

Survey Research

Volume 9, Numbers 1-2

Winter-Spring 1977

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Editor's Note

With this issue, we switch to seasonal designation to reflect more accurately the intervals at which this newsletter appears.

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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 at the beginning of each organization's listing.

Bureau of Social Science Research Washington, D.C.

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

Survey of External Degrees. This one-year study, to be completed in summer 1977 and undertaken in cooperation with the American Council on Education's Office of External Credit with funding from NIE, examines the acceptability and negotiability of external degrees received from nontraditional degree programs. The BSSR project will assess the extent to which an external degree affords the holder the same opportunity for entry into further academic education and the same kinds of benefits in the world of work as would a degree from a conventional institution. In a mail survey, about 2,000 recipients of an external Bachelor's or Associate's degree received from one of about 10 selected institutions are being asked to report their experiences in applying for admission to advanced academic programs and in access to new jobs, promotions, and other work-related opportunities. The project also involves a supplemental survey of 70 employers who hire college graduates from program areas similar to those covered by the mail questionnaires to students.
Study directors: Laure M. Sharp (BSSR) and Eugene J. Sullivan (ACE).

Exploratory Project on Sexual Assault Outcomes. Under a grant from NIMH, this systematic study of attempted and completed rape will analyze

the interrelationships between various dependent and independent variables (victim, situational, and offender patterns) in an attempt to predict what the outcome may be when certain kinds of victims behave in certain ways against certain offenders in certain situations. Almost 500 rape victims in the Washington, D.C., area will be interviewed during the two-year project, with half the respondents expected to come from institutional sources (hospitals, police and rape crisis centers) and half through responses to media announcements. Study directors: Lynn Curtis (BSSR) and Jennie McIntyre (University of Maryland).

Completed projects:

Consumer Energy Study. In this study, which was part of BSSR's Legal Action Support Project and was undertaken at the request of the Franklin Pierce Law Center in Concord, New Hampshire, interviews were conducted with New Hampshire residents in spring 1976. By approximating a similar 1974 study in Vermont, this study sought to establish the degree of comparability between residents and energy consumption in Vermont and New Hampshire and to provide closely comparable data on appliance saturation as well as measures of public attitudes toward energy issue, particularly electricity consumption and alternative pricing systems. A 45-page report, *Energy Consumers' Awareness and Preferences in New Hampshire: A Comparative Assessment* (BSSR 0010-23), by Albert E. Gollin, Shirley J. Smith, and JoAnne S. Youtie, is available from BSSR for \$4.50.

Nationwide Survey of School Superintendents on Future Utilization of the Instructional Television Fixed Service. This survey of 310 school superintendents of school districts with enrollments of 6,000 or more sought to assess the value of the Corporation for Public

Broadcasting's Instructional Television Fixed Service and to determine utilization patterns. Data were also collected on size of district enrollment and current usage of any kind of in-class instructional television. The project report (BSSR 0336-12) is available for \$1.50 from BSSR.

Study director: Barry M. Feinberg.

Cleveland Area Survey Case Western Reserve University

(Haydn Hall, Case Western Reserve University, Cleveland, Ohio 44106)


Cleveland Area Survey. The 1977 CAS, an annual omnibus survey of Cuyahoga County, Ohio, entered the field in January. Major foci of this year's investigation include level of knowledge and desire for information about health-related topics, acceptance of medical paraprofessions in doing tasks of physicians, perception of crime and criminal victimization, attitudes toward zoning, utilization and attitudes toward public transportation, perceptions about air pollution, an inventory of items people collect and their collecting behavior, and general social and social-psychological memberships. The 1977 CAS involves personal interviews with 1,280 adults over 18 in Cuyahoga County. The 1976 survey is now complete, with the data set soon available for purchase for secondary analysis, and plans are being developed for the 1978 CAS.

Director: Saul D. Feldman; Associate Director: Howard S. Biel.

Department of Political Science Duke University

(Durham, North Carolina 27706)

"Lessons" of Vietnam. Conducted in conjunction with the School of International Relations, University of Southern California, the purpose of this study is to determine what "lessons" American leaders believe we should learn from our involvement in the Vietnam war. A lengthy questionnaire was mailed to approximately 4,200 leaders in various occupations. Half of the sample was drawn from rosters of foreign service and military officers, political leaders, labor officials, the clergy, foreign policy experts not in the government, chief editorial writers, and Washington-based persons in the printed and electronic media. The other half of the sample was drawn from *Who's Who in America* and *Who's Who in American Women*. The first mailing was in February, 1976, with a followup mailing two months later. To date, 2,290 usable questionnaires have been returned. Principal investigators: Ole R. Holsti (Duke



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University) and James N. Rosenau (University of Southern California).

Division of Behavioral Science Research Tuskegee Institute

(Carnegie Hall--4th Floor, Tuskegee Institute, Alabama 36088)

Development and Testing of Methodologies and Instruments for Evaluating Community Education Programs. The Division is cooperating with the Human Resources Development Center in this two-year project, funded by the U.S. Agency for International Development, which focuses on developing and field-testing evaluation tools, both instruments and methodologies, in less developed countries. The aim is to furnish more and better information for the rural community education program planner and implementor.

Principal investigator: T. J. Pinnock; research director: Paul L. Wall.

The School of Veterinary Medicine as a Sociocultural System: A Pilot Study. Funded by the Spencer Foundation, this study of the School of Veterinary Medicine as a sociocultural system seeks to shed specific light on three theoretical processes: (1) the recruitment process by which human resources, as embodied in the characteristics of students and faculty, are admitted into the School of Veterinary Medicine (conceived as a system); (2) the refining of these resources through exposure to the internal educational programs of the School; and (3) the impact of the School's products on the larger environment as reflected in a number of career choices of its graduates. The study involves personal interviews and questionnaires with 250 respondents on the campus of Tuskegee Institute and in the surrounding community.

Principal investigator: Paul L. Wall.

The Development of a Black Professional School--The School of Veterinary Medicine as an Educational Institution and as a Sociocultural System--An Historical Study--1940-1970. The overall purpose of this study, funded by the Spencer Foundation, is to identify, gather, analyze, and synthesize basic data to serve as a foundation of a pilot project and to suggest a framework for the examination of a predominantly nonwhite professional school. The specific aims of the study are (1) to look at the development of an educational institution, viewed as a sociocultural system, within Tuskegee Institute; (2) to use written primary sources found in the School of Veterinary Medicine and the Institute's Archives; (3) to interview alumni, faculty, former administrators, etc., whose tenure is contemporaneous with the growth of the school; (4) to locate primary

source data of the Southern Regional Education Board and interview selected staff; (5) and to scrutinize the role of the general and professional press and its responses to the growth of the School.

Principal investigator: T. S. Williams, DVM.

