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The Laws of Studying Societal Change

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INTRODUCTION

In 1950, Isaac Asimov formulated his Laws of Robotics:

- *First Law:* A robot may not injure a human being, or, through inaction, allow a human being to come to harm.
- *Second Law:* A robot must obey orders given by human beings, except where such orders would conflict with the First Law.
- *Third Law:* A robot must protect its own existence as long as such protection does not conflict with the First or Second Law.

Following his model, the Laws of Studying Societal Change might go as follows:

- *First Law:* The way to measure change is not to change the measure.
- *Second Law:* When constant measures produce nonconstant measurement, change the measure to measure change.

FIRST LAW

The First Law is easy to understand. Across time a constant stimulus is desired so that one is presumably measuring the same thing in the same way at all points in time. If wording, interviewer instructions, response options, context, or other elements of the measure are altered, the change

in time and the change in measures are totally confounded and it is impossible to sort out the trends from measurement effects.

The First Law also should be easy to implement. What could be easier than just doing things the same way, just repeating procedures? But surveys are complex endeavors with many elements such as sampling, interviewer composition, training and supervision, data collection mode, question wording, context and order, coding, and so forth (Schuman, Steeh, Bobo, & Krysan, 1997)¹. Keeping all of the parts well-documented and consistently applied is no small task. For both good and bad reasons, implementation is often imperfect.

Bad Reasons for Violating the First Law

There are two main bad reasons for violating the First Law: (1) unintentional measurement changes due to slip-ups and misunderstandings, and (2) intentional changes due to either the urge to improve or changes in style.

Slip-ups occur when words are unintentionally inserted or deleted, response options are altered, items are omitted from scales, etc. For example, in an International Social Survey Program (ISSP) module, one country dropped the last item on a scale when a list on the longer A4 paper was copied to 8.5" by 11" paper, and the final item literally

¹This essay discusses surveys, but much of what it considers would also apply to censuses, administrative records, and other data sources.

fell off the page and out of the survey. In the case of the General Social Survey's (GSS) group membership battery, it replicated an item from the 1967 Verba-Nie Political Participation in America study. Their book indicated that one group was "church-affiliated groups," and this was included. However, in actuality, as the original questionnaire made clear, this was not an explicitly asked-about group but had been created from the other-specify item after data collection. Making it an explicitly asked-about group notably increased mentions (Smith, 1990).

Sometimes the changes are more subtle. An initial analysis of an open-ended question asked on the 1955 and 1971 Detroit Area Study showed some major shifts. But when the 1971 coders went back and recoded the 1955 raw data, the differences disappeared. Changes in coding practices, not time, had created the shift (Duncan, Schuman, & Duncan, 1973).

Intentional changes occur because questionnaire crafters like to tinker with items to improve them. Sometimes this merely reflects the idiosyncratic preferences of different questionnaire designers. For example, between 1936, when an item on voting for a woman for president was first asked by Gallup, and 1972, when the GSS adopted the item, the item was asked 10 different times with five different wordings (Smith, 1976).

Other times it may reflect more general changes in house style or research preferences. For example, from the 1950s to the 1970s, the wordings and response scales used on many policy-preference items on the National Election Studies were changed, often twice, to reflect the latest thinking on what type of scales worked best. This led to much debate and some special experimental studies to sort out whether certain variations in attitude constraint and other matters were the result of true change or were merely measurement artifacts (Nie, Verba, & Petrocik, 1976; Niemi & Weisberg, 1976).

Good Reasons for Violating the First Law

Good reasons for changes often involve trade-offs with other competing priorities. For example, the GSS has used the same set of open-ended questions to capture information on the occupation and industry of respondent, spouse, and father from 1972 to the present. However, the Census adopted a fundamentally new system of classifying

occupation and industry around 1980. Eventually, to be comparable to the Census and the many other studies that followed Census practices and because the new scheme better handled emerging occupations and industries, the GSS also adopted the new classification scheme. Thus, for respondent (and likewise for spouse and father), there is an occupation series using the 1970 Census codes for 1972–1990 and a second series for the 1980 Census codes for 1988–2004, with dual coding in 1988–1990.

Likewise, after the 2000 Census adopted a new, multiple-mentions format for racial identification, the GSS implemented a similar item for respondent racial self-classification. This switch was made following several years of experiments about racial and ethnic measurement (Smith, 1995; 1997; 2001).

Of course, even when there are good reasons to make changes, there is a clear cost involved with trend analysis either prevented or at least complicated by the changes. Studying societal change will be easier and more reliable if one follows the First Law and maintains constant measurement.

SECOND LAW

Sometimes it is necessary to change the measure to maintain constant measurement. In general, the Second Law needs to be invoked when either the measure remains constant in form but not in substance or when responses change in a fundamental way. First, the meaning of words can change over time (Smith, 1987). For example, inflation makes items referring to fixed dollar amounts non-comparable over time. Thus, the highly generous Townsend plan of the 1930s that proposed giving \$200 per month to each couple over 65 would now sound miserly if the same dollar figure was used. For similar reasons, the income groups in which the respondent's income is reported on the GSS have been shifted upwards from a top code of \$25,000+ in 1972 to \$110,000+ in 2004. Or consider an item asked by Gallup ("Which American city do you think has the gayest night life?"). Today presumably San Francisco would finish well above its fifth-place position in 1954.

Second, terms may become passé and need to be retooled as usage shifts. Until the late 1960s,

questions on race relations almost universally referred to one racial group as “Negroes.” Due to a strong shift in popular usage, this term was rapidly replaced in the late 1960s with “Blacks.” In the late 1980s there was a less sweeping switch from “Blacks” to “African Americans” (Smith, 1992; Smith, Lavrakas, & Schejbal, 1994). Similarly, terms used in surveys in the 1930s for “relief”, “war-munitions industry,” and “compulsory old-age insurance plan” would have to be altered to something like “welfare”, “defense industry,” and “social security” (Smith, 1987). Sometimes the changes in meaning are essentially linguistic, but other times the meanings of words interact with history. The item, “Do you expect the United States to fight in another war within the next ten years?” was naturally understood to refer to a conflict like World War II when it was asked in 1946–1950, but after the outbreak of the Korean War it was modified to refer to a “world war,” since the type of war referred to was no longer clear (Niemi, Mueller, & Smith, 1989).

However, these examples do not mean that changes in meaning are common or typically occur over a short period. If one is careful in selecting widely used, standard terms and avoiding the latest slang and trendy words, the necessity for revising wordings will be greatly reduced. One example would be questions about marijuana. As the National Institute of Drug Abuse has noted, there are many terms for this drug, and terms from the past—such as pot, herb, grass, Mary Jane, and reefer—mix with more contemporary terms, like Aunt Mary, skunk, boom, gangster, kif, and ganja. The last thing one wants to do in asking questions is to utilize the latest (and ever-changing) fad words.

