

Survey Research

Volume 6, Number 1

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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)

Completed project:

Survey of Programs for Gifted Students in Historically Black Colleges. The objectives of this study, completed in November, 1973, for the Southern Regional Education Board, were to (1) identify existing programs for gifted students, (2) describe these programs and their objectives, (3) determine the number of participants and their characteristics, (4) determine the reactions to these programs by administration, faculty, and students, and (5) identify existing recruitment programs for gifted students and the criteria for student selection. Completed mail questionnaires were received from 64 schools out of a population of 75 historically black colleges in the South. Principal investigator: John Chavis.

Bureau of Applied Social Research Columbia University

(605 West 115th Street, New York, N.Y. 10025)

Decision-Making in the 6 vs. 12 Man Jury under Unanimous vs. Non-unanimous Decisions. Supported by the RANN Program of the National

Science Foundation, this study examines the consequences of alternating the size and decision-making process of 100 actual juries. Each jury is to view a taped reenactment of a murder trial and then retire to deliberate. Upon completion of the deliberation sessions, each juror is to be given a self-administered questionnaire, which probes the reasoning processes of the jurors, the interaction between the individual juror and his or her peers on the jury, and the juror's political, social, and legal attitudes.

Study directors: Alice Padawer-Singer and Allen Barton.

A Study of Members of District Council 37, American Federation of State, County and Municipal Employees. Supported by District Council 37, this study of the largest union of New York City municipal employees investigates union members' social and political attitudes, voting behavior, perception of local and national problems, and involvement in community affairs. The data base consists of 500 interviews with District Council 37 leaders and staff.

Study directors: Bogdan Denitch and R. Wayne Parsons.

Completed project:

A Comprehensive Study of the Federal College Work Study Program. This study, which was supported by the U.S. Office of Education, involved approximately 10,000 students, 2,000 institutions of higher education, and 2,200 employers participating in the College Work

Study program during the academic year 1970-71. A 430-page report, *The Federal College Work Study Program: A Status Report, Fiscal Year 1971*, is available from BASR for \$7.50. This report describes characteristics of students and their employment settings; analyzes components of students' job satisfaction; and examines aid officers' and employers' problems in administering the program.

Study directors: Nathalie Friedman, Lois Sanders, and James Thompson.

Bureau of Social Science Research Washington, D.C.

(1990 M Street, N.W., Washington, D.C. 20036)


Navy Communication Study. The exploratory phase of this study examined the effects of various sources of career information on Navy-men's reenlistment decisions. In the fall of 1972, field work was conducted aboard ship and at shore stations in the Norfolk and San Diego areas. The main data-collection effort involved interviews with 493 enlisted men to assess the impact of the Navy's official mass media efforts on the retention of enlisted men. Other parts of the exploratory study examined the perceptions of the people who produce the content of Navy media and the content of the media themselves. In the follow-up study, being conducted by mail with a sample of over 7,000 Navy members around the world, 100 summaries of Navy printed and radio messages are being pretested for interest and likelihood of exposure. The study seeks to assist the Navy in producing information that is more consistent with what Navymen feel they ought to know, as well as what they already know through experience.

Study directors: Barry Feinberg and Bruce Dunning.

Center for Policy Research New York

(475 Riverside Drive, New York, N.Y. 10027)

National Concerns and Tolerance of Nonconformity: Trends in American Society, 1954-1972. This study, sponsored by the National Science Foundation, replicates Samuel Stouffer's survey of two decades ago that attempted to determine the level and sources of tolerance of nonconformity in the U.S. The sample, which includes 650 community leaders and 3,500 rank-and-file citizens, measures variables such as sex, age, urbanization, religion, and social class, as well as refinements and extensions of Stouffer's measures of social mobility,



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geographical mobility, mass media effects, religiosity, and voluntary association participation, to gauge their effect on the tolerance of nonconformity. The use of both leaders and rank-and-file citizens permits the measurement of changing discrepancies in tolerance levels between the two groups. The comparability procedures and questions between the Stouffer study and the present project will allow for analysis of social and psychological changes in American society.

Co-investigators: Clyde Z. Nunn, Center for Policy Research, and Harry J. Crockett, Jr., and J. Allen Williams, University of Nebraska.

Division of Sociomedical Sciences

Columbia University School of Public Health

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

Family Processes in Adolescent Drug Use. This longitudinal study, conducted by Biometrics Research, N.Y. State Department of Mental Hygiene, and School of Public Health, Columbia University, for the Center for Studies of Narcotic and Drug Abuse, NIMH, investigates the role of the family in drug use by normal adolescents, both independently and relative to the influence of peers. A two-wave panel survey was carried out in Fall, 1971, and Spring, 1972, on a random sample of 8,206 New York State high school students, drawn from 18 schools throughout the state. In both waves, structured, self-administered questionnaires were given to the students in a classroom situation and self-administered questionnaires were mailed to their parents. In 5 schools, data were also collected on the student's best school-friend. Telephone interviews were carried out with a small number of the students who dropped out of school after the first wave of data collection and with their parents. A third wave of data collection was carried out on 1,645 youths in the 1972 senior class. Cross-sectional and longitudinal analyses are based on matched dyads of adolescents and parents and triads of adolescents, best school-friend, and parent. The family and peer contexts and processes that are correlated with and precede certain patterns of drug use are investigated, along with changes in parental attitudes resulting from different patterns of adolescent drug use.

Principal investigator: Denise Kandel.

Role and Fertility Patterns of Urban Mothers. This study for the Center for Population Research, NICHD, investigates the relationship between female roles and fertility, focusing on the age of the mother at the time of first

birth as a significant intermediate variable. It is hypothesized that various aspects of sex-role socialization influence female role aspirations and participation and may, accordingly, affect the age at first birth. Age at first birth, in turn, may be an important determinant of changes in female role aspirations and participation, thereby influencing subsequent fertility desires and behavior. Under way since March, 1972, personal interviews have been conducted by the New York office of the National Opinion Research Center with 408 mothers in New York City.

Principal investigator: Harriet Presser.

National High School Drug Study. This study of drug use among high school students, which is the first on a national scale, is supported by a grant from the National Institute of Mental Health. The overall purpose is to provide reliable, valid, and systematically collected data on individual and group changes in teenage drug behavior over a period of two years in a variety of junior and senior high school settings, and thus to contribute to effective programs of drug education. Among the concerns are what personal, family, social, and school factors contribute to--or prevent--experimentation with drugs, how drug use affects achievement in school, who may become or stop being drug users, and what kinds of educational programs regarding drugs are most likely to be effective. The sample consists of 25 high schools (with approximately 35,000 students) in four major regions of the country--East, South, Midwest, and Far West--and includes inner-city, suburban, and small-town schools. The main source of data is a questionnaire administered in classrooms to all students in all grades on a given day, with each school to be studied at two different times over a two-year period.