Division of Demographic and Social Research The American Foundation for the Blind

(15 W. 16th St., New York, N.Y. 10011)

National Survey of the Reading Needs of the Handicapped. This study, funded by the Library of Congress, Division of the Blind and Physically Handicapped (DBPH), is designed to determine the scope of needed services to persons who have difficulty reading because of physical problems (including learning disabilities). The study has three closely related parts: (1) a telephone screening of 140,000-210,000 households to locate eligible persons and permit reliable projections of their number at the national and regional levels, followed by a second wave of telephone interviews with about 2,000 of those identified by the screening to gather information on their reading needs and interests, physical problems, demographic characteristics, and social participation; current users of the DBPH special library service will be compared with former users and nonusers; (2) a mail survey of about 1,000 institutions with resident populations of the reading-handicapped to determine the institutional barriers to full use of the DBPH special services; and (3) on-site visits and interviews at about 30 institutions to observe the provision of reading services.

Principal investigator: Marvin Berkowitz.

Educational Assessment Center University of Washington

(PB 30, University of Washington, Seattle, Washington 98195)

Transportation and Energy Use. Sponsored by Prof. Jerry Schneider (Dept. of Civil Engineering, UW), the Department of Transportation, and the State of Washington, this is a survey of knowledge on issues of energy use and transportation and the travel and vehicle ownership characteristics of Washington State voters. Personal interviews are being conducted with 600 randomly selected voter registrants in the state.

Study director: Judith Fiedler.

Characteristics of Low Energy Use Households. This study for Prof. Robert Kohlenberg (Dept. of Psychology, UW), funded by the Federal Energy Commission, will investigate the character-

istics of households using significantly less than average electrical energy. Personal interviews will be conducted with 200-400 households in the Seattle City Light Co. service area that have histories of low energy use. Study director: Judith Fiedler.

Institute for Social Research Florida State University

(655 Bellamy Bldg., Florida State University,
Tallahassee, Florida 32306)

Research Related to the AAUP Study of Part-time Faculty. This research for the American Association of University Professors, conducted at FSU under subcontract to ISR's Center for the Study of Education, addresses the question of employing part-time faculty members in terms of the advantages to the institution (less costly, less space or support required, greater flexibility) and the effect that part-timers may have on the quality of education offered to students (part-timers may not be current in their field's literature, may be less available to students, and may not have time to prepare adequately). The mail questionnaire survey will be conducted in two phases--a study of 200 schools and 11,000 part-time faculty and a questionnaire sent to all institutions of higher education (about 3,100) in the U.S.

Project coordinator: Howard Tuckman; FSU coordinator: Charles Grigg.

Institute for Social Research University of Michigan

(P.O. Box 1248, Ann Arbor, Michigan 48106)

Completed projects:

Housing Adjustments of Aging Parents. This was the second phase of a two-part study by the Survey Research Center's Urban Environment Research Program to investigate the implications of the limited number of housing options for older people. The first phase, completed in 1975, looked at housing changes precipitated by a major event--retirement, death of spouse, or mental or physical disability. In the second phase, which focused on the effects that moves to a nursing home or to the home of a child had on the children, the adult children of elderly parents were interviewed. The living arrangements of older people were examined in terms of health, community environment, time use of older people, economic and financial characteristics of the alternatives, impact of the living arrangements on the family, and the variables influencing the choice of a living situation. For additional information about this study, contact Sandra Newman at ISR.

The Economic and Political Impact of General Revenue Sharing. This monograph, edited by F. Thomas Juster, presents the findings of a study funded by NSF's RANN Directorate on the impact of the State and Local Fiscal Assistance Act of 1972, under which approximately \$30 billion was distributed to state and local governments between January 1972 and December 1976. In order to evaluate the program, personal interviews were conducted nationwide with some 2,000 state and local government officials who have the basic responsibility for administering the general revenue sharing program in order to answer such questions as whether the program had the expected impact, how budgets have differed without the revenue sharing money, what services and groups benefited most, what administrative problems are inherent in the program, and whether the program should be extended. The 308-page monograph, which includes the questionnaires used, is available from ISR for \$13.000 (clothbound).

Institute for Social Science Research University of California at Los Angeles

(11249 Bunche Hall, UCLA, Los Angeles, California 90024)

Economic Adaptation of Recent Asian Immigrants in Los Angeles. This research, funded by NSF, concerns the economic adaptation of post-1965 Asian immigrants in Los Angeles County. The focus is on occupational adjustment and economic integration in two areas: small business and the health professions. Three sociological aspects are being examined: immigration and occupational integration of skilled personnel, intergroup conflicts, and the sociological understanding of ethnicity. Personal interviews are being conducted with members of three Asian groups: Filipino, Korean, and Chinese. Co-principal investigators: Ivan H. Light (Dept. of Sociology, UCLA) and Edna Bonacich (Dept. of Sociology, UC at Riverside).

Health Service Utilization and Preference of Spanish-Speaking/Spanish-Surnamed Veterans. ISSR is collaborating with the Brentwood and Sepulveda Veterans Administration Hospitals in a study designed to assess the health needs, health practices, and preferences between health care providers of Spanish-speaking and Spanish-surnamed (Latino) veterans. Specifically, the study seeks to ascertain how and why they seek medical care and how and why they choose one provider over another. The study involves personal interviews in Los Angeles County with a community sample of 1,000 Spanish-speaking/Spanish-surnamed veterans and a "Utilizer" Study Group of 260 "active" Anglo patients and 260 "active" Spanish-speaking/Spanish-surnamed patients. Co-principal investigators: Howard E. Freeman

(ISSR) and Milton Greenblatt (V.A. and Dept. of Psychiatry, UCLA).

Evaluation of the National School Health Program. The Robert Wood Johnson Foundation has provided the resources to develop the National Health Care Program aimed at delivering health care services to school-age children, especially in communities underserved by the existing health care system. This evaluation of the Program throughout the nation will examine rate of utilization, frequencies of the kinds of problems identified, treatment disposition and time, school absenteeism in relation to academic performance, and costs. This five-year study will utilize computer-assisted telephone interviews, mail questionnaires to parents and school nurses, and activity logs. Principal investigator: Howard E. Freeman.

Couple's Motivation for Parenthood, Decision Making and Fertility Regulation. This study, funded by the National Institute of Child Health and Human Development, will examine the relationship between motivation for parenthood, division of power and responsibility in the marital dyad, and fertility behaviors. Interviews will be conducted three times over the next four years with 600 couples, equal numbers of whom have recently married or recently had their first child.

Principal investigator: Linda J. Beckman (Dept. of Psychiatry, UCLA).