Third, due to changing conditions, items may become outdated due to the disappearance of old societal features or the appearance of new ones. Thus, a NORC item from the 1940s asked about integrated streetcars. This question is no longer meaningful because streetcars no longer exist. Similarly, a Gallup item in 1937 that asked, “Would you prefer to get national news from a daily newspaper or from a radio?” was outdated by the 1950s with the rise of television, and if television then had been added, it again would have become antiquated by the 1990s with the rise of the Internet (Smith, 1987). Obviously, asking the original question consistently across time would not provide constant measurement since it originally covered the main news media but later did not².

Fourth, questions may include statements that are no longer factual over time. The original GSS item on government spending on crime asked about spending to “halt the rising crime rate.” But the crime rate did not rise in most years during the last 15 years. As part of a broader reform of the spending battery as a whole, this was handled by having split-ballot wording experiments on the spending items from 1984 onward (Smith, 1987; Rasinski, 1989). Another example would be items that referred to specific individuals holding political office. Thus, the long Gallup series on presidential job approval must revise its wording when a new leader takes office.

Finally, in other cases the individual measures may remain consistent but no longer meaningfully measure the underlying domain adequately. There are two examples from intergroup relations that serve as examples. First, on the GSS the original intergroup relations items (or “race relations” items as they were known in the 1970s) only mention Whites and Blacks. With Hispanics now surpassing Blacks in population and Asians also having greatly increased their numbers, the original framework is clearly inadequate, and the GSS launched a “Beyond Black and White” initiative in the 1990s that covered other groups, both in topical modules and in a revised core. Second, due to growing support for integration and ethno-racial equality, many items became too skewed to differentiate meaningfully. To deal with this, old items were replaced. As part of this transition, in a number of cases, new items were asked alongside existing items so they could be calibrated before the old items were phased out.

GSS Demographics, 1972–2004

To judge the frequency of changes in measures, consider ten basic background variables on the GSS: sex, age, race, marital status, education, occupation, income, labor-force status, religion,

²It is not by happenstance that these two examples involve technology. Technology often changes rapidly and often a new technology will almost completely replace older ones very quickly. Technological changes also affect survey data collection itself. For example, telephone surveys largely replaced in-person surveys in the U.S. from the early 1970s to the 1980s. This change in technology both reflected various societal changes (e.g., spreading telephone coverage, increased use of computers) and complicated the measurement of same by varying the mode.

and household size. No changes have been made in the measures for six. Sex, age, marital status, education, labor-force status, and household size have followed the First Law and have not changed the measure. Four demographics have been changed (race, occupation, income, and religion). Race was fundamentally revised (from RACE to RACECEN1,2,3 + HISPANIC) to reflect revisions in Census practices, a new conceptualization of race, and the changing racial composition of America. Likewise, questions about occupation switched from using the 1970 Census codes to the completely revamped 1980 codes, and occupational prestige was remeasured in 1989, to match up with the new codes and reflect changes in societal evaluations of the standing of occupations (Nakao & Treas, 1994)(e.g., from OCC, INDUSTRY, and PRESTIGE to OCC80, INDUS80, and PRESTGE80). For religion, there was no basic shift, but it was refined by additional codes for major religions, Protestant denominations, and Jews. However, this was done without altering the wording of the items and the new codes could be collapsed back into the original similar codes. Finally, one of the unaltered demographics, marital status, changed its social role. It is no longer deemed adequate in and of itself to capture people's living arrangements. The rise of cohabitation means that marital status must be used along with the detailed information from the household enumeration form and a direct item on cohabitation to fully delineate living arrangements.

SUMMARY

While there are good and necessary reasons to follow the Second Law, departures from the First Law should not be taken lightly and should be undertaken only in a methodologically sound manner. First, changes should be introduced so that the needed refinements are achieved but the historical trends also are preserved. Examples of this are the addition of follow-up questions such as cohabitation to marital status, the use of more detailed codes that can be collapsed into simpler original codes as in the case of religion, or having parallel old and new series with split-ballots as for the spending-priorities items. Second, when a new measure replaces an old measure so that a simple and consistent time series cannot be maintained, calibration is desirable. For example, the 1980 occupation and industry codes were adopted after three years of dual coding, and the multiple-mentions racial item was adopted after a split-ballot test of the old and new measures. Even with calibration, such switching complicates trend analysis. But it provides a sound methodological basis for splicing trends and extending over time analysis across measurement alterations. Similarly, multiple items making scales of gender roles or intergroup relations have been altered over time with the introduction of new items to the initial battery and then later the dropping of some of the skewed or substantively outdated original items. Of course, this only allows scales to be compared

Lead Articles Sought

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.

over time; for the dropped items, there is obviously no continuing time series. In brief, through these and other careful methodological designs, the First and Second Laws both can be respected³.

To reliably measure societal change, one must be serious about measurement and careful in how measurement is carried out. One starts by following the First Law. That will be all one needs to do in the vast majority of circumstances. Then one needs to continually consider whether for particular circumstances one needs instead to obey the Second Law. Some criteria for following the Second Law are clear, like skewed marginals or certain changes in factual conditions that make old items out-of-date or no longer accurate. But other reasons, such as shifts in language use and meaning, are harder to judge. Both because it is often less certain when one should switch from the First to the Second Law and because even a well-founded switch needs to be carefully introduced, one should use split ballots, the adding of additional items, refined codes that can collapse back into original codes, and other techniques to introduce the new. One should never simply delete the old and add the new measures. In sum, the way to study societal change is to follow the First and Second Laws.

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³Multiple-items scales are of course always a good idea to improve reliability and validity. This is especially true of scales designed to measure trends over long periods as individual measures may cease to function properly due to changes in factual circumstances, language, skewness, or other factors. Ideally, with multiple items there still would be enough items to construct valid and reliable scales even if some items ceased to work well.



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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Ask Alabama. This statewide RDD survey has been ongoing quarterly since June 2004. *Ask Alabama* tracks perceptions of ongoing Alabama issues and current hot topics, with reports released at least once per month. The latest poll, conducted in April 2005, surveyed 603 Alabamians on prayer in public schools, teaching evolution and sex education, taxes, and healthcare in Alabama. Reports and press releases can be found on the *Ask Alabama* Web site at www.askalabama.org. *Project Manager:* Robin Salter.

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City of Flagstaff Omnibus Survey. This RDD survey of 611 adult residents of the Flagstaff area was conducted in April 2005 for various local clients. Topics included the quality of life in Flagstaff and ratings of schools, government, and the media. Respondents also were asked about a May 2005 city ballot proposition. *Director:* Fred Solop.

Grand Canyon State Poll. This twice-yearly statewide telephone survey of adult residents of Arizona ($n=423$) was conducted in March 2005. Respondents were asked about the 2006 Arizona governor's race, immigration issues, forest management, endangered species, issues of traditional agriculture, and preferred designs for the 2008 Arizona state quarter coin. *Director:* Fred Solop.

City of Flagstaff Citizen Survey. The fifth annual RDD survey of 410 residents of Flagstaff was conducted in December 2004 on behalf of the City of Flagstaff. Respondents were asked about quality of life in Flagstaff, their satisfaction with municipal services, city taxes, and perceptions of the city's Web site. *Director:* Fred Solop.