Principal investigator: Jack Elinson.

Health Services Research Center

University of North Carolina

(Chapel Hill, North Carolina 27514)

Stability of Physician Staff in Large Practice Organizations. The purpose of this research study, supported by the National Center for Health Services Research and Development, HEW, is to study physician stability in practice organizations. Of particular concern is how these organizations differ professionally, administratively, and in other aspects of their internal and extrinsic environment, which differences can explain the kinds of doctors on their staff, their relative degrees of success

in recruiting and retaining doctors, and their goals in regard to physician stability. The sample consists of 36 organizations, scattered throughout the country and varying in staff size from 10 to 150 physicians. Organizational data were collected over a nine-month period by site interviews with the medical director or a key physician leader and the manager or key nonphysician administrative person at each organization. Following each site visit, mail questionnaires were sent to all full and majority-time physicians on the organization's staff. The third phase of data collection is a change questionnaire that assesses the continuing manpower situation at each setting in the sample at six-month intervals for three years.

Co-principal investigators: Donald L. Madison, Department of Family Medicine, University of North Carolina at Chapel Hill, and Hugh H. Tilson, University of Oregon Medical School.

Institute for Survey Research Temple University

(1601 N. Broad Street, Philadelphia, Pennsylvania 19122)

Abnormal Cervical Cytology. In this study of the relationship between oral contraception usage and rates of cervical cancer, ISR has completed the gathering of medical, contraceptive, and sexual history data for 25,000 women from clinics across the country and in Puerto Rico, as well as data collected from pelvic examinations and Pap smear tests given each woman. This study was originally to include a yearly follow-up of medical examinations and Pap tests for each woman for five years. However, due to cutbacks in funding and changes in government priorities, the follow-up will be restricted to a one-year period for prevalence cases and for women with suspicious smears.

Study director: Arthur Hontz.

Cross-Cultural Study of High School Students. ISR began conducting 1,000 personal interviews in January, 1974, with a random sample of high school students in Pennsylvania as part of a cross-cultural study of the politically-related attitudes of high school students. This investigation will also be carried out in Germany and Austria.

Principal investigator: Roberta Sigel, Rutgers University.

Survey of High-Risk Natural Disaster Areas. In this study of decision-making factors relating to the purchase of flood and earthquake

insurance, 3,000 personal interviews with policyholders and uninsured individuals will be conducted in disaster-prone areas across the country. This survey is part of a larger experimental design involving inputs from several disciplines, from which recommendations will be made of ways to protect the public from financial losses due to natural disasters. Principal investigator: Howard Kunreuther, The Wharton School, University of Pennsylvania.

Methodological research:

Screening Costs for Rare Populations. In an effort to identify various components of field costs, ISR has begun an analysis of 81,005 call report forms completed for a national study of females aged 15 to 19 in which blacks were sampled at about four times the rate of whites and those of other races. Preliminary analyses indicate that the added costs of screening for relatively rare populations are not that great if the population is unevenly distributed and if optimal allocation cluster sampling is employed. The implication here is that large-scale surveys of certain subpopulations, for example, the aged, the poor, or the rich, may be carried out without disproportionate increases in the screening component of field costs. Further investigations are being made of the most efficient cluster size--the point at which decreased variance in population estimates due to decreased cluster size is not worth the additional cost of conducting interviews.

Israel Institute of Applied Social Research Jerusalem, Israel

(19 George Washington Street, P.O.B. 7150, Jerusalem 91070, Israel)

Current Problems in the Eyes of the Israeli Urban Public. Among the recurring topics of the Continuing Survey of the Israel Institute of Applied Social Research and the Hebrew University Communications Institute has been public morale, public perception of the problem of peace with the Arab countries, and the public's evaluation of the government's handling of affairs. A special series of almost daily surveys was initiated the day after the outbreak of the Yom Kippur War and continued until the end of October, with a change in November to weekly surveys. For these surveys, personal interviews have been conducted in the respondent's home with a sample of 500 residents, 20 years of age and over, living in Jerusalem, Tel Aviv, and Haifa.

Minnesota Center for Sociological Research

University of Minnesota

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

Completed project:

Victimization in a Metropolitan Area. Sponsored by the Metropolitan Council, St. Paul, Minnesota, the purpose of this study was to compare a central city area and a suburban community. Personal and telephone interviews were conducted in Minneapolis and Richfield, Minnesota.

Principal investigator: Paul D. Reynolds.

National Opinion Research Center

University of Chicago

In Chicago

(6030 S. Ellis Avenue, Chicago, Illinois 60637)

Corporate Actors and the Structure of Power in Society. Funded by a grant from the National Science Foundation, this four-year study of the distribution of power in society will employ a variety of data sources, but will have a single theoretical framework. Corporate bodies (corporations, unions, associations, governmental bodies) play a central role in this framework. Through data collection from representative national samples and special samples, the project will attempt to measure (1) the variations of direct control people in different life situations have over their actions and their resources, (2) the individual's interest in matters controlled by corporate bodies of different size and remoteness from his control, and (3) the sense of internal control of persons in different categories, i.e., the degree to which an individual feels he has control over events that affect him.

Principal investigator: James S. Coleman.

Cross-National Program in Political Participation. A grant from the National Science Foundation has enabled the continuation of this program, which originally began in 1964 and has involved seven countries--the U.S., Nigeria, India, Japan, Austria, the Netherlands, and Yugoslavia. Comparable data on the patterns, causes, and consequences of citizen participation in these seven nations have been gathered in three ways: (1) hour-long interviews with representative national samples of between 1,800 and 3,000 citizens in each of the countries; (2) in 50 to 75 of the same communities where citizen interviews took

place, interviews with approximately 10 local political leaders about their attitudes toward participation and their relationship to the citizenry; and (3) additional data on the characteristics of the same communities gathered from government statistical sources and direct observation by the research team. A major focus of the study will be an examination of the relationship between status and participation. By looking at the structure of parties and organizations in the various countries, the project will attempt to find out why in some countries the wealthy and better-educated dominate the channels of participation, while in others they do not.

Co-principal investigators: Norman H. Nie, NORC; Sidney Verba, Harvard University; and Jae-On Kim, University of Iowa.

Completed projects:

Survey of Legal Needs. This survey, conducted for the American Bar Association and supported by grants from the Carnegie Corporation and the Clark Foundation, focused on people's perceptions of the need for legal services in various situations, their use of and experience with lawyers in the past, and their attitudes toward lawyers and the legal system. Interviewing was begun in the fall of 1973 with a national probability sample of 2,000 respondents and completed in January.

