

# Survey Research

Volume 5, Number 2

May, 1973

## In This Issue . . .

	Page
Current Research . . . . .	1
Personnel Notes . . . . .	10
Research Center News	
UCLA Survey Research Center Consortium . . . . .	11
New Center for Coordination of Research on Social Indicators . . . . .	12
The NORC General Social Survey . . . . .	12
New in the Field	
Research Center at Oregon State . . . . .	13
New Laboratory at Arizona State . . . . .	13
Telephone Interviewing	
Selected Bibliography on Telephone Interviewing . . . . .	13
Excerpts from "Undergraduate Mathematics Teaching: Settings and Staff" by Patricia Collette . . . . .	14
Publications	
New Monthly Digest . . . . .	15
New SRC/Michigan Series . . . . .	15
New Publications . . . . .	16
Jobs--People . . . . .	16

## Current Research

Further information on the studies described below should be obtained from the organizations conducting the studies at the addresses given in parentheses at the beginning of each organization's listings.

### Behavioral Science Research Division Tuskegee Institute

(Tuskegee Institute, Alabama 36088)

*Divorce among Educated Black Women.* The purpose of this research for Medical Associates Incorporated is to compare two samples of educated black women--one group divorced and the other group married. The two groups will be compared with reference to a select number of social structural variables. If there is something in common among these women and it can be identified, it may be possible to help other black women avoid divorce. The study involves mail questionnaires to a sample of 100 educated black women in Detroit. Principal investigators: William Chavis, M.D., and Gladys Lyles.

### Bureau of Social Science Research Washington, D.C.

(1900 M Street, N.W., Washington, D.C. 20036)

*Methodology and Techniques for Systematic Research on the American Soldier.* This project will design and pilot-test a systematic program of research focused on "the attitudes,

values and behavior of the contemporary American soldier." It signals the Army's intent to reinstitute an in-house research operation similar to the Research Branch of World War II, which carried out numerous studies with over a half million soldiers during the war and provided the material for the four-volume series edited by Samuel A. Stouffer, *Studies in Social Psychology in World War II*, better known as *The American Soldier*.

The BSSR project, which is primarily concerned with planning a research program for the Army, is organized into three phases: (1) identification by means of a literature review and consultation with experts of the most productive overall research strategy that the Army could adopt in carrying out its research program; (2) formulation of detailed research plans, including the design and production of the necessary materials for the "first study" of the new program; and (3) implementation of a pilot study using the plans and materials designed in the previous two phases. The first study will probably be a survey of the Army, centering around attitudes toward each of the more fundamental elements in military life, such as rank, job, pay, discipline, and leadership. From there the project will move outward to analyze the variables in military experience and in prior civilian life likely to account for the observed levels of adjustment and functioning.

Project director: Shirley A. Star.

*Citizens' Attitudes toward City Services in Richmond, Virginia.* Sponsored by the National Scientific Corporation for the city government of Richmond, this is a survey of Richmond cit-

izens' perceptions of community needs and assessments of services provided by the Richmond city government. The data will be used in a comparative analysis of the costs and benefits of city programs. The project is part of a broader study of the programs' budgeting, organization, and management.

Project directors: Linda O'Neill and Albert E. Gollin.

*Information and Attitudes about Heroin and Heroin Programs among the D.C. Adult Population.* This project, supported by the Federal City Council, involves two surveys to provide data that can be used in an information program about drug use and the treatment of addicts in the Washington area. A telephone survey of the D.C. adult population asks about attitudes and information on drugs and treatment programs. A survey of 75 of the largest employers in the area, both governmental and private, explores barriers to the employment of ex-addicts.

Project director: Robert T. Bower.

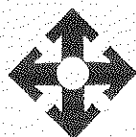
#### Division of Sociomedical Sciences Columbia University School of Public Health

(630 West 168th Street, New York, N.Y. 10032)

*Correlates of Abortion Seeking under a Permissive Law.* This three-year study for the National Institute of Child Health and Human Development began in June, 1971. The purpose is to compare early aborters, late aborters, and full termers on demographic, social, situational, attitudinal, and personality characteristics. Conducted in New York City, the study involves personal interviews with two samples of 1,750 and 763 women.

Principal investigator: Stanley Budner.

*Alcoholism among Decedents in New York City.* Nearing completion, the Division of Sociomedical Sciences is collaborating with the Office of Chief Medical Examiner, New York City, in this study sponsored by the National Institute on Alcohol Abuse and Alcoholism. Personal interviews are being conducted with informants when identifying decedents at the Medical Examiner's office. The study involves 1,000 decedents 18 years of age or older. The objectives are to analyze in detail (1) the association between alcoholism or alcohol ingestion just prior to death and violent causes of death, (2) alcoholism mortality among demographic subgroups, and (3) the underestimation of alcoholism in informant identification of



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May 1973  
Volume 5, Number 2

Editor Mary A. Spaeth

Published three or four times yearly.  
For a free subscription, write to:

Newsletter Editor  
Survey Research Laboratory  
University of Illinois  
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Urbana, Illinois 61801

decedents or post-mortem findings.  
Principal investigator: Paul W. Haberman.

**Institute for Survey Research  
Temple University**

(Seltzer Hall, 1710 N. Broad Street, Philadelphia, Pennsylvania 19121)

Completed project:

*An Evaluation of Materials for the Supplemental Security Income Program.* In this study sponsored by the American Public Welfare Association and the Social Security Administration, three alternative versions of informational pamphlets and application blanks were tested among a population of potential recipients of supplemental security income. ISR evaluated each version in terms of its ability to inform individuals of the supplemental security income program and to enable individuals to evaluate their own eligibility and actually apply for benefits. Individuals' reasons for considering themselves eligible for the income supplement, as well as their willingness actually to apply for the supplement, were also explored. Personal interviews were conducted with a national sample of 1,500 potential recipients.