Arizona Indian Gaming Association. This statewide RDD survey of 600 registered voters was conducted in October 2004 for the Arizona Indian Gaming Association, an organization of 17 Arizona tribes. This was the second in a series of surveys examining statewide issues. Topics included the performance of elected officials, the Arizona Proposition 200 ballot issue, and the 2004 presidential election. *Director:* Fred Solop.

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2004 Maternal and Infant Health Assessment (MIHA). This was the sixth year of data collection for this project. The study involves sending mail questionnaires to a list sample of 5,000 California women who gave birth four months prior to data collection. Telephone interviews were conducted with nonresponders to the mail effort. A minimum of 3,500 interviews is completed each year. Interviews are conducted in English and Spanish. SRC is preparing for the 2005 MIHA cohort. *Principal Investigator:* Paula Braveman (UC San Francisco), *Project Director:* Madonna Camel, *Contact Person:* Robert Lee.

Childhood Leukemia Study. SRC conducts CATI and CAPI interviews with children with leukemia and with a control group recruited from hospitals.

These interviews are conducted in English and Spanish with approximately 450 subjects per year. SRC staff also collect buccal cell samples, arrange for blood specimens to be obtained, and perform global positioning satellite (GPS) measurements. This project began in 2002. Follow-up interviews and interviews with newly recruited subjects will continue through at least 2008. *Principal Investigator:* Patricia Buffler, *Project Director:* Susan Burns, *Contact Person:* Robert Lee.

“By The People” Deliberative Poll. This project involved recruiting a national RDD sample from ten cities in the U.S. for an interview about foreign affairs and U.S. economics. At the end of the telephone interview, subjects were invited to participate in a “deliberative poll” discussion with experts about the issues discussed in the interview. In all, 3,781 RDD interviews were conducted, and 1,435 subjects agreed to participate in the event, with 725 actually participating in the discussions and presentations, which were televised for broadcast by MacNeil/Lehrer Productions. *Principal Investigators:* James Fishkin (Stanford Univ.) and Robert Luskin (Univ. of Texas at Austin), *Project Director:* Robert Lee.

Golden Bear Omnibus Survey (GBO). The GBO was sponsored in part by SRC to provide a vehicle for UC Berkeley faculty to conduct survey research with a significant sample of Californians. Faculty participants contributed research modules as part of this omnibus data collection effort. Subject areas included current political and public policy issues covering five topic areas. Interviews were completed with 1,050 California adults. *Principal Investigators:* Michael Hanemann, Berkeley Taeku Lee, David Levine, Robert MacCoun (UC Berkeley), Ruth Milkman (UCLA), and Paul Sniderman (Stanford Univ.); *Project Director:* Robert Lee.

Public Agendas and Citizen Engagement Survey (PACES). The PACES study utilized a national list-assisted RDD sample to recruit participants who were at least 18 years old. The study relied upon oversampling to increase the participation of young adults age 18–26. The subject areas included governmental priorities, political participation, and issues that affect political activism. Interviews were completed in 2004 with 1,443 subjects. SRC re-interviewed 1,038 of the respondents in late 2004 and early 2005 to determine voting behavior in the 2004 presidential election. The 2005 PACES project is

currently in the field. *Principal Investigator:* J. Merrill Shanks, *Project Director:* Robert Lee.

Childhood Lead Poisoning Prevention Study.

This project was designed as a pilot study to estimate the proportion of California children with lead poisoning or elevated blood lead levels, using four different sampling methods to identify high-risk children residing in Contra Costa County. SRC conducted 687 interviews with the parents or guardians of children who are at least 12 months but not yet 72 months of age, and blood specimens were obtained from the children. Over 100 interviews were conducted for each data collection method used, namely, (1) RDD interviews, (2) an area probability sample from randomly selected city blocks, (3) a birth search sample interviewed by telephone, and (4) a community-based organization (CBO) sample of participants of the Head Start Pre-School organization. The Childhood Lead Poisoning Prevention Branch of the California Dept. of Health Services funded this study. *Project Director:* Susan Burns, *Contact Person:* Robert Lee.

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Uncompensated Care Study. Funded by the Robert Wood Johnson Foundation, this study will provide information about how health care institutions take care of and bill patients who are uninsured or underinsured. From July 2003 through September 2005, SRL conducted CAPI interviews with patients at Rush, UIC, and Michael Reese hospitals (approximately 100 at each). *Principal Investigator:* Saul Weiner (General Internal Medicine, Univ. of Illinois at Chicago), *Project Coordinator:* David Schipani.

Child Abuse Reporting Experiences. The purpose of the study was to investigate the processes that influence the reporting of suspicious injuries to Child Protective Services (CPS) by providers in pediatric settings. Cases were sampled in the following three strata: cases with a low level of suspected abuse for which the attending physician did not report the injuries to CPS; cases with a moderate

PATRONS

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- American Association for Public Opinion Research
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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
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- Westat

to high level of suspected abuse for which the attending physician did not report the injuries to CPS; and cases with any level of suspected abuse for which the attending physician did report the injuries to CPS. SRL's role included three data collection procedures. First, a written questionnaire was sent to participant physicians to gather preliminary information about each sampled case. Second, an initial telephone interview was conducted with participant physicians approximately six weeks after their visit with the sampled case. Third, a follow-up telephone interview was conducted approximately six months after the initial visit. SRL began interviewing physicians in January 2003. Interviewing concluded in March 2005. During that time, six-week and six-month telephone interview pairs were completed with 113 physicians. *Principal Investigators:* Emalee Flaherty (Children's Memorial Hospital) and Risé Jones (Institute for Health Research and Policy, Univ. of Illinois at Chicago), *Project Coordinator:* Lori Harmon.

Thrombotic Thrombocytopenic Purpura (TTP) Case Control Study. For this study of TTP, SRL is identifying 1,200 eligible and interested controls. Controls are being matched on geographic area, gender, and age. Data collection began in May. *Principal Investigator:* Dilip Pandey (Northwestern Univ.), *Project Coordinator:* Lori Harmon.

Prescription Drug Diversion Study. The purpose of this study was to explore ways to reduce prescription drug abuse and diversion without imposing impractical or excessive controls on the practice of medicine or pharmacy. To understand health care practitioners' perspectives regarding prescription drug diversion and abuse, SRL conducted focus groups with physicians, pharmacists, and veterinarians in May 2004. Afterward, separate mail questionnaires were developed for physicians and pharmacists, each of which addressed awareness and perceptions of prescription drug diversion and abuse, training in diversion control, knowledge of prescription drug abuse and the effects of controlled medications on patients, perceptions of prescription drug monitoring programs, and knowledge of laws and regulations regarding prescribing and dispensing controlled substances. In addition, physicians were asked questions related to prescribing controlled substances, while pharmacists were asked about their dispensing practices. When data collection ended at the beginning of November 2004, completed questionnaires had been returned by 951 physicians and 1,005 pharmacists. *Principal Investigator:* Linda Richter (National Center on Addiction and Substance Abuse at Columbia Univ.), *Project Coordinators:* Jill Ronco and Isabel Calhoun Farrar.