Change Agents. Sponsored by the Rand Corporation under funds from the Office of Education, this survey focused on projects operating under four federally-funded programs: Title III, Bilingual Education, Vocational Education, and Right to Read. The purpose was to find out what innovations are most effective and how they can be introduced into school systems around the country. Interviews were conducted with Superintendents, Federal Program Managers, and Project Directors, as well as with principals and teachers, in 225 Change Agent projects in 18 states.

In New York

(817 Broadway, New York, New York 10003)

Evaluation of Military Programs for Identification of Drug Users, Rehabilitation of Drug Users, and Preventive Educational Programs. One portion of the overall study calls for interviewing ex-servicemen from all branches of service, at least some of whom were identified as drug users while in service. The purpose of this national study, conducted for Arthur D. Little, Inc. (for the Department of Defense), is to determine the drug-use patterns of this group before, during, and after service, and their exposure to and opinion of military pro-

cedures for identifying drug users and of military rehabilitation programs for drug users. Personal interviews will be conducted in Spring, 1974, with 300 ex-servicemen. Principal investigator: Jack Kinney.

Study of Attitudes toward Narcotics and Crime in the Bedford-Stuyvesant Area of Brooklyn, New York. The purpose of this study, conducted for the Vera Institute of Justice and the Columbia University School of Social Work, is to obtain measures of awareness of and attitudes toward crime and drug usage among residents of the Bedford-Stuyvesant area. It is in part a replication of an earlier study that showed substantial differences among various ethnic groups in the same residential area. Personal interviews are being conducted with 1,000 adults in households selected by block quota methods. A subsample of teenagers in these households aged 13-17 and their mothers will also be interviewed. Principal investigator: Irving Lukoff.

A Study of American Medicine and Foreign Medical Graduates. The purpose of this study for the Yale University School of Medicine is to determine the types of training received by graduates of foreign medical schools as interns and residents in U.S. hospitals. Opinion and attitudinal data will also be obtained concerning intent of leaving this country, advantages and disadvantages of leaving or staying, and treatment of and opportunities for the foreign medical school graduate in this country. The study, scheduled for April-May, 1974, will involve personal interviews with 1,000 interns and residents in U.S. hospitals in eight states, with the sample composed of both foreign-born and U.S.-born graduates of foreign medical schools. Project director: Stephen S. Mick.

Reactions of Employees and Passersby to the Environment of High-rise Office Buildings. This is a pilot study, primarily among employees of a high-rise office building in New York City. Conducted for the Center for Social Research, Lehigh University, the purpose is to determine reactions to such environmental factors as convenience and patronage of shops and restaurants, to the building itself in terms of its interior and exterior attractiveness, and to high-rise office buildings in general. Personal interviews are being conducted in a high-rise office building in New York with 250 employees of varying levels and 50 passersby in the building lobby. Principal investigator: Daniel R. Fitzpatrick.

Completed project:

Survey of Graduates of Public and Proprietary Vocational Schools. This study for the Univer-

sity of California, Berkeley, was designed to compare vocational training offered by public and proprietary schools in six areas of study: cosmetology, accounting, secretarial, electronics technician, dental assistant, and EDP programming. There were two cohorts (1970-71 graduates and 1972-73 graduates) on which such measures as occupational success, personal growth and development, and background information were obtained. Completed in February, 1974, this was primarily a telephone interview survey, with personal interviews conducted where no phone was available. The sample consisted of 2,200 graduates from 1970-71 and 1,000 graduates from 1972-73 in Miami, San Francisco, Boston, and Chicago. Principal investigator: Wellford W. Wilms.

Pennsylvania Field Research Laboratory Pennsylvania State University

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

A Study of Residential Preference and Migration Patterns. The purpose of this study sponsored by the Office of Population Research is to investigate people's preferences for living in a particular community--what they want out of a community. It looks at the growth and decline of communities, depopulation patterns in urban and rural areas, and the reasons and consequences related to depopulation. Other areas to be explored are the impact of population growth and decline on the services available in a community, the distribution of industries within the community, and the shape of interstate highways. The study involves personal interviews in February-March, 1974, with approximately 1,200 randomly selected households in a representative sample of counties throughout Pennsylvania. As a follow-up procedure one year later, telephone interviews will be conducted to assess whether people who desire to relocate actually do, and if they do not, why. Principal investigator: Gordon D'Jong.

A Study of Social Service Need in Central Region of Pennsylvania. Sponsored by the Pennsylvania Department of Public Welfare, this survey to begin in Spring, 1974, will attempt to assess particular social services in counties in the Central Region of Pennsylvania by working directly with county and regional directors. An in-depth investigation of social service need, availability, and accessibility is planned. Personal interviews will be conducted with approximately 1,200 randomly selected households in representative Pennsylvania counties. Principal investigator: R. Richard Ritti.

Completed project:

A Study of Needs for Social Services and Attitudes toward Public Welfare. The purpose of this study for the Pennsylvania Department of Public Welfare was to assess community needs for social services. Attention focused on the accessibility of services, the extent of use, and attitudes toward the types of services already provided. Attitudes toward the public welfare system were also investigated. Personal interviews were conducted in September-October, 1973, with a random sample of approximately 680 households in representative counties in Pennsylvania.

Principal investigator: R. Richard Ritti.

**Population Research Laboratory
Brown University**

(Providence, Rhode Island 02912)

Affiliation with Providers and Users of Medical Care. The specific aim of this project, sponsored by the Bureau of Health Services Research and Evaluation, U.S. Public Health Service, is to study patterns of utilization of health services in a population in relation to its affiliations with health service providers. Special emphasis will be placed on studying the type and degree of affiliation as a partial determinant of utilization. Past studies of the use of medical care have tended to concentrate either on the characteristics of consumers or on the experience of specific settings, with little attention having been paid to the role of individual providers in affecting utilization or the influence of relationships between providers and patients. The present study aims, therefore, to assess the potential of the concept of "affiliation" as an explanatory factor of health care utilization. The study will utilize both personal and telephone interviews and sample a minimum of 500 households in Rhode Island, with all members of the selected households being interviewed. Principal investigator: Albert F. Wessen.

**Public Opinion Center
Dayton, Ohio**

(418 Third National Building, 32 North Main St., Dayton, Ohio 45402)

Completed projects:

Development of the State Farm: Public Opinion at the Outset of the Project. Sponsored by the State Farm Development Commission, the purpose of this study, conducted from May to September, 1973, was to obtain a baseline measurement of

household characteristics and adult attitudes toward the development of a vacant 500-acre farm on the fringes of the central city of Dayton, Ohio. The study involved personal interviews with 612 adults, 18 years of age and older, living in private households in parts of Kettering, East Dayton, and Beaver Creek Township.

Study director: Michael S. Lenrow.

Recreation in Oakwood: Attitudes of Residents. The purpose of this study for the City of Oakwood and the Oakwood School District was to assist the city in deciding whether to begin an intensive study on planning and developing recreation programs and facilities in Oakwood. Conducted in August and September, 1973, the study involved personal interviews with 398 adults living in private households in Oakwood, Ohio.

