

Survey Research

Volume 13, Number 3

Summer 1981

In This Issue . . .

| | Page |
|--------------------------------------------------------------------|------|
| Current Research | 1 |
| Personnel Notes | 9 |
| Research Center News | |
| New Center at NORC | 10 |
| Vanderbilt Survey Unit Discontinued | 10 |
| National Center in Germany | 10 |
| Two Research Firms to Conduct Joint Projects | 10 |
| Update to List of Academic Survey Research Organizations | 10 |
| New in the Field | |
| New Survey Center at University of Georgia | 11 |
| New Methodological Publications | 11 |

#

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. Information should *not* be requested through *Survey Research* or the Survey Research Laboratory.

Abt Associates Cambridge, Massachusetts

(55 Wheeler Street, Cambridge, MA 02138)

Acquisition of Medicare Cost Reports and Development of an NCR File. Funded by the Health Care Financing Administration, this study seeks to assess the impact of prospective reimbursement on hospital costs and revenues. Approximately 25,000 hospital years of data (25,000 hospitals per year for 1970-79) are being coded from microfilm onto transfer sheets, with up to nine unique reporting forms for each hospital year.

Project director: Craig Coelen; survey director: Diane Stoner.

Completed project:

Evaluation of the Private Pesticide Applicator Certification and Training Program. Under a joint Council of Environmental Quality and Environmental Protection Agency contract, Abt carried out a comprehensive evaluation of state training and certification programs to determine their perceived effectiveness in ensuring the safe and proper application of restricted use pesticides. Telephone interviews were conducted with 4,268 certified private pesticide applicators who had participated in a training or self-study program in Georgia, Iowa, Nebraska, New York, or Pennsylvania (63% response rate). The objectives were to ascertain whether the applicators believed the program increased their awareness

of the inherent dangers in using pesticides, whether they believed their pesticide use and handling practices has improved as a result of the program, and in what areas they perceived changes had occurred.

Project director: Laura Studen; survey director: Cheryl Vernon.

Behavioral Sciences Laboratory University of Cincinnati

(M.L. 132, University of Cincinnati, Cincinnati, OH 45221)

1981 Citizen Priority and Services Evaluation Survey (Cincinnati). In this survey, completed in May 1981 for the City of Cincinnati, random-digit-dialed telephone interviews were conducted with a representative sample of 4,275 Cincinnati citizens (aged 18+ years), with a 76% response rate. Topics included evaluation of service quality, budget priorities, alternative financing methods for city services, service rankings, and political participation. Reports on the results are now being prepared.

Principal investigator: Alfred Tuchfarber.

Center for the Study of Middle-size Cities Sangamon State University

(Sangamon State University - PAC 420, Springfield, IL 62708)

Completed project:

Resident's Perceptions and Choices of Hospital Services in Decatur (Illinois). This study, completed in July 1981 for the Decatur Memorial Hospital, explored the attitudes and perceptions of area residents toward the two hospitals in Decatur and sought to identify the unmet needs of citizens that pertain to health care. Telephone interviews were conducted with a stratified random sample of 300 Decatur residents, with a 92% response rate. Director of Survey Research: David C. Thomas.

Division of Behavioral Science Research Tuskegee Institute

(Carnegie Hall--4th floor, Tuskegee Institute, Tuskegee Institute, AL 36088)

Experiences of the Non-Farm Population in Rural Alabama. This USDA-funded project, scheduled to terminate September 30, 1981, has sought to ascertain the demographic characteristics of the non-farm population in rural areas of Alabama; has conducted several community studies of non-farm people to ascertain their quality of life, employment potential, hopes, and frustrations; and has examined the consideration of rural non-farm people in rural development programs. The project has involved questionnaires administered by homeroom teachers to 6,000 high school students (9th and 12 grades) in 8 Alabama counties (4 with 90% rural non-farm population and 4 with 90% urban population but including some rural non-farm families).

Principal investigator: Paul L. Wall.

Economic Research Institute Stockholm School of Economics

(Box 6501 [Sveavägen 65], 113 83 Stockholm, Sweden)

Taxes and Economic Behavior. The first step of this project involves detailed interviews with two small samples of taxpayers to gather information on reactions to the taxation system, such as changes in willingness to work, consumption and saving behavior, and tax evasion. A second step will consist of similar interviews, probably conducted by tele-

Survey Research

Volume 13, Number 3
Summer 1981

Mary A. Spaeth

Editor

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

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

Permission to reprint material is granted provided that source is cited.

phone, with a representative sample.
Researchers: Karl-Erik Wärneryd and Bengt Walerud.

