

Survey Research

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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.

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

(100 Arlington Street, Boston, MA 02116)

Evaluation of the Impact of the Law Changes Raising the Age of Legal Drinking from 18 to 20. Conducted in conjunction with Boston University and the State University of New York at Albany, under funding from the National Institute of Alcoholism and Alcohol Abuse, this is a pre-post evaluation of the impact of the 1979 Massachusetts law that raised the legal drinking age from 18 to 20. In March-April 1979, before the law change, 1,000 RDD telephone interviews were conducted with teenagers aged 16-19 in both Massachusetts and New York, focusing on driving, drinking, drinking after driving, drug use, and attitudes about the upcoming change (or hypothetical change for N.Y. teens). The N.Y. respondents serve as a control group since the driving laws and weather are similar but the drinking laws differ. The first post-measure survey involved another 1,000 interviews in both Massachusetts and New York in April 1980, one year after the law change, with an 87% response rate in Massachusetts, compared with 79% in the pre-measure survey. A second post-measure survey will be done in April 1981. In addition, the study involves analysis of traffic accident data for 3 years before and 3 years after the law change, as well as analysis of court data and interviews with police and court personnel.

Principal investigators: Ralph Hingson and Norman Scotch (BU); study director: Thomas W. Mangione (CSR).

Life Situations and Drinking Patterns among an Urban Population. In the fourth wave of this panel study, completed in May 1980 for the

Boston University Department of Socio-Medical Sciences under funding from NIAAA, telephone interviews were conducted in the Boston SMSA with 1,105 respondents to Wave III of the study, with a 92% response rate. The study covers issues of role satisfactions, role stresses, and drinking behaviors, as well as other health-related behaviors (e.g., smoking, exercising, snacking, marijuana use). All heavier drinkers and a sample of other persons are included in the panel, which has encompassed 2 1/2 years since the initial interview. As part of this study, interviews were conducted with about 300 couples. Principal investigators: Ralph Hingson and Norman Scotch (BU); study director: Thomas W. Mangione (CSR).

Institute for Research in Social Science University of North Carolina

(Manning Hall, University of North Carolina,
Chapel Hill, NC 27514)

Completed project:

Survey of North Carolina Women. This survey, completed in March 1979, collected data on the opinions of adult women toward such topics as women's status, displaced homemakers, the ERA, rape, abortion, menstruation, battering, sex roles, women as managers and politicians, and work attitudes. Background data included religious activity, educational level and

desires, race, income, voting behavior, level of activity in organizations, occupation, and migration status. Telephone interviews were conducted with a sample of 422 women over age 18 in North Carolina, with an 80% response rate.

Principal investigator: Karen M. Gentemann.


Institute for Social Research University of Michigan

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

1980 National Election Study. As the result of long-term funding from NSF, this year's national election study has been expanded. Several major changes have been made, including a new study design, surveys taken during the presidential primaries, new questions, and transformation of the study into a national research resource with the establishment of a Board of Overseers. The design combines panel and cross-sectional samples and will result in about 7,000 interviews. The panel contains over 1,000 respondents, who will be interviewed four times between February and November 1980. Two independent cross-sections of the population will also be interviewed--first during the main primary period (April-May) and second before the traditional pre- and post-election interviews. New questions include ones on perceptions of possible presidential candidates. Additional questions ask respondents to place candidates on a "feeling thermometer" (cold to warm) and to rate how the candidates stand on various issues. By mid-1981, the complete data will be turned over to the Inter-university Consortium for Political and Social Research for distribution.

Principal investigator: Warren Miller.

A Comparative Study of the Organization and Performance of Hospital Emergency Services. This research report by Basil Georgopoulos and Robert Cooke presents selected preliminary descriptive findings and the research instruments for a study funded by the National Center for Health Services Research comparing hospital emergency units. The objectives are (1) to ascertain the nature and sources of inter-hospital differences in emergency unit effectiveness; (2) to specify those organizational and social-psychological conditions likely to promote or impede the solution of work problems and facilitate effective performance in an emergency department; and (3) to test a number of specific hypotheses on emergency medical services. The study involves a probability sample of 30 voluntary hospitals in the 100-500 bed range located in Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. Nearly 1,500 individuals associated



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with these institutions were interviewed, including emergency room doctors and nurses, hospital administrators, medical peers and associates in the rest of the hospital, recent patients, and key individuals from the community. Information was also obtained from hospital personnel and financial records, patient medical records, and census reports. Further analyses are under way and will appear in a final report of the project. The paperbound 512-page preliminary report is available for \$16 (prepaid) from ISR Publications Sales. Principal investigator: Basil S. Georgopoulos; study director: Robert A. Cooke.

Five Thousand American Families--Patterns of Economic Progress. ISR has recently issued the eighth volume in this series on the continuing Panel Study of Income Dynamics, which examines the causes and consequences of people's changing economic fortunes. This latest report contains chapters on information and influence networks in labor markets, persistence in unemployment among adult men, retirement, the difference in work authority between men and women, the effects of community and family background on the education and earnings of white and black men, the incidence and consequences of major life events, sex differences in measurement error in status attainment, occupational disability and its economic correlates, reverse annuity mortgages, utility payments, and the burden of high gasoline prices. The report also summarizes other research from the study and presents the questionnaire for the 1978 wave of interviewing with the over-17,000 individuals in the panel. The 460-page volume, edited by Greg J. Duncan and James N. Morgan, is available clothbound for \$16 (prepaid) from ISR Publications Sales.

Institute for Survey Research Temple University

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

Project BEST. Sponsored by Richard D. Leone, Center for Labor and Human Resource Studies, Temple University, this USDL-funded study seeks to determine whether a select group of students enrolled in Project BEST (Better Employment through Skill Training) will perform better than a group of students who pursued a more traditional high school curriculum. The effects of the project will be evaluated both short-term (upon high school graduation) to determine whether those enrolled in Project BEST understand labor market concepts better and manifest a more positive disposition toward getting and keeping a job, and long-term (after students in both groups have been out of school for stipulated periods

of time) to determine whether the BEST students translate into action what they acquired through the program. Personal interviews will be conducted with 350 minority male and female youths in the Philadelphia area who either graduated or should have graduated from high school in June 1980. Study director: Ellin Spector.

Methodological research:

Measurement of Respondent Burden. Under sub-contract from the Bureau of Social Science Research, with funding from HUD, ISR is collecting data to determine the effect of interview length, question type, and the repeat administration of identical questions over time on response rates, item nonresponse, and respondents' reactions to the interview experience. Phase I was conducted in January 1980 and Phase II is planned for fall 1980 in the suburban area of Philadelphia, with 500 personal interviews and 200 reinterviews with one adult in the household who was knowledgeable about household expenditures. Study directors: Laure M. Sharp (BSSR) and Ellin Spector (ISR).

