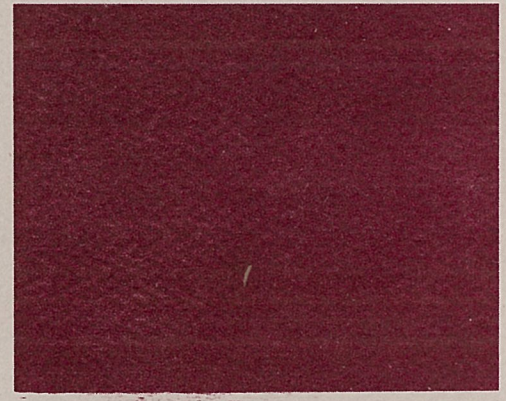
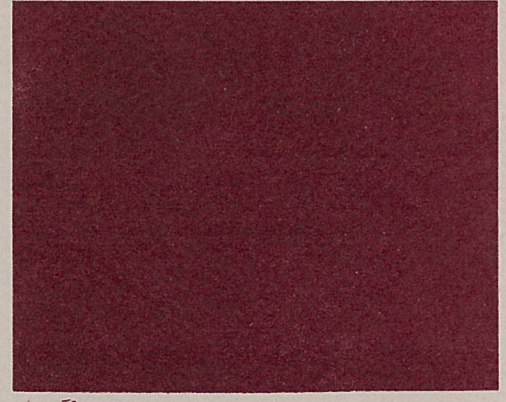
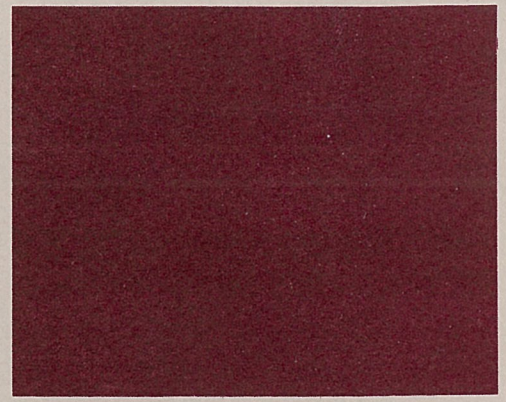


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A Proposal to Conduct the  
**Exxon Valdez Economic Studies**



**NORC**

A Proposal to Conduct the  
**Exxon Valdez Economic Studies**

Submitted to:  
**Industrial Economics, Inc.**  
2067 Massachusetts Avenue  
Cambridge, MA 02140

by:  
**NORC**  
**A Social Science Research Center**  
University of Chicago  
1155 East 60th Street  
Chicago, Illinois 60637

on  
July 30, 1990

**General Approach**

## NORC Proposal

### Exxon Valdez Economic Studies

NORC is the oldest national organization established to do survey research in the public interest, and has conducted more than a thousand studies since 1942. This work has focused on substantive issues of policy and general interest--including public opinion and the environment--and on methodological issues involved in asking questions and obtaining information.

The proposed Exxon Valdez Economic Studies are a perfect example of the type of survey research for which NORC is well known and widely respected. As our partial list of relevant studies demonstrates, NORC has experience in all the areas required by the Exxon Valdez Economic Studies. These include methodological studies, studies with an environmental focus, studies for clients representing the legal system, and studies involving the use of focus groups. Moreover, NORC is currently conducting a contingent valuation study on the visibility of the Grand Canyon with Robert Mitchell, Richard Carson, and Stanley Presser as Principal Investigators for the study. More information about this study, and NORC's role in it can be found in our statement of corporate capability which follows.

In this section of the proposal, we describe our general approach to the conduct of the Exxon Valdez Economic Studies. We also provide a task schedule, and project organization chart. The second main section of this proposal contains a concise statement of NORC's relevant experience, followed by a more detailed description of our corporate capability and a list of relevant projects and clients. The third section contains the budget for the proposed studies. The final section contains curricula vitae for the proposed project staff.

