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NEWSLETTER FROM THE SURVEY RESEARCH LABORATORY
COLLEGE OF URBAN PLANNING AND PUBLIC AFFAIRS-UNIVERSITY OF ILLINOIS AT CHICAGO

Testing CAI Questionnaires

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Testing computer-assisted interview (CAI) questionnaires is something that all survey shops must do to ensure that a programmed questionnaire correctly reflects survey specifications and that the programming functions as intended. However, CAI testing can be a daunting exercise, especially with long and complex questionnaires. Kinsey and Jewell (1998) provide a comprehensive overview of current practice in CAI testing and debugging.

To identify the methods currently used by survey centers to test CAI questionnaires, we conducted an informal survey of recent attendees of the International Field Directors and Technology Conference. We sent 410 invitations to respond to the survey, and 129 individuals responded, representing 57 of the 98 organizations (58%) represented at the conference in 2000 to 2002. Individuals from several organizations contacted us to indicate that only one person would be responding for their organization. For organizations with multiple respondents, we selected one respondent based on the respondent's level of involvement in CAI testing and whether he or she had provided a written description of his or her organization's CAI testing procedure. Fifty-seven percent of respondents were from universities, 25% were from government agencies, and 18% were from other nonprofit research institutions. Respondents

represented both U.S. and international organizations and included users of a variety of CAI software products. More than 75% of university, 54% of government, and 100% of other nonprofit research institutions said they are very or somewhat involved in CAI design and testing. Half the responses came from survey organizations with fewer than 21 CAI interviewers, 24% came from those with between 21 and 75 CAI interviewers, and 26% came from those with more than 75 CAI interviewers.

With regard to CAI software, over 52% of respondents reported using Blaise and/or CASES. Over 34% indicated they use Voxco, Ronin, or Ci3, while the remainder mentioned a variety of other CAI software. About 83% indicated their organization has a process for testing CAI questionnaires. However, only about one-third of these reported they had a written process for testing CAI questionnaires that testers follow in a standardized manner. This suggests that for most survey organizations, CAI testing is a rather ad hoc process, as opposed to a standardized formal process that is reliable or can be replicated by testers and others.

Because CAI systems are integral to the success of survey organizations, it is useful to know how individuals in organizations test CAI questionnaires for readiness, how they assess whether CAI software performs as expected, whether the software meets their needs, and if they encounter unexpected difficulties or errors in the testing process. Over 55% of respondents consider CAI testing before production interviewing to be somewhat of a problem or a great problem for their organization, and over 44% said that errors in CAI questionnaires have been somewhat or very costly during the past year. Several respondents (12%) indicated that their organizations were using more than one type of CAI software and/or their organizations were in the process of transitioning to new CAI software. This suggests that

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organizations' needs are not being fully met with current CAI software and that survey organizations are seeking solutions for efficient and cost-effective questionnaire testing.

Table 1 displays a ranking of the most common methods for testing the readiness of and quality of programming for CAI questionnaires. As the table shows, survey designers and managers rely on a variety of ways to test CAI questionnaires, and testing involves both professional and interviewing staff. Six of the methods listed are used by more than 75% of organizations. However, 22% of respondents reported using CAI data simulation as a testing method. Eighteen percent of university survey centers, 30% of government centers, and 17% of nonprofit and other survey research centers reported using CAI simulation.

Table 1. Methods used by survey organizations to test CAI questionnaires.

Testing Methods	Percent of Respondents	
	Do always or sometimes	Do rarely or never
Professionals and designers test	92	8
Mock interviews	88	12
Pretest with actual respondents	84	16
Question-by-question testing by interviewers	84	16
Scenario testing by study directors	77	13
Scenario testing by interviewers	71	29
CAI software data simulation	34	66

As currently practiced by most survey organizations, CAI testing is labor intensive, time consuming, and costly in terms of staff resources. Regardless of the organization's size, the testing procedures used can be summarized as involving one or more of the following approaches: (1) question-by-question review of CAI screens; (2) testing by task to evaluate each specific feature separately (e.g., wording, branching); (3) pretesting of questionnaires by interviewers with one another, sometimes using specified respondent scenarios; (4) pretesting with practice cases or sample respondents; (5) reviewing output from practice data or from the first few survey responses to check for errors; and (6) automated procedures, such as simulating respondent data.

A general description of the conversion of an authored questionnaire to a production-ready CAI instrument is an iterative trial-and-error process involving different types of personnel from a survey organization. Generally, a first-level test is performed after the questionnaire or questionnaire modules have been programmed to determine if the questionnaire's basic programming is

working as expected and specified. This testing is usually performed by the CAI programmer and any other key study designers. Another part of the first-level test is reviewing the CAI specifications or a hard copy of the questionnaire and comparing this to CAI screens to detect spelling errors, typos, missing words, wording fills, screen formatting errors, and question readability problems. After the first round of testing, any errors detected are corrected in the questionnaire specifications, and the questionnaire may be reprogrammed. A second round of testing may involve interviewers, study directors, interviewer supervisors, or other CAI programmers performing question-by-question checks or mock interviews to check question branching logic for all response option possibilities, including missing data options such as "don't know" and refusals. Another part of this second level of testing is specific scenario testing and special feature testing to determine if all questions in the questionnaire are activated, if all are working correctly, and that all routes through the questionnaire are functioning. Testing of interviewer automated help features, such as function keys, refusal preventions, and other specifically designed features, are attempted at this phase. Any errors detected or specification changes made to a questionnaire require another iteration of testing to identify if there are any remaining errors, to ascertain if the targeted error was corrected, and to insure that new errors have not been introduced as a result of a specification change and new programming. Usually the final phases of testing involve pretesting the full system questionnaire by interviewers with actual sample records and live respondents. Most organizations also monitor live interviews and conduct interviewer debriefing meetings to discuss problems with the questionnaire during pretesting.

Some organizations conduct a final check by comparing sample output from the CAI questionnaire with what is expected from the specifications. Reviewing the output is a critical step to ensure the correctness of the final survey data but is not always done by organizations. Sample data may be generated from practice interviews, from pretest cases, or by simulating random respondents. Relying upon CAI software that can simulate data is a cheaper alternative to testing a questionnaire with multiple pretests with actual respondents, but not all CAI software has such capabilities.