**Hollander, Cohen Associates
Baltimore**

(2500 Maryland Avenue, Baltimore, MD 21218)

Effects of 1979 Condominium Conversion in Montgomery County (Maryland). The primary purpose of this study is to measure the nature and extent of hardship caused by widespread conversion (equal to one-fifth of Montgomery County's 1970 rental stock) and to ascertain the adequacy of measures enacted by the County to alleviate such hardship. Also studied are the changes in population mix resulting from conversions. A survey was conducted in January-April 1981 among three populations: former tenants who bought condominiums, displaced tenants, and "new" occupants (including some holdovers who rent from new investor-owners). Preparation of a report is in progress.

Project director: Sidney Hollander.

Survey of Handicapped Persons in Montgomery County (Maryland). The primary purpose of this study is to identify the service needs of the county's handicapped population and the extent to which these needs are being met by public and private services. Subjects will be identified by telephone screening of about 4,000 households in the county, and the handicapped (or a surrogate) will be interviewed at length, with sign language interpreters used where required.

Project director: Sidney Hollander.

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

(Gayley Center, UCLA, Los Angeles, CA 90024)

Hospital Sponsored Ambulatory Dental Services Program. This evaluation study is part of a nationwide program of hospital-based general residencies in dentistry funded by the Robert Wood Johnson Foundation beginning in 1979. The evaluation is examining the hospital's role in providing dental care vis-a-vis access for various target groups (i.e., the handicapped, the severely medically compromised, and other underserved populations). The design includes both baseline (1979) and final (1983) samples of first-contact patients, following them through the system for one year via a dental/medical record review format

developed by an evaluation team from the UCLA School of Dentistry. Out of 200 patients sampled at 13 of the 25 program sites, ISSR will interview 100 extensively by telephone. Principal investigator: Max Schoen; project director: Eve Fielder (ISSR).

Second Generation. Funded by NIMH and the Neuro Psychiatric Institute (UCLA), this study will examine the usefulness and limitations of family ties in meeting certain needs of older parents in an effort to understand the types of problems faced by the elderly and their children and to identify the increasing needs of older men and women. Scheduled for completion in August 1982, the study will involve both personal and telephone interviews. Principal investigator: Betsy Houser; project director: Sherry Berkman.

Pre-Hospital Care Data Collection (Paramedic Evaluation). ISSR is assisting the American Heart Association, Greater Los Angeles Affiliate, Inc. in an evaluation of pre-hospital medical procedures performed by paramedics in the field. The Institute has helped design the medical data collection forms to be used by paramedics in several cities in Los Angeles County and will assist in the design and programming of treatment models and analysis of the data.

Project director: Kathleen Schrader (American Heart Association); project coordinator: Eve Fielder (ISSR).

Status of Women. ISSR is providing assistance to the State of California Commission of Women in the design of a survey instrument to be included in its bulletin, *California Women*. The questionnaire will focus on the economic status of women and will be limited to the bulletin mailing list. The Institute will also be involved in the reduction and analysis of the data, with work scheduled for completion in December 1981.

Principal investigator: Pamela Faust (CCSW); project director: Eve Fielder (ISSR).

Prediction of Fertility among Mexican Americans. This DHHS-funded project seeks to test the validity of reproductive intentions by conducting a follow-up of a probability sample of about 900 relatively fecund Mexican American women (aged 15-44 and married to Mexican American men) who were interviewed in Los Angeles in 1973 in connection with the principal investigator's study, "Growth of Mexican American Families." The project, which involves personal and telephone interviews, as well as mail questionnaires, will focus on the patterns of fertility variations among Mexican Americans and their contraceptive behavior and reproductive goals.

Principal investigator: George Sabagh.

**Israel Institute for Applied Social Research
Jerusalem**

(19 Washington Street, P.O. Box 7150, Jerusalem, Israel)

Completed project:

Quality of Life and Community-Environmental Development in a Jerusalem Neighborhood. This study, completed in December 1980 for The Jewish Agency and Prazot Company, sought to (1) provide a description of the demographic characteristics of the neighborhood (Kirya Menahem/Ir Ganim), housing conditions, social indicators of "distress," and residents' attitudes about the neighborhood's renewal; (2) assess the quality of life in the neighborhood in social, physical, personal, and cultural spheres; (3) locate problems in environmental conditions, examine objective relationships between housing and environmental conditions and quality of life, and ascertain residents' attitudes toward various physical and social environmental conditions; (4) recommend activities in the spheres of housing and the environment; and (5) establish priorities for renewal activities. Personal interviews were conducted with the household head in 2,130 of the 3,296 apartments in the neighborhood. Coordinator: Amira Joelson.