Institute for Survey Research Temple University

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

Nationwide Survey of Orphans and Widows. This survey for the Social Security Administration will involve two studies. The first study, to run to August 1977, will examine the socio-economic conditions and general quality of life of widows or widowers who have children less than 18 years of age. Personal interviews will be conducted nationwide with 850 widows or widowers in the pilot study and 6,000 in the main study. The second study, to be completed by December 1977, will investigate the economic status and quality of life of those widows who are less than 60 years of age and currently without benefits. This study will use telephone interviews, with a sample of 500 for the pilot phase and 3,000 for the main study. Principal investigator: Leonard A. LoSciuto.

Case-Control Study of Water Quality and Carcinogenesis in Pennsylvania. Under subcontract from the University of Pennsylvania with funds from the U.S. Environmental Protection Agency, this three-year project aims to devise and test the feasibility of various retrospective

study techniques in evaluating possible links between colon cancer and substance in drinking water. A combination of personal interviews, telephone interviews, and mail questionnaires is being used in two separate studies, each with a sample of 400 in the Philadelphia SMSA. Study I involves the next of kin of colon cancer decedents and matched decedent controls whose cause of death was other than cancer. In Study II, respondents are living colon cancer patients, matched population controls, and the next of kin of both the cases and controls. In both studies, the cases will be comprised of white males and females aged 40-64. Study director: Allan T. Walters.

Completed projects:

Study of the Feasibility of Producing National Divorce Statistics from Probability Sample Surveys. Since the Divorce Registration Area System (DRA) established by the National Center for Health Statistics has not been successful in providing reliable national divorce statistics, a study was conducted for NCHS to assess the feasibility of establishing a program to augment the DRA that would gather divorce statistics from a national sample of local divorce registration areas. Personal interviews, focusing on attitudinal and operational data related to hypothetical participation in a national divorce registration program, were conducted with 48 county court officials and their staff members in 21 states not participating in the DRA and in 3 participating states. During site visits, interviewers also assessed aspects of organizational climate in the light of NCHS' objectives. Study director: James Peterson.

Pennsylvania Drug Study. In this study, completed in December 1976 for the Governor's Council on Drug and Alcohol Abuse, personal interviews were conducted with 1,961 persons, aged 14-65, residing in households in Pennsylvania. The purpose was to measure the incidence and prevalence of the use of alcohol and other drugs among the general population in the state, to measure the length and patterns of use and the factors associated with the onset and continuation of use, and to evaluate the validity of the instrument itself. Study director: James Peterson.

Israel Institute of Applied Social Research Jerusalem, Israel

(19 George Washington St., P.O.B. 7150, Jerusalem 91 070, Israel)

Completed project:

On Two Responses to Poverty. Conducted under a grant from the Israeli Ministry of Welfare,

this study examined changing trends in the attitudes of various populations in Israel and supplied information on the gaps between these attitudes and those of welfare policymakers. Personal interviews were conducted with 450 welfare recipients, 87 social workers, and 42 teachers in Jerusalem, Tel Aviv, Haifa, and Beer-sheva.

Researchers: Elliot J. Markus and Haviva Bar.

Mathematica Policy Research Princeton, New Jersey

(P.O. Box 2393, Princeton, New Jersey 08540)

Abortion Providers Study. The purpose of this study, sponsored by The Alan Guttmacher Institute, is to obtain data from abortion providers in order to examine the response of U.S. health institutions to the 1973 Supreme Court decisions on abortions. Mail questionnaires have been sent to 622 public hospitals, 309 clinics, and 422 private hospitals. Survey director: Mathew Hauck.

Indirect Costs of Residential Fires. This study for the National Fire Prevention and Control Administration, U.S. Department of Commerce, seeks to estimate the indirect costs of fires in residential dwellings. The study involves 800 completed telephone interviews with households that have residential fires in January-June 1977.

Home Inspection and Warranty Program Study. This research was ordered by Congress in the Housing Authorization Act of 1976, which required HUD to make recommendations for protecting home buyers from hidden or undisclosed defects seriously affecting the use and livability of the home. The study will help HUD and Congress decide if a national system of home warranties and inspection should be added to the services offered by the FHA. Two separate telephone surveys are being conducted, each having a nationwide sample of 1,800 recent home buyers. The "needs" survey involves those who bought their home two years ago, and the "demand" survey those who bought three months ago. Half of each sample have FHA mortgages.

Project director: Alan Brewster.

Study of Canadian Physicians' Supply Response: Practice Organization and Management. This study, supported by HEW and by the Federation of General Practitioners in Province of Quebec, examines the effects of universal insurance on the Quebec medical system, as seen from the perspectives of rural and urban settings, as well as from different socioeconomic groups. Telephone interviews were conducted with approximately 2,500 general practitioners in the province of Quebec with a variety of practice

modes and representative of 65 market areas. Project director: Alan Brewster.

Evaluation of the Economic Impact of Job Corps on the Participant. In this study, funded by the U.S. Department of Labor, personal interviews will be conducted with 5,278 Job Corps participants and 1,500 comparison group respondents in 52 Job Corps centers and 15 geographic areas representative of the home areas from which the Job Corps participants come. The purpose is to evaluate both the short-term economic impact of the current Job Corps program on its participants and the overall benefit and costs of the program.

Project director: Charles Maller.

Minnesota Center for Sociological Research University of Minnesota

(2122 Riverside Avenue, Minneapolis, Minnesota 55454)

Health Services Needs Assessment of Scott County (Minnesota). This study for the Scott County Human Service Administration assesses the perceived health service needs of County residents. The study involves questionnaires mailed to a random sample of 850 residents, with telephone followups.

Principal investigator: Ronald Geizer.

National Opinion Research Center University of Chicago

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

General Social Survey, 1977. The General Social Survey (GSS) is a data-dissemination project that began in 1972. Each year a national sample of adults is surveyed on a wide variety of topics, with the questions being, in most cases, replications of questions from previous national surveys. The data for each year's GSS are made available in July by Roper Public Opinion Research Center, Williams College, at a nominal charge to anyone who wants to use them, without restrictions. GSS 77 uses a full probability sample rather than the probability samples with quotas at the block level or split samples used in previous years. The content has been expanded, so that in addition to the regularly scheduled questions, GSS 77 contains new questions on job security, fuller information on ethnicity, and questions on suicide, euthanasia, drinking, and smoking. For information on data and codebooks, write to Roper Public Opinion Research Center, Williams College, Williamstown, Mass. 01267; for general information on the project, write to the NORC Library.

Senior study director: James A. Davis (Dart-

mouth College); assistant study director: Thomas W. Smith (NORC).

A Study of Media Symbols. This study, funded by the John and Mary Markle Foundation, seeks to develop preliminary instrumentation for the measurement of the impact of national media "symbols" on the American public, and in particular, on the formation of generational consciousness among those who have reached adulthood during the crisis of the Vietnam-Watergate years. The study involves both personal interviews and mail questionnaires with two waves of 75 respondents each. The first wave consists of middle- and upper-middle-class adults in Boston, Chicago, Dallas, and Tacoma; the second wave is a subsample from NORC's national sample of the college graduating class of 1961.