Study director: Richard Vanderveer.

**Institute of Social Research  
Indiana University**

(1022 East Third Street, Bloomington, Indiana 47401)

*Key 73: The Appeal of a Religious Appeal.* This study is an evaluation of aspects of the Key 73 Project, a massive evangelical program in which virtually all denominations are involved. In a canvass in February, 650 households in "Irwin" (pseudonym for a heavily industrialized city of 27,000 in the lower Midwest) were visited by teams of two persons who (1) collected standard religious survey information, (2) stressed the idea that Bible reading was a good thing, and (3) asked whether the household wanted a paperbound copy of *Touched by the Fire*, a very modern translation of Luke and Acts. The books were then mailed to the 110 households that indicated they wanted the book. From the remaining pool, another 110 households were chosen to match the first group on denominational preference

and degree of reported Bible reading. In April, questionnaires containing a Biblical knowledge matching quiz and questions on the reasons for requesting the book were handed out to these 220 households and then picked up. The purposes were (1) to find out whether anyone actually read the book, and (2) to explore why not and the possible symbolic gesture in requesting the book. Of these questionnaires, a total of 112 have been received: 50 from receivers of the book and 62 from non-receivers. Principal investigator: Samuel A. Mueller.

**Minnesota Center for Sociological Research  
University of Minnesota**

(Room 207, 2000 South 5th Street, Minneapolis, Minnesota 55404)

*Evaluation of Amicus Volunteer Program.* The purpose of this study for Amicus, which will get under way June 1, will be to determine the significant interactions between felons (in prison) and volunteers, and to determine the role of the volunteer in the re-entry of the ex-offender into society. Personal interviews will be conducted with more than 100 respondents, both offenders and volunteers, in Stillwater Prison and the Twin Cities. Principal investigator: Brian C. Aldrich.

**National Opinion Research Center  
University of Chicago**

**New York Office**

(817 Broadway, New York, N.Y. 10003)

*National Evaluation of Follow Through.* In this continuing study, sponsored by the Stanford Research Institute for the U.S. Office of Education, Follow Through is being evaluated through interviews with parents. The overall aim of Follow Through, a series of experimental educational programs, is to develop innovative approaches for teaching disadvantaged children that will help sustain the thrust provided by Head Start. In the Fall 1972 Parent Interview, "entry" interviews were conducted with parents of children in entering grades. The 3,949 completed cases included parents of children in Follow Through classes and also parents of children in comparison schools. The interviews were conducted in New York, Philadelphia, and six other locations

across the country where Follow Through projects exist. The Spring 1973 Parent Interview involves parents of children in the third grade who were also interviewed when the children entered school. This is an "exit" interview since Follow Through ends at the third grade. Parents of both Follow Through and non-Follow Through children are included in the personal interviewing, which involves a sample of 3,000 parents in 25 locations throughout the country where Follow Through programs exist.

Principal investigator: Richard A. Marciano.

*Experimental Housing Allowance Program.* NORC is undertaking the field work for this study, which is scheduled to run through March, 1976. Sponsored by Abt Associates for the U.S. Department of Housing and Urban Development, a large screening process in two locations is involved to select families eligible for the experiment. Participants will then be interviewed at length to obtain baseline data prior to enrolling in the program, and reinterviewed periodically over the course of the total experiment--about two years. The screening phase involves personal interviews with 25,000 persons in each location, with the baseline personal interviews to be conducted with 3,250 in each location.

Principal investigator: Walter Stellwagen.

Completed project:

*Women's Role in American Society.* The purpose of this study for the Institute of Human Reproduction, Columbia University College of Physicians and Surgeons, was to study mothers of young children regarding their perception of the wife-and-mother role and/or the student-and-career woman role as it related to the birth of their first child. Question areas were quite broad and included attitudes toward pregnancy, contraceptives, careers, and women working. Personal interviews were conducted in New York City with 400 mothers drawn from the NYC birth certificates of their first born. The sample was divided into three cohorts, with the babies having been born in 1970, 1971, and 1972.

Principal investigator: Harriet Presser.

**Pennsylvania Field Research Laboratory  
Pennsylvania State University**

(S-211 Human Development Bldg., University Park, Pennsylvania 16802)

*Community Dynamics Study.* The longitudinal "Happiness Study" begun last year in five cen-

tral Pennsylvania counties is in its second round. Sponsored by the College of Human Development at Penn State, the aim is to develop a set of social indicators that will be used with other variables in assessing the balance of positive and negative forces in a social system model. The social indicators will be based, in part, on reports of life satisfaction from different segments of the population. The second survey involving personal interviews with 800 households randomly chosen by a multistage area probability cluster sample is in process to study changes in reports of life satisfaction as a result of social, economic, and environmental changes.

Principal investigator: R. Richard Ritti.

*Evaluation of the United Services Agency, Luzerne-Wyoming Counties of Pennsylvania.* This evaluation study for the Pennsylvania Department of Public Welfare is being made to determine the effectiveness of an integrated social service delivery organization. Data are being collected that describe consumer attitudes toward social services and the nature of the need of services in Luzerne and Wyoming Counties. A systematic area probability sample of 2,500 households and a special simple random sample of 500 selected welfare recipients are being personally interviewed. These interviews will take place in both the organization and a "control" county. The information collected will serve as a data base for assessing changes in attitudes and social service needs and in assessing community impact.

Principal investigators: Joe A. Miller and R. Richard Ritti.

