While the Center will continue interpreting American political behavior through election studies, cross-national studies will soon be underway in 15 countries. The data from the cross-national studies will enable scholars to study the functioning of democratic governments through at least three different institutions: (1) election systems, (2) political party systems, and (3) government institutions.

Among the cross-national studies being carried out are ones by Donald Stokes in Canada and Australia; Phil Converse in Canada and France; Sam Barnes in Italy and Germany; Ken Organski in Italy; and Warren Miller in Sweden and Holland.

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### SURVEY RESEARCH CENTER - LONDON

The Survey Research Centre of the London School of Economics is concerned primarily with testing and developing the technique of social and business research. The Centre provides training courses in the techniques of survey research, conducts social investigations, and also provides an information and advisory service with regard to research techniques and procedures.

The work of the Centre is conducted under the direction of William Belson, through a large team of social psychologists and sociologists with technical and clerical support. Social scientists and research practitioners both within and beyond the university serve in an advisory capacity to the Centre.

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Funds for the work of the Centre come from government, industry, university, foundation and other sources both in the United Kingdom and abroad. One important source of support for the methodological work of the Centre is a subscriber system. Subscribers make annual donations to the Centre and in return receive special benefits as Member-Subscribers.

The Centre produces numerous reports, with those in its Reprint Series circulating internationally.

Some of the methodological investigations reported by the Centre have been concerned with:

- 1) Respondent misinterpretations and survey questions.
- 2) Effects on response distribution of reversing the order of presentation of verbal rating scales.
- 3) Accuracy of respondent estimates of the quantity of a commodity purchased.
- 4) Effects on accuracy of using a tape recorder in the survey interview.
- 5) Interviewer deviation from instructions.
- 6) Order effects and accuracy in using the Semantic Differential scaling method
- 7) The extent of bias stemming from sample loss in delinquency research.
- 8) The research potential of case records in delinquency research.
- 9) Prediction and matching techniques.

Additional programs of research are now being planned and will deal with:

- Sampling techniques and sample bias.
- The development of general purpose classifying variables for use in survey research.
- Special problems in the training, selection and control of interviewers.
- The reliability of coding processes.

The Centre also conducts investigations into social issues and problems, particularly where such work calls for preliminary methodological work. Currently the Centre is working on two major social investigations: a study of the

relations between the police and the public conducted with a view to determining ways of enhancing that relationship; an investigation of the relationship between long-term exposure to television violence and the behavior and attitudes of adolescent boys.

Enquiries about the Centre should be addressed to Dr. William A. Belson, Director, Survey Research Centre, The London School of Economics and Political Science, Houghton Street, London, WC2A 2AE, England.

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## POTPOURRI

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### INTERVIEWING SOUTH OF THE BORDER

The primary interest to interviewers in Lima, Peru, is staying healthy and moderately comfortable while riding horseback and camping out in some of the more remote districts of Peru. One group of interviewers, who recently left Lima on the first of August, is alternately camping out and staying in hotels. Until some time in December, this group will frequently ride on horseback to reach selected households. Oftentimes they will leave a coastal desert climate and travel to mountain villages of more than 10,000 feet in a single day. Small wonder that only healthy, young men and women are hired to do interviewing.

The Michigan team has questioned the effect of such a rigorous schedule on the quality of their interviews, but thus far have found few indications that quality suffers.

(Information via Charles Wade Clifton, University of Michigan, Sample Survey Project, Lima, Peru.)





# CONTROL AND SUPERVISION OF AN INTERVIEWER'S PERFORMANCE

UZI PELED\*

## Background Information

I shall attempt here to present, in brief, the field procedures followed in our work in Israel, which have proved successful with respect to efficiency and reliability; this involves about 20-30 on-going fieldwork projects per year of nation-wide scope, i.e., about 35,000 interviews a year.

Because Israel is a relatively small country, with a high concentration of population in certain regions, the fieldwork is organized centrally at the Institute in Jerusalem and is run by a national fieldwork director, who serves as liaison between the researchers and the interviewers. Under his direction are three regional branches, each of which is headed by a fieldwork coordinator. These are located in Jerusalem, Tel Aviv, and Haifa, and are responsible for, apart from these cities, the surrounding areas as well.