Israel Institute for Applied Social Research Jerusalem

(19 Washington Street, P.O. Box 7180, Jerusalem 91 070, Israel)

Completed projects:

Identity of Arab Academics in Israel. This study, supported by the Ford Foundation through the Israel Foundations Trustees, dealt mainly with the problem of the identity of the intellectual elite of the Arab minority in Israel. Data were collected by self-administered questionnaires from a sample of 292 Arab university graduates during the first half of 1977. Special emphasis was placed on national identification: feeling as an Israeli, an Israeli Arab, an Arab, or a Palestinian. Also examined were interest in social and political conditions, the influence of various information sources on the understanding of the political situation in the Middle East, and attitudes regarding peaceful coexistence of Jews and Arabs. Respondents were also asked about the factors that influenced their choice of the graduate study program at the university and their satisfaction at work.

Researcher: Mahmoud Meari.

Resistance Resources and Health. Supported by the Ford Foundation, through the Israel Foun-

dations Trustees, this study addressed the problem of *salutogenesis*--the origins of health--and focused on the resistance resources available to people to cope with threats of health. The study involved personal interviews with a sample of 389 women and men, aged 40-49, selected from the rosters of seven neighborhood health centers in a middle-sized Israeli city. Questions covered subjective health status, life satisfactions, a wide variety of generalized resistance resources (personal-psychological, social supports, and sociodemographic variables), and a history of life stressors. The findings are presented in a book by Aaron Antonovsky, *Health, Stress and Coping* (Jossey-Bass, 1979).

Researchers: Aaron Antonovsky and Ilana Shoham.

Private and Public Medical Care. This project, sponsored by the Hadassah Medical Organization, examined the perceptions of four populations toward private medical practice in Israel and its place in the public medical framework. The samples consisted of 1,032 persons in the urban Jewish adult population in the four main centers of Israel, 433 Hadassah patients who had been hospitalized and/or received ambulatory treatment in the hospital clinics during 1978, 116 Hadassah physicians, and 292 members of the nursing staff.

Researchers: Shlomit Levy and Louis Guttman.

Attitudes of Twelfth-Graders toward the Matriculation Examinations. In this study for the Ministry of Education and Culture, about 18,000 12th-grade students from 326 secondary schools throughout Israel were asked their opinion of the matriculation examinations, why they favored continuing or eliminating the exams, what changes should be made in the exams, and what alternatives could replace them.

Researcher: Carol Raxel.

Mathematica Policy Research Princeton, New Jersey

(P.O. Box 2393, Princeton, NJ 08540)

Supported Work Youth Follow-up. Conducted for the Manpower Demonstration Research Corporation with funding from the Ford Foundation and a consortium of federal agencies, this follow-up evaluation seeks to determine the long-term impact of the Supported Work program on the labor force participation and welfare dependency of youth. Interviews will be conducted in Atlanta, Hartford, Jersey City, New York City, and Philadelphia with 1,244 minority young adults. The survey will be primarily by

telephone, with personal interviews for those who cannot be reached by telephone.

Project director: Becka Maynard; survey director: Audrey McDonald.

Survey of Issues Related to Current and Alternative Methods of Social Security Financing: Design Phase. This study for the Office of Research and Statistics, Social Security Administration, seeks to ascertain knowledge and acceptance of the Social Security system and to assess reactions to possible funding and programmatic changes. The design phase, to be completed in July 1981, includes a pretest of survey instruments, an evaluation of in-person and telephone data collection techniques, and design and selection of a national area probability sample of workers covered by Social Security.

Principal investigator: Paul Planchon; project director: William Morrill.

Survey of Mental Health Officials. This NIMH-funded study for Robert F. Rich (Woodrow Wilson School, Princeton University) will examine the application of knowledge and information in the formation of mental health policy. The study focuses on three mental health policy areas: financing, integration with health services, and service delivery for victims. Interviews will be conducted with approximately 400 key federal and state mental health officials in 18 states and Washington, D.C., in two waves: a baseline interview in October-November 1980 and a follow-up interview after two years (October-November 1982). Principal investigator: Robert F. Rich; survey director: Andrea M. Vayda.

Impact of Long-Term Care on Functionally Disabled Adults. Sponsored by the Community Service Society of New York with funding from the Health Care Financing Administration, this study seeks to determine the circumstances under which elderly, functionally disabled adults make use of home services and long-term care facilities and to ascertain the consequences of service utilization for both the functionally disabled and principal sources of informal support. Subjects will be recruited through the in-patient populations of several New York City hospitals located in three boroughs. Medicaid eligible persons will be compared with other persons of modest means who do not meet Medicaid eligibility criteria. The three-year study, scheduled for completion in June 1983, will utilize personal and telephone interviews and will involve research subjects, principal sources of informal support, hospital personnel, home service providers, and staff of long-term care facilities.

Principal investigator: Frank Caro (CSS); project director: Christina Brinkley-Carter (MPR).

Completed project:

Public Acceptability of Highway Safety Countermeasures. This recently completed study was designed to provide the National Highway Traffic Safety Administration with information about public attitudes toward proposed highway safety countermeasures. Included in the 20 countermeasures covered were automated speed detection, mechanical devices for drunken driver deterrence, and passive breath testers. The study had three components: (1) focus group discussions by 19 general public groups in five cities (Trenton, Cincinnati, Atlanta, Denver, and Seattle) to identify public concerns and attitudes toward these countermeasures; (2) a telephone survey with a national sample of 1,500 adults 18 and over to produce estimates of acceptability; (3) nine case studies in each of ten states with special interest representatives (e.g., Highway Safety Departments, State Patrol, AAA, ACLU) to get input from key organizations with special interest or expertise in these countermeasure areas.

Project director: Andrea M. Vayda.

**Minnesota Center for Social Research
University of Minnesota**

(2122 Riverside Ave., Minneapolis, MN 55454)

Completed project:

Evaluation of the Austin Home Energy Audit Program. This study, funded by the Minnesota Energy Agency, evaluated a pilot Home Energy Audit service in Austin, Minnesota, which was initiated as a preliminary to a statewide audit service as required by DOE under the National Energy Conservation Act of 1978. In the study, completed in July 1980, telephone interviews were conducted with simple random samples of 227 audit clients and 314 nonclients (response rates of 87% and 85%, respectively). In addition, household fuel records were examined for subsamples of 66 audit clients and 70 nonclients.

Project administrator: Robert S. Maier.

**National Opinion Research Center
University of Chicago**

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

Effects of the Federal Minimum Wage on the South Carolina Labor Market, 1938-1978. This one-year study, conducted by NORC's Economics

Research Center for the Minimum Wage Study Commission, USDL, investigates the impact of the federal minimum wage on the employment and earnings of workers, on child labor, and on the economic status of minorities. Scheduled for completion in September 1980, the study uses existing data for South Carolina. Research associate: James J. Heckman (ERC/NORC).