**Kennedy Center
Peabody College of Vanderbilt University**

(Nashville, TN 37203)

Completed project:

Validating Measures of Teacher Stress. The purpose of this study, completed August 1, 1981, and funded by the Spencer Foundation, was to validate an array of measures of teacher stress. Both role-related stress and task-based stress were assessed as well as variables such as job satisfaction and illness symptoms. Self-administered questionnaires were administered in teacher meetings at eight schools in the Metropolitan Nashville school system to approximately 260 full-time teaching faculty, with a 71% response rate. Principal investigator: Loyd S. Pettegrew.

**Mathematica Policy Research
Princeton, New Jersey**

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

National Health Service Corps Evaluation: Community Surveys. As part of an evaluation

for the Health Services Administration, DHHS, of the impact of the National Health Service Corps (NHSC) on medical care delivery in rural areas, the use of NHSC medical services in two sites are being studied. Users of the services are to be compared with nonusers in terms of access to care, satisfaction with health care received, and reasons for choosing a particular mode of care. Using area probability sampling, personal interviews are being conducted with 600 noninstitutionalized adults living in two NHSC catchment areas (300 in Lincoln County, West Virginia, and 300 in Hickman County, Tennessee). The project report is scheduled for completion in May 1982. Project director: Barbara Kehrer; project manager: Judith Wooldridge.

Impact and Cost Analysis of the Structured Training and Employment Transitional Services (STETS) Demonstration Project. MPR will conduct a comprehensive impact and cost evaluation for the Manpower Development Research Corporation of the STETS demonstration project, which provides transitional services to borderline, mildly, and moderately retarded young adults with the objective of early placement in unsubsidized jobs. As part of this study, methodological research will be conducted verifying self-reports with other data sources and assessing appropriate interview approaches to this population. The demonstration and evaluation will be conducted in 6 or 7 sites nationally using an experimental design with equal numbers of demonstration program enrollees and controls, for a total sample of approximately 1,100. These mentally retarded young people, aged 18-24, who have IQ scores of 40-80 and are judged to have no significant other barriers to employment in the competitive market, will be interviewed at frequent intervals for 36 months, beginning in December 1981. Additional data will be obtained from program records. The central outcomes of interest for the project, which is scheduled for completion in 1986, are labor market behavior, use of alternative programs, and community and social adjustment. Co-principal investigator and project director: Stuart Kerachsky; co-principal investigator: Craig Thornton.

Physician Socioeconomic Monitoring Program. In this project, scheduled for completion in April 1982 for the American Medical Association, MPR is designing a program to monitor selected indicators of physicians' practices. The key features of the design include an annual core survey to provide baseline information on a broad range of socioeconomic indicators on physicians' practices, supplemental surveys during the year to obtain information on indicators that are needed more frequently, the flexibility to address quickly special

topics of concern to the medical community, and the ability to expand the surveys to collect more detailed information needed by individual state or specifically medical societies. In addition to the design, MPR will conduct two quarterly telephone surveys of 1,200 physicians each to assess various aspects of the questionnaire and sample design. Project director: Richard Strouse.

Analysis and Evaluation of the Black Pulse Sample. In 1979 the National Urban League conducted a national survey of black Americans using a probability sample of 5,000 black households in 125 PSUs with some modifications at the block level. With funding from the Carnegie Foundation, MPR is assisting NUL in a one-year project to fully document the sample procedures, weight the data, examine the impact of nonresponse, and evaluate the project-ability of sample estimates to the national black population. Principal investigator: Eugene Erickson; project director: Russell H. Jackson.

Completed project:

Off Track Betting. This recently completed study for the Meadowlands Race Track, with funds from the New Jersey Sports and Exposition Authority, sought to ascertain the potential impact on the Meadowlands of instituting OTB in New Jersey and to design an optimal configuration of OTB offices. Two surveys were conducted: (1) an on-track patron survey, involving 350 completed personal interviews with Meadowlands patrons (28% response rate); and (2) a statewide RDD telephone survey of New Jersey residents over 18, with 150 completes (85% response rate). Principal investigator: Jean Baldwin Grossman; project director: Randall Brown.

National Opinion Research Center University of Chicago

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

Center for the Study of Social Policy. The newly established Center for the Study of Social Policy at NORC has announced the following projects, which use data from the study *High School and Beyond* (see *Survey Research*, vol. 10, no. 3, Summer 1978); all are sponsored by the Spencer Foundation:

1. The structure of the school and the response of the student. Thomas DiPrete.
2. Continuing and change in cognitive skills and social values. Lutz Erbring.
3. Social recruitment of high school youth. Noah Lewin-Epstein.

