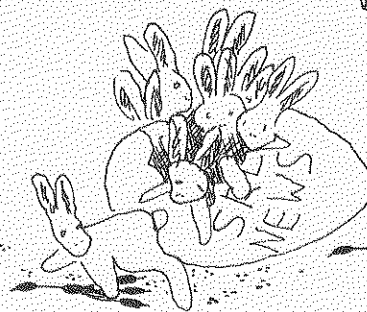
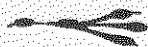


Survey Research Laboratory

Spring 1971

Newsletter



Results of South Holland Study

The Mad World of Interviewing

Interviewer Profile of Barbara Biggs

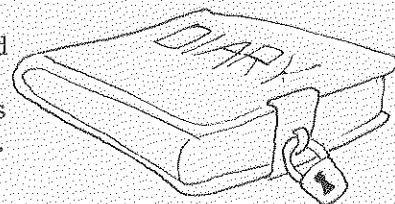
CURRENT PROJECTS

Study 084, Graduate Student Resource. The University has made clear its intention to move toward greater emphasis on upperclass and graduate education on the Urbana campus. In that the education of graduate students requires so much in the way of various resources, members of the staff of the University Office of Administrative Data Processing involved in University long-range planning recently initiated a study of the present pattern of use of University resources by graduate students in 17 departments. Such detailed information would be useful in predicting necessary additions in faculty, staff, equipment, physical space and other resources in response to expansion of graduate education by particular discipline divisions.

A sample of about 3,700 graduate students was selected from the Office of Administrative Data Processing "ten-day tape" of students. This tape provided the most complete information available on current addresses and telephone numbers of each student.

The data was collected by means of a 17-page diary which later was shortened to 11 pages.

Each week of the semester, excluding recess periods, about 400 graduate students were mailed a diary, cover letter, instructions and return envelope. Shortly after receiving these materials, each student received a telephone call encouraging participation in the study and pointing out basic points about using the diary. Further telephone stimulation and follow-up calling also proved to be necessary in cases where diaries were not returned.



The first two weeks of the study served as a pretest. As a result, the diary was shortened and appropriate changes made regarding completeness, clarity of instructions and ease of use. Also initiated as a result of the pretest was a routine "mid-week" phone call which served as a reminder to the students to complete the diary.

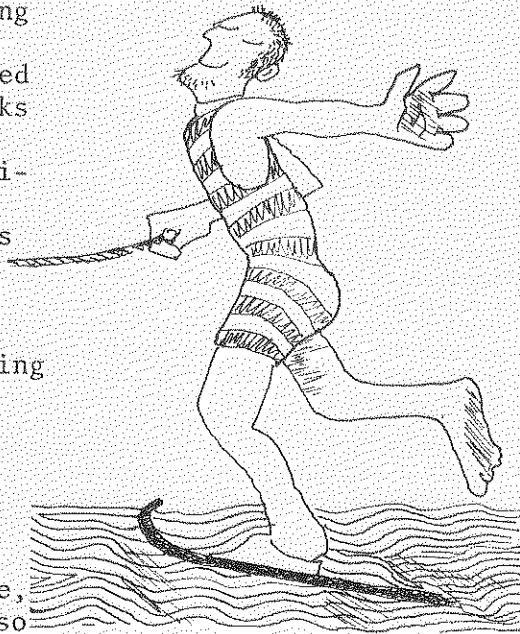
After nine weeks of mailing, a sample of 200 graduate students was chosen from the group of nonrespondents. A questionnaire was adapted from the diary which was

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administered to this sample over the telephone. The purpose of this follow-up telephone survey was to determine what peculiar characteristics, if any, the group of nonrespondents had as compared to those who participated in the mail survey. This, then, allowed for a more complete representation of the entire sample of 3,700 in the final analysis.