Study director: Virginia Stellato.

Public Opinion on Recreation in Kettering. Conducted from August to October, 1973, for the City of Kettering Parks and Recreation Division, the purpose of this study was to assist the city in beginning a comprehensive plan for future development of recreation programs and facilities. Telephone interviews were conducted with 409 adults living in private households in Kettering, Ohio. Study director: Virginia Stellato.

How Dayton Views Its City Government. This fourth annual survey of public opinion for the City of Dayton was intended to achieve a dual purpose: (1) to provide the opportunity for people to express their opinions on a variety of topics and (2) to gauge public awareness and attitudes in order to assist city officials in better understanding the people that they serve. It also provided a comparison over time with earlier questions. Personal interviews were conducted in November and December, 1973, with 809 adults living in private households in Dayton, Ohio.

Study director: Virginia Stellato.

**Research Triangle Institute
North Carolina**

(P.O. Box 12194, Research Triangle Park, North Carolina 27709)

Study of the Cost of Living in North Carolina. This study, sponsored by the North Carolina Department of Human Resources, is for the purpose of assessing the actual cost of living on a minimum subsistence level for a family of four. The cost estimates are developed by translating the generalized concept of a living standard into a list of commodities that

can be priced. The items specified are the essential ones for a minimum living standard. The pricing of items is being conducted in a random sample of 120 grocery stores located in 19 counties in North Carolina. Interviewers are pricing approximately 90 food items and 20 nonfood items in each store.

Principal investigator: Valley Rachal.

Completed project:

Randomized Response Validation Study. The purpose of this study, sponsored by the U.S. Bureau of the Census, was to estimate the reliability of the Randomized Response Box technique. The survey was conducted in December, 1973, in Durham, Wake, and Orange Counties, North Carolina. The sample consisted of 900 individuals, of whom 90 per cent had been arrested during the first six months of 1972 for driving under the influence of alcohol. The remaining 10 per cent of the sample were non-arrestees selected from telephone directories. A drinking attitude questionnaire was personally administered to the respondents. To answer the question, "Have you ever been arrested during the past year for driving under the influence?" 84 per cent of the respondents used the Randomized Response Box and the remaining 16 per cent were asked the question directly in the questionnaire.

Principal investigator: Ralph E. Folsom.

Rhode Island Health Services Research

Providence

(56 Pine Street, Providence, Rhode Island 02903)

Completed project:

Survey of Nurse Practitioners in Rhode Island. The purpose of this study, supported by the National Center for Health Services Research and Development, was to explore issues related to the training and utilization of nurse practitioners--registered nurses who, through participation in a training program, have expanded their role as nurses and have the opportunity to engage directly in selected aspects of diagnosis and treatment of patients. Interviews were conducted with the 14 such nurses in Rhode Island who had participated in a nurse practitioner training program. All interviews were conducted by the same interviewer, who was a nurse with 10 years of nursing experience. The study was designed to obtain information about (1) the types of training programs completed, (2) variance in functions performed before and after training, (3) assessment of training, and (4) concerns and issues related to job satisfaction. The major conclusion of

the study was that the nurse practitioner is a likely candidate to assume increasing responsibility for delivery of primary health care.

Survey Research Center Brigham Young University

(Young House, Provo, Utah 84602)

Salt Lake City Health Survey--Phase II. The purpose of this study for the Neighborhood Health Center, Salt Lake City, is to provide comparative data for members of the health center and an appropriate control group with similar economic and social backgrounds. The study involves personal interviews with 800 respondents in Salt Lake City. The Neighborhood Health Center will use the data for program development and for comparative purposes to measure the impact of the Center on attitudes and utilization of health facilities by the Center's members.

Principal investigator: Robert J. Parsons.

Completed projects:

Respiratory Study. Sponsored by the Intermountain Regional Medical Program, the purpose of this study was to evaluate the incidence of respiratory disease among Utah residents. Screening of male respondents between the ages of 35 and 65 was conducted at the respondent's home by a qualified technician. In addition to historical and attitude information, a total of 800 sample spirometer tests were collected for later analysis. The study was conducted in Fall, 1973, in four planning districts throughout the state of Utah.

Principal investigator: Robert J. Parsons.

Department of Community and Family Medicine--II. The purpose of this study was to provide follow-up information for the Department of Community and Family Medicine of the University of Utah. The data will be used for the second phase of the multiphasic screening among low- and middle-income families in Salt Lake City. Personal interviews were conducted in Fall, 1973, with 550 residents in the city.

Principal investigator: Robert J. Parsons.

Survey Research Center University of Michigan

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

Methodological research:

The Effects of Survey Question Wording on Survey Results. Under a grant from the National

Science Foundation, Howard Schuman is beginning this project, which is being done through SRC. The project involves a review of past literature, secondary analysis of available data on question effects, and some new experiments within surveys.

**Survey Research Center
Oregon State University**

(Corvallis, Oregon 97331)

Willamette River Spring Chinook Sport Fishery. The purpose of this study for the Oregon Fish Commission is to estimate the total spring Chinook catch by anglers in the lower Willamette River from mid-March to mid-May, 1974. Using personal interviews and other methods, estimates will be made of the total recreation days provided anglers and the proportion of the catch attributed to hatchery-released fish. Sampling will be done by on-site samplers, who will make creel checks and boat counts. Also, some aerial boat counts will be made. Study director: G. David Faulkenberry.

Completed project:

Oregon Hunter Survey. In this study for the Oregon Wildlife Commission, mail questionnaires were sent in January, 1974, to 20,000 hunters in Oregon to determine hunting activity and success during the 1973 season. Estimates of kill and recreation days were made by species and area for various types of hunters. Study director: Lyle D. Calvin.

**Survey Research Laboratory
University of Illinois**

at Urbana-Champaign

(414 David Kinley Hall, Urbana, Illinois 61801)

Municipal Water Quality. The purpose of this study for the Department of Agricultural Economics, University of Illinois at Urbana-Champaign, is to obtain information regarding water quality, sewage procedures, etc., in relation to environmental problems. The mayor, water plant supervisor, sewage plant supervisor, and one other influential party in 300 communities in Illinois are being interviewed by telephone. Project coordinator: Diane O'Rourke.

Illinois Farmers Study. In this study for the Department of Agricultural Economics at the

University of Illinois, Urbana-Champaign, information is being gathered on farmers' use of fertilizer and pesticides, new farming practices utilized, and attitudes toward farming and rural life "cosmopolitanism." The basic purpose is to obtain indicators of the willingness of farmers to innovate and try new farming procedures. Telephone interviews are being conducted with 500 farmers in central Illinois.

Project coordinator: Diane O'Rourke.