Principal investigator: Andrew M. Greeley.

Population Research Laboratory University of Alberta

(Department of Sociology, University of Alberta, Edmonton, Canada T6G 2E1)

Edmonton Area Study. Undertaken in conjunction with the Department of Sociology, this is the first of a planned annual survey to provide a long-term view of issues of importance to the citizens of Edmonton. This year's topic pertains to the "Quality of Life" in Edmonton, with most of the questions submitted by various faculty members interested in this area. Personal interviews are being conducted in 400 households in the city, stratified by income data from the 1971 Canadian Census.

Director: L. W. Kennedy; Associate Director: H. Northcott.

Research Triangle Institute North Carolina

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

Attitudinal Acceptance of Children's Incremental Dental Care Program (CIDCP) among Administrators, Teachers, and Parents. The purpose of this study, funded by the Division of Dentistry, Health Resources Administration, is to assess how well or poorly the Georgia-Tennessee Dental Project has been accepted by parents, teachers, and school administrators and to explore the factors associated with acceptance or nonacceptance. This unique program provides an opportunity to evaluate public sentiment toward such a program and thereby to furnish a basis for assessing likely national response to HEW's National Health Insurance proposal for dental services to children. RTI

conducted personal interviews in January-March 1977 with 655 respondents (school officials, teachers, and parents) in a 13-county area in southeast Tennessee and northwest Georgia. Study director: Lynn Guess.

Economies of Scale and Increased Productivity in Group Dental Practice. Funded by the Division of Dentistry, Health Resources Administration, this survey seeks to obtain data with which to conduct an economic analysis of solo and group dental practices in the U.S. Issues to be addressed include efficiency in delivering dental care service, differences in productivity, and reporting on economies of scale in dental service delivery. The national sample with 58 PSUs consists of 500 dental practices, stratified to include practices ranging in size from solo to group practices with as many as 16 dentists. In each sample practice, personal interviews were conducted in January-March 1977 with the dentists and auxiliary staff, and the practices kept records on a sample of patient visits during a two-week period. Study director: Kent D. Nash.

Safe School Study. This study, funded by NIE, seeks to determine the incidence of vandalism, theft, and assault in a national sample of schools and to describe which preventive measures are having the most impact. Both personal interviews and mail questionnaires are being used in approximately 6,300 public schools spread across four location domains in all 50 states. Data collection for Phases I and II is complete, and that for Phase III will be completed by May 1977, with a report by the end of the year.

Project director: David L. Bayless.

National Assessment of Educational Progress Year 08 Out-of-School Administration Project. Sponsored by the Education Commission of the States and funded by the U.S. Office of Education, the National Assessment seeks to assess the knowledge, skills, and attitudes of young adults aged 26 to 35. Information will be obtained regarding their educational achievements, which will indicate the progress being made and the problems being faced. In May-July 1977, RTI will screen households in 58 PSUs located in 26 states and the District of Columbia to identify and obtain personal interviews with approximately 1,500 eligible young adults 26-35 years of age. Study director: Mike Weeks.

National Study of the Upward Bound Program: A First Follow-up. Sponsored by the Office of Planning, Budgeting, and Evaluation of the U.S. Office of Education, this study examines further the impact of Upward Bound participation on educational continuance, concentrating on entry into and persistence in postsecondary education, and describes the current activity states of the sample of students partici-

pating in the base year (1973-74) study of the Upward Bound Program. Mail questionnaires are being sent nationally to 6,050 persons who were high school students (grades 10-12) in 1973-74, with telephone interviews for mail nonrespondents.

Project director: Graham J. Burkheimer.

Response Analysis Princeton, New Jersey

(Research Park Route 206, Princeton, New Jersey 08540)

Completed project:

Home Gardening. This project, carried out in spring 1976 for the Economic Research Division of the USDA, involved a national probability sample of 1,417 main food shoppers. Respondents were asked, among other things, about their household gardening practices in 1974 and 1975, plans for the 1976 growing season, and reasons for gardening. Among the findings were that home gardening is a middle-class pursuit by those wanting fresh taste, that more homeowners than renters have gardens, that there has been a slight but steady increase in home gardening, and that tomatoes are the most popular crop. For further information on the survey, contact Evelyn Kaitz or Jon Weimer, Social Science Analysts, Economic Research Service, U.S. Department of Agriculture, Washington, D.C. 20250.

Methodological research:

Panel Bias. By comparing results from two samples of food shoppers, Response Analysis was able to study the effect of panel bias. In 1973, interviews were conducted for the U.S. Food and Drug Administration with a nationwide sample of 1,500 chief food shoppers. This study provided information on nutrition knowledge, beliefs about nutrition, and reactions to nutrition labeling. In 1975, a subsample of 607 respondents was reinterviewed with questionnaires nearly identical to those used in 1973, and a new national probability sample of 1,664 chief food shoppers was also interviewed. Six questions in both the panel survey and the 1975 national survey were available for comparison. The results of these surveys showed the existence of a contaminating panel effect, but its nature and direction could not be determined.

Food Consumption Methodology Study. In this study for the Consumer and Food Economics Institute, USDA, nine measurement procedures were tested as a prelude to the 1977-78 USDA national study to determine household food use and individual dietary intake. The methods used included 7-day recall interviews with and

without advanced preparation, daily phone interviews, combination homemaker recall and individual diaries, 24-hour recall, and both 3-day and 7-day diaries, either picked up or mailed back. Matched samples of 665 low-income households, middle-income households, and households of elderly persons were interviewed in Pittsburgh, Minneapolis, and Detroit using the different methods.

Social Science Research Institute University of Maine at Orono

(164 College Avenue, Orono, Maine 04473)

Assessment of Student Personnel Services at Maine's Vocational Technical Institutes. Sponsored by the Bureau of Vocational Education, Maine Department of Education and Cultural Services, the purposes of this study are to (1) develop descriptions of student personnel services at vocational institutes in Maine; (2) determine perceptions of adequacy of these services among VTI students, graduates, faculty, and staff; and (3) find relationships between these perceptions and institute, class, program, and demographic characteristics. Questionnaires are being mailed to a sample of 3,250 current students, 1974-76 graduates, faculty, and staff of Maine's six vocational technical institutes.

Principal investigator: Gerald G. Work.

Diffusion of Technology Project. One of the primary goals of this 40-month study funded by NSF is to expand and integrate economic and organizational theories concerning adoption and diffusion patterns of new technologies. Using a longitudinal panel format, the first set of interviews was completed two years ago, and the second set is now being conducted with 90 participating firms throughout the U.S. representing the footwear and upholstered furniture industries. Following completion of this wave, the two sets of data will be analyzed and a final report prepared for NSF by this fall.