Empirical Tests of Search Theoretic Explanations of Unemployment Behavior. The purposes of this NSF-funded study, to be completed in June 1982 by NORC's Economics Research Center, are to analyze unemployment behavior in the manner implied by the theory of job search and to test the empirical importance of stochastic theories, particularly the theory of job search. Data from the National Longitudinal Survey of Labor Force Behavior (NLS) for adult and young males and females will be used. Co-principal investigators: George Neumann and Nicholas M. Kiefer.

Racial Wages and Employment in South Carolina Industrial Labor Markets, 1910-1978. This two-year project, funded by NSF and scheduled for completion in March 1982, will collect and study the time series of wage rates and employment by race and sex for industrial workers in the South Carolina labor market for 1910-1978. The data will be used to study three explanations of black economic progress in the state: (1) improved education, (2) affirmative action programs, and (3) tight labor markets.

Research associate: James J. Heckman (ERC/NORC).

**Office of Communication Research
Vanderbilt University Medical Center**

(Box 6109 Station B, Nashville, TN 37235)

Completed project:

Comparison of Nursing Service Job-Related Stress in Two Different Medical Center Settings. This recently completed study, sponsored by Vanderbilt University Medical Center and Nashville Veteran's Administration Medical Center, sought to compare both levels and hierarchical orderings of stress-related variables between nursing services of two large urban medical centers. The research used the two nursing services to test previous findings that role conflict is the most predictive stress activator of general stress at the department/unit level. Questionnaires were distributed at the work site to 430 respondents, with a 67% response rate. Principal investigator: Loyd S. Pettegrew.

**Office of Research and Development
West Virginia University**

(17 Grant Avenue, Morgantown, WV 26506)

Energy Attitudes and Behavior of Members of West Virginia's Households. Sponsored by the Center for Extension and Continuing Education of WVU and the West Virginia Fuel and Energy Office with funds from WVU and the Federal Energy Policy and Conservation Act Program, this study of the state's population seeks to design and implement an efficient energy education program reflecting the actual needs of the clientele. Data have been collected from the same households four times since 1978 to measure changes in attitudes about energy and energy use that might be related to such factors as energy price changes, varying weather conditions, and improved energy education efforts. The longitudinal study involves mail surveys with a sample of 2,500 households throughout the state and telephone interviews with a random sample of 35-50 households not responding to the mail survey. Response rates have been approximately 30% by mail and 90% by telephone. The next survey is scheduled for fall 1980.

Study director: Frederick A. Zeller.

Research and Development of New Miner Orientation Programs: Evaluating Miner Training. This project, scheduled for completion September 30, 1980, is a field evaluation of a set of materials developed to meet federal requirements for health and safety training of coal miners. The evaluation, sponsored by the Pittsburgh Mining and Safety Research Center, U.S. Bureau of Mines, involves programs for inexperienced new miner training, newly employed experienced miner training, and annual refresher training in both the underground and surface mining industries. The study is being conducted at 24 sites and includes vocational-technical schools, mining companies, and MSHA-certified freelance trainers. Involved are mail questionnaires and personal interviews with mine trainers and pre and post competency testing and survey questionnaires for training participants.

Project manager--evaluation phase: R. Michael Digman; research associate: John T. Grasso.

**Population Research Laboratory
University of Alberta**

(Department of Sociology, University of Alberta, Edmonton, Alberta T6G 2H4, Canada)

Completed project:

Edmonton Area Study 1980. The theme of this fourth annual survey, completed in April 1980,

was "The Quality of Family Life." Personal interviews were conducted in a random sample of 428 households in Edmonton, with an additional 179 spouse questionnaires in husband-wife households. The response rates were 76% for the main questionnaire sample and 69% for spouses whose partner first consented to a main interview. Data were obtained on marital history, husband-wife and parent-child relationships, sharing of household tasks, finances, child rearing, living accommodations, personal well-being, social attitudes, and current issues.

Study director: H. C. Northcott.

**The Rand Corporation
Santa Monica, California**

(1700 Main Street, Santa Monica, CA 90406)

Survey of Special Education Services. The goal of this three-year study, funded by the Office of Special Education, U.S. Department of Education, is to provide accurate information on the number and nature of special education and related services provided to handicapped children in a national sample of localities during 1980-81. These data will be compared with 1977-78 data for the same localities. Personal interviews will be conducted with district administrators and teachers in the 50 local education agencies included in the study. Self-administered questionnaires will be used for providers of related services, including nurses, psychologists, itinerant teachers, therapists, and doctors. Record data will be taken from the Individualized Education Programs of about 1,100 randomly selected students to determine the extent of match between service needs specified and the services that they are receiving. Field work will be carried out in October 1980-March 1981. For further information, contact William Furry or Maureen Carney at Rand.

**Research Triangle Institute
North Carolina**

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

Treatment Outcome Prospective Study (TOPS)--Intreatment Phase. This long-term, large-scale longitudinal study for the National Institute on Drug Abuse in cooperation with the National Institute of Justice will provide information on the natural history of drug abusers seeking treatment in federally funded drug abuse treatment programs. TOPS is designed to track a multi-year census of persons

identified as eligible for treatment at selected drug treatment programs and the Treatment Alternatives to Street Crime programs. Demographic and baseline behavioral data are collected in personal interviews at the time the clients seek admission to the treatment program. At months one and three and quarterly thereafter, additional personal interviews are conducted to assess behavior, attitudes, and the treatment process. In the post-treatment period, follow-up interviews are made three months, one year, and two years after termination. The pilot study in 1979 involved 3,600 clients at 32 treatment units in 6 geographically disparate SMSAs. The in-treatment phase year II in 1980 involves 5,000 clients at 40 treatment units in 8 SMSAs.

Project director: J. Valley Rachal; associate project director: Robert L. Hubbard.

Treatment Outcome Prospective Study--Follow-up Phase. Conducted in conjunction with the National Opinion Research Center for NIDA in cooperation with NIJ, this follow-up phase to TOPS seeks to determine the outcome of clients admitted to all the treatment programs participating in TOPS and to describe the behavior of clients in the Treatment Alternatives to Street Crime (TASC) programs. Up to three personal interviews will be conducted with former TOPS program clients after treatment termination. To be examined are level of drug use, criminal activity, and productive activities such as working, attending school, and maintaining a home and family. The two samples involve 1,350 former treatment clients who entered treatment in 1979 and TASC clients first responding in 1979 and 3,100 former treatment clients who entered treatment in 1980 and TASC clients first responding in 1980.

Project director: J. Valley Rachal (RTI); RTI project leader: Arthur J. Bonito; NORC project leader: M. J. Key.

National Sample Survey of Registered Nurses II. The purpose of this study for the Bureau of Health Professions, USPHS, is to obtain updated and expanded information on registered nurses, with emphasis on their educational and work experiences. Questionnaires will be mailed in mid-November to a random sample of 40,000 registered nurses nationwide. Project director: Dale Jones; assistant project director: Jack Shirley.

