

Survey Research

Volume 10, Number 4

Fall 1978

In This Issue . . .

	Page
Current Research	1
Personnel Notes	12
Research Center News	
Three University Survey Centers in Australia	13
SRC Summer Institute	14
Request for Material	
Incomplete Data in Surveys	14
List of Academic Survey Research Organizations	15
Jobs--People	18
Publications and Data Sets	
New Demographic Magazine	18
New Methodological Publications	18

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.

Behavioral Sciences Laboratory University of Cincinnati

(355 French Hall, M.L. 132, University of Cincinnati, Cincinnati, Ohio 45221)

Greater Cincinnati Survey. This cost-shared probability survey of citizens (18 years of age and over) in the Cincinnati metropolitan area is to be conducted semiannually beginning in November 1978. The survey was initiated with a planning grant from the Council of Academic Urban Programs at the University of Cincinnati.

Co-directors: George Bishop and Alfred Tucharfer.

Methodological research:

Experiments in the Measurement of Public Policy Attitudes. This NSF-funded project will involve a series of field experiments designed to evaluate the separate and combined effects of a number of question wording and format variables on bivariate and multivariate relations among attitudes toward selected public policy issues. The first of these experiments, in which telephone interviews were conducted in Cincinnati with 650 persons 18 years of age and over, examined the impact of various types of filter questions that have been used in the Michigan national election studies since the

1950s. Preliminary results are now available.
Principal investigator: George Bishop.

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

(1990 M Street, N.W., Washington, DC 20036)

Training Experiment for Women WIN Clients. Under a USDL grant, BSSR is evaluating a program designed to test whether providing high-quality skill training and support services will enable female welfare recipients to obtain well-paying jobs and become self-supporting. Approximately 60 WIN women clients will be randomly selected from a pool of equally qualified eligibles at two test sites, Chicago and Columbus, Ohio. WIN will provide selected clients with financial incentives, and they will attend DeVry Institutes of Technology. The program evaluation will compare experiences of both the selected WIN clients who enrolled in DeVry and similarly qualified WIN clients who were not selected. Personal interviews are planned, together with analysis of records and on-site observations. The questionnaires will assess training and employment experiences of both experimental and control group members, familial and other exigencies contributing to variations on these experiences, and the extent to which support services are available and utilized.

Study directors: Laure M. Sharp and John C. Weidman.

Business and Professional Women's Clubs. In this study of the membership of the National Federation of Business and Professional Women's Clubs, mail questionnaires have been sent to approximately 3,500 members with questions on career objectives, attitudes toward work, contribution to family income, and relationship to the organization. Respondents are also being asked for their reactions to the organization's publication, *National Business Woman*. Study director: Gloria Shaw Hamilton.

Environmental Issues. In this survey for Resources for the Future, random-digit-dialed telephone interviews are being conducted nationally with 1,200 adults to ascertain attitudes toward environmental issues. Findings will be compared with similar items in past surveys to chart changes in public opinion on environmental topics.

Study director: Gloria Shaw Hamilton.

Center for Policy Research

New York

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

Completed project:

Women, Work and Ethnicity in an Urban Setting. This study, completed in May 1978 and funded by NIMH, sought to provide a detailed understanding of the strategies used by working-class mothers in coping with their work and family roles; to relate women's strategies to ethnic group affiliation, identification, and neighborhood composition; and to analyze similarities and differences in women's work and family life as it has changed over the years. Case studies were conducted in three ethnic neighborhoods (French Canadian, Polish, mixed English/Irish and U.S. born) in Providence, Rhode Island, with 500-700 cases in each neighborhood for the years 1915, 1925, and 1935. Personal interviews were also conducted with recent immigrant families (14 Portuguese and 11 Colombian). In addition, participant-observations took place in a contemporary multi-ethnic work place.

Principal investigator: Louise Lamphere.

**Communication Research Center
Cleveland State University**

(Cleveland, Ohio 44115)

Completed project:

Changes in Americans' Use of Free Time. This NSF-funded study sought to identify through



Survey Research

Fall 1978
Volume 10, Number 4

Mary A. Spaeth Editor

Published quarterly. Subscriptions free.
For subscriptions, changes of address,
etc., write to:

Survey Research
Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, Illinois 61801

the use of the 1975-76 replication of the Americans' Use of Time project (1) changes in the time devoted to work and housework and the role of technology in these changes; (2) changes in the availability and use of free time across various sociodemographic groups; and (3) changes in the mass media habits of the public, with special reference to newspapers, television, books and magazines, and movies. Both personal and telephone interviews were conducted by the Survey Research Center of the University of Michigan with a national probability sample of 1,519 adults aged 18 and over and their spouses, for a total of four interviews across the year. In addition to a general report on *Changes in Americans' Use of Time: 1965-1975* (available for \$2 to cover printing and handling), specialized reports on newspapers, television, books and magazines, and cable television are scheduled to be available in the next few months. Principal investigator: John Robinson.

Methodological research:

The literature on variance in responses to public surveys on public policy has been reviewed, drawing on both national poll data and specialized surveys in each of 10 cities across the country. Experiments using student vs. professional interviewers and open-ended vs. closed-ended questions were conducted. Particular emphasis in the report, sponsored by the Kettering Foundation, is on the policy implications of different question wording.

Economic Research Institute Stockholm School of Economics

(Sveavägen 65, Box 6501, 11383 Stockholm, Sweden)

The Incentive Subsidy in Labor Force Training. This study for the Swedish Department of Labor seeks primarily to ascertain whether the incentive subsidy payable by the Swedish Government to those unemployed people who begin labor force training has any positive effect on participation in such training. Other questions covered by the study include why some unemployed people choose training while others do not and whether the number of participants would change if the incentive subsidy were increased or reduced. Questionnaires will be administered to 300 participants in the classroom and will be mailed to 300 nonparticipants and 50 employees of the Employment Service. The researchers are also interested in hearing from other researchers about any previous studies concerning this or related areas. The

study is scheduled for completion by April 30, 1979.

Coordinator: Björn Fjaestad; study director: Klas Kirstein.

Methodological research:

Indicators of Household Saving in Sweden. The objectives of this project, sponsored by Sparbankernas Forskningsstiftelse, are to develop valid and reliable instruments that indicate the amount of household saving and attitudes toward saving. Because of the difficulty and expense in gaining precise knowledge of how much different kinds of households save, or when changes occur, it is necessary to develop practical measuring instruments, whose primary objective is not to measure exact amounts of household savings but to indicate scope and changes. Three studies have been carried out so far: one personal interview pilot study with 50 households and two telephone interview studies with 200 and 500 randomly selected households. Response rates on the latter were 78% and 84%, respectively.

Principal investigator: Alf Lindqvist.

Educational Assessment Center University of Washington

(1400 N.E. Campus Parkway, University of Washington, PB-30, Seattle, Washington 98185)

Community Attachment Survey. This study for Professor Avery Guest, Department of Sociology, UW, funded by NIMH, investigates attitudes toward and satisfaction with components of residential housing and neighborhood facilities and interactions. Personal interviews are being conducted with 1,600 randomly selected households in 20 identifiable neighborhoods in the Seattle SMSA.

Study director: Judith Fiedler.

Institute for Social Research Florida State University

(654 Bellamy Building, Tallahassee, Florida 32306)

Public Guardianship and the Elderly. This one-year project, funded by the Administration on Aging, seeks to assess the extent to which public guardianship assists or hinders older persons in securing access to their rights, benefits, and entitlements. Personal inter-

views will be conducted in five states having unique public guardianships, and telephone interviews and mail questionnaires will be used in other states having public guardianship. Primary co-principal investigator: Winsor Schmidt.