The model in Figure 1 summarizes current practices for testing CAI instruments. Actual practice may vary considerably from this model, depending on time and budgetary limitations. As CAI instruments become ever more complex, the possibility of testing every possible path through a questionnaire becomes less likely. Thus, the best model for testing may be one designed to catch the most serious errors through a focused effort and then some percent of all other errors, recognizing

that it may be cost prohibitive to identify and correct all possible errors.

A significant improvement in CAI testing might be achieved if available CAI systems could automate the process of moving from questionnaire specifications to CAI questionnaire. While this would not obviate the need for CAI testing, it could reduce the amount of testing required. Schnell and Kreuter (2002) describe a software system that permits documentation of all versions of a questionnaire and all versions of questions, reducing the burden of tracking questionnaire changes made as a result of CAI testing. Bethlehem and Hundepool (2002) describe similar software called *Tool for the Analysis and Documentation of Electronic Questionnaires* (TADEQ). This software eases the process of creating a readable version of an electronic question-

naire in a way that facilitates analyzing the questionnaire and identifying possible errors.

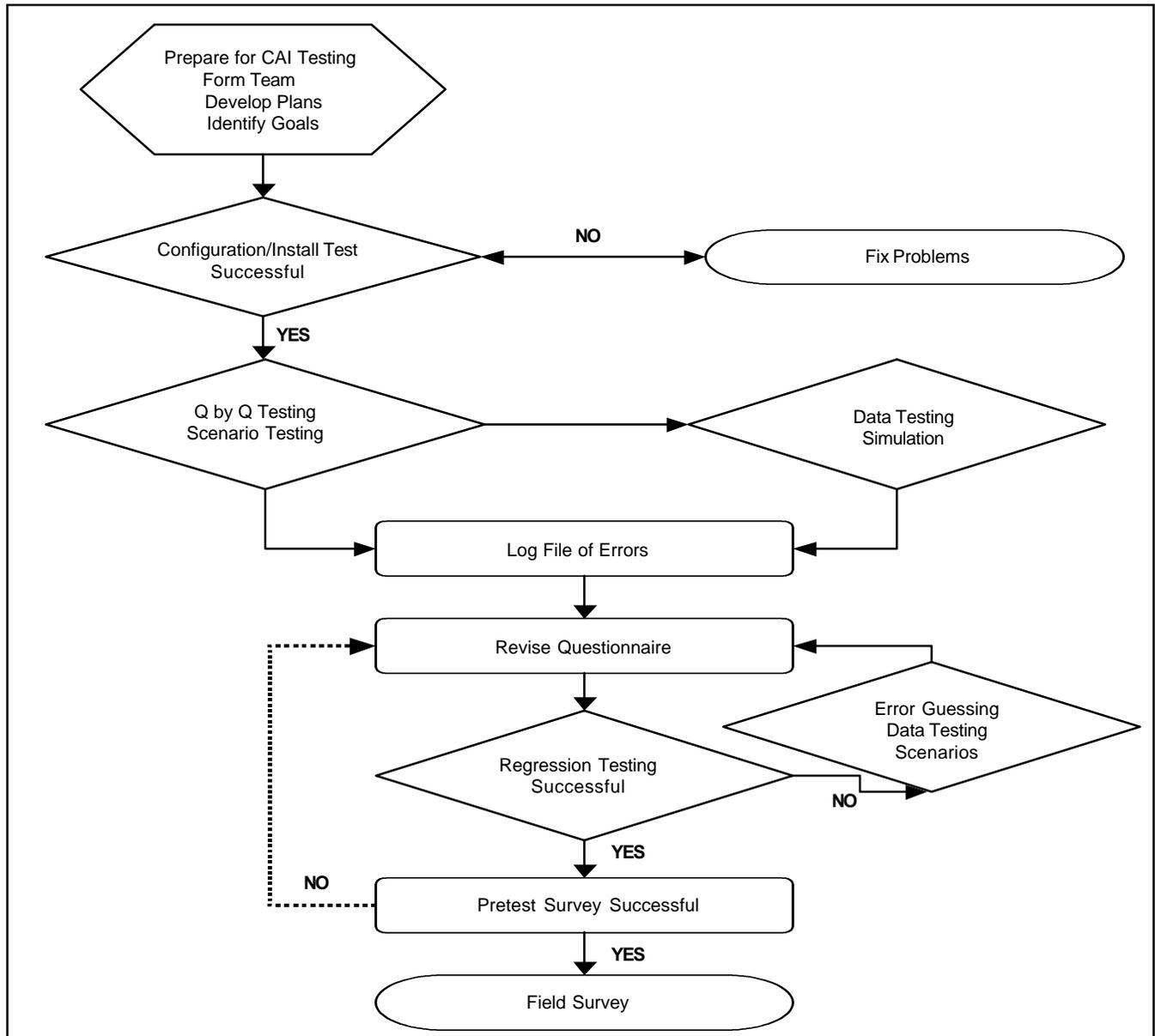
Portions of this paper were presented at the International Conference on Questionnaire Development, Evaluation, and Testing in Charleston, South Carolina, November 13-17, 2002.

References

Bethlehem, J. G., & Hundepool, A. J. (2002, November). *On the documentation and analysis of electronic questionnaires*. Presented at the International Conference on Questionnaire Development, Evaluation, and Testing, Charleston, SC.

Kinsey, S. H., & Jewell, D. M. (1998). A systematic approach to instrument development in CAI. In M. Couper, R. Baker, J. Bethlehem, C. Clark, J. Martin,

Figure 1. Model of the CAI Testing Process



W. Nicholls, & J. O'Reilly (Eds.) *Computer assisted survey information collection* (pp.105–123). New York: Wiley.

Schnell, R., & Kreuter, F. (2002, November). *New software tools for questionnaire development documentation*. Presented at the International Conference on Questionnaire Development, Evaluation, and Testing, Charleston, SC.



CURRENT RESEARCH

Further information on the studies described in this section should be obtained from the organizations conducting the studies at the addresses given at the beginning of each organization's listing. Neither Survey Research nor the Survey Research Laboratory can provide this information. Study summaries are accepted by Survey Research with the understanding that additional information can be released to others.