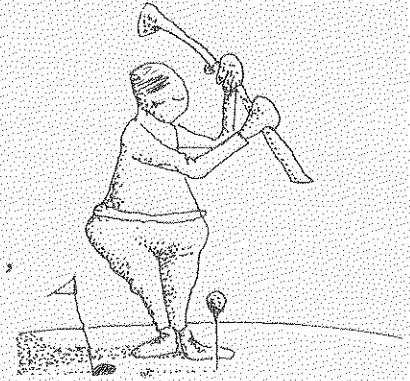
by Jutta Phillips

Study 086, Recreation Expenditures. Have you ever thought about taxes - and whether they should be increased to provide more parks and recreational facilities? This question along with others about the need for more parks and the cost of using facilities were asked in this telephone survey of middle class families living in Illinois. In order to provide the types of recreational facilities people desire, the study also asked how often and what types of activities were participated in during vacations. Jutta Phillips, who is in charge of telephone interviews in Urbana, supervised this telephone survey.



Study 088, Recreation Long Range Planning. Pollution and the environmental crisis have triggered great concern for our natural resources - their use and misuse. In order to plan for the future of recreational areas in Illinois, the Department of Recreation and Park Administration at the University of Illinois in Urbana surveyed a random sample of Illinois residents about their attitudes

toward outdoor recreational facilities. The kinds of recreational activities - water skiing, row-boating, fishing and horseback riding, for example - in which Illinois residents participate were studied. Also, respondents were asked where they thought new parks and recreational areas should be located and if they are needed. Opinions about Illinois' conservation practices, current population, and general environment were ascertained. The telephone survey was supervised by Jutta Phillips.



Study 089, Student Drug Use. Although everyone seems to have an opinion about drug usage on our college campuses, there are few facts on which to base these opinions. This lack of factual data is one of the major reasons why Dr. Leo Levy, who is with the Department of Preventive Medicine at the Medical Center in Chicago, is sponsoring this study. Dr. Levy's theory is that drug usage (from aspirin to heroin) is a sociological phenomenon peculiar to the U.S. Not only is he interested in how much pot students smoke, but also in how many nonprescription pain killers such as aspirin, decongestants and cold tablets are taken and how many prescription pain killers are being prescribed to students by doctors.

The questionnaire was administered to approximately 800 students at both the Chicago Circle and Urbana Campuses of the University of Illinois. Forty classes at each campus were selected by a random sample of undergraduate courses.



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To each of these classes a Field representative administered the 20 page questionnaire, which the students filled out in class or at home, depending upon the time the professor felt could be spent on the study. The response rate and overall cooperation of the students was amazingly good. Only in a few cases did a student refuse to fill out the anonymous questionnaire.

And, off the cuff, it appears that most students think everyone is doing it, taking drugs, that is, when in fact, everyone is not. Hopefully, the results will appear in the summer newsletter.

090, Economically Disadvantaged Young Adults. Because it uses multicolored questionnaires and is administered at the Lab in Chicago to groups of respondents, this study reminds one of a psychology test. However, the project is a fascinating study of the different meanings various concepts have to different people. What the respondent does is write down his reactions toward various words such as father, mother, policeman, social worker, hustler and teacher. For example, respondents are asked to rate white and black policemen in the following categories: (1) help, (2) go out with, (3) trust, (4) respect, (5) criticize, (6) stay away from, and (7) ask for advice. The young adults in the study are also asked what they feel they must do to get a good job, to get along with a boss, to have good friends, and to do their own thing. The results of the study hope to provide a more meaningful language for employment situations. For example, application forms will be changed so that all types of employees will be able to express themselves adequately. Field supervisor: Gloria Heinemann.

Study 092, Rural Participation and Perspectives. To discover the ways people respond to change is the overall objective of this study. The study focuses on how people who live in rural areas feel about their community's decline in size and prosperity. A theory to be tested by this study is that people who feel their social and economic status slipping become frustrated and many times blame the establishment and

its institutions for their loss. The person who is not involved in his community - doesn't vote, read the papers or listen to the news - is likely to start blaming the institutions and establishment for his problems. The theory also states that these people are highly susceptible to new leaders who voice their frustrations and that a new social movement may result.