Methodological research:

Sample Size and Data Stability. In conjunction with a study of public transportation needs and use in Penobscot County, an analysis was made of several variables when the completed returns reached an N of 149, 301, 548, and 1,107 in order to ascertain whether the sample size of a random-digit-dialed telephone interview study affects stability of opinion data. Specifically, an examination was made of how sample size affected the distribution of income, policy recommendations, and service evaluation of the transportation system (Citibus) operated by the City of Bangor. The results were consistent for each sample size, thus

indicating that RDD can produce representative data from even small samples.

**Statistical Laboratory
Iowa State University**

(Ames, Iowa 50011)

Iowa Environmental Issues. Supported by the Iowa Conservation Commission, U.S. Fisheries and Wildlife Service, and the Wildlife Management Institute, the purpose of this two-year study is to determine attitudes and motivational factors associated with environmental issues in Iowa. Two populations are being surveyed--a representative sample of Iowans 18 years of age or older and a sample of persons possessing the characteristics of avid hunters. Principal investigator: Tom Bubolz.

**Survey Research Center
University of California, Berkeley**

(2538 Channing Way, Berkeley, California 94720)

The Effect of Urbanism on Social Networks and Mental Health. This project, funded by the Center for the Study of Metropolitan Problems, NIMH, is designed to answer questions on how characteristics of the localities in which people live--principally but not exclusively their degree of urbanism--affects their personal relations and how the two, in turn, affect the psychological well-being of the residents. Personal interviews will be conducted with 20 people in each of 50 neighborhoods, asking them about their use of the locality, their social networks, and their well-being. The sampled localities will range from center-city San Francisco to small Northern California towns 200 miles away.

Principal investigator: Claude S. Fischer (Institute of Urban and Regional Development, UC Berkeley).

Coping Behavior: An Empirical Study of the Consumer-Technology Interface. A previous interdisciplinary/interuniversity review of the literature (reported in seven volumes) found little, if any, evidence of how consumers interact with technology--as embedded in high-technology products--during prepurchase, use, and disposal activities. This study, which is part of the Consumer Research Program and is funded by the National R & D Assessment Program, NSF, concerns use activities, especially what consumers do, think, and feel when confronted with a malfunction/breakdown in consumer durables. SRC will be conducting personal interviews with 600-700 homeowners (both husband and wife), aged about 25-55, in Contra Costa County, California.

Principal investigator: F.M. Nicosia.

Completed project:

Evaluation of the "As Is" Housing Disposition Program. The purpose of this project was to assist the Program Planning and Evaluation Office of HUD Region IX in collecting and analyzing data on the location, characteristics, and physical appearance of single-family homes sold under HUD's "As Is" program in the Western Region compared to neighboring houses and homes sold under other HUD programs. SRC developed a sampling frame based on all HUD's single-family house sales in California, Nevada, and Arizona during the period January 1-June 30, 1975. Data providing a statistical portrait of HUD sales by location, type of sale, and basic housing characteristics were gathered from administrative records on 1,536 houses in the three states. A more detailed examination of 721 cases in the Los Angeles basin and the greater Phoenix area was made, including a photographic survey of one HUD house and two neighboring houses for each case. Project coordinators: William L. Nicholls, II and John L. McCarthy.

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

(4320 Ridge Lea Road, Rm C-19, State University of New York at Buffalo, Buffalo, N.Y. 14226)

Institutional Racism in U.S. Police Departments. This is a research and action program to identify and remediate forms of institutional racism in the operations and delivery of police service in selected police departments across the U.S. Funded for two years by the Office of Minority Mental Health Programs, NIMH, the SRC will act in a consulting capacity for the grantee, the Institute for Study of Contemporary Social Problems (ISCSP). During the first two years, the SRC will provide consultation services on general and instrument design for possible general and/or special population surveys to be undertaken by mail in subsequent years.

Project director: Franklin Zweig (ISCSP); SRC study director: Raymond G. Hunt.

Community Survey of Problems and Needs. This survey is jointly sponsored by the three major Buffalo television stations, WBEN, WGR, and WKBW, to enable the sponsors to meet part of the FCC license renewal requirements. The survey, which is designed to ascertain community problems and needs, will involve random-digit-dialed telephone interviews with a sample of approximately 1,000 residents of the Erie and Niagara Counties area, aged 12 years or older, with overrepresentation of Blacks and Puerto Ricans.

Project director: Joseph Lentini (WGR); SRC study director: Raymond T. Conjeski.

Methodological research:

Because of a growing reliance on telephone surveys at the SRC, a brief data analysis was conducted in order to determine and guard against possible biases. The percentage of heads of households having phones was compared within categories of demographic variables as reported from the Erie-Niagara Area Survey I, which was a face-to-face general population survey of 1,041 residents of Erie and Niagara Counties. It was found that although only 5 percent of the surveyed households were without phones, a telephone survey would still tend to underrepresent some subpopulations. The income variable predictably showed the clearest relationship with having a telephone, with lower-income households less likely to have phones. In addition, having a phone seems to be related to voter registration and to marital status, i.e., nonregistered or divorced or separated heads of households were less likely to have phones. The study concludes that phone surveys would be quite adequate for general population surveys, but for special population surveys, such as surveys of people who are not registered to vote, biases introduced by this survey method might be too strong.

Survey Research Center Oregon State University

(Corvallis, Oregon 97331)

A Study of Alumni Fund Giving. This study for the OSU Foundation is designed to test the effects of selected variables on alumni fund giving to Oregon State University. Variables included are extent of nonacademic giving, evaluation of a respondent's OSU education and the University generally, involvement in University post-graduation activities, and selected demographic characteristics. Mail questionnaires are being sent to a sample of 1,150 alumni, of whom half have given to the University and half have not.

Study director: Robert Mason.

Survey Research Centre York University

(Institute for Behavioral Research, York University, 4700 Keele Street, Downsview, Ontario M3J 1P3, Canada)

International Education in Canada. This study, sponsored by the Canadian Bureau of International Education, seeks information on a sample of graduate and undergraduate students from five world economic regions who are presently attending post-secondary schools in Canada. The regions include the U.S., Hong

Kong, developing countries (rich), developing countries (poor), and other developed countries. The survey will study student aspirations, reasons for selecting particular institutions, experiences in applying for admission, and post-study plans. Personal interviews are being conducted with 800 foreign students at 27 post-secondary institutions across Canada. Project director: David Neice.

Survey Research Laboratory Arizona State University

(Sociology Department, SS 317, Arizona State University, Tempe, Arizona 85281)

Legal and Popular Concepts of Kinship. In this 18-month study, funded by NSF, 800 personal interviews will be conducted with a cross-section sample and selected religious group members in Phoenix, Arizona, to test various putative correlates of basic spatial metaphors applied to kinship and to examine the fit between kinship models that provide a basis for American legal codes and models that people, in fact, do hold.