4. Parents' aspirations and their effects. Rachel Rosenfeld.
5. Hispanic students and the U.S. school: language and achievement. Francois Nielsen.
6. Expectations of youth concerning transitions. Dennis Hogan.

Center for the Study of American Pluralism/NORC. Recent activities of this Center are the following:

1. Study of enrollment in public and non-public schools. Andrew M. Greeley; sponsored by the Ford and Spencer Foundations; uses data from *High School and Beyond*.
2. Analysis of the Hispanic undercount in the 1980 census. William C. McCready; sponsored by the Ford Foundation; conference to be held in fall 1981 to discuss preliminary findings.
3. Implications of American immigration policy. Andrew M. Greeley; sponsored by the Ford and Revson Foundations; report being prepared.

Northwest Attitudes, Inc. Portland, Oregon

(1017 S.W. Morrison, Suite #408, Portland, OR 97205)

Completed projects:

County Needs Assessment and Housing Conditions Survey. This survey, conducted for the Washington County (Oregon) Office of Community Development, focused on the cost and condition of existing housing within the county and on citizens' perceptions of the delivery and availability of public services. Self-administered questionnaires were delivered to 18,000 randomly selected households and picked up at scheduled times; 11,175 usable questionnaires were returned, with a response rate of 62%. Project director: Charles R. White.

Student Attitudes toward School, Discipline, and Their Education: A Statewide Opinion Survey. This study, funded by a consortium of four state educational groups--the Confederation of Oregon School Administrators, the Oregon Education Association, the Oregon School Board Association, and the State Department of Education--sought to determine how students evaluate their education, their attitudes toward disciplinary issues in their schools, and what problems students have experienced. A random sample of 2,042 Oregon public school students in grades 7 through 12 completed a self-administered questionnaire. Project director: Adam Davis.

Sex Equity in Secondary Schools: Implications for Vocational Education. Funded by the Oregon Department of Education, this two-part project was designed to establish baseline data, identify needs, and determine attitudes of educators and students toward sex equity practices. Emphasis was placed on comparing the perspectives of vocational vs. nonvocational teachers and students. In the first part, a statewide random sample of 388 students (193 vocational and 195 nonvocational) completed self-administered questionnaires. In the second part, 701 teachers, 57 counselors, and 16 principals completed self-administered questionnaires.

Project director: Jim Dameron.

Research Triangle Institute North Carolina

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

Prepaid Dental Care Survey. A basic purpose of this survey for the Division of Dentistry of the Health Resources Administration, DHHS, is to compare dental care utilization and oral health characteristics of people who have prepaid dental plans with people who are not covered by such plans. The survey is being conducted in four phases: (1) the Household Survey, where approximately 2,700 household nationwide were interviewed in person about their dental practices, expenditures, and habits and an oral examination was conducted in the home by specially trained dentists (phase just completed); (2) the Dental Provider Survey, where approximately 2,200 dental practices will be contacted and asked to provide information about their practices from the dental records of the household respondents (phase begins in September 1981); (3) the Policyholder Survey, where employers and insurers of household respondents will be contacted by mail to provide information on the prepaid dental plans identified; and (4) the Uninsured Validation Survey, where a sample of employers of household respondents reporting no insurance will be contacted by mail to verify these situations. The data will be used to estimate the future need for dental services and the impact of prepaid dental plans on the general oral health of the population.

Project director: Arthur Bonito.

Epidemiological Survey of Mental Health. This three-year, NIMH-funded survey, to be conducted under subcontract from Duke University Medical Center, seeks to ascertain how many

persons suffer from mental illness, where they go for treatment, the differences and similarities in mental illness between urban and rural residents and between blacks and whites, and the roles played by families and friends in the occurrence and treatment of mental illness. The survey will involve a sample of 3,900 households in a five-county area of North Carolina (four rural and one urban) and a sample of 550 individuals in long-term care institutions serving that area's residents. During the first round of personal interviews, scheduled to begin next December, participants will be given a diary for keeping a daily record of any illnesses and the medical care received. Four diaries covering three months each will be used, with mail and telephone reminders for overdue diaries; the last diary will be picked up during the final interview. The Diagnostic Interview Schedule, a new survey tool that generates diagnoses of specific psychiatric disorders, will constitute a major portion of the in-person interview. Reports from a subsample on visits to health care providers will be validated by direct checks with the providers. Similar studies are under way in New Haven (Yale), Los Angeles (UCLA), St. Louis (Washington University), and East Baltimore (Johns Hopkins), bringing the total to be interviewed to 17,500 persons.