**Institute for Social Research
University of Michigan**

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

Completed projects:

The Value of Children. In this recently completed national study, which examined the psychological satisfactions of having children, ISR's Survey Research Center interviewed 1,569 married women aged 15-39 and the husbands of about one-third of the women. Similar studies have been conducted in Korea, Indonesia, the Philippines, Singapore, Taiwan, Thailand, Turkey, and West Germany. Topics included desired family size, the reasons for not wanting more than a specified number of children, and the advantages and disadvantages in having children. For more detailed information on this study, contact Lois Hoffman or Jean Manis at ISR.

Black Students on White Campuses: The Impacts of Increased Black Enrollments. This forthcoming ISR book by Marvin W. Peterson, Robert T. Blackburn, Zelda F. Gamson, Carlos H. Arce, Roselle W. Davenport, and James R. Mingle reports findings from a study conducted by ISR's Survey Research Center in collaboration with the Center for the Study of Higher Education at University of Michigan's School of Education. This two-phase study investigated whether the rapid increase in black enrollments has effected fundamental changes in traditionally white colleges, how institutions of higher education have adapted to these changes, and whether reactions to increased black enrollments furnish any lessons for future acceptance of other minorities. In the first phase, interviews were conducted on the campuses of 13 predominantly white four-year colleges and universities in 10 midwestern and mid-Atlantic states in order to examine institutional responses to black students in the administrative, faculty, curricular, and student culture areas. In the second phase, additional and more in-depth interviews were conducted with administrators, faculty, and students on 4 of the 13 campuses. For additional information on the study, contact Marvin W. Peterson, Zelda F. Gamson, or Robert T. Blackburn at the School of Education, University of Michigan.

Public Transportation in Ann Arbor. This recent survey, funded by the Urban Mass Transportation Administration, was part of a comprehensive evaluation of transportation in Ann Arbor and was done in cooperation with the city's Transportation Authority. Residents were asked about the importance of the city's public transportation system, the quality of the service, preference for the existing system of both fixed-route bus service and door-to-door mini-bus service or for alternative systems, and willingness to continue supporting the system through special taxes. A report of the study findings is available from Sandra Newman at ISR for \$5.

**Institute for Social Science Research
University of California at Los Angeles**

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

Changes in the Funding and Service Levels of Programs for the Developmentally Disabled.

This study for the California State Department of Rehabilitation is examining the effects that the limits on local revenue collection imposed by the passage of Proposition 13 have on programs and services for the developmentally disabled, i.e., those persons who have mental retardation, autism, epilepsy, or cerebral palsy. Two levels of government (county and city) and three levels of education (school district, adult education, and community college) are being examined to assess changes in funding levels and program delivery for services affecting the developmentally disabled. Telephone interviews are being conducted throughout California with four departments in each of the 58 county governments (Controller's Office, Social Services, Maternal and Child Health, and Crippled Children's Services); with four departments in 50-100 cities (Finance, Recreation, Public Works, and Transportation); with 75-100 school districts, with matched adult education programs; and with 10 community colleges. The final reports are due in March 1979.

Principal investigators: Lynne Zucker (Department of Sociology, UCLA) and Howard Freeman (ISSR); project director: Ned Levine (ISSR).

Elite Telephone Survey. This study, to be completed by January 1979 for the Administration on Aging (HEW), seeks to assess the impact of newly created state and local agencies for the aged on the coordination and delivery of aging related services. The survey examines the network of relationships among interest groups, political influentials, and service providers and the direct and indirect effects of the

state and local agencies for the aged on these networks. The focal organizations include 8 state units on aging and 16 area agencies on aging. The survey involves telephone interviews conducted in 8 states with 950 members of interest, political influence, or service provider groups.

Principal investigators: Carroll Estes and Robert Newcomer (School of Nursing, University of California, San Francisco).

Methodological research:

The National Center for Health Statistics has awarded a grant to Professor William Clark to prepare a manual for conducting random-digit-dialed telephone surveys for state and local areas. The aim of the manual, which will be divided into subsections on sampling design, data collection, and data analysis, is to provide detailed instructions for planning and organizing a telephone survey.

Project director: Ned Levine.

Institute for Survey Research Temple University

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

Use and Non-Use of Contraception among Adolescents. The purpose of this personal interview survey, funded by NICHD and conducted for Melvin Zelnik and John Kantner, Johns Hopkins University, is to study the factors associated with the use or non-use of contraception among 1,500 sexually active adolescent females 15-19 years of age (900 whites and 600 blacks) and 1,000 males 17-21 years of age (600 whites and 400 blacks) in a national sample of SMSAs. Special attention will be given to responsibility for contraception, perceived vulnerability to V.D. and its effects on contraceptive practice, knowledge and perceptions of the safety and effectiveness of the various contraceptives, perception of the acceptability of contraception, perceived risks of pregnancy, and knowledge and perception of sources of contraception. The study is scheduled for completion in December 1979.

Study director: Koray Tanfer.

National Survey of Family Growth, Cycle III Pilot Study. The objective of the Cycle III Pilot Study, being conducted by ISR for the National Center for Health Statistics, is to examine the methodological issues associated with expanding the NSFG sample to all women of childbearing age (15-44) regardless of marital status. The survey is designed to test three

paired alternative operational and methodological procedures, including two methods each of (a) providing prior information to Rs as a basis for informed consent, (b) obtaining parental consent when the selected R is 15-17 years old and never married; and (c) interview administration (all interviewer administered vs. combination SAQ and interviewer administered). Personal interviews are being conducted with 400 never-married women 15-17 years old and 200 never-married women 18-44 years old in Philadelphia; Burlington County, New Jersey; Henrico County, Virginia; and Johnston-Wilson Counties, North Carolina. The 6-month pilot study is to be completed March 31, 1979. Project director: Koray Tanfer.

Completed project:

A Study of the Features of Prescription Drug Advertising Using Physician Perception. Completed in August 1978, this FDA-funded project involved a pilot survey to determine whether specific prescription drug advertisements had the potential to mislead physicians. Two versions of a tranquilizer and an antibiotic advertisement were embedded in a mock medical journal, and personal interviews were conducted with 150 internists and general-family practitioners in Atlanta, Boston, Chicago, Los Angeles, and Philadelphia.

Study director: R. Hoyt Walbridge.

Methodological research:

Drug Abuse Treatment. ISR has completed the data-collection phase of a study of drug abuse clients in treatment. The study involved interviewing clients at four different points in time, with the last interviews conducted solely to establish test-retest reliability.

Fertility-Related Decision-Making among Married Couples. This study was conducted via personal interviews with an area probability sample of 450 married couples. The study has both a substantive and a methodological component. Substantively, it examines the factors affecting the decision-making and implementation processes related to fertility regulation by married couples. Specifically, it investigates the degree of congruence of attitudes and knowledge between the spouses, the ability of each to perceive accurately the attitudes of the other, and the amount and direction of communication between them on the topics of fertility and fertility control. Methodologically, the study examines the relative effectiveness of (1) male vs. female interviewers and (2) the use of personal interviews vs. self-administered questionnaires in obtaining fertility-related data from males.

**Institute of Social Research
Indiana University**

(1022 E. Third Street, Bloomington, Indiana 47401)

Determinants of Jurors' Verdicts in Sexual-Assault Cases. The main purpose of this research, funded by the NIMH Rape Center, is to determine why jurors who served on rape trials reached the verdicts that they did. This task will provide answers to some descriptive questions about the determinants of dispositions in jury-tried rapes, including the effects on jurors' responses of the personal characteristics of the prosecutrix and defendant, the sex-role conformity or the sexual-property status and value of the prosecutrix, her behavior at the time of the reported assault, the courtroom behavior of the prosecutrix and the defendant, the personal characteristics of the jurors, and their attitudes about rape, sex roles, and sexual-property norms. Over the next year, personal interviews will be conducted with 450-500 jurors in Marion County (Indianapolis), Indiana, who serve on sexual-assault juries. Analysis will be completed in 1980.