Principal investigator: Bernard Farber; co-principal investigator: Morris Axelrod.

Survey Research Laboratory University of Illinois

at Urbana-Champaign

(414 David Kinley Hall, University of Illinois, Urbana, Illinois 61801)

Urban to Rural Mobility. This study of reverse migration in the North Central region of the U.S. for James Williams, Department of Agricultural Economics, UIUC, seeks to determine how rural communities are affected by new residents and why people choose to move into rural areas. A total of 900-1,000 residents of 75 rural (non-SMSA) counties in 10 North Central states will be interviewed by telephone--450-500 with persons who moved from an SMSA to a non-SMSA county since 1970, 225-250 with persons who moved from a different non-SMSA county since 1970, and 225-250 with persons who have resided in the same non-SMSA since 1970. Respondents are being asked to provide information about their satisfaction with their present community, and those who have moved into the community since 1970 are also being asked about their satisfaction with their former community and their reasons for moving.

Project coordinator: Linda Lannom.

Four Surveys of Existing and Potential Adult Education Programs, Services, and Students. The objectives of this study of part-time stu-

dents for the Illinois Board of Higher Education and the Illinois Advisory Council on Adult Vocational and Technical Education are (1) to gather information about current and future enrollments in specific programs at specific locations; (2) to determine what is being studied, ways in which instruction is offered, reasons for study, and who pays the cost of instruction; and (3) to identify educational needs and barriers to attendance. Four surveys are being conducted: mail questionnaires sent to 2,000 part-time students in Illinois colleges and universities, 2,000 adults enrolled in public school district programs, and 400 noneducational and proprietary institutions offering instruction for adults, and telephone interviews with 2,000 members of the general population in Illinois. Project coordinator: Edward Lakner.

Symphony and Theater Attendance. This study for Professors Alan Andreasen and Russell Belk, Department of Business Administration, UIUC, examines several aspects of symphony and theater presentations as they affect the attitudes and patronage intentions of marginal patrons grouped according to life-style characteristics. It involves random-digit-dialed telephone interviews in Memphis, Atlanta, Columbia (S.C.), and Baton Rouge with approximately 360 persons aged 14 and older in each location, screened first regarding their entertainment activities during the past 12 months. Project coordinator: Matilda Frankel.

Wilderness Values and Opinions. This study for Robert Young, Department of Forestry, UIUC, seeks to determine knowledge of wilderness areas, actual and potential use of these areas, estimates of satisfaction with something less than "true" wilderness, and personality and demographic characteristics of users. Telephone interviews are being conducted with 500 adults aged 18 or older throughout Illinois. Project coordinator: Linda Lannom.

U. of I. Clerical Women: Women's Career Profiles. In this pilot study for Professors Marianne Ferber (Economics) and Bonnie Birnbaum (Family and Consumption Economics), various methods of obtaining the occupational histories of women will be tested with the ultimate aim of determining the effect of career interruptions on a woman's earnings. Data collection will be by mail questionnaires to most of the approximately 1,300 women clerical workers at UIUC aged 35 and over, with telephone or personal interviews conducted with the remainder for comparative purposes. Project coordinator: Matilda Frankel.

Completed project:

Beliefs and Experiences of Dissatisfied Purchasers of Used Motor Vehicles. On contract from the Federal Trade Commission, mail ques-

tionnaires from 841 complainants who had contacted an official local complaint-handling agency about a problem arising from the purchase of a used motor vehicle were processed and analyzed. The purpose was to examine marketing practices in the sale of used vehicles and in particular whether a warranty was given, what positive or negative comments the purchasers believed the dealer made about the vehicle, whether the purchaser was aware of the conditions of the sale ("as is" or not), and what purchasers later learned about their vehicles that was different from what they were told at the time of purchase. Project coordinator: Alan R. Andreasen.

at Chicago Circle

(4075 Behavioral Sciences Building, University of Illinois, Chicago, Illinois 60680)

Chicago Transit Security Program--Phase 2. This study for the Department of Public Works, City of Chicago, will assess the perceived level of crime and security before and after the installation of a "Televue Alert" system at four Chicago Transit Authority rapid transit stations on Chicago's South Side. The intent is to ascertain citizens' perception of crime on the CTA and its impact on ridership. In two surveys, random-digit-dialed telephone interviews will be conducted with two separate samples of approximately 700 households each in the vicinity of the four demonstration stations, with one survey before installation of the system and the other about three months after the system has been in operation. For information about this or the previous CTA survey (*Survey Research*, January 1973 issue), contact Jim Anderson, Department of Public Works, City Hall, Chicago, IL 60602. Project coordinator: Ronald Czaja.

Survey Research Program University of Massachusetts/Boston and Joint Center for Urban Studies of MIT and Harvard

(University of Massachusetts/Boston, 100 Arlington Street, Boston, Massachusetts 02116)

Assessment of Functional Disability among the Framingham Cohort. The Framingham Study has collected laboratory medical information relating to arteriosclerotic disfunction from their sample of men and women since 1950. Sponsored by the National Heart, Lung, and Blood Institute through Boston University Medical School, the present personal interviews, which are being conducted in the Framingham Heart Study Clinic with approximately 3,200 cohort members and are expected to continue for 24 months, assess their perceptions of their disability and limited functioning, as

well as their perceptions of the reasons for the limitations. Using these perceptions of functional disability and the 25-year medical history, the long-term effects of various medical conditions will be analyzed.

Principal investigator: Laurence G. Branch.

Wisconsin Survey Research Laboratory University of Wisconsin

(Lowell Hall--Suite 101-112, 610 Langdon St.,
Madison, Wisconsin 53706)

Wisconsin Sibling Survey. Financed by a grant from the Spencer Foundation, this is an extension of the Wisconsin longitudinal study of the socioeconomic careers of more than 10,000 young men and women who were seniors in Wisconsin high schools in 1957. In 1975, in the Wisconsin School Survey, more than 9,000 of the original respondents were reinterviewed by telephone. The present survey involves a random sample of 2,000 siblings of the respondents to the 1975 survey. The questionnaire for this survey is virtually identical to the one used in the 1975 interview. The purpose is to compare the experiences of siblings raised in the same families in order to determine the overall effects of families on the later socioeconomic and family life careers of their children. In addition, the study will provide data for determining the precise influence of sibling position (birth order), sex of sibling, and child spacing on the amount and type of education the child obtains and on the kind of occupation he/she eventually enters.

Study directors: William H. Sewell and Robert M. Hauser (Dept. of Sociology).

New-Car Buyers Survey. This survey, part of a study funded by NSF, seeks to find what people expect from their new cars and the degree to which their actual experiences meet their expectations. Telephone interviews are being conducted with 500 new-car buyers in the Madison area and 500 in the Milwaukee area to establish a baseline of how loyal customers are and how well they understand legal protection through the warranty. In about 10 months these customers will be reinterviewed to ascertain their actual experiences with their new cars and to see how their expectations have changed, how many unresolved complaints arose, and how this pattern is affected by customer loyalty, knowledge of warranties, and initial reasons for buying a car.