Study of Attitudes toward the University of Illinois. This study for the University Office of Public Information is basically a repeat of a study conducted in 1973. However, rather than distributing the questionnaire at a series of regional group meetings, as was done last year, the questionnaire will be mailed. Those attending the meetings were usually connected in some way with the University of Illinois--alumni, parents of students, Citizen's Committee members, extension workers, etc. This survey taps their opinions on a number of University-related issues, such as expansion of certain programs, scholarships, financing of education, and reputation of the U. of I. Approximately 1,000 questionnaires will be mailed in March to those attending last year's meetings (plus any Citizen's Committee members who did not attend) and to one service organization to be used as a control group. Project coordinator: Matilda Frankel.

University of Illinois Employee Attitudes about Their Jobs. Conducted for the University of Illinois President's Office, the purpose of this study is to survey the attitudes of U. of I. employees about several aspects of their jobs. The data will be used to help determine priorities for support of various aspects and services connected with employment at the University. The study involves the three U. of I. campuses (Urbana-Champaign, Chicago Circle, and Medical Center), with mail questionnaires being sent to a total of 5,500 employees, stratified by job classification. Telephone follow-ups will be made to 25 per cent of the nonrespondents in each stratum with a mail response rate of less than 70 per cent. Project coordinator: Nancy Morrison.

Sociology Practicum (Urbana). A study of conspicuous consumption is being conducted this year as part of the U. of I. Sociology Department's Practicum in Sociological Research Methods, a course to train graduate students in how to carry out research. The study involves telephone interviews from Urbana with approximately 500 adults in Chicago suburbs stratified by median income. The interviewing will be done by the students under SRL supervision. Project coordinator: Joe L. Spaeth.

Sangamon Valley Farmers. Conducted for the Center for the Biology of Natural Systems at Washington University, St. Louis, the purposes of this study are to estimate the economic efficiency of fertilizer usage on corn land and to relate this usage to water quality, which is being studied independently by CBNS. Data on information sources, price expectations, farming practices, and the possible impact of the fertilizer and fuel shortages are also being gathered. Personal interviews are being conducted with 320 farmers in the upper Sangamon River basin in Illinois.
Project coordinator: Matilda Frankel.

Panel on Consumer Decision Processes. In the latest wave of this study of married couples, which is supported by a grant from the National Science Foundation, up-to-date information is being obtained on such previously asked areas as family circumstances, finances and money management, credit card usage, purchases of life insurance, and durable goods ownership. In addition, questions are being asked on the energy crisis and how it relates to the couples' lifestyles in general and specifically to their usage of transportation. A self-administered portion of the interview asks about the couples' use of the media and their attitudes on such issues as the student and trucker protests. Personal interviews are being conducted with approximately 250 couples married in Peoria and Decatur, Illinois, in the summer of 1968 and with 339 couples married in Cook County, Illinois, between May 15 and September 15, 1972. Mail questionnaires are being sent to those in the panels who have moved outside the respective SMSAs since the study began.
Project coordinator: Jutta Phillips.

at Chicago Circle

(4075 Behavioral Sciences Building, Chicago, Illinois 60680)

Support Systems Involving Widows. The immediate purposes of this study, being conducted for Dr. Helena Lopata of the Center for the Comparative Study of Social Roles, Loyola University of Chicago, under funding from the Social Security Administration, are to determine (1) the resources that different kinds of widows have available to them from which to build support systems (financial, service, social contact, and emotional), (2) what support systems widows have actually developed and what factors affect the different types of systems, (3) widows' attitudes toward the changes in their lives and toward their support systems, and (4) differences between widows who remarry and those who do not. A longer range purpose is to find ways to help widows rebuild their lives within a multi-dimensional support system.

Recommendations will be made to the Social Security Administration on how it can assist widows to develop independent and satisfactory lives. The study involves personal interviews with 1,250 women of all ages living in the Chicago SMSA who have been widowed and who are current or former recipients of Social Security benefits.
Project coordinator: Gloria Heinemann.

Asian Americans in Chicago. In this personal interview study for Professor Bok-Lim C. Kim of the Jane Addams Graduate School of Social Work, University of Illinois at Urbana-Champaign, descriptive data are being gathered in the city of Chicago concerning the mental health and social needs of the Asian American communities. This information, which will be used to determine the service needs of these communities, is being collected by interviewers who are bi-lingual and bi-cultural in order to reduce the externally present barriers of culture and language. The sample consists of 200 Koreans, 150 Chinese, 150 Japanese, and 200 Filipinos and includes both immigrants and naturalized or U.S. citizens.
Project coordinator: Ron Czaja.

Completed project:

UICC Dropouts. The purpose of this study for the Office of Campus Planning, University of Illinois at Chicago Circle, was to determine why almost 3,000 students in good standing at UICC during the Spring Quarter of 1973 did not return to study at Chicago Circle during the Fall Quarter. The sample was drawn from a list provided by the UICC Chancellor's Office of students in good standing during Spring Quarter, 1973, who did not return in the fall. Telephone interviews were completed with 267 respondents, most of whom lived in the Chicago metropolitan area. Those who had moved within Illinois were also traced and interviewed.
Project coordinator: Frederick J. Kviz.

Survey Research Program

Boston

(100 Arlington Street, Boston, Massachusetts 02116)

Completed project:

An Evaluation of the Massachusetts Housing Finance Agency (MHFA) Method of Subsidizing Housing. The MHFA Social Audit Group has proceeded on four projects to evaluate the MHFA concept, which is to provide developers with partial financing at much reduced interest rates in return for the developers' allocation

of 25 per cent of the housing units to low-income families and at rental rates approved by MHFA. One of the projects was to determine tenant satisfaction with the development and its facilities and management from both the regular-market tenants and the low-income tenants in each of 15 developments scattered across the state by means of personal interviews. MHFA will compare this information to the levels of tenant satisfaction of three types of control groups (regular-market tenants in non-MHFA developments, low-income tenants in traditional all low-income projects, and low-income tenants receiving direct cash subsidies). In 23 different communities throughout the Commonwealth of Massachusetts, SRP conducted a total of 365 personal interviews in October-November, 1973, 240 of which were from the target developments and 125 of which were from control sources. Project directors: Laurence G. Branch, SRP, and Manya Seferi, MHFA.

Urban Opinion Surveys Division of Mathematica Princeton, New Jersey

(P.O. Box 2392, Princeton, New Jersey 08540)

Seattle Income Maintenance Experiment (SIME). This experiment, which followed closely the New Jersey Negative Income Tax Experiment (see below), was somewhat more ambitious and was designed to measure the behavioral responses of families who not only received cash transfers but had a manpower training and counseling option as well. The purpose was to broaden the population base of families in experiments by including one-parent welfare families, and to measure any beneficial interaction between income support and training. UOS, in conjunction with the Stanford Research Institute, conducted approximately 35,000 household interviews in the Seattle metropolitan area in order to select the sample. UOS currently conducts three interviews per year with all of the families in the experiment.