Principal investigator: Barbara F. Reskin (Dept. of Sociology, Indiana University); co-principal investigator: Gary D. LaFree.

**Israel Institute of Applied Social Research
Jerusalem, Israel**

(19 Washington Street, POB 7150, Jerusalem 91 070, Israel)

Contraception, Abortion, and Couple Decision-Making. This study, being conducted in cooperation with the American Institutes for Research in Washington, D.C. and supported by USPHS, is examining couple interaction between spouses on the topic of fertility regulation. Interviews have been conducted with about 1,200 Jewish and Arab couples, divided into subgroups of varying background, to gather data from both spouses regarding their subjective assessment of fertility-regulating means, their interaction and exchange of information with their marital partners, and the decision-making processes leading to their choice and use of fertility-regulating methods. Researchers: Herbert I. Friedman and Tsiyona Peled.

The Effectiveness of Rehabilitation Activities. Supported by the Rehabilitation Division, Ministry of Defense, this study aims to examine the effectiveness of investments made by the

Division in rehabilitating army invalids, widows, and bereaved parents. The project will examine (1) the subjective feeling of well-being and the objective state of well-being; (2) the aid provided by the conceptions of the Rehabilitation Division; and (3) the contribution of aid toward advancing the well-being of the populations concerned. The sample includes army invalids, widows, and bereaved parents who have been rehabilitated by the Division, as well as its workers. A sample representative of the Jewish adult urban population will serve as a control group.

Researcher: Zeev Ben-Sira.

Participation of Scientists in Industrial Research and Development. This study, supported by the Ministry of Industry, Commerce and Tourism, is based on representative samples of the scientific community in Israel (about 500 subjects) and of industrial plants (about 250 subjects). The research is designed to elucidate factors that advance or impede the participation of scientists or institutions of higher education in industrial research and development plans in Israel and the objects that the manufacturers find most desirable and feasible for scientific cooperation.

Researcher: Zeev Ben-Sira.

The Effect of Dissemination of Information on Utilization of Services. This project, supported by the Ministry of Labor and Welfare, has two objectives: (1) to study changes and trends in attitudes toward applying to a welfare bureau for help as a result of dissemination of information about the services and (2) to study the efficacy of various methods of information dissemination. The sample includes needy people who have not yet approached the welfare agencies, needy people registered at welfare bureaus, elderly people, and parents of problematic children.

Researchers: Elliot J. Marcus, Haviva Bar, and Nani Beckman.

Completed projects:

Radio Listening and TV Viewing of the Arab Population in Israel. Supported by the Israel Broadcasting Authority, this survey of the Arab population of Israel 14 years of age and over involved questionnaires completed by 254 respondents from East Jerusalem and 692 from other settlements. The questionnaires asked about radio-listening and TV-watching habits, including place and frequency of listening or viewing, types of programs preferred, stations listened to or watched, and interest in programs of the Israeli broadcasting station. Researcher: Mahmoud Meari.

Reasons for Nonregistration in Housing Assistance Projects by Young Couples. This pilot

study for the Ministry of Construction and Housing (1) investigated the feasibility of selecting an unbiased sample of young couples through use of rosters of the Ministry of the Interior and (2) obtained preliminary indications of the socioeconomic composition of young couples who do not own apartments compared with those who do own and the main reasons for nonregistration in housing assistance projects. The sample was drawn on the basis of large city vs. town and of apartment ownership vs. nonownership by young couples. Researchers: Tsiyona Peled, Carol Razel, and Rivka Weisberg.

National Analysts Philadelphia

(400 Market Street, Philadelphia, Pennsylvania 19106)

Consumer Reaction to Automated Guideway Transit. Sponsored by the Urban Mass Transit Administration and conducted under subcontract to Cambridge Systematics, this evaluation of the market for automated guideway transit (AGT) systems will focus on consumer reactions to AGT systems, determine how and to what extent this form of public transportation will be used, and evaluate where and under what conditions AGT satisfies the travel needs in a manner competitive with or superior to other transportation alternatives. Among the factors evaluated will be the notion of automation and driverless vehicles, varying size conveyances, new and innovative comfort designs, and noise features in the proposed AGT systems. Through the use of a conjoint measurement model, these will be compared and contrasted with bus and rail transit systems currently in operation. Scheduled to be completed by Spring 1979, the study involves two phases: (1) 6 group depth interviews and (2) personal interviews with 600 consumers (300 males and 300 females) in the Atlanta SMSA representing a cross section by race, income, and transit usage. Project director: Beth Rothchild.

National Opinion Research Center University of Chicago

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

Relationship of Crime Factors to the Process of Neighborhood Decline and Abandonment. Sponsored by the LEAA, this two-year comparative study of eight Chicago neighborhoods will explore the relations among crime, fear of crime,

racial succession, and deterioration. Neighborhoods have been selected to provide variation in the crucial dimensions of crime rates, succession, and deterioration. Telephone interviews will be conducted with a random-digit-dialed sample of 400 residents in each neighborhood. The interview data and objective information about the neighborhoods will be analyzed to show how crime and fear of crime relate to each other, to changes in neighborhood commitment that institute the process of deterioration, and to actual decay. The study will build on experience in a previous study of the South Shore area of Chicago conducted in Fall 1974.

Principal investigator: Richard P. Taub (Public Affairs Program, University of Chicago).

Study of Wage Dynamics Based on the National Longitudinal Surveys (NLS), Men and Boys Cohorts. This research is designed to determine whether individuals having similar observable characteristics, with different wages in one year, continue to have different wages in subsequent years or have wage differences that average over time. If differences persist, tests for differences by race will be made to learn the cause and extent of racial differences in permanent or lifetime income. The study, supported by the Employment and Training Administration, involves analysis of data from the NLS and is scheduled for completion in September 1980.

Senior study director: Nicholas Kiefer.

Aspects of Nonmetropolitan Life: Review of Data from the Continuous National Survey (CNS) and General Social Survey (GSS). This study for the USDA will attempt to assess the availability and utility of current opinion data for rural development research and for policy analysis. Existing data sources will be used, with focus on NORC's Continuous National Survey and General Social Survey, covering such topics as perceived quality of life, availability and satisfaction with community services, income, and employment.

Senior study director: Carol Bowman Stocking.

Office of Educational Development University of Alabama in Birmingham

(School of Medicine, 310 Medical Education Building, Birmingham, Alabama 35294)

Completed project:

Characteristics of Rural Optometry Practices. The goal of this survey, completed in August for the University of Alabama School of Optometry under USPHS funding, was to determine the

physical description, services available, patient load and type, equipment, policies, emergency eye care responsibility, drug usage, payment methods, technical assistance and epidemiological data of rural optometry practices in Alabama. Optometry students interviewed optometrists, observed patient flow, and audited charts of a sample of 30 established optometry practices in the state.

Project directors: Richard Maisiak and Rudy Golson.