To determine how involved the respondent is in politics, respondents are asked such questions as the following: (1) Who is the lieutenant governor of Illinois? (2) Since Governor Ogilvie took office has state aid to education in Illinois increased, decreased or remained the same? (3) Did you vote in last November's general election? and/or (4) Did you place a bumper sticker on your car in support of a political candidate or issue?

To determine how satisfied people living in rural areas are with their lives, each respondent is asked about his present job, what job he would like to see himself doing, and if he had a son, what kind of work he would like to see his son doing.

The questionnaire also asks attitudes that determine how people's actions and beliefs differ from those of the majority. According to some interviewers, respondents particularly enjoy expressing their feelings and beliefs. So we hope the study will be fun and challenging for everyone. Field supervisor: Matt Hauck, Field Director.

093, Computer Users Study. If you had a chance to see the film "2001: A Space Odyssey," you learned that the biggest computer - and one that talks, too - is located at the University of Illinois in Urbana. We trust that HAL (Illiac IV, designed by professors from the University of Illinois) is not giving anyone a hard time, but we fear that he may be overworked. To determine whether HAL is simply a compulsive complainer, or in fact is terribly bogged down by hundreds of unfinished programs, the Computer Review Committee is conducting a study on the uses and needs of computers on the Champaign/Urbana Campus. Who knows - maybe HAL will soon have a girlfriend! Project coordinator: Ed Lakner.

630, *Consumer Decision Study*. Into the field for the sixth time, this study has captured the undying loyalty of interviewers, respondents and field supervisors alike. This time, not only will we ask respondents how much they booze it up (as we have on 4 previous waves), but we'll ask about their feelings toward family planning, their expenditures for stocks and bonds and use of credit cards. Field supervisor: Vicky Wall.

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"I found 47 people who owed \$3,000 or more, 12 who owe less and one guy I owe \$5.00 to!"
 (Reprinted by permission Newspaper Enterprise Association, Inc.)

Notes from the Payroll Section

Ellen Byars

An improved Interviewer Pay Increase Plan has gone into effect at SRL. The new procedure enables us to keep better track of interviewers' hours' worked, and, consequently, pay increases will be made without delays or requests. Interviewers will receive a 10¢ per hour increase for each 200 hours worked up to 1,200 hours, at which

time additional pay increases will be determined by the Field Director (Matt Hauck in Urbana and Gloria Heinemann in Chicago). In addition to the automatic 10¢ hourly increase, interviewers may also be entitled to a bonus of 5¢ or 10¢ per hour based on their response rate, cost per interview and the quality of their work.

A running weekly total of hours worked will be kept for all studies paid by the hour. For studies paid on a per interview basis we will wait till the end of the study to determine the average hourly rate and adjust each Interviewer's records accordingly. Pay increases are not retroactive regardless of method of compensation.

We sincerely hope that our new Interviewer Pay Increase Plan will prove satisfactory to all concerned.

If you have any questions concerning this Pay Increase Plan or your rate, please feel free to write to the Payroll Clerk, Ellen Byars, in Urbana.

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INTERVIEWER PROFILE

Barbara Biggs---What a Gall!

"Widows wouldn't let my husband into their homes", explained Mrs. Barbara Biggs, of Murphysboro, Illinois, "so the people my husband was working for at the time thought it might help if I went along. I've been interviewing on my own ever since."

During these past five years or so Mrs. Biggs has not only been interviewing for Hagan Communications in New Jersey, George Washington University in our nation's capital, the University of Michigan's Institute for Social Research, the Republican National Committee, the BiCounty Health Department and SRL, but is now the Carbondale area supervisor. Currently, Mrs. Biggs, her husband and seven others have been working hard on the *Intergenerational Economic Relationships Study*,

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052. Her favorite surveys were for the BiCounty Health Dept. interviewing diabetics and their families, and SRL, interviewing people - sometimes 200 miles from her home - about their attitudes toward race, education and the facilities in their towns. (I might add that she surveyed 88 households!)