### General Approach

#### Task 1: Expert Methodological Support

The first task described in the Statement of Work is to provide expert methodological support on issues of questionnaire design, survey mode, sampling, and survey error. NORC is able to offer a distinguished team of survey experts to advise the Principal Investigators on these matters. Our Director, Norman Bradburn, is currently President-elect of the American Association for Public Opinion Research, and winner of the AAPOR award in 1987 for excellence in methodological research. He is also one of the pioneers in the development of cognitive psychological approaches to problems of understanding survey responses. Bradburn is the author of a chapter on nonsampling errors including mode of administration and questionnaire design in the *Handbook of Survey Research*, edited by Peter Rossi and James D. Wright (Academic Press, 1983). This chapter, and Bradburn's book (coauthored with Seymour Sudman), *Response Effects in Surveys*, both deal with a broad range of nonsampling errors, including characteristics of the survey task, interviewer variables, and respondent variables. Bradburn's work on recall problems includes an article, coauthored with Seymour Sudman, on the "Effects of Time and Memory Factors on Response in



Surveys," published in the *Journal of the American Statistical Association* (v. 68, no. 344, pages 805-815, 1973); and, more recently, an article coauthored with Lance Rips and Steven Shevell, "Answering Autobiographical Questions: The Impact of Memory and Inference on Surveys" (*Science*, v. 236, pages 157-161, 1987). In 1990 Bradburn coauthored (with Jane Ellen Huttenlocher and Larry Hedges) "Reports of Elapsed Time: Bounding and Rounding Processes in Estimation" (*Journal of Experimental Psychology: Learning, Memory, and Cognition*, March 1990). His work in this area is cited widely throughout the social sciences, including in a recent book on contingent valuation methods published in 1989 by Robert Mitchell and Richard Carson (*Using Surveys to Value Public Goods: The Contingent Valuation Method*, Washington, DC: Resources for the Future).

Bradburn has served as an expert witness providing litigation support in a number of cases in which survey data was a part of the evidence. He has worked on behalf of both plaintiffs and defendants; in some cases he has served as an adviser to legal staff looking at the quality of surveys, while in others he himself has designed surveys to be used as evidence in a case. These cases have chiefly dealt with trademark infringement, although one was an antitrust case.

Martin R. Frankel, NORC's Senior Statistical Scientist, has also served as an expert witness. Frankel is a premier sampling statistician and the author of a chapter on sampling theory in the aforementioned *Handbook of Survey Research*. His book *Total Survey Error* is concerned with the tradeoffs between sampling and nonsampling error implicit in survey design; it is also concerned with estimates of survey error from different sources, with particular attention to nonresponse and adjustments for nonresponse. Frankel's published work on survey methods includes "Informed Consent Procedures in Telephone Interviews" (*American Sociological Review*, v. 47, no. 2, coauthored by E. Singer) and "The Effect of Interviewer Characteristics and Expectations on Response" (*Public Opinion Quarterly*, Spring 1983, coauthored by E. Singer and M. Glassman). Frankel, a Professor of Statistics at Baruch College, City University of New York, is also former Chairman of the American Association for Public Opinion Research Committee on Standards.

Tom W. Smith, Director and Co-Principal Investigator of the General Social Survey (GSS), has done extensive methods research, much of it using the GSS as a vehicle. In addition to his work in the four areas enumerated under Task 1--questionnaire design, mode effects, interviewer bias, and recall--he has done extensive research on nonresponse bias, both general and item nonresponse. He participated in the National Academy of Science's Panel on Survey Measurement of Subjective Phenomena, and he is Polls Report editor for *Public Opinion Quarterly*. He is also editor of the more than 100 papers in the General Social Survey Technical Report Series. He has written widely on questionnaire design (e.g., "That Which We Call Welfare By Any Other Name Would Smell Sweeter: An Analysis of the Impact of Question Wording on Response Patterns"; "Random Probes of GSS Questions"; "Unhappiness on the 1985 GSS: Confounding Context and Change"; "Conditional Order Effects"). [Publication data on these and other works by Smith are available from his curriculum vitae, included as part of this submission.]

He has also written on mode effects ("Phone Home? An Analysis of Household Telephone Ownership") and on recall problems ("Recalling Attitudes: An Analysis of Retrospective Questions on the 1982 GSS").