Social and Community Planning Research London, England

(16 Duncan Terrace, London N1 8BZ, England)

Completed projects:

Costs of Caring for the Elderly. This study, completed in September 1978 for the Institute of Economics and Social Research at the University of York under funding from the Department of Health and Social Security, sought to assess the mobility, capacity to look after themselves, health, etc., of elderly people and to put this into the context of the care and support they receive from social and health services and from relatives in order to appraise the cost of different ways of looking after old people in need of support. Personal interviews were conducted in Warwickshire, South Yorkshire, and the London borough of Wandsworth with 955 elderly persons (60+ years of age) in their own homes, with 599 in residential homes, and with 185 in hospitals. The response rates were 92%, 98%, and 97%, respectively. Interviews were also conducted with 184 eligible helpers.

Project director: Jean Morton-Williams.

Experience of Industrial Tribunals. Funded by the Social Science Research Council and completed in August 1978, this study for the Industrial Relations Research Unit at the University of Warwick sought to find out how well the Industrial Tribunal system functions from the point of view of both individuals who have applied to the Tribunal and the employers against whom they applied. Cases were drawn at random at four Industrial Tribunal centers in Scotland and England, and personal interviews were conducted with 1,339 applicants and 1,337 employers, for response rates of 87% and 84%, respectively.

Project director: Gillian Courtenay.

Methodological research:

Program of Survey Methodology Research. Under

funding from the Social Science Research Council, SCPR has been conducting a program of methodological experimentation since 1975 on interviewer variability, question wording, coder variability, self-administered questionnaires, respondent classification, response variation, and nonresponse bias. Experiments have been added to a variety of SCPR's ongoing surveys ranging in size from 1,500-5,000 personal interviews in order to learn more about the way in which errors arise in surveys.

Joint Program directors: Barry Hedges and Martin Collins.

Social Research Center Washington State University

(Pullman, Washington 99164)

Completed project:

Victimization Survey of Selected Eastern Washington Counties. This survey, completed in August 1976 with funding from the Washington State Law and Justice Planning Division, was used to assess the accuracy of reported crime statistics, estimate the amount of crime, and assess the differential impact of crime on specific groups in selected counties in eastern Washington. Questionnaires were mailed to 5,000 households in the following counties: Spokane (2,500), Yakima (1,250), Stevens (750), and Garfield (500). The overall response rate was 59.9%.

Principal investigator: Steven R. Burkett.

Social Science Research Institute University of Maine at Orono

(164 College Avenue, Orono, Maine 04469)

Survey of Local Plumbing Inspectors in the State of Maine. This study, sponsored by the Land and Water Resources Institute, University of Maine at Orono, with funding from the Office of Water Research and Technology, U.S. Department of the Interior, is examining the role of the Maine State Plumbing Code as a land use regulatory technique. Telephone interviews are scheduled to be completed by January 1, 1979, with 201 local plumbing inspectors drawn from a statewide sample of Maine's minor civil divisions stratified by level of land use activity.

Principal investigator: Gregory K. White (Dept. of Agricultural and Resource Economics); project manager: Jay Conboy.

**Statistical Laboratory
Iowa State University**

(Ames, Iowa 50011)

National Survey of Environment and Health. The Statistical Lab is cooperating with the Department of Urology, University of Iowa, in this year-long project. Iowa is one of nine areas of the U.S. participating in the National Survey. The study will use a case-control design, with the cases being incident cases of persons in Iowa with cancer of the urinary bladder first diagnosed in 1978 and the control group being randomly selected and matched with the incident cases on age and sex. It is expected that 450 incident cases and 900 controls will be identified for field interviewing. Analysis will be completed by the National Cancer Institute.

Completed projects:

Post-secondary Education. This study for the Iowa Coordinating Council on Post High School Education dealt with interest in post-secondary education by residents of the Council Bluffs area. Questionnaires were mailed to a one-fourth sample of households within 50 miles of Council Bluffs, and 996 returns were received.

CETA Evaluation. This was the third year in which the Statistical Lab cooperated with the Iowa Office of Planning and Programming in the evaluation of the Iowa Comprehensive Employment and Training Act (CETA) program. Personal interviews were conducted with about 300 of the enrollees at the end of the program. Analysis also included all other enrollee and employer data collected throughout the duration of the program.

Sow Farrowing Firms. In this project, conducted in cooperation with the Department of Economics, a list sample of about 100 confinement sow farrowing firms was used to gather information on the changes in technology and organizational structure of the pork production industry. As a follow-up to a mail questionnaire, personal interviews were completed with the board chairmen and the managers of the sow farrowing firms.

Water Rationing. In this project, conducted in Spring 1978 for the Department of Family Economics, a random sample of 110 Ames residents were interviewed about their water use practices before enactment of water rationing, during the rationing period, and after its repeal.

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

(4320 Ridge Lea Road, Rm A-46, Buffalo, New York 14226)

Survey of Faculty and Student Attitudes toward General Education. This survey is being undertaken for the General Education Committee of State University of New York at Buffalo to determine the attitudes of SUNYAB faculty and students toward the establishment of a general education curriculum in the university. Mail questionnaires have been sent to about 400 faculty and students at SUNYAB. The study is to be completed in January or February 1979. Project director: Norman Baker; SRC study director: Joel S. Rose.

The Buffalo Blizzard in '77: A Follow-up. This follow-up study of the long-range after-effects, both behavioral and attitudinal, of the blizzard of '77 upon Buffalo residents utilizes a random-digit-dialed telephone sample of 183 respondents. Projected completion date of the report is January 1979. Project director: Arthur Cryns.

The Elderly and the Urban Snow Hazard. This survey among the elderly in the city of Buffalo concerns their reactions to the blizzard of '77, specifically, and to inclement weather, generally. The study investigates the coping behaviors of the elderly during times of disaster and explores the moderating effects of informal social supports on such behavior. The survey involves random-digit-dialed telephone interviews with 309 respondents. Projected completion date of the technical report is December 31, 1978. Project director: Arthur Cryns.

**Survey Research Center
Oregon State University**

(Corvallis, Oregon 97331)

Completed projects:

Public Assessment of Selected City Services in Corvallis, Oregon. The purpose of this survey, completed in April 1978 for the City of Corvallis, was to measure the quality and use made of city services as judged by the residents. The services included the library, police, water, parks and recreation, streets, planning, and city government in general. Mail questionnaires were sent to 1,000 households (nongroup dwelling units) in Corvallis, with a 71.5% response rate. Study director: Robert Mason.

Annual Survey of Hunters in Oregon during 1977. This was the latest of the surveys of recreational hunting activity in Oregon that have been conducted annually for the Oregon Department of Fish and Wildlife by the Survey Research Center since the latter was established in 1973. The survey is a primary means of obtaining estimates of the hunter effort, the success rates of hunters, and the harvest of most of the species of game in the various management units of the state. The survey involved mail questionnaires from 18,248 holders of a 1977 Oregon hunting license, with a 65% response rate.

Study director: Helen M. Lowry.

Public Support for Small Farm Research in Oregon. This survey, completed in August 1978 for the Oregon State University Agricultural Experiment Station, sought to ascertain the public definition of a "small farm" in Oregon and the extent of public support for research that might benefit such farming. Personal interviews were conducted with a sample of 1,100 Oregon adults, with a response rate of 74%. Study director: Robert Mason.

Oregon Health Status Survey. Completed in October 1978, the objectives of this survey for the Oregon State Health Planning and Development Agency were to assess the health care needs of Oregonians in the three health service areas of the state. The availability of health care facilities, how the quality and cost of these services are perceived by patients, and what preventive measures people take in their own behalf were also assessed. Telephone interviews were conducted with a sample of 2,000 households throughout Oregon, with a 73% response rate. Study director: Robert Mason.