Great Lakes Areas of Concern (AOCs) Homeowner Survey. Although over \$500 million has been spent on toxic sediment clean-up in the Great Lakes AOCs, contamination persists at most sites. The overall purpose of this project is to assist decision makers in prioritizing sediment clean-up in AOCs and in other areas where sediment contamination limits beneficial uses of river or coastal waters. To this end, SRL sent mail questionnaires to homeowners in Sheboygan, WI, and Buffalo, NY; respondents were given the option of completing the instrument online. An earlier SRL study surveyed homeowners in the Waukegan, IL, area, which also is an AOC. *Principal Investigator:* John Braden (Dept. of Agricultural and Consumer Economics, Univ. of Illinois at Urbana-Champaign), *Project Coordinator:* Lisa Kelly-Wilson.

American Attitudes Toward Poetry. There were three components of the research. The first consisted of 20 cognitive interviews with consumers and nonconsumers of poetry. The second consisted of 20 pretest interviews with the same populations, while the final was composed of behavior coding of the pretest interviews. The purpose of the research

was to test and to make recommendations for changes to the questionnaire to be used by the National Opinion Research Center (NORC) in its upcoming national survey to be conducted for the Poetry Foundation. *Principal Investigators:* Lisa Schwartz and Kathleen Parker (NORC), *Project Coordinator:* Lori Harmon.

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Public Interest Survey. To inform the NAACP leadership on the views of association members regarding selected public policy and civil rights issues and to compare member views with those held by the general public, NORC is overseeing a mixed-mode data collection with NAACP sponsorship. NORC is surveying by mail a random sample of 1,000 NAACP members. Subcontractor Knowledge Networks is using a Web-based approach to administer the same questionnaire to a panel drawn from the general public. *Project Director:* Ray Lodato.

Youth and Sexual Empowerment: Sex, Politics, and Culture. NORC will conduct a national RDD CATI survey with a sample of young people age 15–25 years to examine sexual attitudes, political efficacy, popular culture, spirituality, and other issues. The survey will include oversamples of African-American and Hispanic young people. NORC anticipates completing more than 1,400 interviews. *Principal Investigator:* Cathy Cohen, *Project Director:* Karen Grigorian.

Survey of Former Prisoners. NORC has begun work on the Survey of Former Prisoners by the U.S. Dept. of Justice, Bureau of Justice Statistics (BJS). One of a series of investigations sponsored by BJS addressing the issue of sexual assault in prisons, this effort will pretest a sampling framework and a questionnaire to inform the development of a national survey of released prisoners. Data are collected using ACASI. *Project Director:* Candace Johnson.

Illinois Health Curriculum Study (IHCS). Now available on the NORC Web site (www.norc.org) is the final report for the IHCS. A mail survey, the IHCS was the first survey of a representative

sample of middle- and high-school teachers statewide regarding sex education curricula. The Illinois Caucus for Adolescent Health and Planned Parenthood were sponsors of this study. For the study, NORC drew a sample of 335 teachers from a probability sample of 112 school districts and 201 schools. *Project Director:* Ann Burke.

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Youth and Rural Community Project. This research focused on alcohol use among rural adolescents. Nearly 2,000 middle-school students completed self-administered questionnaires in 23 small, rural communities in four upper Midwestern states during the winter of 2004–2005. School and community information was obtained during meetings with school officials. CATI interviews were conducted with 790 community adults, including parents, teachers, and knowledgeable community members. The survey questions focused on the community and their opinions about alcohol use by adults and adolescents. This project was conducted in cooperation with Calvin College in Grand Rapids, MI. *Project Coordinator:* Dianne Anderson, *Project Manager:* Janice Larson.

E-government Policy Research: Survey of Iowa Businesses & Citizens. This two-stage study in 2004–2005 was designed to identify priorities for online transactions with the State of Iowa. The first stage involved 434 CATI interviews with a list sample of Iowa businesses. The second stage involved 404 RDD CATI interviews with a sample of the general population. The questions centered on the awareness of online transactions currently available with Iowa state agencies, transactions that businesses and citizens would like to be able to do online, general attitudes about using the Internet, and willingness to pay for the convenience of online services. *Project Coordinator:* Janice Larson, *Project Managers:* Allison Tyler and Karen Fliehler.

Iowa Verb Study. The Iowa Verb Study was a validation study of physical activity; it was conducted in spring 2004 with students in grades 4–8 in the Des Moines Public School District.

Participating students wore an activity monitor for one week and recorded their physical activities. CATI interviews were conducted with parents and children, both before and after the students wore the monitor. Parents were asked about their household and their children's activities, and children were asked about their own activities as well as their attitudes toward physical activity. *Project Coordinator:* Dianne Anderson, *Project Manager:* Janice Larson.

MASSACHUSETTS

**Center for Business Research (CBR)
University of Massachusetts Dartmouth**
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508-999-8446, fax: 508-999-8646
nbarnes@umassd.edu; www.umassd.edu/cbr/

Pets and Cranberries. This study involved a telephone survey of 92 pet food manufacturers, followed by a market analysis of the pet food industry that incorporated the findings of the interviews. Topics included merger and acquisition activity, manufacturer profiles, and interviews and consumer trends as they relate to pets. *Project Director:* Nora Ganim Barnes.

Market Expansion of Coastal Southeastern New England Wines. CBR completed 500 telephone interviews in spring 2005. The survey was conducted with potential tourists in order to gauge their interest in becoming a day visitor of coastal wineries of southeastern New England. In addition, the research focused on attributes tourists would want in a wine visit, along with the information sources they might use to plan a trip. *Project Director:* Nora Ganim Barnes.

MICHIGAN

**Survey Research Center (SRC)
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University of Michigan**
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Social Relations and Mental Health—Wave II. This is a follow-up to the 1992 Study of Social Relations. The purpose of the study is to investigate the relationship among social relations, stress, and well

being. SRC is investigating whether any particular patterns of social relations or feelings about people who are close and important to individuals are related to health and well being. Questions cover social relations with family and friends, stress and daily hassles, life satisfaction, and overall well being. The National Institute of Mental Health funds this study. Approximately 1,167 CATI and CAPI interviews will be completed this spring and summer with surviving respondents from the 1992 study. Approximately 75% of the interviews will be done by phone and 25% will require an in-person interview. *Principal Investigator:* Toni Antonucci, *Study Director:* ZoAnne Blackburn, *Production Manager:* Sharon Parker.