Our Associate Director of the Survey Research Group, Richard Kulka, in his 20-year career in survey research, has also distinguished himself as a leader in the assessment and improvement of survey research methods. In addition to his overall management responsibilities for NORC's surveys, Kulka designs, conducts, and publishes research on survey methods. While at Research Triangle Institute, Kulka prepared written documentation on survey design, survey content, and tests and experiments for the ISDP 1979 Research Panel Documentation for the U.S. Bureau of the Census. He evaluated nonsampling errors in a study designed to consider the integration of the National Medical Care Utilization and Expenditure Survey with the National Health Interview Survey (NHIS). He was also the project leader and Co-Principal Investigator of the National Vietnam Veterans Readjustment Study. His publications on nonsampling error in survey research include several on mode of survey administration effects ("Interviewing Older Adults: A Comparison of Telephone and Face-to-Face Modalities," *Public Opinion Quarterly*, V. 47, pages 405-418, 1983. "Personal Versus Telephone Surveys for Collecting Household Health Data at the Local Level," *American Journal of Public Health*, V. 73, pages 1389-1394, 1983), as well as a general approach treatment of survey measurement error ("Reducing the Cost of Studying Measurement Error: Is the Laboratory Approach the Answer?" In T. Wright (ED.), *Statistical Methods and the Improvement of Data Quality*).

## **Task 2: Support for Recreational Studies**

NORC is prepared to attend a planning meeting in Washington, D.C. the day after the contract is awarded to plan the focus groups of sea kayakers (Task 2a in the Statement of Work). Attending that meeting from NORC will be our Director, Norman Bradburn, our Associate Director for Survey Research, Richard Kulka, and the proposed project managers.

The management structure we propose for the Exxon Valdez Economic Studies includes a Project Manager who will oversee the conduct of all activities relating to both the recreational studies and the contingent valuation (CV) studies, as well as manage the CV studies, and a Study Director, who will manage the recreational studies (see the organizational chart following this narrative).

As Project Manager, NORC proposes Senior Survey Director Nicholas A. Holt. Holt's nearly two decades of survey research experience includes positions at NORC, the Research Triangle Institute, and the University of Georgia. Holt joined NORC in 1989 as a Senior Survey Director. During his tenure here he has been the Coproject Director (along with Woody Carter) of two fast-turnaround studies, the Survey of 1990 Census Participation and the Chicago Neighborhood Studies.

The Census Participation was a national area probability survey fielded within three weeks of the contract award. The entire 2,500 face-to-face interviews were completed in six weeks with a response rate of 90 percent. The locally-focused Chicago Neighborhood Studies were also based on area probabil-

ity samples and face-to-face interviews, with 2,400 interviews completed in less than five weeks. The time from the contract award to the close of data collection was seven weeks, and each study component achieved a response rate of 85 percent or more.

While at the University of Georgia, Holt was involved in a number of tightly scheduled random-digit dialing surveys on such topics as education, politics, health care, and community satisfaction. Holt is knowledgeable about focus group techniques through his doctoral training. A unique skill Holt brings to the project is his work with outdoor sportsmen and sportswomen on such projects as the Georgia Deer Harvest Survey.

Holt also brings strong general management skills to the Exxon Valdez Economic Studies. He is Project Director of the 1,200-case Study of the Family Independence Project, which evaluates the effectiveness of a government support alternative to Aid to Families with Dependent Children (AFDC). The study is now being fielded in the state of Washington. While at RTI, Holt directed the Army Family Research Program, where he oversaw six data collection components--soldier survey, individual readiness ratings, unit readiness ratings, spouse survey, command leadership survey, and the community characteristics survey--each of which built upon the other components and led to a complex array of data collection requirements.

Senior Survey Director Woody Carter, who managed, with Holt, the Census and Chicago Neighborhood studies, is proposed as the manager of the Sea Kayakers survey and as a focus group leader. Carter, a veteran project manager, has been employed by NORC for eleven years. He was recently the project director of the United States Air Force Health Studies, a multi-wave survey of Vietnam-Era Veterans who saw service in Southeast Asia. The survey, which utilizes telephone, mail, and in-person interviews, focuses on health and lifestyle issues among these veterans and their spouses.

Carter also served as manager of the 1,500-case General Social Survey in 1986, 1987, 1989, and 1990, and Project Director for three rounds of the long-running National Longitudinal Surveys of Labor Market Experience/Youth Cohort. Carter designed and pretested a survey on race relations for the National Broadcasting Company in 1989 and participated in survey and instrument design for the first national survey on the status of women ever conducted in Taiwan, Republic of China. Carter's understanding of the survey process led him to play a key role in the design of NORC's new, state-of-the-art telephone center. An outdoor enthusiast, Carter is an avid whitewater canoeist and backpacker and has developed wilderness education materials.