Survey Research Centre Australian National University

(P.O. Box 4, Canberra, ACT 2600, Australia)

Canberra Population Survey. This recurrent project is conducted in March and September-October each year, commencing in March 1978. It is intended as a vehicle for university, college, and government departments to study the circumstances, opinions, and attitudes of people living in Australia's capital city. Topics in the first two rounds included contraception, child care, mobility, disabilities, knowledge of and attitudes toward cancer, drug usage, attitudes toward self-government, and life satisfaction. Interviews are conducted with a randomly chosen 50% subsample of adults in an unclustered sample of 500 private house-

holds. Multiplicity and randomized response techniques have been used.

Director: K.R.W. Brewer; project leaders: R.G. Jones and Erica Fisher.

Survey Research Consultants International Williamstown, Massachusetts

(P. O. Box 25, Williamstown, Massachusetts 01267)

Completed projects:

Taxation Survey. This study, completed in June 1978 for Professor Peter C. Ordeshook, Department of Political Science, Carnegie-Mellon University, sought to ascertain (1) people's knowledge of the types and amounts of taxes they pay at the community, state, and federal levels; (2) people's knowledge of how their taxes are spent at the various levels of government; and (3) their opinions on what percentage of their tax monies should be spent for various services and functions. Personal interviews were conducted with modified probability samples in Bennington, Vermont (N=193) and Keene, New Hampshire (N=194). The response rates were 94% and 82%, respectively. Study director: Philip K. Hastings.

Pre-Intervention Smoking Control Survey. This survey for Alfred McAlister, Harvard University School of Public Health, funded by the Massachusetts Department of Public Health, sought to (1) identify cigarette smokers; (2) establish daily consumption of cigarettes; and (3) measure interest in watching a local television series designed to assist cigarette smokers in reducing or eliminating their consumption of cigarettes. In the pre-intervention survey, completed in May 1978, 906 filter interviews were conducted by telephone to identify smokers, and then complete telephone interviews were conducted with 326 smokers in five North Berkshire County (Massachusetts) communities, for a 91% response rate. A post-intervention survey was to be conducted in November 1978.

Study director: Philip K. Hastings.

Survey Research Laboratory Arizona State University

(Sociology Department, SS221, Arizona State University, Tempe, Arizona 85281)

Faculty Survey. In this mail survey to identify faculty concerns, the sample will include

all members of the Faculty Association at Arizona State University and one-third of the nonmembers (approximately 300 in each group). Project director: Morris Axelrod.

Completed projects:

Judicial Evaluation Poll. This mail survey of 1,500 Arizona attorneys evaluated judges before whom they have practiced. The results were to be used by the Bar Association to provide guidance to voters. The response rate for the survey was 92%.

Project director: Morris Axelrod.

Public Impact of Judicial Evaluation. This survey sought to determine the impact on the public of the Bar Association's recommendations. A small sample of registered voters were interviewed by telephone in advance of an advertising campaign by the Bar Association to publicize the Association's recommendations. An equivalent sample were to be called on the day preceding the election to measure the impact of the campaign.

Project director: Morris Axelrod.

**Survey Research Laboratory
University of Illinois**

at Urbana-Champaign

(1005 W. Nevada St., Urbana, Illinois 61801)

Assessment of Regional Adult Education Service Centers. This study for Charles Kozoll, Office of Continuing Education and Public Service, UIUC, seeks to determine the continuing education needs and desires of adult education and to evaluate the effectiveness of regional adult education service centers in Illinois in meeting those needs. Telephone interviews were conducted with 96 persons divided among five groups: teachers of adult education, teachers of English as a second language, adult education program directors, English as a second language program directors, and adult education service center advisory council members. The overall response rate was 96%. The sponsor is scheduled to complete a final report by December 1978.

Project coordinator: Linda Lannom.

Pension Equity Measurement. This HEW-funded study involves developing typologies of private pension plans currently in operation and then determining by means of a field test the ability of respondents to report the informa-

tion needed to estimate their pension equity. Personal interviews will be conducted in the Chicago metropolitan area with about 750 households containing persons whose names have been drawn from the files of pension providers as well as households from the general population. Techniques that are most successful are to be incorporated in an annual HEW Survey of Income and Program Participation (SIPP) scheduled to start in 1980 or 1981.

Principal investigators: Robert Pearl and Robert Ferber; project coordinator: Edward Lakner.

Study of Improvement of Interviewing in SSA Claims Processes. This study for the Office of Program Policy and Planning, Social Security Administration, seeks to identify specific interviewing techniques and procedures that have proved effective in survey research and are suitable to be transferred to the SSA and AFDC claims interviewing process. SRL will be performing direct observations of SSA claims interviews and conducting group discussions of interviewing problems with SSA claims interviewers at 7-10 SSA offices across the country, including Champaign, Chicago, Los Angeles, Boston, and two southern cities.

Principal investigator: Seymour Sudman; project coordinator: Linda Lannom.

at Chicago Circle

(4011 Behavioral Sciences Building, University of Illinois, Chicago, Illinois 60680)

Social Networks of the Aged. This study for John Poulin, School of Social Service Administration, University of Chicago, will investigate within a social network framework how the elderly maintain their friendship ties. Of particular interest is how the proportion of elderly living in an area influences the patterns of friendships that the elderly have. Telephone interviews will be conducted in Evanston, Illinois, with 150 adults who were 60 years of age or older in 1977 when they were interviewed for an earlier SRL study.

Project coordinator: Francis Fullam.

**Wisconsin Survey Research Laboratory
University of Wisconsin**

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

ETN-SEEN Surveys. WSRL is conducting a series of ongoing studies for the University of Wis-

consin-Extension Instructional Communication Systems to evaluate courses and programs offered over the ETN (Educational Television Network) or SEEN (Statewide Extension Education Network). A sample of individuals enrolled in various courses are interviewed by telephone within a few days after the last program in a course is broadcast. The questions are designed to measure satisfaction with the instructor(s), the course content, and the technical reception.
Director: Lorne A. Parker (Instruction Communication Systems).

Completed projects:

Student Bicyclist Survey. This survey, completed in February 1978 for the Orthopedic Surgery Department, University of Wisconsin Hospitals, sought to identify factors that contribute to bicycle accidents and to determine the injury rate per mile for a sample of students enrolled at the UW-Madison. Questionnaires were sent to 1,150 students on the campus, with a 77% response rate.
Study coordinator: Diana K. Kruse (UW Hospitals).

Wisconsin Reading Program Survey. The purpose of this survey, for the Right to Read Office of the State of Wisconsin Department of Public Instruction, was to develop a status report of reading programs in Wisconsin's public schools prior to the implementation of the new reading law. The questionnaire, which was developed from Wisconsin's "Criteria of Excellence" for reading program, was mailed in May 1978 to 436 school district administrators throughout the state.
Study director: Russell Mosely.

Employed Women. WSRL assisted the UW Department of Agricultural Journalism in this project, conducted with funds from USDA-Extension, by doing the pretesting and pilot study and carrying out random-digit-dialed telephone screening of a cross section of 2,279 Wisconsin households to find about 300 working women who would be willing to keep a seven-day diary of their activities with an emphasis on media use and interpersonal communication. (The Illinois screening was performed by the Survey Research Laboratory, University of Illinois--see *Survey Research*, Summer 1978.) The purpose of the main study, in which diaries and questionnaires were sent in October 1978 to over 300 working women in Wisconsin and 300 in Illinois, is to gain insight into the lives of working women and how innovative information programs might better serve their needs.
Project leader: Helen L. Steeves (Dept. of Agricultural Journalism).

A Survey of Water and Related Recreation. This survey, completed in August 1978 for the State of Wisconsin Department of Natural Resources, under a grant from the U.S. Water Natural Resources Council, sought to measure the satisfaction of residents of Wisconsin with the recreational opportunities available and to get information to plan for future recreational demands. Statewide random-digit-dialed telephone interviews were completed with 1,211 adults, for a 72% response rate.
Principal investigator: Douglas King.