Due to the fact that Israel is an immigration country, the great mobility of the population, constant building of new neighborhoods, and the variety of languages spoken, it is still necessary in Israel to use the conventional sampling methods in order to arrive at the required precision. At the Institute we generally sample from the voters' registers which include the entire adult population of the country, over the age of 18. These registers are brought up-to-date regularly by the Ministry of the Interior.

Every interviewer going out into the field is equipped, besides with the questionnaire (which is usually a closed one), with a list of interviewees which always includes full names and addresses of the interviewees. The interviewer must interview only the person whose

\*Uzi Peled is the Executive Director of the Israel Institute of Applied Social Research, Jerusalem, Israel.

name appears on the list. The interviewer must make three call-backs in cases where the interviewee was absent. The percentage of refusals is small, but there is a fallout from the sample due to objective reasons, such as army reserve service, absence from the country, and the like.

## Methods of Supervision Over the Interviewer

### The professional interviewee

With regard to interviewers new to the Institute, a reliability test is carried out at an early stage. The interviewer receives a list of names and addresses of interviewees. These are "professional interviewees" employed by the Institute who receive payments for the hours they are being interviewed. Their duty is to report the ability and attitude of the new interviewer, and the extent of his reliability. These interviewees receive the questionnaire in advance so they can examine whether the interviewer has asked all the questions and whether his performance was in accordance with the specific and general instructions he has received. Part of these "professional interviewees" also act as "difficult" or "refusing" interviewees, reporting to the fieldwork supervisor on the interviewer's ability to convince and influence them to cooperate and obtain the required information. These simulated interviewees have no connection with the interviewers; in fact the interviewers do not know of their existence.

### A letter of introduction

Several days prior to the interview itself, every interviewee whose name was included in the sample receives a uniformly styled but personal letter, signed by the project director, in which he is informed, inter alia: 1) that the Institute is carrying out a study on the specific topic (the topic is described in a general and rather vague manner), 2) that the interviewees were chosen by certain statistical fashion and that his name was included in the list chosen to represent the public's opinion on the topic, 3) that all arrangements have been made to guard the anonymity of the respondent, and 4) we request him to assist the interviewer in fulfilling his assignment.

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In cases where the interviewee has moved to a new address or his address is incorrect, the post-office returns the letter to us. If this occurs early enough, the interviewer is notified not to visit the said address. If the letter is returned after the interviewer has already visited the address, the fieldwork coordinator checks whether the interviewer's report concerning the specific case was precise. Unreliable interviewers are often discovered at this point.

#### Reliability check by comparing age data

The list of voters from which the sample has been extracted also includes the date of birth. This fact is not given to the interviewer, but is left in the regional coordinator's files. Twice a week, the interviewer hands over the completed questionnaires to the coordinator. In a discrete manner the latter checks whether the age of the respondent, as indicated in the relevant background question in the questionnaire, corresponds to the age indicated on his list. If in one or two cases these dates do not correspond, as may happen especially if the interviewees are women, the coordinator ignores it. If this is a consistent occurrence throughout the interviews carried out by that interviewer, the matter is examined more carefully.

Although very few, some interviewers ask only background questions and sometimes some content questions. Such interviewers are discovered in two different ways.

#### Follow-up cards

Every week the coordinator dispatches letters to all the respondents who were supposed to have been interviewed that week. These letters are uniformly styled and read as follows: "An Institute interviewer was supposed to have visited you this week. Since the study is conducted under strict anonymity of the respondents, we have no way of knowing whether the interviewer has already visited you. Assuming that he has, we would request your kind attention for a few more minutes, and ask you to reply to the four brief questions on the attached self-addressed and prepaid card. We also request you to return the card if the interviewer has not yet visited you." The respondent is also told that by

returning the card he is helping us examine our own efficiency and learn from his remarks how to improve our services in the future. The prepaid card includes the following questions: 1) Has the interviewer visited you? 2) How much time did the interview take? 3) What were the main topics of the interview? 4) Do you have any suggestions for improving our work?