Family Connections Across Generations and Nations Survey (NSAL-3 Gen). This CATI study recruits eligible participants from the National Survey of American Life (NSAL), a face-to-face study conducted by SRC in 2001–2003. Approximately 2,400 respondents from that study will be contacted for participation in this multigenerational study, which randomly selects a triad of members from each family. A triad consists of the NSAL respondent plus two of his or her family members. A special focus of the study is the recruitment of NSAL respondents who have eligible family members residing in the Caribbean, who will be interviewed face-to-face in a separate effort. The survey content focuses on what it means to be part of a multigenerational family in terms of social support and social demands, with implications for health and health behavior. SRC expects to conduct approximately 2,300 interviews between October 2004 and October 2005. The National Institute on Aging provides the primary funding for this study. *Principal Investigator:* James Jackson, *Survey Director:* Kirsten Alcer, *Production Manager:* Shonda Kruger Ndiaye.

MINNESOTA

**Minnesota Center for Survey Research
University of Minnesota**
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Aquarium, Outdoor Pond, and Water Garden Issues. The main goals of this mail survey were to (1) determine what happens to aquatic plants, fish, and other animals that aquarium, outdoor pond, and

water garden owners no longer want; (2) assess residents' reaction to the Habitattitude™ campaign logo and messages, which is designed to promote awareness and preventative actions; and (3) gather pre-campaign information that may be compared to a future post-campaign survey. Questionnaires were mailed to a random sample of individuals in two Minnesota communities (Duluth and Rochester) and two Pennsylvania communities (Allentown and Erie). Data collection was conducted from October to December 2004, and a total of 1,077 questionnaires were completed and returned. The project was funded through a grant from the National Sea Grant College Program.

NORTH CAROLINA

Social and Statistical Sciences

RTI International

3040 Cornwallis Road, P.O. Box 12194, Research Triangle Park, NC 27709-2194
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Surveillance Support Services for the National Cancer Institute (NCI). RTI will assist NCI in conducting a variety of cancer control surveillance activities to reduce risk, incidence, and deaths from cancer and to enhance the quality of life for cancer survivors. Activities include conducting surveys, evaluation studies, and surveillance projects in three broad categories: rapid response to emerging issues, evaluation, and methods development. *Project Director:* Jerry Rench.

2005 Nationwide Blood Collection and Utilization Survey. RTI is the subcontractor for the American Assn. of Blood Banks and HHS to conduct this national survey to assess the volume of blood collected and transfused in 2004. The mail survey will include all domestic blood centers and a sample of nearly 3,000 transfusing hospitals. The data will allow for national estimates of blood services activities and extend the historical trend analyses. *Project Director:* Marian Sullivan.

Drug Abuse Warning Network (DAWN) Analysis. Sponsored by SAMHSA, DAWN is a public health surveillance system that monitors licit and illicit drug-related emergency department visits nationally and for select metropolitan areas, based on medical records from a probability sample of hospital emergency departments. DAWN collects data on drug-

related deaths investigated by medical examiners and coroners in selected metropolitan areas and states. The analysis contract involves imputing of missing data, weighting, developing point and variance estimates, conducting analyses, and producing annual and periodic publications based on the findings. *Project Director:* Victoria Albright.

OREGON

Oregon Survey Research Laboratory (OSRL) University of Oregon

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541-346-0824, fax: 541-346-0388
osrl@uoregon.edu; osrl.uoregon.edu

Teen Driver Licensing Program Survey 2005. The Oregon Dept. of Transportation (ODOT) sponsored this study, which replicated a previous study conducted in British Columbia on parental and teen attitudes, views, and behaviors toward newly licensed teens. Subject areas included opinions of Oregon teen driving laws, crashes and the behaviors that led up to those crashes, teens' driving instruction experiences, risky behavior, household or parental rules, and employment-related trip behavior. OSRL completed 1,125 CATI interviews with Oregon teenage drivers and parents. *Project Director:* Brian Wolf.

Oregon Chiropractor Web Survey. In February and March 2005, OSRL conducted a Web-based survey of chiropractors. Sponsored by the Oregon Board of Chiropractic Examiners (OBCE), pre-contact letters were sent to 1,180 Oregon chiropractors followed up by a reminder call. Four hundred eighty-six respondents attempted to participate; 384 completed the questionnaire. The survey gathered feedback from chiropractors on OBCE's mission and goals, issues facing the profession in Oregon and OBCE as a regulatory agency, OBCE job performance and communications, proposed legislation regarding regulation of chiropractic health care, member participation in OBCE, and career and general demographic information. *Project Director:* Juyeon Son.

City of Eugene Community Survey. OSRL conducted a CATI survey of 401 randomly selected Spanish- and English-speaking households in Eugene, OR. The City of Eugene sponsored this survey, which sought to obtain valid and reliable information from residents on the quality of life in Eugene, community priorities and values, and the quality of services provided by the City. The study captured residents'

opinions about city government, public safety, economic opportunity, growth, and satisfaction. *Project Director:* Anthony Silvaggio.

ODOT Survey. With sponsorship by ODOT, OSRL conducted an RDD survey of 365 residents of the Brookings, OR, area. With references to an ODOT construction project on Highway 101 in downtown Brookings, questions concerned respondents' familiarity with the project, the way the public was informed about the project, attitudes toward traffic congestion and safety issues, respondents' preferences for alternative plans, and demographic information. *Project Director:* Juyeon Son.

Post-occupancy Web-Based Survey. In February and March 2005, OSRL conducted a list survey of 610 Univ. of Oregon (UO) students and faculty taking or teaching classes and staff working in the Lillis Business Complex building. Sponsored by the UO Facilities Services, the study's purpose was to assess the efficiency of UO facilities and areas of needed changes, if any. *Project Director:* Robert Choquette.

Diversity and Human Rights Consortium Survey. This mail survey of 777 Lane County, OR, employees was sponsored by the Diversity and Human Rights Consortium. Topics included feelings about discrimination, diversity and harassment in the workplace, overall job satisfaction, comfort in the work environment, interactions with coworkers and supervisors, and verification of employment and level of experience. *Project Directors:* Vikas Gumbhir and Brian Wolf.

Univ. of Oregon (UO) Transportation Survey. OSRL conducted a list survey of 400 UO faculty and staff for the UO's Office of Environmental Health and Safety and the Service Learning Program of the Environmental Studies Program. The purpose of this CATI study was to obtain information on the transportation needs and choices of UO staff and faculty, to help campus planners match employee transportation needs with designs for the future, and to better understand commuter choices. *Project Director:* Robert Choquette.

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Oregon Annual Social Indicators Survey.

The Oregon Criminal Justice Commission, ECONorthwest (a private economics consulting firm), Univ. of Oregon faculty and graduate students, and Friendly Neighbors for Peace (a neighborhood peace group in Eugene, OR) sponsored this statewide RDD survey of 801 Oregonians. The study covered various topics: police, vehicle stops and searches, racial profiling, crime and driving, how and when people go to casinos to play bingo and gamble, feelings about a proposed U.S. Department of Peace, and politics. *Project Directors:* Joel Bloom and Robert Choquette.

Oregon Criminal Justice Commission

Oversample Survey. In May–June 2005, OSRL conducted an RDD CATI survey of 175 African Americans and 200 Caucasian Americans in the Portland area and 175 Latino Americans statewide. This survey supplements the Oregon Annual Social Indicators Survey. Sponsored by the Oregon Criminal Justice Commission, questions were asked about issues related to racial profiling to help understand Oregonians' interaction with local police officers. *Project Director:* Joel Bloom.