Principal investigator: Dan Blazer (Duke); co-principal investigator: Linda George (Duke); project director: Donald King (RTI).

Alternative Methods of Estimating Recreation and Related Benefits of Water Quality--A Pilot Study of the Monongahela River. This pilot survey for the Benefits Unit of the Economic Analysis Division, U.S. Environmental Protection Agency, will compare alternative methodologies for estimating the recreation and related benefits of different stream water quality levels that result from different use classifications. The study, which will measure use, option, and existence values for the Monongahela River, involves a household survey to yield approximately 300 completed interviews in the Pittsburgh SMSA and is scheduled for completion in March 1982.

Project director: William Desvousges.

Completed project:

Survey of Teacher Demand and Shortages. Sponsored by the National Center for Education Statistics, this recently completed study sought to determine the demand for and shortage or excess of teachers at various levels of education and of various types. Mail questionnaires were sent to 2,325 public, Catholic, and private schools (or school districts) nationwide, with a 89% response rate.

Study director: Don Jackson.

**Sample Survey Centre
University of Sydney**

(Sydney, N.S.W. 2006, Australia)

Completed projects:

Career and Job Aspirations. This survey of first-year Arts, Economics, and Science students at the Sydney University campus was conducted on behalf of the Deputy Vice-Chancellor and the University's Careers and Appointments Service. The study covered students' sources of information about Sydney courses, the nature and extent of vocational plans, and expected areas of employment.

Course Evaluation. For the first time, SSC conducted a major course evaluation survey of first-year courses in most faculties for the Students Representative Council.

**Social and Community Planning Research
London, England**

(35 Northampton Square, London EC1V 0AX, U.K.)

Methodological research:

As one of its major research themes, the SPCR Survey Methods Centre is carrying out an investigation of interviewing methods. The broad objectives are to develop a model of the interview process that takes into account the tasks required of both the interviewer and the respondent and the interaction between them and to provide information that will help improve interviewing techniques both in terms of the accuracy of the data and of response rates obtained. The first objective is being pursued using a number of largely exploratory research methods, which include (1) discussions with interviewer training officers and supervisors to pinpoint what they consider to be good and bad interviewer performance both in trying to obtain cooperation and in administering the questionnaire; (2) discussions with interviewers on how they perceive their role, what problems they experience in obtaining interviews, and their motivation to perform well; (3) analysis of tape-recorded interviews to examine the nature of interviewer-respondent interaction and how problems are handled; (4) laboratory work with video equipment to investigate the nonverbal aspects of the interview; (5) second interviews with respondents to discuss the first interview in detail; and (6) analysis of tape-recorded doorstep introductions, which will examine a part of the survey interview hitherto not investigated.

**Social Research Center
Washington State University**

(133 Wilson Hall, Pullman, WA 99164)

Community Survey of Lifestyles and Personal Health. Funded by the Community Health Education Consortium and Department of Social and Health Services, this study seeks to determine the personal lifestyles (e.g., diet and exercise) and the incidence and prevalence of health risks (e.g., alcohol use and smoking) in the Spokane (Washington) area. The survey, which is part of an evaluation of a health education and risk reduction curriculum recently instituted in that area, involves questionnaires mailed to a directory sample of 1,383 residents in Spokane and surrounding communities.

Principal investigators: Eugene Rosa, Tom Greenfield, and Joel Grube; project coordinator: Bruce Warren.

Volcanoes and Other Hazards in Washington State. The primary purpose of this research, partially funded by NSF and scheduled for completion in September 1981, is to assess the relationships among perceptions of risk from hazards (natural and social), confidence in agencies and institutions in handling risks, and perceived seriousness of acts and events (including crimes and natural disasters). Mail questionnaires were sent to 1,500 adult residents of eastern Washington, 1,000 of whom were interviewed last year as part of a study to assess the impact of the May 18, 1980, eruption of Mount St. Helens (see *Survey Research*, vol. 12, no. 3, Summer 1980). The analysis will concentrate on the extent to which crimes can also be seen as hazards in the environment and the relationship between those hazards and public confidence in social institutions.

Principal investigators: Robert F. Meier and James F. Short, Jr.

Completed project:

Survey of Values, Attitudes, and Interpersonal Factors Related to Smoking among Adults. This recently completed study, funded by the National Institute on Drug Abuse, sought to obtain information about personal factors (e.g., values, perceived smoking risks) and social support factors (e.g., peer and parental attitudes toward smoking and smoking behaviors) that relate to smoking among adults. Questionnaires were mailed to a telephone directory sample of 1,328 adults in Washington State, with a 64.5% response rate. Co-principal investigators: Milton Rokeach and Joel Grube; project director: Ivan Weir.