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Grand Canyon State Poll. This biannual statewide RDD CATI survey was conducted in 3 parts in September 2002 ($n = 803$ and 569) and October 2002 ($n = 600$). The main topic was the race for Congress in the newly created Arizona District 1. Other topics were the Arizona gubernatorial race, the relative importance of politicians' issue stances and personal character, and perceptions of the most important issues facing the congressional district and the state. *Study Director:* Fred Solop.

Arizona Tobacco Survey. Approximately 4,900 adult Arizona residents were interviewed on behalf of the Tobacco Education Program of the Arizona Dept. of Health Services. Topics included tobacco use and prevalence, age of initiation, brand use, purchase patterns, quitting practices, tobacco-related interactions with health care providers, household and workplace exposure to environmental tobacco smoke, attitudes toward smoking and tobacco regulations, risk perceptions, and experience with tobacco-related messages in the media. *Study Director:* Fred Solop.

Coconino County Drug Court. To evaluate a local alternative probation program, drug offenders were ran-

domly assigned into either the Drug Court program or the standard probation program, and results for the 2 groups were compared. *Study Director:* Fred Solop.

Walnut Canyon National Monument Survey. This survey of Flagstaff-region residents ($n = 434$) focused on issues surrounding the protection and possible expansion of Walnut Canyon National Monument and was conducted on behalf of the Coconino County Board of Supervisors and the Flagstaff City Council. *Study Director:* Fred Solop.

CALIFORNIA

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By the People. In conjunction with MacNeil-Lehrer Productions and the Center for Deliberative Democracy, Univ. of Texas at Austin, SRC recently completed a national deliberative poll of 343 randomly selected Americans. Polled in late 2002, they were brought together in Philadelphia in January 2003 for deliberations about American foreign policy and then polled again on opinions. Prior to being re-interviewed, delegates were given the chance to ask experts questions on foreign policy as part of a live broadcast that aired on PBS. In addition to recruiting delegates from a national RDD sample, SRC was responsible for pre- and post-deliberation data analysis. The comparative data were then presented at a press conference in Washington, DC, on January 13, 2003. *Principal Investigators:* James Fishkin and Robert Luskin (Univ. of Texas at Austin), Henry Brady (Univ. of California at Berkeley), *Project Managers:* Madonna Camel and Jackie Hayes.

California Workforce Survey. This RDD survey measured California adults' attitudes about a range of public policy issues related to employment and the extent to which various groups of workers differ in regard to wages, hours, benefits, and control over the work environment. Unionized workers were over-sampled to facilitate comparative analyses of unionized and non-unionized workers. Data can be analyzed online at the SRC data archive Website: <http://sda.berkeley.edu/src>. *Project Director:* Tom Piazza.

Corporate-Community Relations. SRC completed a multi-mode business establishment study, interviewing 2,776 key informants from corporations in Atlanta, Cleveland, and Seattle, as well as a national sample. One-fourth of the sample was drawn nationally from 47 of the largest urban areas. The study examined the way

companies interact with their local communities, specifically with regard to charitable giving and philanthropy as a means of community involvement. Forty-five percent (2,061) of the completed interviews were administered via CATI or as a self-administered questionnaire. The remaining 715 (16%) were completed on the Web. *Principal Investigator:* Doug Guthrie (New York Univ.), *Project Manager:* Jackie Hayes.

California Maternal and Infant Health Assessment—Year 4. This mail survey with a telephone follow-up for women who have recently given birth sought to learn more about the pre- and post-natal care women receive and to assess risk factors in order to improve health services for pregnant women and their babies. Questionnaires were administered in both English and Spanish. The study was conducted for the Univ. of California at San Francisco and the California Dept. of Health Services. *Project Managers:* Lisa Kermish and Jackie Hayes.

Water Evaluation Trial. In August 2002, SRC completed a double-blind and placebo-controlled trial of household drinking water treatment. The study, based in Davenport, Iowa, was done to find out if drinking water that meets all federal and state guidelines might still be associated with gastrointestinal illnesses. Over a one-year period, 450 households participated. A counter-top water treatment device, either active or placebo, was installed in each home and replaced with an opposite device midway through the study. All household members returned a weekly health diary and a monthly water diary, and a subset provided blood and stool samples throughout the study. Funding came from the CDC and U.S. EPA. *Principal Investigator:* Jack Colford (Univ. of California at Berkeley School of Public Health), *Survey Director:* Susan Burns.

HHV-8/KSHV Study. SRC is completing a four-year study on the natural history and transmission of this newly-discovered herpes virus, which has been shown to cause Kaposi's sarcoma (KS), the most common viral cancer in HIV-infected gay men. The study sought to identify biologic and behavioral risk factors for acquisition of HHV-8 and to examine the relationship of virologic activity and host response to the development of KS. The study included interviewer-administered telephone medication questionnaires, clinic-based self-administered questionnaires, and clinic-based blood, saliva, and semen collection. Participants were seen 3 times per year. The study disclosed HIV results to respondents who were not HIV-infected at their previous visit and provided CD4 and viral load results to HIV-infected respondents. The National Cancer Institute provided funding. *Principal Investigator:* Dennis Osmond, (Prevention Sciences Group, Univ. of California at San Francisco), *Survey Director:* Susan Burns.

ILLINOIS

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Waukegan Property Purchasers Survey. Waukegan, IL, is a moderate-income area with a waterfront that was contaminated and has been cleaned up. SRL sent a mail questionnaire to recent purchasers of property in the area to determine their perceptions of the value of redeveloping the waterfront. Main study data collection extended throughout November and December, and 954 residents returned completed questionnaires. *Principal Investigator:* John Braden (Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Lisa Kelly-Wilson.

Illinois Smokers Survey. The purpose of this CATI study was to evaluate the effectiveness of the American Lung Association's Illinois Tobacco Quitline, which is staffed by health professionals and provides information on a variety of smoking-related issues. The 598 respondents had called the Quitline in the past and were asked about the Quitline overall, the counselors, the materials, and their own smoking behaviors. Interviews were conducted during July 2002; VA callers were oversampled. *Principal Investigator:* Thomas O'Rourke (Dept. of Community Health, Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Jennifer Parsons.