Completed projects:

Evaluation Study of the Upward Bound Program: A Second Follow-up. This study for the Office of Program Planning and Evaluation, USOE, was the third and final survey in a longitudinal evaluation begun during the 1973-74 school year to assess the impact of the national Upward Bound Program on participating students.

The final follow-up, conducted during the 1978-79 school year, examined long-term educational outcomes, primarily post-secondary entry, progress, persistence, and performance. Survey operations included a mail questionnaire (with follow-up mailings), telephone interviews with a subsample of nonrespondents, and college transcript requests for those who had attended college. The study covered 54 Upward Bound projects throughout the U.S. with 108 associated feeder high schools. Respondents consisted of 3,710 Upward Board participants and 2,340 nonparticipants as a comparison group.

Project director/principal investigator: G.J. Burkheimer.

National Survey of Adolescent Drinking--1978. This study, sponsored by the National Institute on Alcohol Abuse and Alcoholism, was a follow-up to a 1974 study on adolescent drinking that developed baseline measures of adolescent drinking levels and the problems associated with drinking and gathered information to understand better the circumstances of adolescent drinking as well as its demographic and attitudinal correlates. The 1974 questionnaire was completed by 13,122 students in grades 7-12 in a national in-school sample. The main objective of the 1978 study was to assess the level of and changes in drinking patterns of individuals and the adolescent population as a whole since 1974. Questionnaires were administered to a panel, consisting of a sample of 939 individuals who were 7th and 8th grade respondents in 1974, and to a cross-sectional sample of 4,918 10th, 11th, and 12th graders in 75 schools nationally. A comprehensive report based on the 1974 and 1978 surveys is scheduled to be available from RTI in September 1980.

Project director: J. Valley Rachal.

Health Insurance Programs Survey. The purpose of this survey, completed in June 1980, was to assess the attitudes of and factors important to officials in charge of purchasing group health insurance. Mail questionnaires were sent to 3,000 business and industrial organizations in a southeastern state (40% response rate), with telephone follow-ups to a sample of nonrespondents (90% response rate).

Project director: Jerry Van Sant; survey coordinator: Milas Kirkpatrick.

National Survey of Individualized Education Programs (IEPs) for Handicapped Children. The major objective of this study, completed in June 1980 for the Bureau of Education for the Handicapped, Department of Education, was to describe the properties and content of a national sample of IEPs. The study also sought to provide descriptive information about the handicapped students being served, the nature and settings of the services received, and the

process whereby their IEPs developed. IEPs for two samples of children were collected and analyzed. The first sample included 2,657 students enrolled in public elementary or secondary schools administered by local education agencies; the second sample included 550 students enrolled in public or private schools not administered by a local education agency. The target population was all children in 47 contiguous United States (New Mexico excluded) and the District of Columbia between the ages of 3 and 21 as of December 1, 1978, who were handicapped and received special education and related services.

Project director: John Pyecha.

Response Analysis Princeton, New Jersey

(P.O. Box 158, Princeton, NJ 08540)

Completed project:

National Survey on Drug Abuse: Main Findings 1979. Conducted in conjunction with the Social Research Group, George Washington University, this HEW-funded study for the National Institute on Drug Abuse was the sixth in a series of federal studies on the extent of drug abuse in the United States. The 1979 survey continued the measurement of drug use prevalence begun in 1971, thus providing trends across the 70s for five illicit drugs as well as licit substances that may be subject to abuse. Personal interviews were conducted between August 1979 and January 1980 with a national sample of 7,224 respondents-- 2,165 youth (12-17 years old), 2,044 young adults (18-25 years), and 3,015 older adults (26 years or older). Response rates were 86%, 83%, and 80%, respectively.

Principal investigator: Ira Cisin (Social Research Group, GWU); project director: Patricia Fishburne (Response Analysis).

Sample Survey Centre University of Sydney

(Sydney, New South Wales 2006, Australia)

Student Survey. Conducted in conjunction with the University of Sydney Student Counselling Service, this national survey involves questionnaires mailed to over 7,000 first-year students in all faculties and covers high school background, sources of financial support, educational background of parents, and other demographic information. The main focus is on personal and social well-being and satisfaction with the early months on the campus.

Social Research Center Washington State University

(Wilson Hall #133, Pullman, WA 99164)

Evaluation of Washington State DWI Poster Campaign. The primary purpose of this research, funded by the Washington State Traffic Safety Commission, is to evaluate the effectiveness of a public information/poster campaign in reducing the incidence of driving while intoxicated (DWI) and in changing public attitudes toward DWI. A pretest survey was conducted prior to the initiation of the campaign in December 1979, and a short-term posttest survey was completed in April 1980. A long-term posttest survey will be conducted in November 1980. Each telephone survey includes a statewide sample of 700 respondents, divided equally between Eastern and Western Washington. Questions include measures of general attitudes toward DWI, social acceptability of drinking and driving for the respondents, and perceived social acceptability of drinking and driving for the respondents' friends. The posttest surveys also contain questions on awareness of the poster campaign and perceived effects of the campaign. Other questions concern awareness, acceptance, and perceptions of Washington State's new mandatory jail sentence DWI law.

Co-principal investigators: Joel W. Grube and Kathleen A. Kearney.

Social Impact of Volcanic Ash Fallout on Eastern Washington. Under NSF funding, this telephone survey of 1,500 households in Eastern Washington (covering all of the state east of the Cascade Mountains) was conducted in June-July 1980 to determine when and how residents learned about the May 18th eruption of Mount St. Helens and the resulting ash fallout, their immediate and continuing responses to these phenomena, and their perceptions of the impact on their lives. The analysis will examine the relationship between respondents' personal characteristics and those responses and impacts. The extent of exposure to volcanic ash fallout (as measured by inches of fallout in one's home community) will also be related to these variables. The interview included questions on anticipated income effects, property damage estimates, health consequences, and effects on family relationships. Other questions concerned the use of media and other information sources to learn what to do and not to do following the eruption, the extent to which the eruption represented a disruption in people's lives, and the likelihood of their moving away from Eastern Washington if another eruption occurred. The completion rate was over 85% of contacted households.

Co-principal investigators: Don A. Dillman and James F. Short, Jr.

**Social Science Research Institute
University of Maine at Orono**

(164 College Avenue, Orono, ME 04469)

Ascertainment of Community Needs. The purpose of this study for the Maine Public Broadcasting Network, WCBB (Lewiston), and the commercial television and radio stations of Portland and Bangor, Maine, is to obtain data on citizens' perceptions of the needs and problems of their respective communities--as required by FCC regulations for broadcasting license renewals. The study involves telephone interviews with a minimum of 200 adult year-round residents in each of seven overlapping broadcasting service areas and cities of license in Maine.

Project manager: David Kovenock.