Denver Income Maintenance Experiment (DIME). This is an expansion of the Seattle Experiment (see above), designed to bring into the study a new labor market and a new group of family participants--Mexican-Americans. DIME includes almost 3,000 families who receive combinations of cash grants and manpower training services. UOS operates a computerized payments system and an extensive field interviewing program.

The Health Insurance Experiment. In cooperation with the Rand Corporation, UOS has begun work on a large social experiment to test the effects of various health insurance plans on families and individuals. The experiment has

three primary objectives: (1) to estimate the likely effects of a variety of alternative health insurance plans on the health status of individuals covered, (2) to measure the utilization of services and resulting costs of three alternative plans, and (3) to measure the effects of the level of utilization on the quality of health care provided. To conduct the experiment, UOS is interviewing and enrolling approximately 2,000 families in four to six sites throughout the U.S., developing a system for processing claims filed by participating families, and providing a computer system to store and retrieve data merged from both the interview and claim forms.

Completed projects:

The New Jersey Negative Income Tax Experiment. The purpose of this experiment was to estimate the costs of a national income maintenance program by measuring the behavioral responses of recipients of cash grants. To conduct the study, Mathematica and the Institute for Research on Poverty at the University of Wisconsin designed an experiment requiring the enrollment of approximately 1,300 poor and near-poor families in five New Jersey and Pennsylvania cities. Mathematica established what amounted to a small welfare system of its own, making regular payments to families, conducting lengthy interviews with participants, storing large quantities of data, and providing analyses of results.

Telephone Survey of Physicians. This nationwide survey was designed to determine capacity utilization of several physician specialties. Interviewing for this large telephone survey was conducted in November and December, 1973.

Wisconsin Survey Research Laboratory University of Wisconsin

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

Completed projects:

Student Attitude Study. The purposes of this study were to teach survey techniques to students in a sociology course and also to find out opinions and attitudes of University of Wisconsin students. This year's study dealt with a variety of topics with special emphasis on libraries and library usage. Personal interviews were completed by mid-November, 1973, with 435 students, who comprised a cross section of all students registered at the University of Wisconsin--Madison for the 1973 Fall Semester.

Study director: Harry Sharp.

Wisconsin Public Opinion Survey. Funded by a grant from the State of Wisconsin, this study dealt with how people get their information and local news and how they would prefer to make their views known. Of interest were local citizens' feelings about various governmental services. The study involved 350 personal interviews completed by mid-December, 1973, in the New London, Wisconsin, area. The results will be utilized as direction for future improvements and for determining means of improving communication between citizens and their government. The survey was supervised by a Multi-Discipline Social Diagnostic Team consisting of a professor of Social Science, an associate professor of Engineering, an engineer from the Wisconsin Department of Transportation, a county agent, and a regional planner.

Goals for Madison Study. This study was conducted for the City of Madison, Wisconsin, to gather residents' opinions on various community interests in order to get some direction for future city development. The study involved 15-to-20 minute interviews completed by January 31, 1974, with 800 respondents residing within the city limits of Madison. Study Directors: Michael Waidelich and Hal Levy.

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Personnel Notes

Edmund D. Meyers, Jr., has been appointed Director of Computing Activities at the National Opinion Research Center. He has been an Associate Professor of Sociology at Dartmouth College, where he designed the IMPRESS computer system.

Douglas Scott, formerly Study Director of the Los Angeles Metropolitan Area Survey (LAMAS) at the UCLA Survey Research Center, has joined the UCLA Political Science Department and its Institute of Government and Public Affairs but continues his association with SRC as Program Director of its Community Studies Research Program. *Mary Hruby*, formerly Assistant Study Director for LAMAS, has become the Director of the LAMAS surveys.

At the Survey Research Center at the State University of New York at Buffalo, *Roger R. Woock* is now serving as Acting Director. Formerly on the faculty of the University of Calgary in Alberta, Canada, Dr. Woock also serves as Professor and Chairman of the Department of

Social Foundations in the Faculty of Educational Studies at SUNY/Buffalo. *Lester Milbrath*, former Acting Director of SRC, is Director of the Social Sciences Research Institute at SUNY/Buffalo. *Joel S. Rose* has assumed responsibilities as Associate Director of SRC in addition to his duties as Chief of Operations. *Charles C. McClintock*, formerly a research associate at SRC, is now Acting Director of the Field Division; and *John Welte*, previously a computer programmer for SRC, is now Programming Supervisor.

Richard B. Warnecke has been appointed Associate Director and Research Associate Professor at the Survey Research Laboratory, University of Illinois at Chicago Circle. In addition to being head of the SRL office at the Chicago Circle campus, he is an Associate Professor in the Department of Sociology. He was previously an Assistant Professor in the Department of Sociology at the State University of New York at Buffalo.

Gail Poe Inderfurth has joined the staff of Urban Opinion Surveys Division of Mathematica in the Interview Development Department. She was formerly with the U.S. Census Bureau as a mathematical statistician. Also joining the UOS staff in the Interview Development Department are *Judith Ann Glotzer*, formerly of the U.S. Department of Housing and Urban Development, and *F. Albert Skellie* from Johns Hopkins University. *Mark A. Boada* has joined UOS as a survey research librarian.

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Research Center News

New Social Science Archive at ISR

Under a grant from the National Science Foundation, the Institute for Social Research at the University of Michigan has established the ISR Social Science Archive to house and make accessible to scholars and researchers original data from a selection of its major surveys conducted over the past 25 years. Data set holdings currently available from SSA are *Youth in Transition*, a 1966-1970 panel study directed by Jerald Bachman; *Justifying Violence: Attitudes of American Men*, a 1969 study by Monica D. Blumenthal, Robert L. Kahn, and Frank M. Andrews; the *Study of Racial Attitudes in Fifteen American Cities*, conducted in 1968 by Angus Campbell and Howard Schuman; the 1967

National Survey of Youth, by Martin Gold and Jay R. Williams; the 1957 study, *Americans View Their Mental Health*, by Gerald Gurin, Joseph Veroff, and Sheila Feld; the 1969-1970 *Survey of Working Conditions*, by Robert P. Quinn, Stanley F. Seashore, and Thomas W. Mangione; and the SRC Economic Behavior Program's *Survey of Consumer Finances* for 1947-1959.

Fully processed SSA data are distributed on magnetic tape in both card image and the ISR-developed OSIRIS formats with printed codebooks that contain detailed information regarding use of the data. The documentation may also be obtained in machine-readable form. In addition, SSA will make some studies available after only limited processing and essentially in the form in which they are received from the investigator.