Transportation Needs and Issues Survey.

OSRL interviewed individuals in 1,001 Oregon households by telephone to obtain information about Oregonians' transportation-related opinions, perceptions, and behaviors. This project was sponsored by ODOT. *Project Director:* Juyeon Son.

Horizons Social Indicators Survey. The Northwest Area Foundation sponsored this telephone and mail survey that listened to community members so that it can tailor its work to real-life needs and realities. OSRL conducted an RDD survey of 3,359 households in select communities in Minnesota, Iowa, North Dakota, South Dakota, Montana, Idaho, Washington, and Oregon. OSRL also conducted a supplemental mail survey of 94 households in small, isolated, rural American Indian communities in Washington. *Project Director:* Joel Bloom.

Oregon Salmon Plates Surveys. This June, OSRL conducted 2 statewide surveys for 3 State of Oregon agencies: Dept. of State Lands, Parks and Recreation Dept., and the Oregon Watershed Enhancement Board. The purpose of the first RDD CATI survey of licensed drivers was to identify barriers to purchasing salmon specialty license plates and to find out how much Oregonians know

about the use of funds from the sale of the plates. The second list survey involved letters to 800 Oregonians who have salmon specialty license plates, inviting them to participate in a Web-based survey to help the Oregon Plan for Salmon and Watersheds Outreach Team make decisions about the sale of the plates. *Project Director:* Anthony Silvaggio.

PENNSYLVANIA

Institute for Survey Research (ISR)

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Hispanic Americans Baseline Alcohol Survey (HABLAS).

HABLAS is a study of health issues related to drinking practices, associated problems, and attitudes toward alcohol in Hispanic/Latino communities in the United States. The study is funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) of the National Institutes of Health (NIH). Data collection began in January 2005 and is scheduled for completion in December 2005. During this time, ISR will conduct English and Spanish CAPI interviews with a probability sample of 6,000 adult respondents among four Hispanic national groups: Puerto Rican Americans, Cuban Americans, Mexican Americans, and Central/South Americans, in four U.S. cities—New York, Miami, Los Angeles, and Houston. *Principal Investigator:* Raul Caetano (Univ. of Texas at Houston), *Study Director:* Heather Hammer.

Survey Research Center (SRC)

Pennsylvania State University

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E-mail: src@ssri.psu.edu;
www.ssri.psu.edu/survey/index.html

Family Choices Study. This is a nationally representative telephone survey of over 5,000 women age 25 through 45 and their partners (when present). The project is funded by NICHD and focuses on childbearing plans and obstacles, both medical and social, to women having the children they plan. Many of the respondents to the survey will be included in a follow-up interview planned after three years. The interviews are being conducted by SRC and the Bureau of Sociological Research

at the Univ. of Nebraska-Lincoln. A methodological innovation in the survey is the use of a planned missingness design for several scales included in the interview to reduce respondent burden. *Principal Investigator:* Lynn White (Univ. of Nebraska-Lincoln), *Study Director and Co-principal investigator:* David Johnson.

Indigenous Knowledge Faculty Survey. SRC carried out a whole-population Web survey of 6,548 Pennsylvania State Univ. faculty and extension educators to assess how much these faculty members incorporate local (or traditional) ways of knowing into their teaching, research, and outreach activities. An experimental design was included in the study, which consisted of designating two simple random subsamples of the 6,548 persons in the entire sample: 5,548 received only a four-contact Web survey, while 1,000 received the same four-contact Web survey plus a paper follow-up questionnaire and reminder postcard. This design allowed for non-response bias to be investigated in the larger group that did not receive the additional paper follow-ups. Responses were received from 1,471 persons from the Web-only subsample, while 452 responded to the Web-paper subsample. *Principal Investigators:* Ladislaus Semali and Audrey Maretzki, *Study Director:* Brian Grim.

School Nurses and Asthma in Schools. This study was funded by the Center for Rural Pennsylvania. There are currently over 180,000 school-age children in Pennsylvania with asthma. Nationally, asthma is the single most prevalent cause of childhood disability, responsible for 14 million missed school days each year. This mail study gathered information about the scope of the asthma burden among children, barriers to optimal asthma management in the school setting, and school nurses' recommendations for policies that could improve the capacity for asthma management in schools. SRC mailed an initial survey to 996 randomly selected Pennsylvania schools, to the attention of the "School Nurse." *Principal Investigator:* Marianne Hillemeier; *Co-principal Investigators:* Maryellen Gusic and Yu Bai; *Study Directors:* Sally Crandall and Teresa Crisafulli.

National Study of Daily Experiences (NSDE). The NSDE combines biological and survey data to enhance findings by collecting cortisol, a hormone contained in saliva that indicates respondents' stress levels. Extensive research suggests that physical and psychological stressors may influ-

ence levels of cortisol in the body. NSDE is a part of the National Survey of Midlife in the United States (MIDUS) funded by the National Institute on Aging. The NSDE is a telephone study examining the daily stressful experiences of a subsample of MIDUS respondents. Before beginning the 8-day telephone diary, subjects receive a package containing plastic vials known as salivettes. With instruction from SRC interviewers, beginning on the second day of the diary, participants collect their own saliva samples 4 times daily by chewing on a cotton swab for 1 minute. On day 5, the salivettes are mailed to the Univ. of Wisconsin for analysis. Adding saliva collection to any research method poses various challenges. Respondents may be hesitant about providing biological samples and must be instructed on how the samples should be handled, stored, and prepared for shipping, requiring competent interviewers trained to handle respondents' questions with understanding. Ninety percent of respondents send in their samples. *Principal Investigator:* David Almeida, *Project Manager:* Amanda Maullt.

Better Jobs Better Care (BJBC) Program. BJBC is intended to improve workplace practices for direct care workers in personal care agencies, home health agencies, nursing homes, and adult day care organizations. A combination of Web and scannable paper surveys was designed to evaluate the effect of changes in the work place on direct care worker job quality and retention. Survey data is being collected from clinical managers, direct care workers, and frontline supervisors of health care providers in Oregon, Iowa, Pennsylvania, Vermont, and North Carolina participating in the Better Jobs Better Care Program. In addition to collecting survey data, SRC is maintaining a management information system. This Web-based system is designed to track employee changes over a three-year period and is updated by participating organizations each pay period. *Principal Investigator:* Peter Kemper, *Project Managers:* Mindy Anderson-Knott, Melissa Hobbs, and Jennifer Sheaffer.

CANADA

Institute for Social Research York University

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Protection of Personal Privacy and the Conduct of Health Research. This project forms part of a larger

study examining the value Canadians place on the privacy of their health information, the value they place on health research, and how they reconcile competing demands between protection of privacy and health research. The extent to which general views about privacy and trust are related and how these factors relate to sociodemographic characteristics will also be explored. ISR conducted 1,100 telephone interviews in the spring of 2005 in randomly selected households across the country. In addition, respondents in Montreal, Toronto, and Vancouver will be invited to participate in follow-up focus groups/discussion dialogues to further examine these issues. Funding is provided by the Canadian Institutes of Health Research. *Principal Investigator:* Don Willison (McMaster Univ.), *Study Director:* David Northrup.