Community Health Assessment. SRL is collecting data in 6 low- or mixed-income Chicago neighborhoods on social and environmental health risk factors, such as nutrition and alcohol use, and the prevalence of a variety of conditions, such as asthma and diabetes. CAPI interviews began September 1, 2002, and SRL expects to complete approximately 300 interviews in each neighborhood. For each household, there may be two interviews conducted: the first is with a randomly selected adult, while the second is being conducted only if there are children age 12 or younger in the household. If so, SRL is interviewing an adult in the household who knows the most about the health care of a randomly selected child. The collected data will provide information about the health status of these areas in relation to other neighborhoods in Chicago and to the nation and can be used to guide health policy development. *Principal Investigator:* Steve Whitman (Sinai Urban Health Institute), *Project Coordinator:* Ingrid Graf.

Physician Reporting of Suspected Child Abuse. CATI interviews began in November for this survey of approximately 100 pediatricians. The American Acad-

emy of Pediatrics is recruiting the physicians, who are being asked to participate in two interviews of randomly selected cases: one interview to be conducted 6 weeks after the physician examines the child, and another approximately 6 months after the examination. To compare the decision-making processes and support networks of the attending physicians, cases with low, moderate, and high levels of physician suspicion of child abuse are being sampled. *Principal Investigator:* Rise Jones (Health Research and Policy Centers, Univ. of Illinois at Chicago), *Project Coordinator:* Lori Harmon.

Helping Young Smokers Quit: Phase 1. In Phase 1 of this two-part study, SRL is conducting snowball sampling in 408 randomly selected U.S. counties to identify the administrators of eligible teen tobacco cessation programs for a 45-minute telephone interview. Interviewing began in October, and SRL expects to complete approximately 240 interviews by May 2003. These data will be used to identify 40 to 50 programs for in-depth evaluations during Phase 2. *Principal Investigator:* Sue Curry (Health Research and Policy Centers, Univ. of Illinois at Chicago), *Project Coordinator:* Lori Harmon.

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Indiana Coordinated State Coverage Survey. Ten thousand CATI interviews of Indiana residents will be conducted this fall and spring in conjunction with the State Health Access Data Assistance Center. This survey's principal aim is to capture the overall level of insurance coverage in Indiana, and similar studies have been conducted in several other states. *Principal Investigator:* Brian Vargus, *Project Coordinators:* Andy Hutcherson and Brianne O'Brien.

Community Service Council of Monroe County. Approximately 300 CATI interviews were conducted with Monroe County, IN, residents to assess that community's needs for social services. The questionnaire focused on issues such as employment, health care, housing, and education. *Principal Investigator:* Brianne O'Brien, *Project Coordinator:* Cassidy Overpeck.

Indiana Association of Rehabilitation Facilities. For this study, questionnaires were mailed to 250 providers of Indiana's State Use program to measure its economic benefits (janitorial and food products purchases). This

ongoing study is being conducted in cooperation with Crowe Chizek, L.L.C. The information gathered will assist the Indiana Association of Rehabilitation Facilities in strategic planning and promotion of the program's benefits. *Principal Investigator:* Andy Hutcherson, *Project Coordinator:* Brianne O'Brien.

Publications Portfolio Survey. To date, 179 respondents have completed mail questionnaires concerning the Association for Research on Nonprofit Organizations and Voluntary Action's Publications Portfolio. The survey's main aims are to discover ARNOVA members' preferences concerning academic journals and the directions the organization's publishing should take in the future. *Principal Investigator:* Brianne O'Brien.

Plainfield-Guilford Township Public Library Survey.

This CATI survey of approximately 400 Plainfield or Guilford Township, IN, residents measured satisfaction with the newly refurbished and renovated library among library users and non-users. Topics included ease of material location in the library and satisfaction with library programs. *Principal Investigator:* Brianne O'Brien, *Project Coordinator:* Eric Riddles.

Tobacco Smart Indiana Survey. Approximately 700 CATI interviews were conducted with registered voters in Marion County, IN, in cooperation with the Health and Hospital Corporation of Marion County. The survey mea-

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- **Institute for Policy Research, University of Cincinnati**
- **Institute for Survey Research, Temple University**
- **Marketing Systems Group**
- **Mathematica Policy Research**
- **National Center for Education Statistics**
- **National Center for Health Statistics**
- **Opinion Research Corporation**
- **Research Triangle Institute**
- **Section on Survey Research Methods, American Statistical Association**
- **Survey Research Center, University of Michigan**
- **Survey Research Laboratory, University of Illinois at Chicago**
- **Westat**

sured attitudes toward secondhand smoke and its dangers and gauged support for proposed policies aimed at limiting exposure to secondhand smoke in public places. *Principal Investigator:* Andy Hutcherson, *Project Coordinator:* Brianne O'Brien.

Indiana State Dept. of Health Diabetes Study.

Approximately 800 CATI interviews of Madison, St. Joseph, Howard, and Elkhart County, IN, residents were conducted (with 2 separate studies) to assess awareness of diabetes risk factors. The studies included questions concerning diet, exercise, health assessment, and other diabetes-related health issues. *Principal Investigator:* Brian Vargus, *Project Coordinators:* Andy Hutcherson and Brianne O'Brien.

Traffic Safety Surveys. This ongoing series of CATI surveys, conducted on behalf of the Indiana Criminal Justice Institute with a grant from the National Highway Traffic and Safety Administration, assesses seatbelt usage and raises awareness by educating the public on issues related to seatbelt and child restraint in automobiles. This survey has been conducted in 3 stages, assessing the awareness of various samples. *Principal Investigator:* Andy Hutcherson, *Project Coordinator:* Brianne O'Brien.

Indiana Campus Compact 2002. This CATI survey of 821 Indiana residents, a follow-up to the Campus Compact study conducted in 2000, was designed to gauge opinions of colleges and universities, as well as residents' involvement in community service and service learning. *Principal Investigator:* Andy Hutcherson, *Project Coordinator:* Brianne O'Brien.

Race and Gender Fairness in Indiana Courts. This mail study was conducted with 398 lawyers, court employees, and other judicial officers from a list provided by the Indiana Commission on Race and Gender. The study measured race and gender fairness and discrimination in Indiana courts. *Principal Investigators:* Andy Hutcherson and Brianne O'Brien, *Project Coordinator:* Cassidy Overpeck.