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

(164 College Avenue, Orono, ME 04469)

MPA Curriculum and Curriculum Needs Survey. A nationwide mail survey of 140 NASPA-certified MPA program directors was completed in the spring of 1981 (70% response rate) for the University of Maine Faculty Research Committee to determine the existing curriculum patterns in the 200 Master of Public Administration programs at U.S. universities and to ascertain the program directors' views of what those patterns ought to be. A companion study, scheduled for completion in September 1981, involves mail questionnaires sent to Maine town and city managers to ascertain their curricular experiences and their views of the priority training needs for persons in their type of job.

Principal investigator: Khi Thai (Department of Political Science).

Maine-wide DES Knowledge/Behavior Survey. Sponsored by the Maine Bureau of Health, this segment of the Maine-wide Omnibus Telephone Survey seeks to measure the summer 1980 to summer 1981 changes in female adult Maine residents' levels of knowledge and behavior, and sources of knowledge, regarding DES (diethylstilbestrol), a drug used in the past to prevent pregnancy problems but since found to be linked to medical problems in both female and male offspring. The survey involves telephone interviews with two cross-sections of approximately 270 randomly selected adult female Maine residents each, with the first cross-section completed in June 1980 (73% response rate) and the second to be completed by the end of August 1981.

Project manager: David Kovenock.

Completed project:

Old Town, Maine, Housing and Community Priorities Study. This study, completed in January 1981 for the City of Old Town (Maine) and the University of Maine's Old Town Teacher Corps Project, sought to determine the condition of the housing stock of the City, the socioeconomic characteristics of residents of housing units in each of the condition classes, and City residents' views of the appropriate City spending and taxing levels--across all major public-sector spending categories and in detail within the public-education sector. Personal interviews were conducted with a random adult in each unit in a sample of 443 apparently occupied housing units in the City of Old Town, for a 93% response rate.

Principal investigator: David Kovenock; project manager: Beth-Ellen Curran.

**Survey Research Laboratory
University of Illinois**

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

Methodological research:

Cost-Effective Methods for Collecting Health Data. This two-year project, funded by NCHSR, seeks to assess the cost-effectiveness of combining diary mail-in procedures, which yield higher quality data, with telephone interviews, which are less expensive. The objective is to determine how the cost of diary panel procedures could be reduced without unduly compromising the quality of the data. The design calls for a panel of about 1,300 Illinois households, with the initial interview conducted face-to-face for approximately one-half and by telephone with the remainder. At the conclusion of this interview, each household was asked to complete a diary of household health costs for a four-month period, with some keeping a one-month and some a two-month diary. Any household that fails to return a diary is followed up and interviewed by telephone. The research is testing a variety of experimental treatments, using a factorial design: (1) initial face-to-face vs. initial telephone interviews; (2) compensation for the initial interview vs. no such compensation; (3) guaranteed compensation for a completed diary or telephone follow-up interview vs. compensation contingent on the household's returning a diary within two weeks of the end of the diary-keeping period; (4) a diary-keeping period of one vs. two months; and (5) telephone vs. mail vs. no scheduled reminders to the household midway through each diary-keeping period. The research is scheduled for completion in June 1982.

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

**Wisconsin Survey Research Laboratory
University of Wisconsin**

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

Wisconsin Income and Spending Survey. Telephone follow-ups are now in progress in this survey that involves 1,829 households in Wisconsin from a sample originally drawn using area probability sampling, ADC recipient-provided names, and RDD/CATI screening to obtain a total of five strata. The study for the Wisconsin Department of Health and Social Services, funded primarily by a grant from the Federal government through the Social Security Administration, is gathering information on financial well-being to be used in structuring

public assistance programs. The original interview in the spring of 1981 was conducted in person, with a response rate of 74.5% (see *Survey Research*, vol. 13, no. 2, Spring 1981). The telephone interviews, to be conducted at approximately four-month intervals for one year, ask questions to update background information and collect additional information on the financial circumstances of the panel households during a single month. The last panel in the study is scheduled to be interviewed in May 1982. For further information, contact Harry Sharp, Director, WSRL.
Research participant: Diane Colasanto.

Survey of Consumers. This NSF-funded survey is designed to establish patterns of consumer dispute formations. Involved are random-digit-dialed telephone interviews with 1,200 Milwaukee residents. For further information, contact Harry Sharp, Director, WSRL.
Research participant: Jack Ladinsky.