About one-third of these cards are returned. Each card has the code number of the respondent, which is known only to the fieldwork coordinator. Thus, the anonymity of the respondent is ensured. The coordinator sorts out the cards received by interviewer's name. The first check concerns the cards in which the respondent states that he has not been interviewed. This occurs very seldom (about once a year!). The second check concerns the length of time of the interview. From the pretest we know the average time of the interview. If the coordinator finds that all the interviews of a certain interviewer were very short, it may be that the interviewer has not carried out his assignment faithfully and has asked only part of the questions (generally "smart" interviewers ask only the background questions).

It should be remembered, however, that not all the respondents recall exactly how long the interview took, but if the shortness of the interview is a general tendency with that interviewer, then it is clear that it is he who was at fault. In that case, the third question is of relevance. Experience has taught us that respondents of interviewers who do a hasty job fail to mention most of the topics included in the questionnaire. In that case it is clear that the interviewer has not acted according to the instructions he has received.

The fourth question on the card is of value to us also because it serves as a channel of communication between the researchers and the public. We often draw good ideas from advice and comments of respondents.

#### The scale checks

Before sorting begins, the last test is performed. Most of our questionnaires include questions which form a statistical

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scale, generally the Guttman scale (Professor Guttman is the Scientific Director of our Institute). People who are familiar with the subject of scales in social science research know that it is almost impossible to predict the final results of a scale in an empirical research which is composed of 4-5 questions. In each questionnaire we also punch the name of the interviewer. Then, out of the hundreds or thousands of interviews gathered, we prepare one outstanding scale for the whole population of the study and compare the general findings of this scale to the specific scale results of each of the interviewers. On the rare occasions where a deviance in the scales of the data of a certain interviewer occurred, it was found that the interviewer has been at fault.

Sifting of interviewers by means of these checks, ensures that the researchers would not devote their time to the interpretation and analysis of findings whose reliability is doubtful.

In addition, we are keeping on file for immediate use, with respect to each interviewer, such indices as:

- average time devoted to each interview, as compared to the average time per interview for the entire study;
- percentage of refusals to be interviewed by the interviewer, as compared to the overall percentage of refusals;
- additional similar data, including the supervisor's evaluation of the interviewer.

This index file gives us an up-to-date history and success profile of each interviewer.

We believe that the above precautions provide us with sufficient insurance that projects conducted by us are handled, from the field-work viewpoint as well, in a proper scientific manner.

## PERSONNEL NOTES

Harvey Weinstein is the new Chief of Programming at the Survey Center, Berkeley,

California. Mr. Weinstein replaces Charles Yarbough who now holds a position in Guatamala with the Pan-American Health Organization.

Professor David C. Leege, Director of the Survey Research Center, SUNY-Buffalo, has accepted an Associate Professorship in Political Science at the University of Illinois, Chicago Circle, effective September, 1970.

He is succeeded by Dr. Robert Hayden who formerly served as Director of Survey Research for the Office of Civil Rights, U.S. Department of Health, Education, and Welfare.

Hayden, a psychologist, was responsible for a number of policy-oriented studies including school compliance with the 1964 Civil Rights Act, the research design for the evaluation of various welfare systems, and a study of institutional impacts on Project Headstart. He has most recently been with Kirschner Associates. In addition to the directorship of the Survey Research Center, he will also hold an appointment with the Department of Policy Sciences, SUNY-Buffalo.

Carl Block, Assistant Professor of Marketing, recently filled the new position of assistant director at the Public Opinion Survey Unit.

Amy Orum, former research associate at the Center for the Study of Social Change, Emory University, Atlanta, Georgia, recently became a research associate at the Survey Research Laboratory in Urbana and will work as a project coordinator.

Ed Lakner, research assistant professor, will also work as a project coordinator at SRL in Urbana.

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## PUBLICATIONS

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### FIRST REPORTS AVAILABLE FROM 1970 CENSUS

The Census Bureau has begun publication of the results of the 1970 Census of Population and Housing. The initial reports, based on preliminary counts as compiled in the census

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field offices, will be issued in early fall and as follows:

Series PC (P1) Preliminary Population Counts for Counties and Places. One report for each state, District of Columbia, Puerto Rico, and other outlying areas, showing preliminary counts for counties and for each incorporated place of 1,000 or more inhabitants. The series will include a U.S. summary report.