**Public Opinion Center  
Dayton, Ohio**

(418 Third National Bldg., 32 N. Main Street, Dayton, Ohio 45402)

*Regional Cooperation Survey Series.* This series of surveys, sponsored by the Public Opinion Center (Kettering Foundation) and the Miami Valley Regional Planning Commission, will be conducted over a two-year period in a five-county Ohio region. The purposes are (1) to learn about public awareness of and attitudes toward regional cooperation and urban development issues, and (2) to inform community decision makers, public officials, and the general public of the survey results. Four groups of people are being interviewed. The first two groups are composed of delegates to the MVRPC and elected and appointed officials in the five-county region served by the MVRPC, who

will all be interviewed in person. The third group will include the general public in the five-county region and will involve 800 telephone interviews and 300 personal interviews (to ensure that inner-city people without telephones will be adequately represented in the sample). The fourth group contains the general public in the two most-urbanized counties. These surveys will provide a comparative study of knowledge and attitudes toward regional cooperation and may help to gauge the meaning and effectiveness of the newly established uniform substate districts and regions for state services in Ohio.  
Principal investigator: Michael S. Lenrow.

**Public Opinion Survey Unit  
University of Missouri/Columbia**

(211 Swallow Hall, Columbia, Missouri 65201)

*Missouri Alumnus Magazine Readership Survey.* Conducted for the Missouri Alumnus Magazine, University of Missouri, this study was designed to measure reader interest in and perception of the magazine. In the first phase of the study, 600 subscribers throughout the continental U.S. were sent mail questionnaires concerning whether they had read the most recent issue of the magazine, and if so, how interesting they found specific articles. In addition, standard demographic information was obtained. A sample of nonrespondents was interviewed by telephone. In a follow-up survey, a sample of 150 respondents to the first survey are being interviewed by telephone to see if the level of interest and readership fluctuates from issue to issue.  
Principal investigators: Steve Shinn and Susan Elder.

*Analysis of Data on Children in Group Homes.* In this study for the Missouri Law Enforcement Assistance Council, data will be collected on the approximately 800 children who are placed in any of the 32 group homes and subsidized foster homes throughout Missouri during a one-year period. These homes provide residential care for delinquent children. This study will provide aggregate data on such things as number of children admitted for care and number of child-care days provided to the children while in the home, as well as services needed but not available, degree of behavioral difficulty of children while in these homes, and child's destination upon release. This information will be collected by means of a form filled out by the person responsible for each

child's placement in and release from a group home.  
Principal investigators: Mary Schaffer and Bonnie Daniels.

**Research Triangle Institute  
North Carolina**

(P.O. Box 12194, Research Triangle Park, N.C. 27709)

*Family Labor Supply and Income Survey.* Sponsored by North Carolina State University and the U.S. Department of Labor, this survey is part of a research program concerned with estimating the effects that an anticipated near-term, widespread mechanization of tobacco harvesting will have on labor supplies and labor incomes in tobacco-growing regions. To develop the primary data required, RTI is conducting interviews with families residing in intensive tobacco-producing areas of eastern North Carolina. The sample design is expected to yield 1,100 completed household interviews.

*Women's Labor Force Participation and Fertility.* Funded by the Center for Population Research, National Institute of Child Health and Human Development, this pilot survey is being conducted in Raleigh, Durham, and Charlotte, North Carolina. Using a quota sampling procedure, the survey will screen approximately 6,000 households in order to find women first married between 1962 and 1964 who are still married and not separated from their husbands. Approximately 400 such women will then be interviewed to ascertain work experience, fertility histories, family attitudes, family economic conditions, and other aspects of family life that past investigations have suggested might explain linkages between women's work experience and their fertility behavior.  
Principal investigator: Karen Oppenheim Mason.

**Survey Research Center  
Brigham Young University**

(211 Jacobs House, Provo, Utah 84601)

*Health Provider Study.* The purpose of this survey for the Intermountain Regional Medical Program is to assess medical utilization, needs, and improvement of medical care as seen by medical health providers in the state of

Utah. Personal interviews are being conducted with 500 respondents in four multi-county districts of Utah.

Principal investigators: Robert J. Parsons, Evan T. Peterson, and N. Dale Wright.

#### Completed projects:

*Utah State Board of Education.* Conducted for the Northeastern Utah Service Center, Heber City, from December 1, 1972, to March 15, 1973, this study assessed the attitudes of teachers, students, and community leaders regarding the role of the teacher in rural communities. Personal interviews were conducted with 500 respondents in rural school districts in Utah. Principal investigators: Robert J. Parsons and Edward W. Hoppe.

*Health Center Evaluation.* This was a survey conducted in February-April, 1973, for the Health Services Corporation of the Church of Jesus Christ of Latter-day Saints to determine the health needs of students at Brigham Young University. Personal interviews were conducted with 75 respondents on the BYU campus. Principal investigators: Robert J. Parsons, Evan T. Peterson, and N. Dale Wright.

#### Survey Research Center University of California at Los Angeles

(Los Angeles, California 90024)

*Imperial County Health Utilization Survey.* This project, funded by the Migrant Health Branch of Community Health Services, DHEW, is being conducted for the Comprehensive Health Planning Association of Imperial County. The focus of the survey is the population of Imperial County, California, with special emphasis on the migrant worker and his family. Project coordinator: Douglas Scott.

*Mental Health Intervention in a Major Disaster.* The purpose of this study is to ascertain the effects of the Los Angeles earthquake of 1971 on children and their parents residing in San Fernando Valley. The results of this research will help agencies to plan more effectively for services for children in future disasters. The sample consists of families who brought their children to the San Fernando Valley Child Guidance Clinic immediately after the earthquake, with a control group of families with children living in the same area who did

not use the Clinic. Funded by the National Institute of Mental Health, the Principal Investigator of the study is Stephen J. Howard, Director of Clinical Services at the Clinic. Project coordinator: Gerald Berman.