Completed project:

Survey of Older Wisconsin Residents. This survey, completed August 1, 1981, and sponsored by the Wisconsin Department of Health and Social Services sought to determine the general status of older Wisconsin residents, with particular emphasis on their nutrition. Random-digit-dialed telephone interviews using CATI were conducted with a statewide sample of 2,400 persons 60 years of age and older. For further information, contact Harry Sharp, Director, WSRL.
Research participant: Dorothy Ellegard.

#

Personnel Notes

At Abt Associates in Cambridge, *Richard Kendall*, previously Area Manager of the Survey Research Group, has been named Manager of the Industrial Marketing Group. Succeeding him as Survey Research Group Area Manager is *Donna Davis*, who was previously Deputy for Operations of that group.

Robert B. Hill, has been named Research Associate at the Bureau of Social Science Research in Washington, D.C. He had served as Director of Research for the National Urban League for the past 11 years.

As of July 1, 1981, *Finis R. Welch*, a member of the UCLA Department of Economics, was named Acting Director of the Institute for Social Science Research at UCLA. He has served on

the ISSR Advisory Committee for the past several years.

Jean Atkinson began working as a Senior Survey Director at the National Opinion Research Center in Chicago in the spring of 1981 for one year. She comes from Great Britain, where she was the Principal Social Survey Officer in the Social Survey Division of the Office of Population Censuses and Surveys.

Two promotions have been announced by Research Triangle Institute. *Dale Jones* has been named Director of the Center for Health Studies. Jones has been at RTI for nearly 12 years and has been Acting Director of CHS for the past year and a half. *Ronald Johnson* has been appointed to the new position of Deputy Director of the Center for Population and Urban-Rural Studies. He has been a senior political scientist at RTI for the past four years and prior to that was an associate professor of political science at Pennsylvania State University.

Elaine Gould has joined the staff of Response Analysis in Princeton as a Research Director. She was formerly a Project Manager at Gerber Products. A number of staff changes have also occurred within Response Analysis: *James H. Fous* has moved from Senior Vice President for Marketing to Executive Vice President/Corporate Marketing Director; *Diane Schroyer*, formerly a Research Director, has become Vice President; *Gary Johnson* has been promoted from Senior Research Associate to Research Director; *Charlotte Slider* has moved from Vice President/Data Group Manager to Senior Vice President/Director of Internal Operations; succeeding her as Data Group Manager is *Florence Ishibashi*, previously Associate Director of Interviewing and Data Services; *Ronald Kolodziej*, formerly a Senior Research Assistant has become Associate Director of Interviewing and Data Services; *Raymond Agins* has been promoted from Business Office Manager to Corporate Controller; and *Elaine Solomon* has moved from Research Associate to Senior Research Associate and *Maria DiMaggio* from Senior Research Assistant to Research Associate.

John Tarnai will become the new Assistant Director of the Social Research Center at Washington State University this fall. He was previously with Bell Telephone in Seattle and will succeed *Joel W. Grube*, who is leaving SRC to join the staff of the Economic and Social Research Institute in Dublin, Ireland, as a Senior Research Officer.

Steven Maynard-Moody has been named Coordinator of the Survey Research Program at the University of Kansas Center for Public

Affairs. He was formerly a lecturer in the Department of Social Services Training at Cornell University. The former Coordinator, Clifford J. Wirth, is now an Assistant Professor of Political Science at the University of New Hampshire.

#

Research Center News

New NORC Center

The National Opinion Research Center has established a new research center--The Center for the Study of Social Policy--under the directorship of Harold A. Richman, a former dean of the School of Social Service Administration (SSA) at the University of Chicago and currently a professor at SSA. (See p. 5 for a listing of some current Center projects.)

Associated with the new center is a subcenter in Washington, D.C., which was formerly affiliated with SSA. Its programmatic interests focus on applied research and the implementation of social policy at state and national levels. The subcenter is housed in a newly opened Washington office of NORC at 236 Massachusetts Avenue N.E., Washington, D.C. 20002.

Vanderbilt Survey Unit Discontinued

The Office of Communication Research at Vanderbilt University Medical Center has not been continued for this coming year. Therefore, it will no longer serve as a survey research center or resource.

National Center in Germany

ZUMA, the Zentrum für Umfragen, Methoden und Analysen (Center for Survey Research), is a research service institution located in Mannheim and designed as a national center to serve all German universities rather than being affiliated with a single university. ZUMA, which was established by the German Research Council, began operations in 1974 and has been increasing its staff and activities over the last few years.