Resources of the new archive will complement those of the Inter-university Consortium for Political Research and the Economic Behavior Program. Further information, data, and documentation may be obtained by writing to Ms. Ann Robinson, Assistant Director, ISR Social Science Archive, Box 1248, Ann Arbor, Michigan 48106. Users at Consortium member institutions may obtain SSA data sets through the ICPR Survey Research Archive in accordance with its standard servicing procedures.

Omnibus Survey in Britain

In a new venture, the Survey Unit of the (British) Social Science Research Council is organizing a multi-purpose survey to assist academic researchers and other non-profit bodies who want limited amounts of information from a well-designed national sample of the adult (over 18) population in Britain. The advantages to participants of such an omnibus survey will be (1) to obtain, from a national sample, data for comparison with more intensive local or regional surveys; (2) to pretest on a national sample possible hypotheses before elaboration for more intensive studies; (3) to accumulate from a series of comparatively large national samples adequate information about the behavior, attitudes, and circumstances of special population groups (working women, retired workers, etc.) in Britain; (4) to examine comparatively infrequent events at short notice; and (5) to undertake trend research by participating in the survey over a period of years. Participants from overseas will be able to obtain British data on a basis that is comparable with their own material.

The surveys, which will utilize a national sample of 2,000 adults for each survey, will

be carried out twice a year (April and October), with the first survey going into the field in April, 1974. The rigorously designed random probability sample will be drawn from the Electoral Registers. The interviews will average not more than 45 minutes in length, with a third to a half of the time reserved for Survey Unit research and the remainder "on sale" to other participants. Participants will receive data on cards or magnetic tape, including both their own material and a full set of national classification data. All data will be deposited in the SSRC Survey Archive at the University of Essex.

Inquiries regarding the omnibus survey should be addressed to John Utting, Survey Unit, Social Science Research Council, Hanover House, 73-74 High Holborn, London WC 1, England.

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Requests for Material

Survey Materials for ASU

The Survey Research Laboratory at Arizona State University is drawing upon the experience of fellow organizations as reflected in their printed materials and forms. If it is convenient and doesn't require any great effort, this new research facility would appreciate receiving administrative and training materials such as field manuals, interviewer recruiting and training materials, coding manuals, field and coding supervisors' handbooks, descriptive brochures, and other pertinent materials. Any materials that other organizations might want to share can be sent to Professor Morris Axelrod, Director, Survey Research Laboratory, Department of Sociology, Arizona State University, Tempe, Arizona 85281.

Good and Bad Survey Questions Wanted

Two University of Illinois sociologists, Joe L. Spaeth and Marcus Felson, are collecting a teaching file in survey research. The file will consist of examples of good and bad survey questions, as reported by experienced survey researchers, and will be made available to any survey researchers who contribute to it. Readers of the newsletter are requested to send in the worst questions they have ever

seen, especially those questions that are pedagogically important. Good questions are also welcome, as are a few that are marginally bad but illustrative of the major points of questionnaire design.

The teaching file can be used to train survey researchers, just as the case method is used to train lawyers and doctors. It is to be written for students in the Program in Applied Social Statistics, Department of Sociology, University of Illinois at Urbana-Champaign. A free copy will be sent to each person or institution contributing to it. Send your questions and (if you like) diagnoses or rewritten questions to Marcus Felson, Department of Sociology, 326 Lincoln Hall, University of Illinois, Urbana, Illinois 61801.

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Forthcoming Meetings

AAPOR Conference

The 29th annual conference of the American Association for Public Opinion Research will be held at the Hotel Sagamore, Bolton Landing (Lake George), New York, on May 30-June 2, 1974. The theme of this year's conference is "Understanding America: Patterns and Trends in Public Opinion." Proposed major sessions include Traditional Areas of Public Opinion, Current Social Issues, Impact of the Mass Media, Social Indicators and the Quality of Life in America, Methodology, and Expanding the Role of Public Opinion Research. There will also be roundtable discussions on miscellaneous topics and an open session to deal with general methodological developments and issues in public opinion research.

Further information on the AAPOR conference can be obtained from the conference chairman, John P. Robinson, Survey Research Center, Institute for Social Research, University of Michigan, P. O. Box 1248, Ann Arbor, Michigan 48106 (Phone: 313-764-7209).

Field Directors' Conference

The sixth annual Conference of Field Directors is scheduled to be held this year at the Institute for Survey Research at Temple University in Philadelphia. Dates for the conference are June 6 and 7.

Proposed topics to be discussed include a report and evaluation on the SSRC Committee on standardization of demographic items; exploration of the possibility of standardization in reporting such items as response rates, call reporting, sampling errors, and cost components; developments in interview methods that reduce the need for interviewer travel; and recent research on interviewing methodology.

Inquiries regarding the conference may be sent to Mrs. Ellin Spector, Institute for Survey Research, Temple University, 1601 N. Broad St., Philadelphia, Pennsylvania 19122.

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Publications

Journal Changes Name

The Policy Board of *Research on Consumer Behavior* has voted to change the name of this new interdisciplinary journal to the *Journal of Consumer Research*. Publication of the journal's first quarterly issue is scheduled for June, 1974. It will consist of approximately ten articles, with the lead article by George Katona. For subscription information, write to the journal at Suite 606, 222 S. Riverside Plaza, Chicago, Illinois 60606.

Librarian's Guide to the Census

Under a grant from the National Science Foundation, the Clearinghouse and Laboratory for Census Data (CLCD) has begun issuing the *Librarian's Guide to Accessing the 1970 Census of Population and Housing*. The issues in this free series provide brief references to census data products, indexes, guides, and other sources of assistance related to different aspects of census data access and use. The first issue, reissued in October, 1973, contained a listing of general census reference sources and the second listed reference materials on census geography. The third issue, to be available shortly, will cover public use sample reference sources. Topics being considered for future issues of the guide include the 1970 Census subject reports and special tabulations, plus topics organized around areas of use, such as education, health, and income.

This series can be obtained free of charge by writing CLCD, Suite 900, 1601 N. Kent St., Rosslyn, Virginia 22209.

New Census Bureau Statistical Publications

The 1973 edition of the *Statistical Abstract of the United States* is now available from the Government Printing Office for \$9.60 (cloth-bound) or \$6.30 (paperbound). The 1,014-page volume contains a total of 64 entirely new tables, covering such topics as energy consumption indicators, fuel consumption, per capita water use, a water pollution index, farm income from sales, traffic accidents, marriage duration, and suicide rates by race. In addition, continuing series have been brought up to date, less timely data have been curtailed or eliminated, and fairly extensive tabular rearrangement and format changes have been made to improve the organization of subject matter. A new feature is a 14-page section of "Statistics for Federal Administrative Regions and States," which presents a broad and varied selection of social and economic data for the ten new Standard Federal regions and their component states.