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Environmental Protection Agency (EPA) Chemical Facility Survey. In March 2002, SRC began random

CATI interviews with EPA wastewater-permitted chemical facilities nationwide. The EPA-sponsored survey is designed to determine and isolate the effects of various government interventions, including inspections, federal fines, federal injunctive relief and supplemental environmental projects (SEP), and state fines. An interdisciplinary research team integrating the fields of economics, political science, law, and engineering management designed the survey. *Study Director:* Don Haider-Markel.

Race, Policy, and the 2002 Elections Survey. In the 6 weeks immediately following the November 5 election, SRC completed 1,163 CATI interviews with a random sample of households nationwide. The survey, funded by the School of Public Affairs at American Univ., assessed attitudes on policy issues related to race and the 2002 election campaigns. *Study Directors:* Joe Soss (American Univ.) and Don Haider-Markel.

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Massachusetts Food Security Survey. Funded by Project Bread, the state's leading anti-hunger organization, this survey's questionnaire will include the USDA's Food Security index and questions about the use of community services and public programs. Data will be collected from residents in the 183 Massachusetts Census tracts identified by HUD as having significant poverty levels. Approximately 800 CATI interviews will be conducted, 400 in households with children. *Study Director:* Douglas Currivan, *Project Manager:* Carol Cosenza.

UMass Tobacco Study. Follow-up phone interviews will be completed with about 5,000 adults and 3,800 youths who were interviewed 2 years ago to determine the impact of local tobacco control activities on changes in their tobacco-related behaviors and attitudes. Telephone audio-CASI will be utilized for one part of the youth sample. This study is being funded by the National Cancer Institute. *Principal Investigator:* Lois Biener.

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How Americans Respond. With funding in part from the Russell Sage Foundation and the Howard M. March Center in the Univ. of Michigan Dept. of Communication Studies, SRC completed 601 CATI interviews in Wave 3 of this panel study, a year after September 11th. The original sample was a nationally representative RDD sample. Wave 1 was conducted in the days after September 11th, the second wave 6 months later. The study's goal is to track the impact of events on Americans' psychological well-being, as well as their political beliefs and behavioral intentions regarding economic activity. *Principal Investigator:* Michael Traugott, *Survey Manager:* Andrew Hupp, *Research Technician:* Steven Sapir.

Survey of Health, Aging, and Retirement in Europe (SHARE). Approximately 2,000 CAPI interviews with persons age 50 and older will be completed in 10 European countries for the main data collection effort in the spring of 2004. SRC is consulting on instrument design and survey firm selection. SRC also is responsible for development of training materials and for conducting trainings for survey firms in Europe for 2 pretests as well as the main study. The data from this study will provide new insights into the interactions among economic, health, psychological, and social factors determining the quality of life of the elderly. SHARE is primarily funded by the European Union, with SRC funding from the National Institute on Aging. *Key SRC personnel:* Kirsten Alcsér, Nicole Kirgis, Shonda Kruger-Ndiaye, and Grant Benson.

Early Years of Marriage. This is the sixteenth year of a PAPI study that has followed 373 urban African-American and Caucasian couples in the Detroit area since 1986. SRC's goal is to complete 714 interviews over 7 months using a combination of 3 types of instruments—a married individual questionnaire, a couple questionnaire, and/or a divorced/separated questionnaire. This study is being funded by the National Institutes of Health. *Principal Investigator:* Terri Orbach, *Survey Manager:* Esther Ullman.

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Suburban Residents' Views on Alcohol and Marijuana Use by Minors. The Community Public Health Agency serving Bloomington, Richfield, and Edina, MN, sponsored a random CATI survey of 400 adults age 21–65. Topics included whether respondents would do something when observing minors using alcohol or marijuana in public and opinions regarding who is responsible for keeping minors from using alcohol or marijuana. *Principal Investigator:* Richard Chase, *Survey Project Coordinator:* Daniel Swanson.

Satisfaction with Childcare Subsidy Services. To monitor the quality of childcare subsidy services provided by Ramsey County and its subcontractor, approximately 375 CATI interviews with parents focused on their satisfaction with services of the childcare payment worker. An additional 375 CATI interviews asked childcare providers about their satisfaction with the subsidy program. *Principal Investigator:* Ellen Shelton, *Survey Project Coordinator:* Daniel Swanson.

Survey Research Soliciting Lead Articles for Upcoming Issues

The *Survey Research* newsletter is extending an invitation to those in the survey research field to submit original work on topics of interest to the survey research community—such as methods for reducing nonresponse, experience with Web surveys, and strategies for recruiting and retaining interviewers—for inclusion in an upcoming issue. Submissions should be between 750 and 1,500 words and can be sent to krish@srl.uic.edu.

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2002 Minnesota State Survey, Parts 1 and 2. This was the 19th annual omnibus survey of Minnesota adults. From October to December, 1,604 RDD CATI surveys were completed. Part 1 addressed quality of life, volunteerism, traffic safety, education, and correctional services. Part 2 examined quality of life, employment, health, and organ donation. Government agencies and the Univ. of Minnesota sponsored the survey. *Project Manager:* Pam Jones, *Study Director:* Rossana Armson.

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Farm Stand Survey. To determine the types of products bought at farm stands and the frequency of use of local farm stands, the Survey Center interviewed 435 New Hampshire adults by telephone in September 2002. *Principal investigator:* Andrew Smith.

Granite State Poll 4. The Granite State Poll is a quarterly public opinion survey. During June and July, 2002, 677 New Hampshire adults were interviewed by telephone about the New Hampshire political environment, public policy, consumer confidence, and crime in the state. *Principal Investigator:* Andrew Smith.

WMUR–NH Primary Survey. Telephone interviews were conducted with 591 likely voters between August 28 and September 3, 2002, to determine voting behavior in the September primary election in New Hampshire. *Principal Investigator:* Andrew Smith.

WMUR–NH General Election Surveys. To determine voting behavior in New Hampshire's November 5th general election, the Survey Center conducted two telephone surveys of likely voters. In early October, 651 interviews were completed, and 679 were conducted in late October. *Principal Investigator:* Andrew Smith.

CNN/USA Today Election Poll. This telephone survey of 658 likely voters also sought information on New

Hampshire's general election. Interviews were conducted between October 31 and November 2, 2002. *Principal Investigator:* Andrew Smith.