*Environmental Noise and Human Response.* This is a pilot study to examine community noise and annoyance levels and to study psychological reactions to these factors. In addition to collecting substantive data, the survey is also designed to assess the feasibility of creating a system for gathering national baseline data on community noise levels. The Principal Investigators are Louis Elred, Louis Sutherland, and Marcia Braden of Wyle Laboratories and the study is funded by the Department of Transportation. Project coordinator: Mary Hruby.

#### Survey Research Center University of Michigan

(Institute for Social Research, University of Michigan, Ann Arbor, Michigan 48106)

#### Completed projects:

*Consumer Durables and Installment Debt: A Study of American Households.* This monograph by Gary Hendricks and Kenwood C. Youmans, with Janet Keller, summarizes the findings of a four-year panel study of installment debt and durable goods purchases. Supported by a grant from The Ford Foundation, the study involved interviews four times with a nationwide panel of 1,400 households at annual intervals between 1966 and 1970. The study examined changes over these years in people's behavior with respect to buying on credit and acquisition of durable goods, as well as changes in income and assets.

*Survey of High School Objectives.* Conducted as part of the Youth in Transition project, this survey measured the reactions of a nationwide sample of 1,600 male high school seniors and 2,200 teachers. Each group was asked to rate a list of 14 possible goals, first on how much each was *actually* being emphasized in the schools, and second on how much each *should* be emphasized. The teachers and students expressed agreement not only on the need for change in the objectives of high schools, but on the nature of the changes. Thus, they felt that school administrators tend to put the most stress on athletics and traditional

academic achievement but that athletics should be dropped to last on the list of priorities, with "increasing students' motivation and desire to learn" moved to the top of the list. Study director: Lloyd Johnston.

**Survey Research Center  
State University of New York at Buffalo**

(4230 Ridge Lea Road, Amherst, N.Y. 14226)

*Evaluation--Consortium for Allied Health.* This study is an evaluation of the Consortium for Allied Health (CAH), which is attempting to encourage students desiring careers in allied health fields. The evaluation study focuses on five target populations: the CAH core staff, students in a selected Buffalo high school, post-high school students in each of the Consortium's seven member institutions, counselors at each Consortium unit, and selected personnel in various local community organizations that work with or are in the same field as the CAH. The study involves a mixture of interviews, questionnaires, direct observations, and information from records. The purpose is to obtain comprehensive information about the program for making policy and planning judgments about its future operations. Project director: Raymond G. Hunt.

**Survey Research Centre  
York University**

(Administrative Studies Bldg., 4700 Keele Street, Downsview, Ontario, Canada M3J 1P3)

*Attitudes and Behavior of Members of Non-Official Language Groups.* The purpose of this study for the Canadian Secretary of State is to gather information about ten different ethnic groups for a cultural development program. Personal interviews are being conducted in Vancouver, Edmonton, Winnipeg, Toronto, and Montreal using a sample of 25,000 selected addresses to yield 2,500 completed interviews. Principal investigator: Dr. K. O'Bryan.

*Urban Environment Study.* Conducted for the Canadian Ministry of State for Urban Affairs, the purpose of this study is to investigate the social and physiological consequences of crowded neighborhoods and crowded living conditions. From approximately 9,600 selected

addresses in Toronto, personal interviews will be completed with both parents in 800 families, half of whom live in "crowded" conditions and half of whom live in uncrowded conditions. Principal investigator: Dr. Booth.

*Attitudes toward Local Government in Newfoundland.* The purpose of this study for the Royal Commission on Municipal Government in Newfoundland and Labrador is to gather information from a probability sample of adults on their attitudes toward local government and the problems and issues involved. From 1,700 names and addresses selected from voters' lists, personal interviews will be completed with approximately 1,350 adults in Newfoundland. Principal investigator: Dr. M. Graesser.

*Survey of Ontario Grade 12 Students.* Using self-administered questionnaires, the educational and occupational aspirations of Grade 12 students are being surveyed in this study for the Ontario Ministry of College and Universities. The sample involves approximately 2,500 students selected from 95 secondary schools in Ontario. Principal investigator: Dr. P. Anisef.

**Survey Research Laboratory  
Arizona State University**

(Department of Sociology, Tempe, Arizona 85281)

*Student Opinion Surveys.* The purposes of this series of student surveys at Arizona State University are (1) to provide training, (2) to obtain attitudinal information on University-related topics, and (3) to carry out a long-term study of changing and developing campus attitudes. The special focus of the Fall, 1972, survey was on student advisement processes, while the Spring, 1973, survey focuses on student activism. Both studies involved telephone interviews and mail questionnaires, with a sample of 200 Arizona State University students for the first survey and 400 students for the second survey.

On one study, the sample was divided into four subsets with varying data-collection methods: (1) telephone interviews, (2) mail questionnaires sent first class mail, and (3) and (4) mail questionnaires sent bulk mail and receiving identical treatment. Preliminary data on the returns, with follow-up efforts used, show the following approximate response rates:

Subset	Response Rate
1	84%
2	70
3	65
4	55

Principal investigators: Fall, 1972--Morris Axelrod and Leonard Gorden; Spring, 1973--Morris Axelrod and James C.M. Johnson.

Survey Research Laboratory  
University of Illinois

at Urbana-Champaign

(414 David Kinley Hall, Urbana, Illinois 61801)

*Service Access System Evaluation.* The purpose of this study for the Department of Urban Planning, University of Illinois at Urbana-Champaign, is to evaluate a pilot project of the Illinois Institute for Social Policy. The Service Access System (SAS) was set up as a referral agency to help direct those in need of assistance to the right agency. The study seeks to compare the experiences of those who went initially to SAS. Telephone interviews will be conducted with about 400 persons in the Peoria area who have used the services of SAS and/or a social agency.  
Project coordinator: Matilda Frankel.