Tri-State Hospital Survey. In this survey for the Tri-State Hospital Assembly, information was collected to enable the Assembly to better serve its member hospitals and their staff. Telephone interviews were conducted in August-September 1978 with 900 hospital administrators and selected department heads in Illinois, Indiana, Michigan, and Wisconsin, with a 93% response rate.
Principal investigator: Alfred Van Horn, III.

Citizen Attitudes toward Taxes. The purpose of this study for the State Tax-Reform Commission was to get citizen input to aid in remodeling the State tax system. Telephone interviews were completed in July-September 1978 with a random-digit-dialed sample of 1,238 adults statewide, for a 74% response rate.
Principal investigator: Martin David (Dept. of Economics).

#

Personnel Notes

Leo Reeder was killed in the PSA air crash in San Diego on September 25, 1978. He was Professor of Public Health and Sociology at the University of California at Los Angeles and served as Director of UCLA's Survey Research Center from 1969 to 1974, when it became part of the Institute for Social Science Research, with which he was also associated.

Alvin Zander recently retired as Director of the Research Center for Group Dynamics at Michigan's Institute for Social Research, a position he had held since 1959. He will continue as a Program Director at RCGD as well as the University of Michigan's Associate Vice President for Research and a Professor in the Department of Psychology and Education. *Philip Brickman* will become the new Director

of RCGD beginning in January. He is currently a Professor of Psychology and Director of the Graduate Program in Social Psychology at Northwestern University.

At the Social Research Center, Washington State University, *Joel W. Grube* has become Associate Director. He was formerly a coordinator at the Center's Public Opinion Laboratory. The previous Associate Director, *Sandra Ball-Rokeach*, is now a Research Associate in the Center. In addition, *Eugene Rosa* has become a POL Coordinator after a two-year post-doctoral appointment at Stanford University.

Sophie Sa has joined the Center for Policy Research in New York as Administrator.

Two new senior appointments at the Survey Research Laboratory of the University of Illinois are *Barry* and *Carmella Chiswick*. He was a Visiting Research Scientist at the Hoover Institution at Stanford during the past year and was previously on the Council of Economic Advisers. She has previously been with the World Bank. Both have joint appointments with SRL and with the Department of Economics on the Chicago Circle campus of the University.

At the Institute for Survey Research, Temple University, *R. Hoyt Walbridge* has been promoted from Associate Study Director to Study Director. *Cliff Hirschhorn* has joined the staff as a Field Administrator. With a background in teaching and public relations, he has supervised the Telephone Interviewing Center operation.

Bruce Eckland, who is a Professor of Sociology at the University of North Carolina at Chapel Hill, has been appointed a full-time visiting scientist at the Research Triangle Institute for a period of six months.

Richard C. Roistacher and *Barbara B. Noble*, formerly of the University of Illinois' Center for Advanced Computation, have joined the Bureau of Social Science Research as Research Associates. Their change in jobs has meant the transfer to BSSR of their LEAA-funded project of research and development of new ways to archive and use social science data. Also at BSSR, *Douglas Neal* has been named Manager of the new Systems Division, which replaces the Data Analysis Unit. He was formerly with the University of Michigan's Institute of Public Policy Studies and Institute for Social Research.

Two new Research Associates at the Survey Research Center, SUNYAB, are *Ellen Konar-Goldband* and *Richard Lesniak*, who were both formerly SRC Graduate Assistants.

Thomas Duchesneau, Associate Professor of Economics, and *Girish Punj*, Assistant Professor of Marketing, have been named Faculty Research Associates for the Social Science Research Institute at the University of Maine for 1979. Both will pursue their own research and participate in other SSRI activities.

Also at SSRI, *Suzanne Hart* has been appointed a Research Associate. In addition to developing and teaching modules to introduce undergraduates to social science data analysis and computer usage, she is responsible for establishing and maintaining SSRI's data archive and research information clearinghouse. She formerly held positions as Assistant Professor of Political Science at the University of Maine and Assistant Professor of Criminal Justice at Stocton State College in Pomona, New Jersey.

Three postdoctoral fellows have been appointed at the National Opinion Research Center (see *Survey Research*, Fall 1977, for a description of the training program). They are *John Abood* (PhD, University of Chicago) from the Department of Economics, Princeton University; *Rachel Rosenfeld* (PhD, University of Wisconsin) from the Department of Sociology, McGill University; and *Christopher Winship* (PhD, Harvard University) from the Institute for Research on Poverty, University of Wisconsin.

#

Research Center News

Three University Survey Centers in Australia

There are now three academically based centers specializing in sample survey work in Australia. They are the Survey Research Centre at the Australian National University, the Sample Survey Centre at the University of Sydney, and the Centre for Applied Social and Survey Research at the Flinders University of South Australia. The activities of the three Centres are to a large extent complementary and between them they offer a wide range of services to social scientists both in their own universities and outside.

The Survey Research Centre at the Australian National University in Canberra is primarily intended to serve the University's various social science research sections, but also cooperates with other universities in establishing and maintaining facilities for social scientists in general. Beginning in March 1978 the Centre began conducting a six-monthly Canberra Population Survey (see p. 10). The Centre provides the secretariat for the Australian Consortium for Social and Political Research Inc. (ACSPRI), an association of 12 universities and colleges holding the Australian National Membership in the Inter-university Consortium for Political and Social Research.

The Sample Survey Centre at the University of Sydney is primarily concerned with the needs of that University's staff; a limited amount of assistance is available to persons or groups outside the University. The Centre maintains an apparatus for the conduct of all types of surveys of the population, performs basic research into the theory and practice of surveys, and assists in the teaching of courses involving survey methods.

The Centre for Applied Social and Survey Research (CASSR) at the Flinders University of South Australia, Adelaide, not only conducts its own research activities and provides a survey research facility for staff and graduate students within the University but also can provide consulting advice to government and private enterprise in a wide range of applied research fields and conduct sample survey research and data analysis under outside research contracts. The principal aim of CASSR is to develop its own academic research activities, with major emphasis on survey design, management, and data analysis. Additional information on CASSR was published in the Summer 1978 issue of *Survey Research*.

Further information on each of these Centres can be obtained by writing to the appropriate Centre at the addresses listed on p. 17.

SRC Summer Institute

For the thirty-second consecutive year, the Survey Research Center of the Institute for Social Research at the University of Michigan will be holding its Summer Institute in Survey Research Techniques from June 24 to August 17, 1979.

The Institute is designed to meet some of the educational and training needs of persons in business, government research, and other statistical work and also to meet the needs of

graduate students and university faculty interested in quantitative research in the social sciences.

For further information concerning specific dates, courses, fees, housing, etc., write to Helene J. Hitchcock, Administrative Manager, Office of the Director, Survey Research Center, Institute for Social Research, P.O. Box 1248, Ann Arbor, MI 48106.

#

Request for Material

Incomplete Data in Surveys

A study on incomplete data (schedule/item non-response or unusable schedules/items) in sample surveys has been undertaken by the Committee on National Statistics of the National Academy of Sciences-National Research Council. A panel chaired by Professor Ingram Olkin of Stanford University has been appointed to make the study. This panel expects to publish the following: a collection of case studies of interesting treatments of incomplete data; a review of theory, including both the theory of current practice and ongoing research in the area; a listing of computer programs concerned with incomplete data, including imputation as well as adjustment; and an annotated bibliography of papers, reports, and books concerned with incomplete data.