It was while working on the Omnibus Study that the following unusual but interesting incident occurred. One evening she ended up sleeping in the back of her stationwagon. What happened was that she had been driving for some time between Effingham and Zena looking for some houses which up until that time had not been surveyed. By the time the houses were found, it was too late to do any interviewing. Because the roads were torn up and the houses particularly difficult to locate, Mrs. Biggs decided not to drive back to the motel but to camp out in a nearby wheat field. Next morning she was up with the birds and interviewed her first respondent as he stepped out of his farm house at 6:45 a.m.

The Biggs family are enthusiastic campers and lovers of the outdoors. (They also like sleeping in the back of their stationwagon, which they all did for about five weeks up in Michigan.) When all four children can come along, it's even more fun. Mr. Biggs is the hunter in the family and scouts squirrel, deer, rabbit, quail and pheasants with an arrow or shotgun. Mrs. Biggs' first love is fishing. But, she told me, they have an agreement: "If he'll fish with me, I'll hunt with him."

Every state in the West has hosted their camping vacations, and Montana and Colorado were their homes at one time. Southern Illinois, however, is still the place they like best.

Coming from an artistic family, it is not unusual that Mrs. Biggs has developed skills in making fishing lures, painting (landscapes in oil) and throwing pots - she even has her own kiln.

And if this isn't enough, she has also sold life insurance and taught high school chemistry.

Her major at Southern Illinois University was home economics, which she has substitute taught at several levels.

An inquisitive outgoing gal, Mrs. Biggs is an excellent addition to anyone's organization (or campout) and certainly an outstanding member of SRL's interviewing staff.

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The Mad World of Interviewing

Remember the earthquake that rumbled through the Midwest a couple of years ago? Mrs. Farrens of East Peoria remembers it quite well because at the time she was interviewing a young married couple for the Consumer Panel Study. Mrs. Farrens had just started asking the couple about their alcohol consumption when the young male respondent, thinking that his furnace was about to explode, jumped up out of his chair and ran down to the basement.

Mrs. Phyllis Henderson has also had some threatening encounters with the weather. When interviewing in Texas one evening, she was knocking on doors in Dallas, just 25 miles away from an area hit by a tornado. A similar incident occurred in Corpus Christi, only this time the area was preparing for a hurricane. Despite these bouts with Mother Nature, Mrs. Henderson is alive and well and living in Peoria.



Working in bad and unpredictable weather can be as frustrating as locating respondents who are never home or in the home they're supposed to be in. Mrs. Brenda Beckett of Decatur relates a comical experience tracking down a respondent who

had moved next door to their original apartment. Mrs. Beckett went to the respondent's home and as she pounded on the door, the people she was looking for watched her from next door. The couple then walked out to their car and drove away. Finally, Mrs. Beckett discovered from another tenant that the respondents in question were now living next door. After several more attempts, the "moving" respondents were finally pinned down and interviewed.

Not all respondents are hard to find, at least according to Mrs. Alice Stoller of Peoria. Perhaps some members of the Consumer Panel Study feel a sense of responsibility because they are part of a special group of young newly married couples. When one of Mrs. Stoller's couples moved out of town, they called her long distance to let her know of their change of address. For the next interview, the couple met Mrs. Stoller at one of their parent's homes. And when the couple came back to Peoria, they called Mrs. Stoller to inform her of their return. That's loyalty for you.

Of course there are always respondents unfamiliar with English and American customs. Miss Barbara Seitz of Decatur and Mr. Don Kamlager of Chicago have both had unusual and fun experiences with people unfamiliar with the language and customs. Miss Seitz relates her experiences as follows: "It was 9:00 p.m. and 10° above zero. I had been interviewing all evening, and the last respondents were an American boy and his Japanese wife. I was quite cold, so when the wife asked if I would like some tea, I immediately said yes. She then went into the kitchen and brought back a big pitcher of iced tea.

"The wife spoke little English as she had been in this country only a few months. Her husband had to rephrase each question in pidgin English and use gestures to help her understand."

Mr. Kamlager had a similar experience, only this time with a German speaking woman. "The most unusual interviewing experience would probably be one that I conducted in German since the lady could speak and understand no English. It was unusual since my last experience in speaking German was in high school,

about ten years ago. It was not only unusual, but gratifying, because I successfully completed the entire interview."