British Columbia (BC) Referendum and Election Study. In the recent provincial election in British Columbia in May 2005, BC residents also voted on a referendum question about electoral reform. This question was developed by the Citizens' Assembly on Electoral Reform, a group of BC citizens who were picked at random and have been studying the way elections work in British Columbia and elsewhere. The recent telephone survey took place between January and May 2005 with approximately 3,000 randomly selected BC residents and asked their opinion about the Assembly's suggestions for electoral reform (including their recommendation for a Single Transferable Vote) and other issues relating to politics in British Columbia. This research was funded by the Univ. of British Columbia (UBC). *Principal Investigators:* Richard Johnston, Fred Cutler, Mark Warren and Ken Carty (UBC), André Blais and Patrick Fournier (Univ. de Montréal), and David Northrup; *Study Director:* David Northrup.

CANPLAY Pedometer Study 2005. This study of Physical Activity Levels Among Youth (PLAY) is designed to collect comprehensive and accurate information on the physical activity levels of Canadian children and youth via pedometers. Approximately 10,000 children and youth will be selected from across Canada for the 2005 survey. The survey will be conducted annually until 2010 on behalf of the Canadian Fitness and Lifestyle Research Institute (CFLRI), a not-for-profit research agency that has been studying the physical activity patterns of Canadians since 1981. The Interprovincial Sport and Recreation Council and the Public Health Agency of Canada provided funding for this study. *Principal Investigator:* Cora Lynn Craig (CFLRI), *Study Director:* Richard Myles.



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 Oregon Survey Research Laboratory at the Univ. of Oregon regrets to inform colleagues that the Lab closed June 30, 2005. Our data will be archived at Social Science Instructional Labs, Univ. of Oregon, 450 McKenzie Hall, Eugene, OR 97403-5246. Tel. (541) 346-4642.



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.

The Center for Survey Statistics and Methodology at Iowa State Univ. is pleased to announce that **Jean Opsomer** has been named as Director of CSSM. Other changes include the promotions of **Dianne Anderson** to CSSM Assistant Director and **Janice Larson** to Survey Director of CSSM's Survey Research Services Unit.

NORC is pleased to announce two promotions. **Hatem Ghafir**, director of NORC's work in support of the Supreme Education Council of the State of Qatar for the past year, has been named a NORC Vice President. **Katherine Hobson** has been named Director, CATI Projects and Technology. Further, a number of individuals recently have joined NORC. These include **Alison Baldwin**, Survey Methodologist, Statistics and Methodology; **Martin Barron**, Survey Director, Health Survey, Program, and Policy Research; **Jennifer Beck**, Survey Methodologist, Statistics and Methodology; **John Cagney**, Director, CATI Projects and Technology; **Sadequr Chowdhury**, Senior Statistician, Statistics and Methodology; **Erin Foster**, Survey Director, Health Survey, Program, and Policy Research; **Joy Keeler**, Deputy Director of the Health Information Technology Resource Center; **Yan Liu**, Senior Statistician, Statistics and Methodology; **Jeffrey Telgarsky**, Senior Vice President and Director, International Projects; **Elizabeth Welch**, Survey Director, Health Survey, Program, and Policy Research; and **Stephen Woodruff**, Senior Statistician, Statistics and Methodology.

Richard Heman-Ackah joined RTI's Survey Research Division as the Manager of the Call Center Services (CCS). Heman-Ackah comes to RTI from Mathematica Policy Research. **Sally Morton** has been appointed as Vice President of the newly formed Statistics and Epidemiology Unit; Morton comes to RTI from Rand Corporation. **Tim Gabel**, formerly the director of RTI's Research Computing division, has assumed the role of Vice President of Survey and Computing Sciences.

The Penn State Survey Research Center is pleased to announce the appointment of **Eric Plutzer** as Senior Scholar in Residence.

Allan McCutcheon, Director of the Gallup Research Center of the Univ. of Nebraska-Lincoln, has accepted the Wildenmann-Guestprofessorship at ZUMA. The ZUMA Research team is looking forward to fruitful cooperation. **Janet Harkness**, director of the German part of ISSP, has been offered the Donald and Shirley Clifton Chair in Survey Science at the Univ. of Nebraska-Lincoln for the Survey Research and Methodology Program (SMDS). **Heinz-Herbert Noll**, Director of the Social Indicators department, has been appointed member of the Steering Committee within the project *Taking Forward the EU Social Inclusion Process*. **T. Atkinson, B. Cantillon, E. Marlier, and B. Nolan** currently implement the project on behalf of the Luxembourg EU-Presidency. **Michael Braun**, Senior Project Consultant at ZUMA, has taken the directorship of the German General Social Survey (ALLBUS).

At the Univ. of Illinois at Chicago's Survey Research Laboratory (SRL), **Marni Basic** has been promoted to Senior Field Coordinator. She is located in SRL's Champaign-Urbana office.



JOB OPPORTUNITIES

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

The Survey Research Center at the Univ. of Michigan's Institute for Social Research has an opening for a **Senior Research Associate**. This position is within the Survey Research Operations. Duties will include participation in the design of statistical samples for research proposals and reports and in budget preparation; supervise the scheduling and monitor the prog-

ress of major sample development projects; implement sample designs, to monitor the performance of samples in the field, and to carry out post-survey processing and documentation; develop weighting and imputations schemes for complex sample surveys; and develop and promote technological and methodological innovations. To find out more about this position and the full description of duties and qualifications, please go to the following Web site: http://websvcs.itd.umich.edu/jobnet/job_posting.php?postingnumber=044837. To find out about how to apply for employment, please visit our Univ. of Michigan jobs posting Web site at www.umich.edu/~jobs. The Univ. of Michigan is an equal opportunity/affirmative action employer.

NORC, a national organization for research affiliated with the Univ. of Chicago, is looking for **statisticians, survey methodologists, statistical programmers, data managers, project directors, and social scientists** with advanced training or experience in survey research or survey operations. New staff will be based in our Chicago or Washington, DC, offices. To find out more, please visit our Web site at www.norc.org/careers. NORC is an affirmative action, equal opportunity employer that values and actively seeks diversity in the workforce.

RTI's Survey Research Division is seeking to fill the position of **Survey Specialist I/II**. Survey Specialists support telephone, mail, Web, and field studies. Make positive contributions to the preparation and presentation of research proposals. Work with study managers to develop, implement, and monitor research designs. Manage day-to-day activities of ongoing studies, prepare and present reports to client. Write sections of interviewer manuals and be part of a team that trains field and telephone staff. Some travel may be required. Night and weekend work may be required. Excellent communication skills. Ability to work independently with minimum supervision. Entry-level candidates will have a minimum B.A. in social science and interest in survey research. Mid-level candidates will have an M.A. with proven experience in data collection projects. We are proud to be an EEO/AA employer M/F/D/V. Submit resumé online at www.rti.org. For more information, contact Marjorie Hinsdale-Shouse, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, mhs@rti.org.