Granite State Poll 6. During early February, 652 New Hampshire adults were interviewed by telephone. This study assessed present attitudes concerning the New Hampshire political environment, public policy, and consumer confidence. *Principal Investigator:* Andrew Smith.

NORTH CAROLINA

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The Global Youth Tobacco Survey (GYTS). This survey is a worldwide collaborative effort under the leadership of the World Health Organization/Tobacco Free Initiative and the CDC/Office on Smoking and Health. Self-administered questionnaires are completed by a representative school-based sample of students age 13–15. RTI has been involved with GYTS since its inception in 1999, providing scannable forms and other materials for participating countries, processing completed forms, and preparing electronic data sets for analysis. To date, more than 1 million students in 79 countries and 45 U.S. states have participated in GYTS. *Project Director:* Donn Smith.

National Longitudinal Transition Study 2 (NLTS2). Under subcontract to SRI International, RTI will conduct CATI interviews with youth with disabilities and their parents. RTI expects to complete 3,300 youth and 7,800 parent interviews beginning April 2003. The study, sponsored by the Office of Special Education Programs, is designed to provide critical information about the ways in which secondary education and post-school experiences change over time for youth with disabilities. *SRI Project Director:* Lynn Newman, *RTI Project Director:* Anne Kenyon.

2010 Census Language Program: Bilingual Questionnaire Research. RTI will conduct 8 focus groups and 96 cognitive interviews across 4 sites (Dallas, Los Angeles, Chicago, and Miami) to collect data to evaluate several design options under consideration for a bilingual Census form in 2010. The results of this research will be used to determine which questionnaire design to include as part of the targeted mail-out testing during the 2004 Census Test. *Project Director:* Rachel Caspar.

OHIO

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Quality of Care Survey. SRL is conducting an RDD CATI survey of the quality of informal care provided to and received by older adults in their homes. The interview will involve both care providers and receivers. Topics include the use of the Internet for health care information by care providers and recipients. *Co-Principal Investigators:* Robert Johnson, Greg Smith, Harriet Coeling, and Nichole Egbert-Scheibelhoffer; *Project Manager:* Brian McDonald.

Kent State Univ. (KSU) Stark Campus Student Survey. Innis Maggiore Group, an advertising and marketing firm in Canton, OH, contracted with SRL to conduct a telephone survey of 600 current and past KSU Stark students and applicants. The instrument included questions on the reasons they chose KSU Stark and their perceptions of the campus. *Principal Investigator:* Timothy Gallagher, *Project Manager:* Brian McDonald.

KSU Salem and East Liverpool Campuses' Market Perceptions. SRL recently contracted with the Office of Corporate and Community Services (OCCS) at KSU Stark Campus to complete an RDD survey of Columbiana County residents on community perceptions of East Liverpool and Salem campuses. To supplement the data obtained, OCCS also fielded an Internet-based survey through SRL to ask current Salem and East Liverpool students their perceptions of the campuses. *Principal Investigator:* Timothy Gallagher, *Project Manager:* Brian McDonald.

KSU Geauga Campus Educational Needs Survey. SRL conducted a study of 400 random households located in Geauga and surrounding counties. The study determined the educational needs surrounding the satellite campus. *Principal Investigator:* Timothy Gallagher, *Project Manager:* Brian McDonald.

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The Ohio Poll. The Ohio Poll is a periodic RDD CATI survey. The April ($n = 823$), June ($n = 822$), and September ($n = 902$) 2002 Polls asked questions of Ohio adults on a wide range of issues, including the most important

problem facing the state, consumer confidence, presidential and gubernatorial approval, and approval of U.S. senators. Registered voters also were asked about their preferences in elections for statewide office. *Study Co-Directors:* Kim Downing and Eric Rademacher.

The Ohio Poll 2002 Pre-Election Surveys. In election years, additional Ohio Polls (RDD CATI) are conducted to monitor voter preferences in statewide elections. In the October ($n = 471$) and November ($n = 713$) pre-election surveys, Ohioans determined to be likely to vote in the 2002 elections were asked their preferences in elections for statewide office. Pre-election projections were made in 7 statewide contests based on the November survey. The average projection error across all 7 races was approximately 1.6%. *Study Co-Directors:* Kim Downing and Eric Rademacher.

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Caregivers: Peacehealth Medical Group's Center for Senior Health Study. In Wave 2 of a 4-year longitudinal study, OSRL conducted 102 interviews with caregivers of senior citizens who are participating in an associated patient survey. Questions asked about the kind of care they provide and their feelings of burden and satisfaction in caregiving. *Principal Investigator:* Patricia Gwartney, *Project Director:* Vikas Gumbhir.

School Funding in Timber-Dependent Communities. To identify and examine stereotypes of loggers, mill workers, and timber-dependent communities, OSRL completed 408 RDD CATI interviews with Oregonians in August 2002. The survey's sponsors, the Oregon Dept. of Education and a rural Oregon school district, believe that stereotypes undermine rural schools' funding. *Principal Investigator:* Patricia Gwartney, *Project Director:* Vikas Gumbhir.

Tobacco Cessation Programs Survey. Oregon Health Sciences Univ.'s Tobacco-Free Coalition sponsored this multi-mode study in fall 2002 to learn how Oregon's 44 largest employers decide whether to include tobacco cessation programs in employee health plans. CATI interviews with human resource managers gathered data on organizational decision making. Mail questionnaires, with e-mail reminders, collected health benefit plan details. *Principal Investigator:* Patricia Gwartney, *Project Directors:* Vikas Gumbhir and Brian Wolf.

Exploratory Muhammad Ali Center Survey. OSRL worked with an exhibit design organization to develop themes for the Muhammad Ali Center. As an alternative to focus groups, the instrument comprised numerous open-ended questions about respondents' knowledge and images of Ali and inspiring aspects of his life and boxing career. In November 2002, OSRL completed 43 RDD CATI interviews in 13 counties within a 4-hour drive of Louisville, KY. *Principal Investigator:* Patricia Gwartney, *Project Director:* Vikas Gumbhir.