Completed projects:

January 1980 Maine-wide Omnibus Telephone Survey. Completed in February 1980 for the Maine State Planning Office, the Maine State Development Office, Southern Maine Senior Citizens, Inc., and the Bangor (Maine) Daily News, this survey sought (1) to estimate the amount and destination of summer-vacation travel (within and outside Maine) by Maine citizens; (2) to determine the composition of Maine households that include one or more persons 60 years of age or older, the mobility of such persons, and the health- and home-care service consumption and demand of such persons; and (3) to measure preferences among the Republican and Democratic Presidential-nomination aspirants (at the time of Maine's town and city caucuses of political parties), as well as respondents' party affiliation. A telephone interview was conducted with a randomly selected adult in each of 600 randomly selected year-round Maine households, with an 81% response rate.

Project manager: Beth-Ellen Curran.

Maine Aquaculture Industry 1980 Database. This study, completed in March 1980 for the Sea Grant Program, Center for Marine Studies, University of Maine at Orono, sought to determine the development history, current size and productivity, and current and perceived future biotechnical, marketing, and financial problems of the infant 65-unit Maine aquaculture industry. Mail questionnaires were received from 56 operators of known commercial and proto-commercial aquaculture operations in State of Maine waters, for an 86% response rate.

Project manager: David Kovenock.

1980 Rumford, Maine, Community Hospital Survey. This study for Medical Care Develop-

ment, Inc., and the Rumford (Maine) Community Hospital measured the nature and distribution of medical-care need and use-related perceptions, attitudes, and behavior in the hospital's catchment area. Completed May 31, 1980, the study involved telephone interviews with 386 households in the 25-MCD catchment area of the hospital with the person 18 or older most knowledgeable about the health care of members of the household. The response rate was 84% of known residential household numbers.

Project manager: Tasha Brady.

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

(2538 Channing Way, Berkeley, CA 94720)

Alcohol Prevention Survey III. The third and final wave of interviews was recently completed in a survey designed to facilitate evaluation of a media and education program aimed at encouraging more moderate use of alcohol. A sample of approximately 500 adults and about 100 adolescents in each of three areas within Northern California were interviewed about their use of alcohol, knowledge of its effects, and attitudes toward usage. Two of the three sample sites were selected as experimental areas, exposed to television commercials and other aspects of the media program, while the third site (where the media program was not expected to penetrate) served as the control. The final report, summarizing the results of the three-year study, is scheduled for publication in late 1980.

Principal investigators: Robin Room and Lawrence Wallack (School of Public Health, UCB).

Completed project:

Defining Performance Criteria for Real Estate Licensees. Because of legislative proposals for augmenting educational and experience requirements for real estate licensure in California, this project was undertaken to arrive at an operational definition of "service" or "performance" by real estate licensees in California engaged in the home-sale process. Two panels, one in Northern and one in Southern California with each composed of approximately ten knowledgeable real estate industry leaders, met with the Principal Investigator. Tentative plans have been made for a larger sample survey to identify the nature and extent of the relationship between training and performance.

Principal investigator: Wallace F. Smith (Business Administration, UCB).

**Survey Research Center
University of Kentucky**

(211 McVey Hall, University of Kentucky,
Lexington, KY 40506)

UK-SRC Energy Survey. The purposes of this study, sponsored by the Kentucky Department of Energy through the Agricultural Engineering Department, are (1) to assess the knowledge of Kentuckians concerning selected energy conservation programs that are currently available; and (2) to discover the means that Kentuckians have used, and are willing to use, to conserve energy. The study involves telephone interviews with a statewide sample of 714 Kentucky adults, for a 77% response rate.
Principal investigator: Thomas A. Arcury;
research coordinator: Faith Miller Cole.

**Survey Research Center
Oregon State University**

(Corvallis, OR 97331)

Estimate of Income Tax Evasion in Oregon. This study, funded by the Oregon Department of Revenue and scheduled for completion October 31, 1980, seeks to estimate the frequency of admitted income tax evasion and the amount of revenue lost to the state and federal government through successful noncompliance. Non-compliance behavior is being related to four explanatory variables: perceived risk of apprehension, confusion about tax laws, fairness of the tax system, and the need for financial gratification. The study involves personal interviews with an area probability sample of 800 Oregon residents and compares direct elicitation and randomized response methods.
Study director: Robert Mason.

**Survey Research Centre
York University**

(4700 Keele St., Downsview, Ontario M3J 2R6,
Canada)

Public Attitudes toward the Law. This study for the Donner Canadian Foundation, with additional funding from the Legal Research Institute, investigates the experience with and knowledge of the law and the legal profession. The study examines the shift in attitudes toward the law in relation to respect for the courts and the legal system and seeks to determine why and how these changes are coming about and what this means as far as legal institutions are concerned. Personal interviews were completed in June 1980 with 641 adults 18 years of age or over in Toronto, Montreal, and

Winnipeg, for a response rate of 57%.
Principal investigator: Robert Moore (University of Regina).

**Survey Research Consultants International
Williamstown, Massachusetts**

(P.O. Box 25, Williamstown, MA 12167)

Completed project:

Energy Use in Berkshire County (Massachusetts). The purposes of this study, conducted for the Berkshire County Regional Planning Commission as part of the New England Poll and completed July 7, 1980, were to ascertain (1) the type, usage level, and cost (over the previous 12 months) of fuel used to heat the home and to heat water; (2) the type and amount of insulation in the home; (3) the type of secondary home heating source and changes in heating source, if any; and (4) auto gas consumption and miles driven (in previous 12 months). Telephone interviews were conducted with a random selection of 500 telephone subscribers in Berkshire County, with a 92% response rate.
Study director: Philip K. Hastings.

**Survey Research Laboratory
Arizona State University**

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

Human Perception of Visual Air Quality. An assessment of methodological techniques currently being used. (No additional information supplied.)

Economic Implications of Legal Advertising. A national mail and telephone survey. (No additional information supplied.)

Completed projects:

Newspaper Readership in a Local Community Area. A local telephone survey. (No additional information supplied.)

Representation of Women and Minorities in Sociology Departments. A mail survey to department chairs in the Pacific Sociological region to ascertain representation of women and minorities among the graduate students and faculties in those departments. (No additional information supplied.)

Judicial Evaluation Poll. A statewide mail survey of Arizona lawyers. (No additional information supplied.)

Kinship and Language Usage among Mexican-American College Students. A face-to-face interview survey. (No additional information supplied.)

Community Church Membership Survey. A local mail survey. (No additional information supplied.)

Survey Research Laboratory University of Illinois

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

Produce Buyer Survey. This USDA-funded survey for Randy Westgren, Department of Agricultural Economics, UIUC, seeks to determine whether produce shopping patterns are related to demographics, attitudes, and life-styles. Telephone interviews have been conducted with a sample of 600 residents of St. Clair, Madison, and Bond Counties in Illinois, with a 70% response rate.