The Survey Research Division of the Survey and Computing Sciences Unit at RTI International is seeking a **Program Manager/Senior Survey Methodologist** for its Program for Research in Survey Methodology (PRISM). The ideal candidate will work closely with Senior Management to refine the vision of PRISM and increase the growth, visibility, and scientific stature of

the Program and its staff. Other duties include management responsibility for 2–5 direct senior reports and indirect management responsibility for 15 methodologists (mentoring of junior and mid-level staff is a top priority); provide methodological consultation to current and proposed projects in the area of questionnaire design and data analysis; project responsibilities, including technical and budget management, and/or roles as principal investigator or project director; significant responsibility for proposal development, frequently contributing to methodology, pretest, and analysis sections; marketing/business development, seeking to build relationships with current and future clients/partners/colleagues. A master's degree or Ph.D. in the field of statistics or a social science discipline is strongly preferred. Candidates should have a minimum of 10 years experience in positions of increasing responsibility in survey research or related field, with at least 5 years of experience in project management and proposal development. The ideal candidate will have advanced knowledge of the principles, processes, and methods of survey research and be recognized as a national expert in at least 1 methodological and/or substantive area. Finally, candidates should also exhibit a track record of leadership, team building, and program development. We are proud to be an EEO/AA employer M/F/D/V. Submit resume online at www.rti.org. For more information, contact Marjorie Hinsdale-Shouse, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, mhs@rti.org.

The Survey Research Division of the Survey and Computing Sciences Unit at RTI International is seeking a **Program Manager/Senior Survey Research Specialist** for its Mental Health and Substance Abuse Program (MHSA). The ideal candidate will work closely with Senior Management to refine the vision of MHSA and increase the growth, visibility, and scientific stature of the Program and its staff. Management responsibility will be for 2–5 direct senior reports and indirect management responsibility for approximately 25 survey professionals (mentoring of junior and mid-level staff is a top priority). We are also looking for a person to provide consultation to current and proposed projects in the area of mental health and substance abuse, survey design, quality control, and data analysis. Project responsibilities include technical and budget management, and/or roles as principal investigator or project director. Other activities include significant responsibility for proposal development, marketing/business development, and seeking to build relationships with current and future clients/partners/colleagues. A master's degree or Ph.D. in the field of survey research or methodology, statistics, or a social science discipline is strongly preferred. Candidates should have a minimum of 10 years experience in positions of increasing responsi-

bility in survey research and substance abuse/mental health research, with at least 5 years of experience in project management and proposal development. The ideal candidate will have advanced knowledge of the principles, processes, and methods of survey research and be recognized as a national expert in this substantive area. Finally, candidates should also exhibit a track record of leadership, collaborative research, team building, and program development. We are proud to be an EEO/AA employer M/F/D/V. Submit resume online at www.rti.org. For more information, contact Marjorie Hinsdale-Shouse, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, mhs@rti.org

The RAND Survey Research Group (SRG) based in Santa Monica, CA, is seeking a full-time **Field Supervisor** to work on a longitudinal study about children's health called "Healthy Passages." General duties: Responsible for the recruitment, training, scheduling, quality control, and day-to-day supervision of field interviewers and data collectors who conduct computerized and paper-pencil data collection. Will work with the Lead Project Supervisor to manage a team of 25 part-time staff (18 interviewers, 3 schedulers, and 4 neighborhood observers). Management of the field staff requires working both on- and off-site in a range of community and school settings in L.A. County, working a flexible schedule that includes regular evening and weekend work, and working on a variety of data collection tasks (personal interviews, mail and telephone surveys, focus groups, observations, anthropometry, record abstraction, etc). Must work in fast-paced work environment, be comfortable working both in the office and in diverse communities, follow established research protocols, and meet standards for high-quality data collection at reasonable cost. Primary duties: Supervision of field interviewers to include mentor, monitor, motivate, troubleshoot, and provide constructive feedback; prepare/distribute work assignments, monitor interviewers' caseloads and offer constructive suggestions to increase production, efficiency, and effectiveness; meet regularly with field staff by phone and in person to monitor work progress; "shadow" (observe and evaluate) field staff's work: visit participants' homes to observe interviewers; conduct field and phone validations and other quality checks. Report generation and field management to include generate and analyze interviewer and team performance and productivity reports; document and communicate work progress to project staff on a timely basis, distribute and account for all participant incentives and reconcile cash accounts; review and approve interviewer timesheets and their mileage/expense reports; and enter appointments and case status information into case management system. Other duties: Help recruit

districts, schools, teachers, parents, and children; help administer school surveys, teacher surveys, and conduct school observations; maintain ongoing contact with study participants (via mailing birthday cards, newsletters, appointment reminder cards, etc.); answer study phone line and respond to questions from participants, community groups, etc.; and attend project management meetings, chair FI meetings, communicate project needs to other SRG units such as phone center, data reduction, computer support staff, etc. Qualifications: Strong supervisory, organizational, personnel management, communication, and administrative skills. Prior experience as a field supervisor for a survey research project. Knowledgeable about survey research methods, especially in-home interviewing, CAPI/CASI, anthropometric measurements (height, weight, waist), neighborhood observations. Strong basic computer skills (Word, Excel, PowerPoint), Access a plus. Dependable car, valid drivers' license, and proof of auto insurance (collision and liability). Bilingual (Spanish/English) skills, CPR training, and experience working with schools and children a plus. RAND offers competitive salaries, excellent benefits and opportunities for career development. To apply for this position, go to www.rand.org/jobs, click on "Find a Job," select the "Research-Survey Group" job category and then click on reference number 001571, "Lead Field Operations" and follow the prompts for application submission. No faxes or e-mails, please. We accept applications only through our Web site. RAND is an equal opportunity/affirmative action employer.

The Population Research Laboratory (PRL) at the Univ. of Alberta is seeking an **Executive Director** (ED). The successful candidate will have a Ph.D. and qualifications (publications, grants) to merit promotion to the Full Professor (tenured) rank following a probationary period. The ED will be expected to develop a strategic vision and provide administrative leadership for the PRL, seek research funds, mentor graduate students, and develop an independent research program. The PRL conducts grant- or contract-funded policy-relevant research in the areas of population health, quality of life, education, labour markets, and public opinion using primarily quantitative (survey) methods. Clients include academics, government agencies, and non-profit organizations. The PRL has a full-time staff of 10 and up to 100 part-time/casual employees. Submit a letter of intent and CV, and arrange for 3 confidential letters of reference to be sent by **October 17, 2005**, to Dr. R. A. Sydie, Chair, Dept. of Sociology, Univ. of Alberta, Edmonton, Alberta, T6G 2H4, Canada, Fax : (780) 492-7196.

PUBLICATIONS

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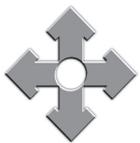
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