(Those of you with special language skills might like to know that some survey organizations employ bilingual interviewers. The Institute for Behavioral Research at York University in Toronto, Canada, employs French, Italian, Pakistani and Chinese interviewers for work in the Toronto area.)

As many of you know from experience, crying babies and rude respondents can be a real challenge to interviewers - experienced and inexperienced interviewers alike. Miss Jeanne Lee of Decatur had quite a time one evening with a couple and their new born baby. The infant cried during the entire interview. When Mr. Robert Smith lived in Chicago and worked for SRL in that city, he found that some of his respondents would refuse and slam their doors in his face without even knowing what he was doing.

Fortunately, not everyone is unfriendly. Mrs. Joeana Blackhawk who lives in Markham, Illinois, but who works in Chicago, was most surprised by one of her respondent's trustfulness. When Mrs. Blackhawk called this particular respondent to ask her correct address, the woman was on her way to the doctors. But since the interview had previously been set up, the woman left her door unlocked so Mrs. Blackhawk could wait inside for her return. Mrs. Louise Smith of Chicago has learned one important thing while interviewing - that there are more nice people than rude people and very few nasty ones. Mrs. Alice Martin, also of Chicago, agrees. In fact, she feels most people are generally very cooperative.

Believe it or not, people have tried to impersonate SRL interviewers. Mrs. Rosaleen Schmutz was interviewing a couple in Decatur when there was a knock at the door. Two men entered saying they had come from the University of Illinois to do the Newly Wed Survey. The respondent said, "That's strange. The interviewer is here now." Both men quickly looked in, mumbled something, then ran down the stairs. Mrs. Schmutz still doesn't know what they were up to. And, more importantly, the Lab wasn't billed for their escapades.

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Mrs. Schmutz has worked on the Newly Wed Survey (Consumer Decision Panel) for several years. As time has passed, many couples have become families. Mrs. Schmutz told me the following anecdote about one of her couples: "When I asked one couple if anyone had moved in with them during the past six months, the wife said no. But the husband said - as he patted his wife's tummy - 'The answer is yes. The baby will be here in three weeks'."

The prize for the funniest interviewing experience goes to Mrs. Annette Lerner who lives in Park Forrest, Illinois. She wrote the incident on the back of a questionnaire, and I quote:

"I kept calling and asking for Mr. Obie. A male voice said Father wasn't in, so I asked when he was expected and he gave me a time. I had difficulty

finding Mr. Obie home, so I became more emphatic and said, "If your father isn't there, may I speak with your mother?" The person on the other end said there was no mother there.

So I asked to speak with his father's wife. Then the voice said Father was at a funeral and that he had a wedding that afternoon. This really sounded odd, so I asked what time his father or his mother's husband came home. Finally he said Father wasn't his father, he was a priest. I said, 'Oh my God!'"



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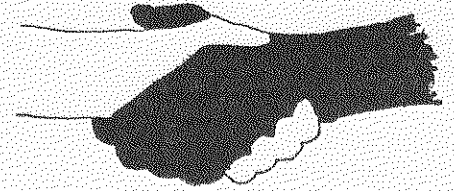
SOME RESULTS

South Holland School Integration Study

Marlene Simon

South Holland School District 151, with the assistance of the Survey Research Laboratory, has completed a study of the attitudes of the

district's residents toward the local public school system, its educational programs and policies. Most interviews were conducted by telephone; in those few cases where current telephone numbers were not available, residents were interviewed in person.



Heads of households were interviewed in 52 percent of the cases; 46 percent were wives of household heads, the remaining 2 percent were other adults in the household. Fifty-seven percent of the respondents were female; the racial composition of the sample was consistent with the racial composition of the school district -- two-thirds were white and one-third Black.

Of the 45 percent interviewed who had children of elementary school age, 70 percent sent their children to the district's public schools; 30 percent of the families sent their children to private or parochial schools. Less than 1 percent of the Black families with children of elementary school age sent their children to private or parochial schools.