The panel and staff would be very interested to learn of (a) possible case studies, especially, but not limited to, empirical validation of methods used to deal with incomplete data; (b) ongoing research both theoretical and applied; (c) any computer programs that deal with incomplete data; (d) bibliographies in process of publication or preparation; and (e) information on trends over the past 25 years in the volume and composition of incomplete data as found in survey organizations and continuing surveys. Please send information on these subjects to William G. Madow, Committee on National Statistics, National Research Council, 2101 Constitution Avenue NW, Washington, D.C. 20418.

#

List of Academic Survey Research Organizations

The following list contains as accurate information as possible on those academic survey research organizations that have come to our attention. It does not claim to be a list of *all* such organizations, and we would appreciate hearing from any other academically based organizations engaged primarily in survey research.

United States

Alabama

Dr. Paul L. Wall, Director
Division of Behavioral Science Research
Carnegie Hall--4th Floor
Tuskegee Institute
Tuskegee Institute, AL 36088
(205-727-8575)

Dr. Sam Brown, Director
Office of Educational Development
University of Alabama
School of Medicine
310 Medical Education Building
Birmingham, AL 35294
(205-934-3053)

Arizona

Prof. Morris Axelrod, Director
Survey Research Laboratory
Sociology Department
SS221
Arizona State University
Tempe, AZ 85281
(602-965-5000)

California

Prof. J. Merrill Shanks, Director
Survey Research Center
2538 Channing Way Building C
University of California, Berkeley
Berkeley, CA 94720
(415-642-6578)

Ms. Eve P. Fiedler, Director
Survey Research Center
Institute for Social Science Research
11249 Bunche Hall
University of California at Los Angeles
Los Angeles, CA 90024
(213-825-0711)

Florida

Dr. Charles M. Grigg, Director
Institute for Social Research
654 Bellamy Building
Florida State University
Tallahassee, FL 32306
(904-644-2830)

Illinois

Dr. Kenneth Prewitt, Director
National Opinion Research Center
University of Chicago
6030 S. Ellis Avenue
Chicago, IL 60637
(312-753-1450)

Dr. Thomas G. Eynon, Director
Social Science Research Bureau
Southern Illinois University
Carbondale, IL 62901
(618-549-5718)

Dr. Robert Ferber, Director
Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801
(217-333-4273)

Indiana

Dr. George W. Bohrnstedt, Director
Institute of Social Research
Indiana University
1022 E. Third Street
Bloomington, IN 47401
(812-337-4125)

Iowa

Prof. Robert E. Kramer, Associate Director
Center for Business and Behavioral Research
University of Northern Iowa
Cedar Falls, IA 50613
(319-273-2105)

Dr. Herbert A. David, Director
Statistical Laboratory
Dr. Roy A. Hickman, Professor-in-Charge
Survey Group
Iowa State University
Ames, IA 50010
(515-294-5242)

Maine

Prof. David Kovenock, Director
Social Science Research Institute
164 College Avenue
University of Maine
Orono, ME 04469
(207-581-2555)

(continued)

Maryland

Dr. Robert Janes, Director
Public Opinion Survey
Institute for Urban Studies
University of Maryland
College Park, MD 20742
(301-454-5718)

Massachusetts

Dr. Floyd J. Fowler, Jr., Director
Center for Survey Research
University of Massachusetts and Joint
Center for Urban Studies of Harvard and MIT
100 Arlington Street
Boston, MA 02116
(617-542-7037)

Michigan

Dr. Thomas Juster, Director
Institute for Social Research
University of Michigan
P.O. Box 1248
Ann Arbor, MI 48106
(313-764-8363)

Minnesota

Dr. Michael Q. Patton, Director
Minnesota Center for Social Research
University of Minnesota
2122 Riverside Avenue
Minneapolis, MN 55454
(612-373-0236)

Mississippi

Dr. Gerald O. Windham, Director
Social Science Research Center
Mississippi State University
Box 1072
Mississippi State, MS 39762
(601-352-3273)

Missouri

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

New York

Dr. Jack Elinson, Head
Division of Sociomedical Science
Columbia University School of Public Health
600 West 168th Street, 4th Floor
New York, NY 10032
(212-694-3912)

Dr. Raymond G. Hunt, Director
Survey Research Center
State University of New York at Buffalo
4230 Ridge Lea Road, Rm A-46
Buffalo, NY 14226
(716-831-1675)

North Carolina

Dr. Frank J. Munger, Director
Institute for Research in Social Science
Manning Hall - 026A
University of North Carolina
Chapel Hill, NC 27514
(919-933-3061)

Dr. A. L. Finkner, Senior Vice President
Research Triangle Institute
P.O. Box 12194
Research Triangle Park, NC 27709
(919-541-6000)

Ohio

Dr. Alfred J. Tuchfarber, Director
Behavioral Sciences Laboratory
355 French Hall
M.L. 132
University of Cincinnati
Cincinnati, OH 45221
(513-475-5028)

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

Prof. John P. Robinson, Director
Communication Research Center
Cleveland State University
Cleveland, OH 44115
(216-687-4639)

Oregon

Dr. Lyle D. Calvin, Director
Survey Research Center
Oregon State University
Corvallis, OR 97331
(503-754-3773)

Pennsylvania

Dr. Leonard A. LoSciuto, Director
Institute for Survey Research
Temple University
1601 N. Broad Street
Philadelphia, PA 19122
(215-787-8355)

Puerto Rico

Prof. Rafael Corrada Guerrero, Director
Social Science Research Center
Graduate Faculty of Social Science
University of Puerto Rico
Rio Piedras, PR 00931
(809-764-0000, Ext. 2104)

(continued)

Rhode Island

Prof. Albert F. Wessen
Population Research Laboratory
Brown University, Box 1916
Providence, RI 02912
(401-863-3172/3)

Tennessee

Dr. Jack B. Haskins, Director
Communications Research Center
College of Communications
University of Tennessee
Knoxville, TN 37916
(615-974-6651)

Washington

Dr. Clifford E. Lunneborg, Director
Educational Assessment Center
1400 N.E. Campus Parkway
University of Washington, PB-30
Seattle, WA 98195
(206-543-1170)

Prof. James F. Short, Jr., Director
Social Research Center
Washington State University
Pullman, WA 99164
(509-335-1511)

West Virginia

Prof. Robert W. Miller, Program Leader
Office of Research and Development
West Virginia University
17 Grant Avenue
Morgantown, WV 26506
(304-293-4201)

Wisconsin

Prof. Harry P. Sharp, Director
Wisconsin Survey Research Laboratory
University of Wisconsin--Extension
Lowell Hall--Suite 101-112
610 Langdon St.
Madison, WI 53706
(608-262-3122)

Canada

Mr. Victor Tremblay, Director
Centre de Sondage
Université de Montréal
P.O. Box 6128, Succ. "A"
Montréal, Québec H3C 3J7, Canada
(514-343-7598)

Prof. L. W. Kennedy, Director
Population Research Laboratory
Department of Sociology
University of Alberta
Edmonton, Alberta T6G 2E1, Canada
(403-432-4659)

Canada (continued)

Ms. Freda Marsden, Assistant Director
Survey Research Centre
Institute for Behavioural Research
York University
4700 Keele Street
Downsview, Ontario M3J 2R6, Canada
(416-667-3022)

Other

Australia

Mr. R. J. Stimson, Director
Centre for Applied Social and Survey
Research
School of Social Sciences
The Flinders University of South Australia
Bedford Park 5042, South Australia
(08-275-3911 or 275-2396)

Dr. Terence W. Beed, Director
Sample Survey Centre
The University of Sydney
New South Wales 2006, Australia
(2-692-3624)

Mr. Ken Brewer, Director
Survey Research Centre
Australian National University
P.O. Box 4
Canberra, ACT 2600, Australia
(062-494400)

England

Mr. John Hall, Director
Survey Research Unit
Department of Applied Social Studies
The Polytechnic of North London
Ladbroke House, Highbury Grove
London N5 2AD, England
(01-607-2789, Ext. 5029)

Israel

Prof. Louis Guttman, Scientific Director
Israel Institute of Applied Social Research
19 Washington Street
P.O. Box 7150
Jerusalem 91 070, Israel
(02-231421)

Sweden

Prof. Karl-Erik Wärneryd, Director
The Economic Research Institute at the
Stockholm School of Economics
Box 6501 (Sveavägen 65)
113 83 Stockholm, Sweden
(08-34 95 60)

Jobs ↔ People

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

Listings should be sent to the Editor, *Survey Research*, 1005 W. Nevada St., University of Illinois, Urbana, IL 61801, and should be approximately 50 words in length. Names will be coded if requested.