*Paper Users Methodology.* Conducted for Professor Jagdish Sheth of the University of Illinois' Department of Business Administration, this is a pilot study to determine if information on the grades and quantity of paper used can be obtained from printing facilities over the phone using interviewers with no technical paper background. The study involves telephone interviews completed with 40 public and private printing facilities nationwide.  
Project coordinator: Mathew Hauck.

at Chicago Circle

(4075 Behavioral Sciences Bldg., Chicago, Illinois 60680)

*Chicago Orleans Housing.* This study is being conducted for Chicago Orleans Housing, a non-profit group organized by five churches in the Chicago Orleans neighborhood on the Near North Side of Chicago. The purpose of the study is to determine the housing needs and preferences

of residents and church members in the neighborhood. The results will help in the planning of a low- and moderate-income housing development. Self-administered questionnaires will be distributed to about 500 persons in churches and community groups in the neighborhood.  
Project coordinator: Jeanne Sigler.

*Survey of Business Administration Alumni.* The purpose of this study for the College of Business Administration, University of Illinois at Chicago Circle, is to determine to what extent the objectives of the College are being met, as well as whether these objectives and the training the students receive is relevant to their future careers. Mail questionnaires will be sent to 1,600 alumni of the College throughout the country.  
Project coordinator: Jeanne Sigler.

*Civil Legal Aid and Social Services.* This study for the Chicago Volunteer Legal Services Foundation involves an evaluation of Project WALK (a Work and Learning Key), which is a demonstration work-day release program for inmates confined in the Cook County Department of Corrections. The objective of the evaluation is twofold: to ascertain how effectively Project WALK is accomplishing its goals and to seek ways of improving the program. A systematic assessment of the success of the program will be carried out from the vantage point of those enrolled in it, project staff, and others. Attitudes about the project's effectiveness will be elicited from the critical actors in the work release and counseling context: a sample of the clients, staff, institutional personnel, state's attorney's office, and public defender. The evaluation, which will include both interviews and a records analysis, is being conducted jointly by SRL and Professor James Carey, Departments of Sociology and Criminal Justice.  
Project coordinator: Ronald Czaja.

Completed projects:

*Parents' Attitudes on Desegregation of Elementary Schools.* This study of the attitudes of parents in Park Forest (Illinois) School District 163 toward the school system, its programs and policies was commissioned by the Board of Education Subcommittee on Communications and Public Relations. The focus of the study was on parental reaction to the introduction of busing in the District and to the reorganization of the schools into primary and intermediate units. Other areas of interest were school-parent communications, the curriculum, and the school lunch program.



Telephone interviews were conducted with 252 parents of randomly selected children in grades 1-6 in seven elementary schools in the District. Mothers were the designated respondents but fathers were eligible respondents in cases where the mother was not in the home. Interviews were completed with all 252 parents actually contacted, an unusual 100-percent response rate. In general, the survey showed that parents are satisfied with the schools and the quality of education they are providing. There was a high degree of favorable acceptance for the District in its first year of desegregation, wide-scale busing, and a reorganized grade system.

Project coordinator: Jeanne Sigler.

*Recreation Facilities Survey.* SRL conducted the field work on this study for the Chancellor's Ad Hoc Committee on Recreation Facilities, Medical Center Campus of the University of Illinois in Chicago. The purpose was to determine interest in and need for recreation facilities on the Medical Center Campus. Attitudes of Medical Center faculty, staff, and students were surveyed, with mail questionnaires sent to 1,197 faculty and staff, 889 nonresident students, and 589 resident students.

Project coordinator: Gloria Heinemann.

### Survey Research Program

#### Boston

(100 Arlington Street, Boston, Massachusetts 02116)

*Subsidized Housing Study.* Sponsored by the Boston Urban Observatory, the purpose of this study is to measure the attitudes of tenants of subsidized housing as a basis for assessing management and project characteristics associated with tenant satisfaction. The study involves personal interviews with 280 respondents in the city of Boston. This is part of a larger study of the causes and consequences of fiscal difficulty among subsidized housing developments.

Principal investigator: Vince O'Donnell.

*Vermont Health Utilization Study.* The purpose of this study for Vermont Health Systems, Inc., is to provide estimates of need and use of health services in Vermont, with particular focus on regional variations in patterns of utilization. The research is required as part of the funding of experimental health programs

by the National Center for Health Service Research and Development. Personal and telephone interviews are being conducted with 2,500 respondents in the state of Vermont. Principal investigator: Floyd J. Fowler, Jr.

*Somerville Transportation Needs Study.* Sponsored by the Massachusetts Bay Transportation Authority, the objective of this study is to identify the patterns of need and use of existing public transit resources as a basis for planning transit changes to meet the needs of the residents of Somerville better. The study involves personal and telephone interviews with 800 residents of Somerville, a suburb of Boston.

Principal investigator: Floyd J. Fowler, Jr.

### Wisconsin Survey Research Laboratory University of Wisconsin

(Lowell Hall, 610 Langdon Street, Madison, Wisconsin 53706)

*Occupational Changes in a Generation for Wisconsin.* This survey in Wisconsin is part of a parallel national survey being carried out in conjunction with the March 1973 Current Population Survey by the U.S. Bureau of the Census. The project is supported by a grant of over \$1 million to the University of Wisconsin from the National Science Foundation. The overall purpose is to obtain data on opportunity in today's society as compared to conditions over a decade ago. The entire survey is a replication and extension of Blau and Duncan's 1962 "Occupational Changes in a Generation" (OCG) survey. In the national segment of OCG-II, data are being collected from males 20-64 years old in over 50,000 households in the U.S. so that an accurate representation of opportunities in today's society can be made for people in different circumstances and from different backgrounds.