On the whole, the community is not very well informed about specific educational programs in the school district -- about a third recognized names of most school programs. Considering that over half of those interviewed did not have children in school and are not likely to know about such things, it appears that those who have children of school age are fairly well informed.

Whether or not they have children in the public schools, 85 percent think that School District 151 is doing an average or better than average job in educating its students. Almost half of those interviewed feel that the district is doing a better than average job.

Only 57 percent of the respondents as a whole voted in the last school board election, but two-thirds of those with children in the district's public schools voted.

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Those between 31 and 50 years of age with at least some college education and those with higher status occupations were also more likely to have voted in that election. Race of respondent made no difference in the likelihood of voting.

Seventy-one percent of the respondents voted for at least one of the 4 requests for tax levies held in the last two years. Of the Black respondents, only 59 percent had voted. Having children in the district's public schools does not increase the likelihood of voting in these elections. However, education and occupation do slightly affect the likelihood of voting -- respondents with higher education and status occupation are more likely to vote.

Over half of the respondents feel that the defeat of tax levy requests has affected the school district's educational programs. Major reasons given for its failure were that taxes were already too high and opposition existed to the district's bussing program.

As the statistics illustrate, the bussing program is the center of controversy. Only 52 percent favor a special one year levy for educational equipment. Twenty-three percent favor a school tax levy vote for the purpose of bussing students "to achieve integration," and 41 percent favor bussing students "for cultural enrichment and special programs." (This differential view of bussing for various purposes is further illustrated by the answers to a question asking whether the respondent would be in favor of bussing his child to a special school for above average children. A little over half of those with an opinion would favor bussing their children to the special school.) A tax levy for building a middle school and creating an experimental school was as unpopular as bussing for integration.

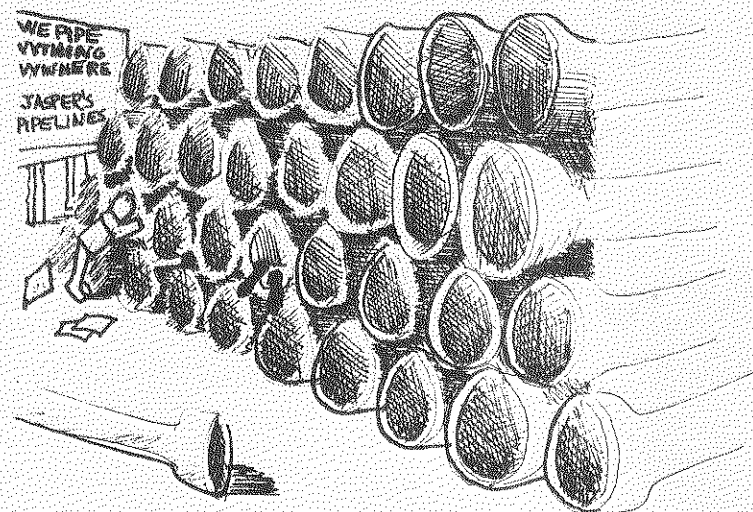
Despite the apparent objection to bussing, only 32 percent feel that bussing affects a student's ability to learn; a little less than half of those who feel students are affected feel the effect is negative. One in 10 Black respondents feel that bussing affects the students ability to

learn, and three-fourths of those feel the effect is positive.

While 64 percent feel that school desegregation is desirable, a little more than half feel that desegregation has hindered the educational program of the district. These results don't actually conflict because people who are in favor of desegregation might still feel that the educational programs have been hindered by controversy in the community and by the failure of tax levy votes. Among Black respondents answering the question, almost all (96%) felt that school desegregation is desirable.

Residents are generally in favor of using federal funds for school programs, construction, hiring more teachers, teacher in-service training and community service; however, opposition to bussing is shown in that a little less than half are in favor of using federal funds for bussing.

Generally, the community feels that the school district is spending its money well -- only 27 percent feel that money is being spent on activities or programs for which it should not be spent. Of those who do feel money is being spent unnecessarily, over half mentioned bussing as the program on which money is being spent unwisely.



Sometimes respondents are hard to find...

Cartoons by Allen Meyer

Edited by Vicky Wall