Study directors: Stewart Macaulay and Gerald Thain (Law School) and Kenneth McNeil (Dept. of Sociology).

Completed projects:

Institutional Access Survey. This survey for the UW Central Administration sought to find

out the effect of nonadmittance to six UW institutions on the respondents' educational plans and also what their experiences were during the semester for which they had applied but had not been admitted. Telephone interviews were conducted last fall with a sample of about 550 Wisconsin residents who were denied admission owing to enrollment ceilings. Study director: Eugene Craven.

Statewide Citizen Survey. The purpose of this project, co-sponsored by three Wisconsin State Departments (Transportation, Health and Social Services, and Administration), was to obtain citizen feedback on state services, with the information to be used by state agencies in formulating future policy and financial decisions. Telephone interviews were completed with 2,355 respondents in households throughout the state.

Programevaluation coordinator: Bernard Mrazik.

Chancellor's Committee on Improving Student Writing Skills: Faculty Attitudes and Student Attitudes. In this study for the UW-Madison's Office of the Chancellor, mail questionnaires were sent last fall to a sample of 475 faculty and 535 students at UW-Madison to obtain attitudes on what should be done to improve undergraduate student writing skills.

Chairman of Chancellor's Committee: William T. Lenehan.

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Personnel Notes

Howard Wainer joined the Bureau of Social Science Research in January as a Research Associate and will co-direct the Graphic Social Reporting Project. He was formerly Assistant Professor of Behavioral Sciences at the University of Chicago.

Richard T. Curtin has been named director of the quarterly Surveys of Consumer Attitudes conducted by Michigan's Survey Research Center. He succeeds Jay Schmiedeskamp, who resigned from U-M to join The Gallup Organization.

Ronny Rise has joined the Institute for Social Science Research at UCLA as Assistant Director, Administrative and Fiscal Services. She was previously in administration at the Peter Bent Brigham Hospital in Boston.

John Magenau has become Head of the Data Processing Section at the Survey Research Center, SUNY/Buffalo, where he was formerly a Research Assistant.

Corinne Kirchner assumed the position of Director of Demographic and Social Research at the American Foundation for the Blind, Inc., on

April 1. She also expects to continue her affiliation with the Columbia University School of Public Health as Research Associate.

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Research Center News

New Program at SRC/SUNYAB

The Survey Research Center of the State University of New York at Buffalo has announced a new Program in Law and Social Science to perform and develop interdisciplinary research projects in law and the social sciences. The Program draws on technical consultants from the Center's research specialists, augmented by conceptual and practical resources represented by Faculty Research Associates of the Center from a variety of disciplines. A number of research projects are recently completed, under way, or being developed, including studies on the impact of due process on higher education, methods for evaluating candidates for judicial office, training in law and psychology, evaluation of on-going programs, effects of racism on law enforcement agencies, and perceptions of the environment.

The Director of the new Program is Patricia A. Hollander, J.D., Adjunct Assistant Professor of Social Sciences and Administration and Faculty Research Associate of the Survey Research Center. Further information about the Program is available from Dr. Hollander at the Survey Research Center, SUNYAB, 4230 Ridge Lea Road, Buffalo, NY 14226.

Survey Methods Summer Course at UICC

A new eight credit-hour interdisciplinary course in survey research methodology, staffed jointly by the Departments of Political Science and Sociology of the College of Liberal Arts and Sciences and the Survey Research Laboratory, will be offered during the 1977 summer session of the University of Illinois at Chicago Circle. The course will be of interest to professionals in the fields of education, marketing, public health, mass media and communications, and public policy and planning and to others where the understanding and ability to interpret survey data are important, as well as to graduate students in the social sciences and related fields. Teaching staff will include both faculty and professionals working in the survey field.

For further information about course registration and specific course content, contact Pro-

fessor L. A. Kellstedt, Department of Political Science, University of Illinois at Chicago Circle, Chicago, IL 60680 (312-996-3109).

Update to List of Academic Survey Research Organizations

Some additions to the list published in the October 1976 issue of *Survey Research* have come to our attention, as follows:

Missouri

Dr. William K. Barnett, Director
Institute for Social Research
#19 Martin Luther King Hall
Lincoln University
Jefferson City, Missouri 65101
(314-751-2325, Ext. 303)

Ohio

Dr. Saul D. Feldman, Director
Cleveland Area Survey
Haydn Hall, Room 207
Case Western Reserve University
Cleveland, Ohio 44106
(216-368-2698)

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Survey Research Groups

New British Survey Research Group

The Survey Research Group is a new study group of the British Sociological Association. Its basic intention is to provide a forum for sociologists involved or interested in survey research to exchange ideas, experiences, and findings and to focus on sociological issues rather than statistical or computing methodology. The group's first meeting was held at the BSA Annual Conference in April 1976, with the second annual colloquium this year on March 28-29.

Enquiries about the new group should be sent to the group's convener, John Hall, Department of Applied Social Studies, Polytechnic of North London, Ladbroke House, Highbury Grove, London N5 2AD, England.

Proposed New Section of American Statistical Association

Widespread interest among American Statistical Association (ASA) members in the application and methodology of survey research spurred the Subsection on Survey Research Methods to petition the Board of Directors for section status.

The petition has been approved, and members of the ASA will be asked in this year's election whether they would like to be members of the new section. If a positive response is received from at least 500 members, the Subsection will become a Section in January 1978.

All ASA members interested in survey research have been urged to join the new section. Many activities are planned, including the development of standards and standard terminology for surveys, encouragement of methodological research and dissemination of findings, and sponsorship of joint meetings with other organizations. The Subsection has had the primary responsibility for directing the NSF-sponsored study on the assessment of survey practices and data quality. The report of this pilot study will be available to ASA members and others later this year.

Anyone interested in learning more about the proposed Section can contact the American Statistical Association, 806 15th Street, N.W., Washington, D.C. 20005 (202-393-3253).

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Jobs ↔ People

This free 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*, 414 David Kinley Hall, University of Illinois, Urbana, IL 61801, and should be approximately 50 words in length. Names will be coded if requested.

Available:

Survey researcher. Ten years of university and college research experience. Director of seven large-scale surveys. Senior author of monograph on all aspects of survey research. Consultant to business organizations for survey research projects. Available June 1977.

Write D5, c/o Editor, *Survey Research*.