The state survey involves telephone interviews with 1,200 white males in the 20-64 age range throughout Wisconsin and personal interviews with 800 black males in the same age range in Milwaukee. The interviews average about 50 minutes in length. Among the purposes of the Wisconsin survey are (1) to obtain information detailed enough to allow state analyses, (2) to make possible state-national comparisons by replicating items from the national OCG-II, and (3) to obtain data on items that are normally not asked in the Census Bureau surveys,

such as family background, religious preference, public opinion, verbal ability, and social-psychological measures. This information is vital to understanding how people's careers get started, whether and how much factors in a person's background help or handicap employment and earnings, and to what extent voting and civic opinions reflect experiences of education and labor-force attachments. Principal investigators: David Featherman, Rural Sociology, and Robert Hauser, Sociology.

#### Completed projects:

*Adult Education Survey.* The purpose of this survey was to gather information that would help the University of Wisconsin System be more responsive to the needs and interests of adults for college courses and for workshops and other less formal means of utilizing college disciplines. The survey probed for content areas that adults want to learn about regardless of means, the extent of interest in taking college-type courses, the nature of past college experiences, and things that adults see as barriers to taking college course work. Telephone interviews were conducted with 900 respondents in Racine, Kenosha, Walworth, and Waukesha Counties.

Project director: Sara Steele, University of Wisconsin Extension.

*Attitudes toward Law: A Madison Study.* Financed by a grant from the National Science Foundation, this was a study of the way people think about the law and the factors that influence their thinking. The data are being used in a Ph.D. dissertation, which will attempt to determine whether and why people feel obligated to obey the law and if that feeling influences judgments as to whether specific laws should or should not be enforced in hypothetical situations. Personal interviews were completed with 240 respondents in Madison.

Principal investigator: Austin Sarat, Political Science.

Project director: Joel B. Grossman, Political Science.

*Inner City (Milwaukee) Recreation Demand Study.* This study, conducted for the Recreation Resources Center, University of Wisconsin, dealt with the recreational demands of residents in a defined inner-core area of Milwaukee. Personal interviews were completed with 400 households in the area. Of concern were the residents' present recreation interests, what facilities are now available, what desires the residents have for additional facilities and what types, and how both public and private

resources are now being utilized to accommodate the residents' present interests. Project director: Rudolph Christiansen, Recreation Resources.

*Two Rivers Power Plant Study.* This survey in Manitowoc County, Wisconsin, was designed to find out what types of information citizens have had available to them concerning nuclear power plants and their opinions on the location of these plants. It was the second phase of a larger study funded by the Sea Grants Program, which is sponsored by the National Oceanic and Atmospheric Administration. In March, 210 personal interviews were completed in the Manitowoc-Two Rivers area with community leaders and residents who live in the immediate area of the Two Rivers nuclear power plant or who sold property where the nuclear plant is now located.

Project directors: John Ross, Agricultural Journalism, and Marjorie Beaulieu, Environmental Studies.

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## Personnel Notes

*George Hay Brown*, Director of the Bureau of the Census since September, 1969, returned to private life in January, 1973. Associate Director for Demographic Fields, *Conrad Tauber*, who had been with the Bureau as Assistant and Associate Director since 1951, retired from the Federal service in January. Also retiring in January was *Walter Ryan*, Associate Director for Economic Fields, after 30 years of service in the statistical field.

*Vincent P. Barabba* was nominated by President Nixon on April 13, 1973, to be the new Director of the Bureau of the Census. Since May 1 he has been serving as Acting Director pending the Senate's confirmation of his nomination. He was formerly Chairman of the Board of Decision Making Information, Inc., a California marketing and research firm. He is a pioneer in the advanced technical application of computers to analyze population data in marketing and other types of surveys.

*Edward D. Fallor* has been appointed Administrator of the Social and Economic Statistics Administration (SESA). Since January, 1971, he has been Staff Associate to the Director of

the U.S. Bureau of Mines and Chief, Office of Assessments and Compliance Assistance.

*Mrs. Eva E. Jacobs*, formerly an economist in the Division of Economic Growth, has been appointed Chief, Division of Living Conditions Studies, Office of Prices and Living Conditions, Bureau of Labor Statistics.

At the UCLA Survey Research Center, *Leo G. Reeder* has returned from his sabbatical and has resumed his duties as Director. *D. Michael Walton*, formerly Chief of Operations at the Center, has assumed the duties of Special Assistant to the Director for Planning and Development. New on the staff of the Center is *James Taylor*, who is Program Director, Organizational Behavior Program. Dr. Taylor is also an Assistant Professor in the Graduate School of Management and came to UCLA from the University of Michigan, where he was associated with the Center for Research on Utilization of Scientific Knowledge (CRUSK), Institute for Social Research. Another new staff member is *Ted Bartell*, Assistant Director and Head of the Sampling Section. He also comes from the University of Michigan, where he was on the staff of its Survey Research Center. *Eve Fielder* has joined the staff as Head of the Service Bureau. She was formerly a project supervisor for the largest private marketing research company on the West Coast. *Deborah Hensler*, who has been Head of the Community Analysis Program, is leaving the Center to join the staff of the RAND Corporation

*Daniel G. Horvitz* has left the Research Triangle Institute to become Professor of Biostatistics at the University of North Carolina. He had been at RTI for 10 1/2 years and was the first director of RTI's Center for Population Research and Services after previously serving as Deputy Director of the Statistics Research Division and Head of the Sampling Section.

*Joel S. Rose*, formerly Chief of Operations, has been appointed Associate Director at the Survey Research Center, State University of New York at Buffalo.

*Shirley A. Star* had joined the staff of the Bureau of Social Science Research as Research Associate. She was a member of the original Army Research Branch and is directing BSSR's new American Soldier project (see p. 1). Since 1960 she has been an independent research consultant, and before joining the BSSR staff,

she was a visiting professor in the Department of Sociology at the University of California in Berkeley.

*Richard Vanderveen*, an industrial psychologist, joined the staff of the Institute for Survey Research, Temple University, in January as a Study Director.