Project coordinator: Jutta Sebestik.

Panel Study of Wilderness Area Users. Conducted for Robert Young, UIUC Department of Forestry, under USDA funding, this panel study seeks to determine how the attitudes toward wilderness areas of new users of these areas change over time. The study measures which groups of new users become more "purist" in their attitudes toward wilderness areas and why. Mail questionnaires will be sent nationwide to 400 new users in 1979 of the Boundary Waters Canoe Area in Minnesota (second wave) and to 400 new users in 1980 of a California wilderness area (first wave).

Project coordinator: Linda Lannom.

Completed project:

AT&T Growth Rate. The purpose of this study, completed in August 1980 for Charles Linke, Department of Finance, UIUC, was to determine the extent to which institutions use long-term growth projections in making stock investment decisions, what their growth estimate is for AT&T, and what sources of information they use for these estimates. Telephone interviews were conducted with 760 institutions listed in the *Money Market Directory 1980*, with a 89% response rate.

Project coordinator: Diane O'Rourke.

Welfare Research, Inc. Albany, New York

(112 State Street, Albany, NY 12207)

Development and Assessment of Models for

Comprehensive Community Services Programs for Adolescents. The purposes of this three-year project, begun October 1, 1978, in conjunction with the New York State Council on Children and Families with funding from the Office of Human Development Services, DHHS, are to (1) generate and evaluate program models of comprehensive service programs for adolescents; (2) identify the barriers to implementation and operation; and (3) develop reports and technical assistance materials based on the study findings. One component was a Comprehensive Adolescent Services Screening Survey, which involved 800 programs and agencies, 7 New York State target counties, NYS exemplaries, and national exemplaries, with a 26% response rate. A second component was an organizational and programmatic survey involving 200 comprehensive adolescent programs (subsample of above), with a 60% response rate. (Findings of these surveys are summarized in the *Directory of Selected Comprehensive Adolescent Services*, available from WRI.) In addition, personal interviews were conducted with key informants in NYS target sites, and interviews will be conducted in both the study of barriers to comprehensive programming and the evaluation.

Project director: Winifred deLoayza (Council on Children and Families); research specialist: Linda Simkin Salsberg (WRI).

Completed projects:

Evaluation of Public Service Employment in the Health Care Field. This study, completed in June 1980 for the Employment and Training Administration, USDL, in conjunction with the State Communities Aid Association (SCAA), examined the impact on CETA workers of having participated in the SCAA program. Particular areas of focus included pre- and post-CETA welfare and employment statuses. Recorded data were collected for 221 terminated CETA workers in New York City, and telephone interviews were conducted with 140 of these individuals; for a 63% response rate.

Research director: Leah Glass.

Study of Early Intervention Programs. Funded by the Developmental Disabilities Office, DHEW--Region II, and completed in June 1980, this study gathered data on early intervention programs in New Jersey for infants (under age 3) with developmental disabilities. The goals were (1) to assess the needs, components, and accomplishments of infant programs from both staff and parents' perspectives; (2) to uncover common areas of concern; and (3) to search for possible relationships between parent satisfaction and program elements. The study involved 28 programs in New Jersey and 433 parents of children with developmental disabilities who had been in a program for at least two months. Personal interviews were

conducted with staff and parents, telephone interviews were conducted with program administrators, mail questionnaires were sent to parents and administrators, and Functional Assessment Forms were filled out by these two groups.

Principal investigator: Daniel Goldberg.

Wisconsin Survey Research Laboratory University of Wisconsin

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

Dane County Teenagers' Attitudes toward Alcohol and Other Drugs. The purposes of this NIAAA-funded study for Joan Robertson, Department of Social Work, UW-Madison, are (1) to assess the extent of alcohol and other drug use and abuse by teenagers in Dane County (Madison); (2) to test some hypotheses concerning adolescent use and nonuse of alcohol and other drugs, participation and relationship with peer group involvement, and experience with formal and informal social control processes; and (3) to generate a sample for longitudinal research. The field work, completed in August 1980, involved RDD using CATI to screen for eligibility, with the interviews with 1,000 13-17 year olds in Dane County conducted using conventional telephone methods. For further information, contact Harry Sharp, Director, WSRL.

Teenagers' Attitudes toward Sexual Assault. This LEAA-funded study for Eleanor Hall, Office of the Graduate School, UW-Milwaukee, seeks to obtain data on teenagers' information and attitudes toward sexual assault. The data are to be used in designing sexual assault education and prevention programs and in counselling teenage victims of sexual assault. After RDD using CATI to screen for eligibility, personal interviews will be completed in fall 1980 with 1,000 respondents aged 14-17 in the Milwaukee metropolitan area. Contact Harry Sharp at WSRL for further information.

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Personnel Notes

Sophie Sa, Administrator and Assistant Director of the Center for Policy Research, will be leaving the Center as of October 1, 1980, to join the Social Science Research Council as Staff Associate for the Joint Committee on Contemporary China and the International Research Opportunities Board. *Marcia Kroll* will join CPR as Acting Administrator, coming from Misericordia Hospital Medical Center, Lincoln

Community Mental Health Center, Bronx, NY, where she was Administrator of Rehabilitation Services.

John W. Foley has left as Director of the Center for the Study of Middle-Size Cities at Sangamon State University, Springfield, Illinois, to enter the private sector (Foley Inc., 200 Summer St., Worcester, MA 01608).

Joining the staff of Mathematica Policy Research as Senior Survey Researcher is *John Stephen Hendricks*, formerly an Assistant Professor of Government at the University of Texas at Austin. Also new at MPR is *Susan Stephens*, Survey Researcher, who was formerly an Assistant Professor of Sociology at Indiana University and director of the Indianapolis Area Project at IU's Institute of Social Research. Promotions at MPR include *Julie Moran* (from Assistant Director to Associate Director), *Paul Planchon* and *Thomas Harper* (from Senior Survey Researcher to Associate Director), and *Barbara Phillips* (from Survey Researcher to Senior Survey Researcher).

David Brings has been named Acting Director of the Minnesota Center for Social Research, where he has been a project director for five years. He is assuming the acting directorship while Director *Michael Patton* takes a leave of absence to direct an economic development project in the Caribbean.

At the National Opinion Research Center, *Howard Siegel* has joined the staff as Associate Director of Administration. He was formerly in private business. *Celia Homans* and *Pearl Zinner*, both previously Senior Survey Directors, have been appointed Directors of Operations for the Chicago and New York offices, respectively.

James C. Summers has become Program Leader at the Office of Research and Development, West Virginia University. He was previously Research and Evaluation Specialist at ORD. *Robert W. Miller*, who was formerly Program Leader, remains at ORD as a Research Professor.