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Publications

Canadian Survey Research Report

The Canada Council has recently issued *Survey Research: Report of the Consultative Group on Survey Research*. This group of nine Canadian and U.S. researchers involved in noncommercial

work was asked to "examine the special problems of survey research in Canada for the consideration of all involved in conducting and using surveys, including those who underwrite the costs." In the first part of the report, they describe their procedures in exploring the subject of Canadian survey research and discuss how the conduct and support of survey research in Canada might be improved. This part of the report falls under three main headings: (1) the conduct of the survey, including its preparatory phase; (2) the use of the data not only by the original researchers but also by others; and (3) the people affected by survey research--researchers, individual respondents, and survey populations. An appendix presents guidelines for making survey research proposals.

Part Two of the report, "The Standardization of Socio-Demographic Data in Canadian Social Surveys," by David K. Elkins and Jacqueline Hall, describes the extent to which standardization of variables by Canadian survey practitioners has occurred and the potential for further standardization. Some policy recommendations are made, and sample questions and coding schemes are included.

The report (Catalogue No. K23-5/1976) is available by mail for \$5.00 for Canada or \$6.00 for other countries from Printing and Publishing, Supply and Services Canada, Ottawa, Canada K1A 0S9.

New Methodological Publications

NOTE: The publications listed below should be obtained from the author, organization, or publisher cited. They are *not* available through *Survey Research*.

The Canada Council. *Survey Research: Report of the Consultative Group on Survey Research*. Ottawa: The Canada Council, 1976. 171pp. [See article above.]

Converse, Jean M. "Predicting No Opinion in the Polls," *Public Opinion Quarterly*, 40 (Winter 1976-77), 515-30.

Coombs, Clyde H. and Lolagene C. Coombs. "Don't Know: Item Ambiguity or Respondent Uncertainty?" *Public Opinion Quarterly*, 40 (Winter 1976-77), 497-514.

Ericksen, Eugene P. "Sampling a Rare Population: A Case Study," *Journal of the American Statistical Association*, 71 (December 1976), 816-22.

Goudy, Willis J. *Nonresponse Effects: Studies of the Failure of Potential Respondents to Reply to Survey Instruments*. Exchange Bibli-

ography #1236. Monticello, Ill.: Council of Planning Librarians (P.O. Box 229, Monticello, IL 61856), 1977. 14pp. \$1.50.

Goulet, Waldemar M. "Efficacy of a Third Request Letter in Mail Surveys of Professionals," *Journal of Marketing Research*, 14 (February 1977), 112-14.

Green, Paul E., Frank J. Carmone, and David P. Wachspress. "On the Analysis of Qualitative Data in Marketing Research," *Journal of Marketing Research*, 14 (February 1977), 52-59.

Hamilton, Gloria A. *A Survey Manual Based on the North Carolina Project*. BSSR 0272-2. Washington, D.C.: Bureau of Social Science Research, 1976. 186pp. \$18.00. [A prototype data-collection manual for both agency and employee levels within the criminal justice system of a state; includes model questionnaires and factual information on data-collection techniques for crime and justice surveys.]

Houston, Michael J. and Neil M. Ford. "Broadening the Scope of Methodological Research in Mail Surveys," *Journal of Marketing Research*, 13 (November 1976), 397-403.

Kerin, Roger A. and Robert A. Peterson. "Personalization, Respondent Anonymity, and Re-

sponse Distortion in Mail Survey," *Journal of Applied Psychology*, 62 (February 1977), 86-89.

Kretz, James M., Mary Eileen Dixon, and Gloria S. Hamilton. *National Manpower Survey: Report of Survey Methods Used*. BSSR 0372-4. Washington, D.C.: Bureau of Social Science Research, 1976. 24pp. + 150pp. appendix of questionnaires. \$17.00. [Describes methodologies used during study design, data collection, and data processing of the National Manpower Survey of Criminal Justice Personnel Needs and Resources.]

Lovelock, Christopher H., Ronald Stiff, David Cullwick, and Ira M. Kaufman. "An Evaluation of the Effectiveness of Drop-Off Questionnaire Delivery," *Journal of Marketing Research*, 13 (November 1976), 358-64.

Narayana, Chem L. "Graphic Positioning Scale: An Economical Instrument for Surveys," *Journal of Marketing Research*, 14 (February 1977), 118-22.

Pressley, Milton M. *Mail Survey Response: A Critically Annotated Bibliography*. Greensboro, N.C.: Farber and Co. (P.O. Box 9401, Greensboro, NC 27408), 1976. 95pp. \$6.00.

Pressley, Milton M. and William L. Tullar. "A

Changes of address, removals, and additions for *Survey Research* mailing list

Return to: Mrs. Mary A. Spaeth
Survey Research
Survey Research Laboratory
University of Illinois
414 David Kinley Hall
Urbana, IL 61801

Please change my address to: Name _____
Address _____

Please remove my name from the *Survey Research* mailing list: _____

Names and complete addresses of additional persons to receive *Survey Research*:

Factor Interactive Investigation of Mail Survey Response Rates from a Commercial Population," *Journal of Marketing Research*, 14 (February 1977), 108-11.

Sheth, Jagdish N., ed. *Multivariate Methods for Market and Survey Research*. Chicago: American Marketing Association, 1977. 388pp. \$13.00, AMA members; \$15.00, nonmembers.

Sinaiko, H. Wallace and Laurie A. Broedling, eds. *Perspectives on Attitude Assessment: Surveys and Their Alternatives*. Champaign, Ill.: Pendleton Publications (1718 Lynwood Dr., Rm 10, Champaign, IL 61820), 1976. 242pp. \$9.95 paper. [A collection of interdisciplinary papers on the ethical, legal, and validity issues in survey and interview methodologies for attitude assessment and on proposed innovative, alternative methods.]

Tuchfarber, Alfred J. and William R. Klecka. *Random Digit Dialing: Lowering the Cost of Victimization Surveys*. Washington, D.C.: The Police Foundation, 1976. 177pp. \$5.00. (Order from Communications Department, Police Foundation, 1909 K St., N.W., Washington, D.C. 20006.)

U.S. Bureau of the Census. *Procedural History*. 1970 Census of Population and Housing PHC(R)-1. Washington, D.C.: U.S. Government

Printing Office, 1976. 681pp. \$8.50.

U.S. National Center for Health Services Research. *Advances in Health Survey Research Methods: Proceedings of a National Invitational Conference*. DHEW Publication No. (HRA) 77-3154. Rockville, Md.: Health Resources Administration, 1977. 58pp.

Zdep, S. M. and Isabelle N. Rhodes. "Making the Randomized Response Technique Work," *Public Opinion Quarterly*, 40 (Winter 1976-77), 531-37.

Errata

In the October 1976 issue of *Survey Research* (Vol. 8, No. 2), the Childhood and Government Project, a research institute at the University of California, Berkeley, was incorrectly listed under the UC Berkeley Survey Research Center, which only did the interviewing for the institute. Requests for information on the project should be addressed to

Elliott Medrich
Childhood and Government Project
School of Law
University of California
Berkeley, CA 94720



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