*Richard B. Warnecke* has been appointed Associate Director and Research Associate Professor at the Survey Research Laboratory, University of Illinois at Chicago Circle, effective next January 1. He will head the SRL office at the Chicago Circle Campus and will also be an Associate Professor in the Department of Sociology. He is currently an Assistant Professor in the Department of Sociology at the State University of New York at Buffalo.

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## Research Center News

### UCLA Survey Research Center Consortium

The Survey Research Center of the University of California at Los Angeles has been giving considerable attention to the development of a consortium or network of university-based research centers. The objectives are (1) to help members of such a network enhance the probability of obtaining research dealing with multi-area or multi-regional studies, (2) to undertake special studies within the geographical area of the network, (3) to work toward standardization of quality survey procedures, and (4) to work toward the standardization of the wording of several items (i.e., background data) used in most surveys.

The aim of such a consortium is to fill the need for studies that require concentration in given areas or regions of the country and that often require special samples. It is not intended to compete with centers such as Chicago's NORC or Michigan's Survey Research Center with their national probability sample surveys.

Membership in such a network would require that a staff of qualified researchers be readily available to direct the assigned portion of a survey and that a staff of qualified interviewers be readily available to conduct social surveys of high academic quality.

Interested organizations and individuals who have not already received material on the consortium are asked to contact D. Michael Walton, Planning and Development, Survey Research Center, University of California, Los Angeles, California 90024.

## New Center for Coordination of Research on Social Indicators

The Center for Coordination of Research on Social Indicators has recently been established by the Social Science Research Council, under a grant from the Division of Social Sciences, National Science Foundation.

The Center's purpose is to enhance the contribution of social science research to the development of a broad range of indicators of social change, in response to current and anticipated demands from both research and policy communities. The Center's focus is on future research on social indicators. Its role will be to stimulate, facilitate, and guide research, by providing a locus and source of information on research under way, and by encouraging communications among researchers and between researchers and the broad constituency that has need for what they produce. Through a newsletter, conferences, and other means, the Center will seek to encourage the application of the best social science methods to the problems of social indicator development.

Communications regarding the Center may be directed to Robert Parke, SSRC Center for Social Indicators, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036.

## The NORC General Social Survey

Now in its second year, the NORC General Social Survey is both a data diffusion project and a program of social indicator research. The data come from interviews administered annually to NORC national samples, using a standard questionnaire with identical items repeated each year. Social scientists, students, or anyone else may obtain copies of the data at cost immediately upon completion of the field work and data preparation. The two basic purposes are to generate data trends (and constants) in social characteristics and opinions and to make fresh, interesting, high-quality

data available to social scientists and students who are not affiliated with large research centers. The data can be used in various kinds of analyses for research purposes and in class work.

The first General Social Survey went into the field in late February, 1972, and the data are available now. The second survey was fielded in March, 1973, with the data scheduled for delivery by July 1, 1973.

The sample is a national cross section of adults, 18 years of age and older, and included 1,613 cases in 1972 and 1,500 cases or more in 1973. The sampling plan is multistage probability down to the segment level with quotas applied at the final stage.

The content of the surveys is deliberately eclectic. NORC's aim is to cover the mainstream interests of sociologists, with special attention given to topics that are relevant to substantive courses. The 1972 questionnaire included approximately 100 items and averaged 40 minutes in interview time. The 1973 questionnaire was expanded by approximately 50 percent. At present the questionnaires contain 88 permanent items to appear each year and 63 rotating items to appear two years out of three. The vast majority of the items are taken from previous national surveys and repeated with no changes in wording.

Distribution of the data sets is handled by the Roper Center but users do not have to belong to the Roper Center in order to acquire the data. The 1972 survey costs \$50.00, plus postage, and the 1973 survey will probably cost between \$75.00 and \$100.00 because of its expansion. For the base price, the data cards, one codebook with marginal frequencies, and a detailed description of the study can be purchased. All materials are in the public domain, and users are free to publish research based on these data.

The 1972 survey was supported by the Russell Sage Foundation and the National Science Foundation, and NSF is providing support for the 1973 and subsequent surveys. The NORC project directors for the surveys are James A. Davis and Kathleen Schwartzman.

For information regarding data purchase, write to the Roper Public Opinion Research Center, Williams College, Williamstown, Massachusetts 01267. For information on item content, coding, and other matters, write the National Opinion Research Center, 6030 S. Ellis Avenue, Chicago, Illinois 60637.

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## New in the Field

### Research Center at Oregon State

The Survey Research Center at Oregon State University, Corvallis, is to be formally established as of July 1, 1973, but is already in operation conducting several surveys. The Center will operate both as a research service agency to assist or conduct surveys for others and as a research unit conducting research in its own right. Service will range from advice only to full responsibility for all aspects of a project. Most of the surveys are anticipated to be on human populations, although some projects will involve surveys of other biological populations, including both plants and animals, and of land areas.

Projects already under way include surveys of angler effort in Oregon and of the use of statistical reports by Oregon school districts. The Center is expected to be regional in nature, working mostly on projects in the Pacific Northwest.

Director of the new Center will be Lyle D. Calvin, Chairman of the Department of Statistics at Oregon State. Other Center staff will include G. David Faulkenberry, Robert G. Mason, and Charles L. Holtz.

### New Laboratory at Arizona State

A Survey Research Laboratory is being set up in the Department of Sociology at Arizona State University, Tempe, by Morris Axelrod, Professor of Sociology at Arizona State and formerly Director of the Survey Research Program of the Joint Center for Urban Studies of M.I.T. and Harvard.

The new Laboratory plans to conduct two parallel annual series of surveys: one of the University community and one of the Phoenix SMSA. Each will be coordinated with a training practicum--the first at an introductory level mainly for undergraduates and the second at a more advanced level primarily for graduate students. To date two Student Opinion Surveys have been conducted (see p. 7).