Openings:

Positions at National Opinion Research Center, University of Chicago.

Associate Director for Survey Operations--to supervise a staff of 7-10 senior survey directors in NORC's Chicago and New York offices, working closely with the budget office in monitoring project costs, with the data-processing department in scheduling projects and developing capabilities, and with the Technical Director in design and quality control. Will also work with the Director and other senior staff in planning new studies and setting organizational policies. Qualifications: extensive experience in management of large-scale, complex social surveys; record of experience and proven ability in effective management; conversant with research design, sampling strategies, instrumentation and measurement, field collection procedures, and data processing; working understanding of applied statistics essential. Salary: appropriate to qualifications and experience.

Senior Survey Directors--NORC's senior operations personnel, based in either New York or Chicago. Duties: Work with clients on all phases of a project; responsible for meeting study schedules and budget requirements; responsible for supervision and management of project staff; coordinate the efforts of data processing and field and sampling personnel; direct preparation of proposals, including work statements and budgets, promote new business, attend bidders' conferences, and represent NORC at meetings with potential clients. Educational qualifications: professional or graduate school training or equivalent. Salary: \$22,000-\$35,000.

Send resume and names of references to Director of Personnel, NORC, 6030 S. Ellis Avenue, Chicago, IL 60637.

An Equal Opportunity Employer.

Available:

Research analyst. PhD in Sociology and BA in English. 20 years' experience in all phases of survey research. Best skills in analyzing

and reporting quantitative data for professional or general audiences. Will accept employment only in western state. Write to K. S. Renne, 2221 E. Ninth St., Tucson, AZ 85719, or call (602) 623-5392.

#

Publications and Data Sets

New Demographic Magazine

The first issue of a new magazine, *American Demographics*, will appear in January 1979. Published by Peter Francese and edited by Bryant Robey, the magazine will examine demographic trends, explain public and private sources of data, describe demographic techniques, give demographic information on metropolitan areas, review publications, cover conferences, and report news. A monthly column will report on activities of the Census Bureau, including information on the progress of the 1980 census: its questionnaire, tabulations, availability, and format.

Subscriptions are \$30 for one year (10 issues) or \$55 for two years (20 issues). For more information, write to *American Demographics*, Box 68, Ithaca, NY 14850.

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* or the Survey Research Laboratory.

Alwin, Duane F. (ed.). *Survey Design and Analysis: Current Issues*. Sage Contemporary Social Science Issues #46. Beverly Hills, CA: Sage Publications, 1978. 160pp. \$3.95 (softcover). [Reprinted from *Sociological Methods & Research*, November, 1977.]

Bailey, Kenneth D. *Methods of Social Research*. New York: Free Press, 1978. 478pp. \$14.95.

Bosecker, Raymond R.; Faulkenberry, G. David; and Totona, Robert D. *Improving Response to Mail Surveys of Farmers and Ranchers*. Washington, DC: Statistical Research Division, Economics, Statistics and Cooperative Service, U.S. Department of Agriculture, 1978.

Fiedler, Judith. *Field Research: A Manual for Logistics and Management of Scientific Studies in Natural Settings*. San Francisco: Jossey-Bass, 1978. 188pp. \$11.95.

Grossman, Randolph M., and Weiland, Douglas K. "The use of telephone directories as a sample frame: Patterns of bias revisited." *Journal of Advertising* 7 (Summer 1978), 31-35.

Groves, Robert M. "An empirical comparison of two telephone sample designs." *Journal of Marketing Research* 15 (November 1978), 622-31.

Groves, Robert M. "On the mode of administering a questionnaire and responses to open-ended items." *Social Science Research* 7 (September 1978), 257-71.

Guttek, Barbara A. "On the accuracy of retrospective attitudinal data." *Public Opinion Quarterly* 42 (Fall 1978), 390-401.

Hoinville, Gerald, and Jowell, Roger. *Survey Research Practice*. London: Heinemann, 1978. 228pp. \$22.95.

Labrecque, David P. "A response rate experiment using mail questionnaires." *Journal of Marketing* 42 (October 1978), 82-83.

Lamb, Charles W., Jr., and Stem, Donald E., Jr. "An empirical validation of the randomized response technique." *Journal of Marketing Research* 15 (November 1978), 616-21.

McAllister, Lynne, and Fischer, Claude S. "A procedure for surveying personal networks." *Sociological Methods & Research* 7 (November 1978), 131-48.

Menneer, Peter. "Retrospective data in survey research." *Journal of the Market Research Society* 20 (July 1978), 182-95.

Montero, Darrel, and Levine, Gene N. (eds.). "Research among racial and cultural minorities: Problems, prospects, and pitfalls." *Journal of Social Issues* 33 (Fall 1977), 1-222 (entire issue).

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

Return to: Mrs. Mary A. Spaeth, Editor
Survey Research
Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801

From: Name _____

Please change my address from: Old address

to: New address

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

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

Powers, Edward A.; Goudy, Willis J.; and Keith, Pat M. "Congruence between panel and recall data in longitudinal research." *Public Opinion Quarterly* 42 (Fall 1978), 380-89.

Roberts, Robert E.; McCrory, Owen F.; and Forthofer, Ronald N. "Further evidence on using a deadline to stimulate responses in a mail survey." *Public Opinion Quarterly* 42 (Fall 1978), 407-10.

Robertson, Dan H., and Bellenger, Danny N. "A new method of increasing mail survey techniques: Contributions to charity." *Journal of Marketing Research* 15 (November 1978), 632-33.

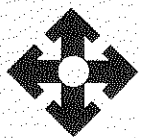
Schumann, Howard, and Presser, Stanley. "The assessment of 'no opinion' in attitude surveys." Pp. 241-75 in Karl F. Schuessler (ed.), *Sociological Methodology* 1979. San Francisco: Jossey-Bass, 1978.

Seminar on "Ways and New Ways of Data Collection." ESOMAR Proceedings, Jouy-en-Josas (France), November 2-4, 1977. 263pp. 80 Sw. frs.

Simon, Julian L. *Basic Research Methods in Social Science: The Art of Empirical Investigation*. 2nd ed. New York: Random House, 1978. 558pp. \$14.95.

U.S. Social Security Administration, Office of Research and Statistics. *Imputation and Editing of Faulty or Missing Survey Data*. Selected papers given primarily in the section on Survey Research Methods at the 1978 Annual Meetings of the American Statistical Association. Washington, DC: Printed by Bureau of the Census, October 1978. 148pp.

#



Survey Research

Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801

Non-Profit Org.
U.S. Postage
PAID
Permit No. 75
Urbana, Ill. 61801