Public Perception of Bioremediation Strategies and Long-Term Stewardship at Dept. of Energy Sites. With Oregon State Univ. researchers and U.S. Dept. of Energy sponsorship, OSRL conducted 405 RDD CATI interviews in 4 Idaho counties surrounding the Idaho National Engineering and Environmental Laboratory. Survey results enabled better understanding of how people view health and safety risks associated with using bioremediation for radioactive material cleanup. *Principal Investigator:* Patricia Gwartney, *Project Director:* Brian Wolf.

PENNSYLVANIA

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Twin Study of Biologic Markers for Post-Traumatic Stress Disorder (PTSD). Starting in the winter of 2003, ISR will recruit approximately 90 identical male twin pairs discordant for combat exposure in Vietnam for this study. The twins, who are members of the Vietnam Era Twin Registry, will be asked to participate in 2 days of psychophysiologic testing in Boston. Travel expenses will be covered, and twins will be compensated for their participation. NIH is funding this multi-year project. *Principal Investigator:* Roger Pitman (Massachusetts General Hospital), *Study Director:* Ellin Spector.

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South Carolina Survey of Child Care. Sponsored by the Institute of Family and Neighborhood Life at Clemson Univ., this survey consisted of 1,219 CATI interviews about childcare in South Carolina with mothers of children under age 12. Questions were asked about the number of children under 12 in the household and why respondents chose the childcare they are currently using. *Principal Investigator:* John Tarnai, *Study Director:* Marion Landry.

Survey of Child Care Providers in Washington. Two surveys are conducted for Washington's Dept. of Social and Health Services (DSHS) every 2 years. The sample populations, childcare centers and in-home licensed providers, are contacted using a mixed mail and telephone procedure. Each study asks questions on rates charged for childcare, number of children cared for, and expenses incurred in running the childcare business. The results help determine DSHS subsidy rates and the availability of childcare in different regions of Washington. A total of 2,876 interviews (1,507 childcare centers and 1,369 in-home providers) were completed. *Principal Investigator:* John Tarnai, *Study Director:* Jolyn Persons.

2002 Survey of Training Participants. This CATI survey for the Washington State Training and Education Coordinating Board consisted of interviews with 7,177 participants of state-administered training or re-education programs. The study's purpose was to evaluate the training and services provided to trainees in these programs. *Principal Investigator:* John Tarnai, *Study Director:* Jolyn Persons.

Washington State Higher Education Coordinating Board Promise Scholarship Survey. This survey was designed to gather data on student experiences and satisfaction with this state-sponsored scholarship. Students graduating from high school in the state of Washington during 1999 and 2000 who met the academic criteria for the Promise Scholarship were eligible to complete the questionnaire. A total of 2,709 students either completed an Internet version on the Web or returned a paper version through the mail. *Principal Investigator:* John Tarnai, *Study Director:* Thom Allen.

Washington Survey of Entrepreneurial Service Providers. This study's mail questionnaire was

designed to obtain information about the assistance needs and types of services available from various public sector service providers. Questionnaires were completed by 153 Entrepreneurial Service providers in the state. This study was sponsored by the Washington Small Business Development Centers. *Principal Investigator:* John Tarnai, *Study Director:* Marion Landry.

CANADA

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Public Values About Health Care Services and Financing. This national study is exploring the public's values toward the ways in which health care is financed, including the financing of home care services and new and emerging technologies such as cancer drugs, which have become important policy issues. ISR conducted approximately 1,875 CATI interviews, in both French and English, with randomly-selected respondents across Canada in the fall and winter of 2002–2003. The survey will be repeated at intervals throughout the duration of this 3-year project to assess change in public values over time and is part of a larger study that includes focus groups with the general public and in-depth interviews with policy makers, the media, and health care organization representatives. The study's goal is to generate new knowledge about public expectations concerning health services and their funding arrangements. Funding came from the Canadian Institutes of Health Research's Institute of Health Services and Policy Research. *Study Director:* Liza Mercier.

Ontario Institute for Studies in Education (OISE) Provincial Education Survey. The OISE, now amalgamated with the Univ. of Toronto, has been undertaking a provincial education survey every 2 years since 1974. The 14th wave of the study examined Ontarians' attitudes toward the education system in general and their feelings about recent changes in education policy. ISR conducted telephone interviews with approximately 1,000 randomly-selected residents of the province in the fall of 2002. Funding was provided by OISE and several provincial government ministries and educational associations. *Principal Investigators:* David Livingstone and Doug Hart (OISE), *Study Director:* David Northrup.



ANNOUNCEMENTS

This section is reserved for calls for papers, announcements of new publications, information about upcoming conferences, and other items of interest to the survey research community.

The National Center for Education Statistics (NCES) Summer Data Conference will be held from July 21 through July 25, 2003, in Washington, DC. Information on the agenda, conference goals, and a call for proposals will be available on the NCES Website at <http://nces.ed.gov/>. Proposals will be due in mid-May.



PERSONNEL NOTES

Survey Research reports on the new appointments and promotions of professional staff at academic and not-for-profit survey research organizations, as well as those of the for-profit organizations that are patrons of the newsletter.

OSRL welcomed *Bob Choquette* in the new position of Director of Administration. OSRL will announce its new Director of Research in the next issue of *Survey Research*. These two positions replace *Patricia Gwartney* as OSRL's Founding Director. OSRL bade farewell to *Brian Wolf*, Project Director and Graduate Research Assistant, when he began a fellowship in Washington, DC in January. *Daniel Burghart* replaces him.

At Washington State Univ., *Danna L. Moore* has been promoted to Assistant Director of the Social and Economic Science Research Center.

At the Univ. of Michigan's Institute for Social Research, Survey Research Center, *Beth-Ellen Pennell* has been appointed Director of the Division of Surveys and Technologies. *Steve Heeringa* is leading a new group devoted to statistical design and research development as well as taking an expanded role in the SRC Summer Institute in Survey Research Techniques and the Summer Program for Foreign Statisticians. *Jennifer Rosenbaum* has accepted new responsibilities as a Survey Manager.

Chad Kniss, formerly manager of the Survey Research Center (SRC) at the Univ. of Kansas, has moved to a new position at Northern Illinois Univ.'s Survey Lab. *Tarek Al-Baghal* has assumed the duties of manager at the SRC.

Robert H. Lee recently joined the Survey Research Center at the Univ. of California at Berkeley as Director of Survey Operations, in charge of the day-to-day operations of the Center's Survey Services facility.