The Bureau of the Census has also recently issued the *Congressional District Data Book, 93d Congress*, providing in one volume a statistical profile of each of the 425 Congressional districts represented in the 93rd Congress. This 550-page volume, which is available for \$8.30 from the Government Printing Office, presents a variety of data from the 1970 Census and recent election statistics. More than 300 items of information for each district are shown, including the vote cast in the district for the last four elections, total population, and such characteristics of the population as sex, race, nativity, marital status, education, income, occupation, and employment. Housing data include total units, occupied units, race of household heads, renter and owner units, and value.

Data File Directory

The *Stanford University Data File Directory*, compiled by Douglas Ferguson, is available as an example of a library-produced access publication for computerized data files on a university campus. The Directory lists and describes collections of social, economic, political, and scientific research data available on punched cards, computer tape, and disk on the Stanford campus. Each file description directs the user to documentation and published research in the University Library and elsewhere. Access to each data file is controlled

by the owner and is listed in each file description. The Directory is available, for \$4, from the Financial Office, Stanford University Library, Stanford, California 94304. For further information, contact Douglas Ferguson, Data Information Services, Stanford University Library, Stanford, California 94305 (Phone: 415-321-2300, Ext. 2018).

New Publications

Andrews, Frank M.; Morgan, James N.; Sonquist, John A., and Klem, Laura. *Multiple Classification Analysis: A Report on a Computer Program for Multiple Regression Using Categorical Predictors*. 2nd edition. Ann Arbor: Institute for Social Research, University of Michigan, 1973. 104p. \$5 paper, \$8 cloth.

Clearinghouse and Laboratory for Census Data. *1970 Census Data Finder*. 2nd edition. Arlington, Va.: CLCD, December, 1973. 52p. \$3.

Converse, Jean M., and Schuman, Howard. *Conversations at Random: Survey Research As Interviewers See It*. New York: Wiley, 1974. 128p. \$3.50 paper, \$7.50 cloth.

Crider, Donald M.; Willits, Fern K.; and Bealer, Robert C. "Panel Studies: Some Practical Problems." *Sociological Methods & Research*, 2 (August, 1973), 3-19.

Dunning, Bruce, and Cahalan, Don. "By-mail vs. Field Self-administered Questionnaires: An Armed Forces Survey." *Public Opinion Quarterly*, 37 (Winter, 1973-74), 618-24.

Featherman, David L., and Hauser, Robert M. "On the Measurement of Occupation in Social Surveys." *Sociological Methods & Research*, 2 (November, 1973), 239-51.

Garrett, Annette. *Interviewing: Its Principles and Methods*. New York: Family Service Association, 1972. 209p. \$3.95 paper, \$6.50 cloth.

Harper, Dean. "Observation Errors in Sociological Surveys: A Model and a Method." *Sociological Methods & Research*, 2 (August, 1973), 63-83.

Hedges, Barry. "Random Samples of Individuals." *Journal of the Market Research Society*, 15 (October, 1973), 233-35.

Keppel, Geoffrey. *Design and Analysis: A Researcher's Handbook*. Englewood Cliffs, N.J.: Prentice-Hall, 1973. 658p. \$13.95.

Lindsey, J.K. *Inferences from Sociological Survey Data: A Unified Approach.* San Francisco: Jossey-Bass, 1973. 163p. \$10.75.

McAllister, Ronald J.; Goe, Steven J.; and Butler, Edgar W. "Tracking Respondents in Longitudinal Surveys." *Public Opinion Quarterly*, 37 (Fall, 1973), 413-16.

Robinson, John P., and Shaver, Phillip R. *Measures of Social Psychological Attitudes.* Revised edition. Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1973. 750p. \$9 paper, \$13 cloth.

Sieber, Sam D. "The Integration of Fieldwork and Survey Methods." *American Journal of Sociology*, 78 (May, 1973), 1135-59.

Sonquist, John A.; Baker, Elizabeth Lauh; and Morgan, James N. *Searching for Structure: An Approach for Analysis of Substantial Bodies of Micro-data and Documentation for a Computer Program.* Revised edition. Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan, 1973. 236 p. \$5 paper, \$8 cloth.

Summer, Gene F., and Beck, E.M. "Social Status and Personality Factors in Predicting Interviewer Performance." *Sociological Methods & Research*, 2 (August, 1973), 111-22.

U.S. Bureau of the Census. *Congressional District Data Book, 93d Congress.* A Statistical Abstract Supplement. Washington, D.C.: Government Printing Office, 1973. 550p. \$8.30.

Scientific and Technological Development Activities of the Bureau of the Census. Technical paper no. 29. Washington, D.C.: Government Printing Office, 1973. 14p. 55¢.

Statistical Abstract of the United States: 1973. 94th edition. Washington, D.C.: Government Printing Office, 1973. 1,014p. \$9.60 cloth, \$6.30 paper.

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Jobs ↔ People

This column is for the convenience of people available for work in survey research and organizations having job openings in survey research.

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.

Available:

Survey researcher: university, government, or research bureau. Nationally-distributed monograph on survey research. Director of 5 personal interview surveys and several mailed questionnaire surveys. Major substantive research interests: family therapy or family development, public policy studies, poverty or community development. Available to begin anytime between May and October, 1974. Richard P. Devine, Department of Sociology, Concordia College, Moorhead, Minnesota 56560.

Opening:

Field supervisor or senior field supervisor in New York Office, National Opinion Research Center. Field supervisor requires experience in direct field supervision of interviewers in large urban area, preferably in social survey research. Senior field supervisor requires experience in direct field supervision of interviewers in large urban area, preferably in social survey research. Senior field supervisor requires substantial experience in total management of all field aspects of large-scale surveys. Send resume to Pearl Zinner, Director of New York Operations, NORC, University of Chicago, 817 Broadway, New York, N.Y. 10003.

Opening:

Interview Developer in survey group involved in public policy and social experimentation. Experience in instrument design. Background or training in economics or sociology helpful. Send resume to C. Marshall, Mathematica, P.O. Box 2392, Princeton, N.J. 08540. An Equal Opportunity Employer.

Opening:

Director of Interviewer Training for survey group involved in public policy studies and social experimentation. Nationwide offices with 400-500 interviewers. Experience in survey research. Economics background helpful. For further description, send resume to C. Marshall, Mathematica, P.O. Box 2392, Princeton, N.J. 08540. An Equal Opportunity Employer.

Opening:

Professional data archivist at master's or Ph.D. level, with background in computer storage and retrieval of data, to supervise survey data processing, maintain survey data files, and service user requests for data and data analysis at University of Illinois, Urbana campus. Send resume to Pegi Greene, Survey Research Laboratory, 414 David Kinley Hall, University of Illinois, Urbana, Illinois 61801. An Equal Opportunity Employer.