Series PC (P2) Preliminary Population Counts for Standard Metropolitan Statistical Areas. One report for each SMSA showing preliminary counts for each component parts of SMSA.

Series PC (P3) Preliminary Population Counts for Specified Areas. Several reports summarizing the preliminary counts for all cities of certain sizes, congressional districts, etc.

Series HC (P1) Preliminary Housing Unit Counts for Places. One report for each State, District of Columbia, Puerto Rico, and other outlying areas showing the counts of housing units compiled in the census field offices. Figures will be shown for the state and places of 10,000 or more inhabitants.

A detailed statement on the 1970 census publication and computer tape program, as well as an order form for the above-mentioned reports, can be obtained from the Publications Distribution Section, Bureau of the Census, Washington, D.C. 20233.

## NEW PUBLICATIONS

Colombotos, John, "Personal Versus Telephone Interviews: Effect on Responses." Public Health Reports, Vol. 84, Sept. 1969, pp. 773-782.

Lamphier, Michael, "Regional Aspects of Survey Research in North America: The Case of The Prairie Region", in B.Y. Card, ed., Perspective on Regions and Regionalism, Western Association of Sociology and Anthropology, 1960, pp. 49-56.

Schindeler, Fred, "The Role of Survey Research in Public Policy Formation" The Analyst, June, 1969, pp. 12-14, ff.

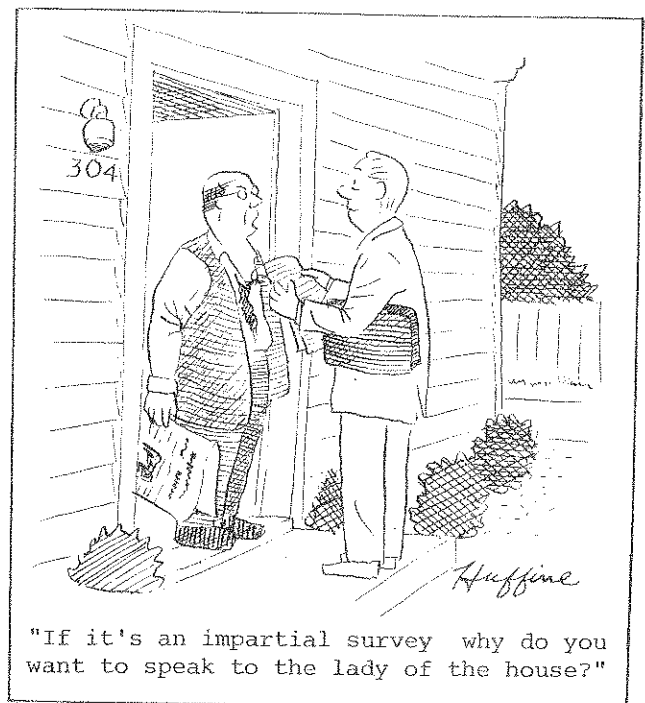
\*Directory of Non-Federal Statistics for States and Local Areas (678 pp. \$6.25).--Third in a series of guides to social, political, and economic data for states and local areas.

\*Data Access Description No. 17, "Printed Reports From the 1970 Census of Population and Housing," Series CEP-4 (14 pp.).-- Provides brief descriptions of the printed reports from the 1970 census. Included are geographic distributions and expected release dates as well as summaries of the table outlines for 1970 Census of Population, Volume I, chapters A and B; 1970 Census of Housing, Volume I and III; and the Census Tract Reports of the 1970 Census of Population and Housing.

\*Data Access Description No. 18, "General Information About Summary Tapes," Series CT-1 Revised (6 pp.).--Contains material on the basic concepts of the tally cell and the summary tape, plans for 1970 census summary tapes, and tapes currently available from the Bureau of the Census.

\*The above Data Access Descriptions are available upon request from the Bureau of the Census, Washington, D.C. 20233.

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