James A. Wiley has been appointed Assistant Director at the Survey Research Center of the University of California (Berkeley). He previously directed the research activities of the Human Population Laboratory at the California State Department of Health Services, was on the faculty of the Department of Sociology at the University of Illinois at Chicago Circle, and worked as a Project Director at NORC. He has assumed many of the responsibilities formerly handled by *William L. Nicholls II*, who left SRC to accept a position as coordinator for computer-assisted telephone interviewing at the Bureau of the Census.

Morris Axelrod, Director of the Survey Research Laboratory at Arizona State University, will be on sabbatical leave during fall 1980. He plans to obtain information from university-associated survey research organizations concerning their principal functions (training, research, service), how they operate administratively within the university structure, and their fiscal and funding arrangements. He will be making visits to selected survey groups. Also at SRL/ASU, *Joanne M. Nigg* has joined the staff as Assistant Director. She is also a member of the Sociology Department faculty.

Roland J. Liebert has joined the staff of the Survey Research Laboratory, University of Illinois at Urbana-Champaign, as Associate Director. He also holds an appointment as Associate Professor in the UIUC Department of Sociology. He was most recently Program Director for Sociology at NSF and prior to that was an Associate Professor at Florida Atlantic University.

Also at SRL's Urbana office, *Linda Lannom* has been named Project Manager and has assumed many of the duties previously performed by *Margaret L. Greene*, who was Survey Operations Manager before leaving SRL in May.

At the Chicago Circle office of SRL, *Ronald F. Czaja* has become Assistant Director; he was previously Co-Head of the Sampling Section and served as a project coordinator. In addition, *Richard B. Warnecke*, formerly Associate Director, has been named Deputy Director. He continues as an Associate Professor in the UIUC Department of Sociology and as Associate Director for Epidemiology and Statistics at the Illinois Cancer Council. *Frederick J. Kviz*, an Assistant Professor of Epidemiology-Biometry at the UI Medical Center, has become SRL's liaison at that campus.

Robert H. Lee has been named Field Director of the Wisconsin Survey Research Laboratory, replacing *Tracey Noble*, who has retired after 11 years as WSRL's Field Director. Lee had been Associate Field Director since 1974.

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Research Center News

UW Survey Unit Phased Out

The Educational Assessment Center at the University of Washington is being phased out and will no longer be conducting surveys. This action is part of a budget-cutting effort by the University administration.

Institute To Be Affiliated with BSSR

The Institute for International Social Research, which has a multi-national attitude research program, is making arrangements for an affiliation with the Bureau of Social Science Research in Washington, D.C. The Institute was founded by Hadley Cantril at Princeton University in 1955 and moved to Johns Hopkins School of Advanced International Studies in 1973 under Lloyd Free.

CATI Developments at Survey Centers

The Survey Research Center, University of California, Berkeley, and Mathematica Policy Research in Princeton have announced the creation of a joint project in the development of computer-assisted telephone interviewing and closely related methods. The announcement was made by J. Merrill Shanks, CATI Project Director at Berkeley, and Kenneth C. Kehrner, Vice President of Mathematica. This project is based on an existing CATI system developed at the Berkeley SRC and operational since mid-1979. In the first phase of the project, SRC staff will complete and test enhancements to its current CATI system to accommodate interviews involving complex data structures. Other SRC-MPR goals include extensive tests of the new CATI capabilities on a wider range of survey designs provided by ongoing MPR national surveys, including use of the system for data entry (or coding) for nontelephone surveys.

In addition to the MPR-SRC project, continuing software development at the Berkeley SRC is related to CATI activities based on the Berkeley system within the Bureau of the Census, the Department of Agriculture, and the Rand Corporation. These three organizations have initiated plans for cooperative CATI development and testing. SRC also plans for the eventual completion of a substantially modified CATI system for utilization in a wide variety of public and private survey organizations. Meanwhile, both SRC and the organizations with which it is collaborating plan periodic reports on the content and performance of the system in production survey activities. For information, please contact J. Merrill Shanks, Project Director, Computer-assisted Survey Methods, Survey Research Center, University of California, Berkeley, CA 94720.

The Institute for Social Science Research of the University of California at Los Angeles,

which has been working on CATI procedures and software, has announced the development of a completely new system designed for the PDP-11 (34). It is hoped that this system can easily be modified for other PDP computers and others as well. Since the system is "experimental," they feel that they could benefit from having other groups use their system. Therefore, they plan to begin distribution in October to survey groups that would like to obtain copies of their program.

ISSR will provide copies of programs without cost, except for direct expenses involved (tapes, mailing, telephone calls), but cannot provide staff for actual installation or special programming. The recipients would be expected to inform ISSR of problems encountered in using the system in as much detail as possible, to offer suggestions for improvements, and to inform ISSR and send copies of any programs developed and modifications made to existing programs. In addition, recipients may neither sell nor distribute the system to others. For more information, write Howard E. Freeman, Director, Institute for Social Science Research, University of California at Los Angeles, Los Angeles, CA 90024; technical questions should be directed to William Korn at ISSR.

The Wisconsin Survey Research Laboratory has announced that its CATI system is now operational. WSRL is using CATI for display and administration of interview schedules and for large-scale screening operations. The system has been used for several projects since its installation in January 1980. For a detailed description of the system, write to Harry Sharp, Director, Wisconsin Survey Research Laboratory, Lowell Hall, 610 Langdon Street, Madison, WI 53706.

New Survey Unit in Britain

As part of a project of the British Social Science Research Council to designate centers of excellence in social science research, a new Centre for Survey Methods will be established. The new survey unit will receive funding from SSRC for eight years starting in October 1980 and will be administered jointly by the City University and a private unit, Social and Community Planning Research. The unit will expand on work already being carried out at Social and Community Planning Research, which is co-directed by Gerald Hoinville and Roger Jowell.

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*, 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:

2 positions at Mathematica Policy Research. Survey manager. Develops questionnaires and interviewer training materials, runs pretests, and implements sample designs; manages survey teams for typical projects or participates as a survey team member; participates in proposal writing. Salary: \$17,000-\$25,000.

Senior Survey Researcher. Experienced in all phases of survey research: sample design, survey management, and analysis. Directs survey teams for major projects and directs major projects across divisions; attracts new project work; conducts methodological studies. Salary: \$28,000-\$40,000.

Send resume and other materials to Kenneth Kehrer, Mathematica Policy Research, Inc., P.O. Box 2393, Princeton, NJ 08540. An Equal Opportunity Employer.

Opening:

Statistician at Louis Harris and Associates. Master's Degree in statistics required. Specialization: in-person and telephone sample design and familiarity with latest statistics and survey research methods. Duties: working in sampling department as well as consulting with analysts and clients. Send resume to Ms. Helene Times, Louis Harris and Associates, 630 Fifth Ave., New York, NY 10020. No phone calls please.

Available:

Senior study director-survey manager. Successful experience in design, instrument construction, budget development, staff management and field procedures, analysis and reporting for large-scale local and national studies. Most recently directed self-sustaining survey research facility at a major university. Author of text on *Field Research*, journal publications and technical reports. Primary location in Pacific Northwest. Available immediately. Judith Fiedler, 1250 NW 126th Street, Seattle, WA 98177; phone: (206) 362-3468.