The purposes of ZUMA are to (1) assist social science units within universities, and analogous bodies, in carrying out empirical social

science research; (2) develop and improve research designs and tools; and (3) give advice and support to researchers from other disciplines in the use of social science research techniques. Two aspects of social science research are emphasized: as a service organization, ZUMA broadly supports the conduct of such research; as a research organization, it engages in basic research in order to improve social science research methodology.

ZUMA carries out all parts of its services itself, with one exception. Thus, for example, it will handle sampling, data reduction, and data processing and analysis, but it will not conduct field work. The latter is performed under long-term contractual arrangements with two commercial market and opinion research agencies.

A board of nine social scientists, chaired by Max Kaase of the University of Mannheim, is responsible for all aspects of ZUMA's activities. The Executive Director is Karl Ulrich Mayer.

Two Research Firms to Conduct Joint Projects

The recently formed Synergistics Research Corporation in Atlanta and Response Analysis Corporation in Princeton have announced an agreement to jointly provide research services to the financial industry and other organizations. Joint projects will include custom and multisponsor research on topics ranging from competitive marketing assessments to leading-edge services, with the team assisting clients in all phases of their research. For further information, contact William O. Adcock, Jr., Chairman, or Anne Morgan Moore, President, Synergistics Research Corp., 3384 Peachtree Road NE, Suite 258, Atlanta, GA 30326.

Update to List of Academic Survey Research Organizations

The following organizations should be added to the list published in the Fall 1980 issue of *Survey Research*:

Georgia
Director
Survey Research Center
636 Graduate Studies Building
University of Georgia
Athens, GA 30602
(404-542-6110/1806)

Germany

Prof. Dr. Karl Ulrich Mayer
Zentrum für Umfragen, Methoden und Analysen
B 2,1
6800 Mannheim 1
Germany (FR)

#

at intervals to serve the research needs of smaller organizations and of individuals.

The Acting Director of the Center is Bruce A. Campbell of the Department of Political Science; Research Coordinator is Nicholas Holt of the Department of Sociology at the University.

#

New in the Field

New Survey Center at University of Georgia

The University of Georgia has recently established a new Survey Research Center to serve the research, service, and teaching needs both of the University and of the larger community. The Center uses telephone interviewing, based on random-digit-dialing techniques, to facilitate the study of problems of local, state, and regional populations. In addition to its regular studies, omnibus surveys are offered

New Methodological Publications

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

American Statistical Association. 1980
Proceedings of the Section of Survey Research Methods of the American Statistical

Changes of address and removals 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

Association. Washington, D.C.: ASA, 1981. 816pp. ASA members \$15; libraries, organizations, and nonmembers \$20; plus \$2 for postage and \$1 for billing on orders without remittance.

Belson, William A. *The Design and Understanding of Survey Questions.* Lexington, MA: Lexington Books, 1981. 408pp. \$24.95.

Campbell, Bruce A. "Race-of-interviewer effects among Southern adolescents." *Public Opinion Quarterly*, 45 (Summer 1981), 231-44.

Craig, Robert T. "Generalization of Scott's index of intercoder agreement." *Public Opinion Quarterly*, 45 (Summer 1981), 260-64.

McFarland, Sam G. "Effects of question order on survey responses." *Public Opinion Quarterly*, 45 (Summer 1981), 208-25.

Sigelman, Lee. "Question-order effects on presidential popularity." *Public Opinion Quarterly*, 45 (Summer 1981), 199-207.

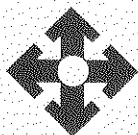
Schuman, Howard; Presser, Stanley; and Ludwig, Jacob. "Context effects on survey responses to questions about abortion." *Public Opinion Quarterly*, 45 (Summer 1981), 216-23.

Smith, Tom W. "Qualifications to generalized absolutes: "Approval of hitting" questions on the GSS." *Public Opinion Quarterly*, 45 (Summer 1981), 224-30.

Sudman, Seymour (ed.). *Health Survey Research Methods: Third Biennial Conference, May 1979.* NCHSR Research Proceedings Series; DHHS Publication No. (PHS) 81-3268. Hyattsville, MD: National Center for Health Services Research, 1981. 315pp.

Vigderhous, Gideon. "Scheduling telephone interviews: A study of seasonal patterns." *Public Opinion Quarterly*, 45 (Summer 1981), 250-59.

Weeks, Michael F., and Moore, R. Paul. "Ethnicity-of-interviewer effects on ethnic respondents." *Public Opinion Quarterly*, 45 (Summer 1981), 245-49.



Survey Research

Survey Research Laboratory
University of Illinois
1005 W. Nevada Street
Urbana, IL 61801-3883

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