Michael Schwerin and *Joe Murphy* joined Research Triangle Institute's Survey Research Division as Survey Research Methodologists; *Jennifer Guarino* joined RTI's Survey Research Division in Washington, DC, as a Research Survey Methodologist 3. *Lisa Newman* joined the Survey Research Division/Epidemiology and Medical Studies Program in Rockville, MD, as a Research Epidemiologist 2. *Van Phung Ngo* joined RTI's Survey Research Division/Epidemiology and Medical Studies Program in Atlanta as a Clinical Studies Specialist 1. *Jennafer Kwait* joined the Survey Research Division/Epidemiology and Medical Studies Program in Washington, DC as a Research Epidemiologist 2.



JOB OPPORTUNITIES

This section contains listings of employment opportunities in survey research organizations. Listings can be sent to the address in the newsletter or e-mailed to krish@srl.uic.edu. Survey Research does not charge a fee for these postings.

The Institute for Survey Research at Temple Univ. has openings for Field Administrators, Senior Field Administrators, and Technical Support Specialists who will work out of offices on the Philadelphia campus. Both **Field Administrators** and **Senior Field Administrators** recruit, hire, train, and manage field coordinators, interviewers, telephone interviewers, and supervisors. These positions require directly related survey research, administrative, and computer-assisted interviewing experience. Computer skills, including word processing, database management, and basic spreadsheet functions, also are required, as are strong verbal communication skills. Responsibilities include tracking study progress, precise recordkeeping, and writing instruction manuals, memos, and end-of-study data collection reports. Please send a resumé and cover letter to peter@temss2.isr.temple.edu. The general purpose of the **Technical Support Specialist** position is the design, review, and development of survey questionnaires using CASES software and the overall coordination of departmental operations from initial questionnaire design and development to data cleaning and the final production of a cleaned data file at the end of the study. Individuals in these positions may be responsible for a single large study or several small studies concurrently. Position requirements include completion of a bachelor's degree or equivalent work experience.

Coursework in social science or a related field is preferred. Successful candidates should have 2–3 years experience in survey or market research, demonstrated experience with CASES or similar CATI software, and experience with questionnaire design, data processing, and/or data analysis. SPSSx or similar statistical software experience is helpful. Interested individuals should have the ability to present ideas effectively, both orally and in writing, and the ability to think independently, creatively, logically, and under pressure. Please respond to shine@temple.edu with a resumé and cover letter. ISR offers a generous benefit package including 403b and tuition remission.

RTI's Survey Research Division is seeking **Research Survey Specialists**. Main duties are to lead telephone studies as project director or task leader. The successful candidate will make positive contributions to telephone projects and methodologies, develop new strategies to improve response rates, and contribute to and direct research proposals. Research Survey Specialists work with study collaborators to develop, implement, and monitor telephone research designs, and prepare and present reports to clients. Qualified candidates must possess a minimum of an MA with 3+ years experience managing telephone studies, experience working as a project manager or task leader for telephone studies, managing contract research, working closely with staff across a wide variety of substantive and technical fields, gaining recognition from peers and clients for technical expertise, and authoring articles published in peer-reviewed scientific journals. RTI is proud to be an EEO/AA employer M/F/D/V. Please submit resumé online at <http://www.rti.org>. For more information, contact Sheila Knight, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, sknight@rti.org.

The Center for Survey Research (CSR) at the University of Massachusetts, Boston, is seeking a social science Ph.D. to join its group of 7 senior staff members as **Senior Research Fellow**. CSR is looking for applicants with special interest in methodological aspects of survey research (e.g. sampling, question design and evaluation, Web-based surveys, computer-assisted data collection), and/or new analytic techniques (e.g. multi-level statistical analysis, analysis of longitudinal data, nonresponse bias). Applicants must have demonstrated analytic skills and an ability to develop funding for her/his own research interests. Considerable experience with large-scale probability sample survey projects is essential. A competitive calendar-year salary is offered, commensurate with experience. Equal Opportunity/Affirmative Action Employer. Application review will begin

immediately and continue until the position is filled. Send vita to Director, Center for Survey Research, Univ. of Massachusetts Boston, 100 Morrissey Blvd., Boston, MA 02125.

The Center for Health Studies (CHS) is seeking a **Manager** of its Survey Research Program (SRP). CHS is a public domain research organization affiliated with Group Health Cooperative, a non-profit health care system headquartered in Seattle. The Manager provides administrative and scientific direction to the SRP and contributes to the management, design, and implementation of a large portfolio of research projects. CHS is especially interested in someone who can provide leadership in implementing innovative data collection methodologies (e.g., Web and computer based). Qualifications for this position include a master's degree in a social science discipline, epidemiology or health services research (Ph.D. preferred); extensive knowledge of research methods and design (significant content knowledge in the fields of survey research, epidemiology, and health services research, measurement, psychometrics, statistics or related field preferred); 5-7 years experience managing a survey research or data collection unit; superior organizational, interpersonal, management, and supervisory skills; familiarity with survey research involving multi-language and hard-to-reach populations, sensitive topics, and embedded experiments and complex flow patterns. Salary is competitive and commensurate with experience and qualifications. Additional information about the SRP is available at www.centerforhealthstudies.org/sciresc/surv_home.html and information about Group Health Cooperative can be found at www.ghc.org. Application review will begin immediately and continue until the position is filled. Group Health Cooperative is an equal opportunity, affirmative action employer and encourages applications from women, minorities, Vietnam-era and disabled veterans, and other individuals with disabilities. Interested candidates should send a letter of application and current resumé to Jennifer McClure, Survey Research Program Search Committee, Center for Health Studies, 1730 Minor Ave., Ste. 1600, Seattle, WA 98101-1448, mcclure.j@ghc.org.



PUBLICATIONS

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EDITOR'S NOTE

Kris Hertenstein has served as the newsletter's Production Assistant for several years. Over the past few years, however, her level of involvement in the editing and production of *Survey Research* has increased dramatically, to the extent that "Production Assistant" is no longer an adequate description of her role. I am pleased to announce Kris's new title of Editor, a designation that more accurately represents her invaluable contributions to the newsletter.

LKW

Survey Research is published three times a year and serves as a clearinghouse for information about academic and not-for-profit survey research organizations around the world. Permission to reprint material is granted provided that the source is cited.



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