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## Telephone Interviewing

Due to lack of space, not all the material gathered on telephone interviewing could be included in the January issue of *Survey Research*. Therefore, the following is a continuation of that material.

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Excerpts from

## Undergraduate Mathematics Teaching: Settings and Staff

Patricia Collette\*

(Editor's note: In the early 1960s, the National Opinion Research Center conducted a study of the Mathematical Environment in Undergraduate Institutions, sponsored by the Mathematical Association of America. In one phase of the data collection, long-distance telephone interviewing was used. Patricia Collette, who was study director for the study, says that they "found it a very efficient way to carry out interviews with a sample of busy professional people, scattered all over the country, during what can be a difficult time

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of year for interviewing--December and January." The following are excerpts from her report on the study [NORC Report No. 94].)

Phase 2, conducted in December, 1961, and January, 1962, consisted of interviews . . . with individuals identified in Phase 1 as mathematics department heads or as officials responsible for the administration of mathematics instruction. Detailed data were gathered on a number of topics, including departmental program, facilities available to the department, teaching load and other conditions of work, evaluations of professional and non-professional staffs and of students, and problems of staffing. . . .

Because many of the schools in the sample were too distant from any member of the NORC field staff to permit in-person interviews, it was necessary to employ two different procedures. Interviews with department heads in schools within approximately 40 miles of a staff interviewer were conducted face-to-face; interviews in schools at greater distances were conducted by means of long-distance telephone calls.

Shortly before the interviewing phase began, each chairman or department spokesman was sent a copy of the questionnaire to be used and covering letters outlining the purpose of the study and the interviewing procedure to be followed in his case. Departmental spokesmen scheduled for interview over the telephone were asked to indicate on a postcard to be returned the most convenient time for them for the interview. Appointments for face-to-face interviews also were arranged beforehand.

Almost all interviews were completed in one personal visit or one telephone call. . . . Three-quarters of the interviews were conducted by means of long-distance telephone calls, one-fifth were face-to-face, and the remainder were carried out by means of a combination of techniques.

Having the questionnaire in advance of the interview facilitated the process by permitting the respondent to familiarize himself with the questions and to determine answers in areas in which he was uncertain or uninformed, and enhanced communications between respondent and interviewer. As a result of this, interviews were smoothly and expeditiously completed. Interviews conducted by means of long-distance telephone calls averaged just short of an hour in length; face-to-face-interviews, with greater likelihood of interruptions, averaged about one and one-half hours.

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## Publications

### New Monthly Digest

Starting in February, 1973, the Roper Public Opinion Research Center began publishing *Current Opinion: A Monthly Digest of the Public's Views on Contemporary Issues*, which contains the results of recent surveys conducted by leading opinion research organizations in the U.S. and abroad.

Each issue contains factual reports plus statistical breakdowns on the public's views on a wide range of topics. The first issues have included articles on interracial and interfaith marriages, inflation, abortion, attitudes toward labor unions, and support for the death penalty. Future issues will include data on such topics as race relations, government spending, family planning, taxes, buying habits, and national health care.

Besides various organizations in the U.S. such as The Harris Survey, The Gallup Poll, The Roper Organization, and The California Poll, research groups in 66 other countries are contributors to the monthly reports, including Canada, Great Britain, West Germany, France, and India.

The basic subscription rate is \$30 per year. For further information, write to Editor, *Current Opinion*, The Roper Center--P.O. Box 624, Williams College, Williamstown, Mass. 01267.

### New SRC/Michigan Series

The Survey Research Center of the University of Michigan has launched a new series of annual monographs called *Surveys of Consumers: Contributions to Behavioral Economics*. The initial volume, *Surveys of Consumers 1971-72* by Lewis Mandell, George Katona, James N. Morgan, and Jay Schmiedeskamp, was released recently.

This new series is the successor to the *Survey of Consumer Finances*, published annually from 1960 through 1970. As in the earlier volumes, the new series will report on the annual financial survey that is conducted by SRC with a representative sample of families throughout the U.S. In these surveys, data are gathered

on family income, debt, assets, and other components of family finance. The new monographs will not only report these data but one part will contain a summary of the findings of SRC's quarterly surveys of consumer attitudes. There will also be chapters outlining the survey methodology and procedures used by SRC.

The recently issued monograph has one section that constitutes an innovation to SRC's annual monographs as it contains five substantive theoretical and methodological articles based on the diverse research projects of the Economic Behavior Program.

(This initial monograph is available for \$5 paperbound or \$9 clothbound from the Publications Division, Institute for Social Research, P.O. Box 1248, Ann Arbor, Michigan 48106.)

## New Publications

Andrews, Frank M., and Messenger, Robert C. *Multivariate Nominal Scale Analysis: A Report on a New Analysis Technique and a Computer Program.* Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1973. 108p. \$4 paperbound, \$6 clothbound.

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## Jobs ↔ People

This column is for the convenience of people and organizations in the survey research field who are available for work in survey research or have job openings in the field.

Listings should be sent to the Editor, *Survey Research*, and should be approximately 50 words in length. Names will be coded, if requested. There is no charge for this service.

### Opening:

Field Staff Coordinator for the Pennsylvania Day Care Study to locate, interview, select, train, supervise, and evaluate field staff. Qualifications: Master's degree or 12 graduate credits in Child Development, Human Development, or Early Childhood Education; minimum of 2 years in Child Development and Day Care as teacher or director; some experience teaching adults as teachers or field workers and teaching lay persons to work as teacher aides in child care and early childhood education.

Submit resume to Dr. Allan S. Cohen, Deputy Project Head for Administration and Planning, The Pennsylvania Day Care Study, Pennsylvania State University, Amy Gardner House, University Park, PA 16802.

Affirmative Action policy dictates hiring of a female.