Publications and Data Sets

What Is a Survey?

A new pamphlet has recently been published by the American Statistical Association entitled *What Is a Survey?* It was prepared by a subcommittee of the Section on Survey Research Methods consisting of Robert Ferber (chair), Paul Sheatsley, Anthony Turner, and Joseph Waksberg. The pamphlet describes survey operations without using technical terminology and is designed to be understood by interested persons not trained in statistics. The intent is to promote a better understanding of what is involved in carrying out a sample survey and aspects that have to be taken into account in evaluating the results of surveys. Included in the 25 pages are sections on characteristics of surveys, how a survey is carried out, using the results of a survey, budgeting a survey, and where to get more information on survey research.

The publication is available free upon request, in single copies, from the American Statistical Association, 806 Fifteenth St., NW, Washington, DC 20005; a small per-copy charge will be made for multiple-copy orders.

California Disability Survey Report and Tapes Available

The Survey Research Center of the University of California (Berkeley) and the Institute for Social Science Research of UCLA, together with the California Department of Rehabilitation, have announced the release of the final technical report and related materials based on the California Disability Survey. The survey, which was conducted by the two university groups on behalf of the Department of Rehabilitation, involved over 30,000 household interviews and provided data on more than 86,000 individuals. The materials available for secondary analysis consist of a 300-page Technical Report, machine-readable codebooks, and public use tapes. The statewide sample survey, which utilized computer-assisted telephone interviewing, was conducted during a six-month period ending in May 1978. This research was directed by J. Merrill Shanks of the Berkeley campus and Howard E. Freeman of the Los Angeles campus, with William L. Nicholls II serving as Technical Director.

Requests for information, along with orders for the materials described above, should be addressed to Ilona Eiowski, State Data Program, Survey Research Center, University of

California, Berkeley, CA 94720. Telephone inquiries should be directed to (415) 642-6571.

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.

Archibald, Rae W., and Newhouse, Joseph P. *Social Experimentation: Some Whys and Hows.* R-2479-HEW. Santa Monica, CA: Rand Corporation, May 1980.

Bishop, George F.; Oldendick, Robert W.; Tuchfarber, Alfred J.; and Bennett, Stephen E. "Pseudo-opinions on public affairs." *Public Opinion Quarterly*, 44 (Summer 1980), 198-209.

Blair, Edward. "Using practice interviews to predict interviewer behaviors." *Public Opinion Quarterly*, 44 (Summer 1980), 257-60.

Center for Human Resource Research. *The National Longitudinal Survey Handbook.* Columbus, OH: Ohio State University, 1979. 104pp. NPL.

Childers, Terry L.; Pride, William M.; and Ferrell, O. C. "A reassessment of the effects of appeals on response to mail surveys." *Journal of Marketing Research*, 17 (August 1980), 365-70.

DeMaio, Theresa J. "Refusals: who, where and why." *Public Opinion Quarterly*, 44 (Summer 1980), 223-33.

Ferber, Robert (ed.). *Readings in the Analysis of Survey Data.* Chicago: American Marketing Association, 1980. 249pp. AMA members \$16; nonmembers \$24.

Ferber, Robert; Sheatsley, Paul; Turner, Anthony; and Waksberg, Joseph. *What Is a Survey?* Washington, D.C.: American Statistical Association, 1980. 25pp. Single copies available free.

Freedman, Deborah S.; Thornton, Arland; and Camburn, Donald. "Maintaining response rates in longitudinal studies." *Sociological Methods & Research*, 9 (August 1980), 87-98.

Gorden, Raymond L. *Interviewing: Strategy, Techniques, and Tactics.* 3rd ed. Homewood, IL: Dorsey Press, 1980. 554pp. \$17.95.

Hansen, Robert A., and Robinson, Larry M. "Testing the effectiveness of alternative foot-in-the-door manipulations." *Journal of Marketing Research*, 17 (August 1980), 359-64.

Jordan, Lawrence A.; Marcus, Alfred C.; and Reeder, Leo G. "Response styles in telephone and household interviewing: a field experiment." *Public Opinion Quarterly*, 44 (Summer 1980), 210-22.

McClintock, Charles C.; Brannon, Diane; and Maynard-Moody, Steven. "Applying the logic of sample surveys to qualitative case studies: the case cluster method." *Administrative Science Quarterly*, 24 (December 1979), 612-29.

Marquis, Kent H. *Hospital Stay Response Error Estimates for the Health Insurance Study's Dayton Baseline Survey*. R-2555-HEW. Santa Monica, CA: Rand Corporation, May 1980. 59pp.

Morris, C. N., Newhouse, J. P., and Archibald, R. W. *On the Theory and Practice of Obtaining Unbiased and Efficient Samples in Social Surveys*. R-2173-HEW. Santa Monica, CA: Rand Corporation, January 1980. 52pp.

Phillips, Barbara R. "Developing functional impairment instrument for the National Long-Term Care data base: a review of existing instruments." Working paper, Mathematica Policy Research, Princeton, NJ, n.d.

Sheth, Jagdish N.; LeClaire, Arthur, Jr.; and Wachspress, David. "Impact of asking race information in mail surveys." *Journal of Marketing*, 44 (Winter 1980), 67-70.

Sudman, Seymour, and Lannom, Linda Bean. *Health Care Surveys Using Diaries*. NCHSR Research Report Series; DHHS Publication No. (PHS) 80-3279. Hyattsville, MD: National Center for Health Services Research, July 1980. 289pp.

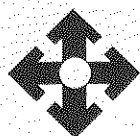
U.S. Bureau of the Census. *Methodology for Experimental Estimates of the Population of Counties, by Age and Sex: July 1, 1975*. Current Population Reports, P-23, No. 103. Washington, DC: U.S. Government Printing Office, May 1980. 25pp. \$2.00.

U.S. National Center for Health Statistics. *Comparability of Reporting between the Birth Certificate and the National Natality Survey*. Vital and Health Statistics, Ser. 2, No. 83. Hyattsville, MD: Public Health Service, DHEW, April 1980. 44pp. Single copies free from NCHS, Rm 1-57, Center Bldg., 3700 East-West Highway, Hyattsville, MD 20782.

U.S. National Center for Health Statistics. *Issues Regarding Confidentiality of Data in the Cooperative Health Statistics System*. Vital and Health Statistics, Ser. 4, No. 22. Hyattsville, MD: Public Health Service, DHEW, April 1980. 50pp. Single copies free (see previous entry).

Wright, Sonia R. *Quantitative Methods and Statistics: A Guide to Social Research*. Beverly Hills, CA: Sage Publications, 1979. 172pp. \$12.00 hardcover; \$5.95 softcover.

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Survey Research

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