To meet the schedule described in the statement of work, NORC is prepared to begin conducting focus groups with Sea Kayakers within 48 hours of the planning meeting. NORC has made preliminary contacts with outside vendors in these cities who are ready to provide facilities and participants for the prescribed focus group sessions. We envision no difficulty in finalizing necessary arrangements with these or other appropriate vendors. In the event that no suitable vendor is available, NORC alternatively could

utilize its own experienced field staff in Seattle, in order to make logistical arrangements, as well as recruit focus group respondents as soon as the contract is awarded.

We propose that the first focus groups be held in Seattle, followed the next week by the ones in Anchorage. The advantages of conducting these groups sequentially are that it will allow NORC to use the same moderators in each city and the PIs to attend all the focus groups in both cities. We recognize, however, that this plan would delay the start of the survey by a week, and consequently, the survey data would not be delivered until September 21 (rather than September 15, as called for in the statement of work). If the client wishes NORC to meet the September 15 deadline, we could easily revise our plan and budget to conduct the focus groups simultaneously in Seattle and Anchorage.

As moderators for the proposed series of focus groups, we propose four individuals with considerable experience in leading focus group interviews. These are Woody Carter (who is also a proposed Study Director), Alisu Schoua-Glusberg, Gayle Hutchinson, and Carol Emmons. Carter has held special training responsibilities at NORC since 1983; therefore, of all NORC staff members he is among the most experienced in the techniques used to conduct successful focus groups to evaluate and pretest survey materials and instruments. For the study of women's life in Taiwan, Carter, with the aid of a translator, conducted focus groups in Chinese. Carter was also instrumental in training interviewers for the National Study of Health and Sexual Behavior so that they might ask sexually-explicit questions with a minimum of embarrassment on the part of themselves or that of the respondent.

Alicia Schoua-Glusberg, also an NORC Senior Survey Director, has conducted and written several papers about the use focus groups for questionnaire development. Among the studies for which Schoua-Glusberg has moderated focus group interviews are the Soviet Interview Project (a study of life in the Soviet Union) which used focus groups to formulate response categories for close-ended questions and to test the sensitivity of certain questions, and the National Study of Health and Sexual Behavior, which used focus groups both to assess the reaction of minorities to the questions about sexual behavior and to translate the entire questionnaire into Spanish. Schoua-Glusberg has also used focus groups to develop a glossary, in Spanish, of terms commonly used in surveys. She recently lectured on the use of focus groups in questionnaire development at the 42nd Annual Summer Institute on Survey Research Techniques at the Survey Research Center, University of Michigan.

Survey Director Gayle Hutchinson lead a focus group of black females for the National Study of Health and Sexual Behavior to get their reactions to the notion of a national, government-sponsored survey of sexual behavior, to the survey materials, and, specifically, to the questions about sexual practices. She also explored with these respondents the type of interviewer they would feel most comfortable being interviewed by, and had them rate photographs of actual field interviewers. Hutchinson has also worked for a number of years as a consultant to three market research firms in the Chicago area. In conjunction with this work, she has lead numerous focus groups, as well as consumer product recognition and evalua-



tion panels. The focus groups have dealt with such topics as the media coverage of the 1983 Chicago mayoral race and reactions to Mayor Harold Washington's (Chicago's first black mayor) first term in office.

Senior Survey Director Carol Emmons also has considerable experience moderating focus group interviews for the purpose of developing questionnaires for surveys of special populations. These include a survey to assess gay men's reactions to the threat of AIDS, and a survey on stress and coping among working mothers. We have enclosed curricula vitae for each of the proposed focus group moderators.

Each focus group session will be audiotaped, and these tapes will be turned over to the client. Our understanding is that no final report is required on the focus group phase of the research.

As an adjunct to the focus group interviews, NORC proposes that a series of cognitive interviews be conducted for both the Recreational Studies and CV studies. Initially developed through collaboration between cognitive psychologists and survey researchers--with some of the pioneering work being conducted by current NORC staff including Norman Bradburn and David Mingay, who are part of our proposed team for this project--cognitive interviews have proven to be an extremely effective and economical procedure for identifying problems with survey questions.

David Mingay, a Survey Methodologist in NORC's Methodology Research Center, who has extensive experience with cognitive interviews, would lead this task. At NORC, he conducted cognitive interviews to inform question-wording for NORC's National Study of Health and Sexual Behavior. Before joining NORC, Mingay conducted cognitive interviews and other questionnaire development activities at the National Center for Health Statistics (NCHS). Among the topics Mingay investigated in his work at NCHS were ways of improving respondent recall of past events, the biasing effects of commonly-used question wording, procedures for increasing a respondent's willingness to report sensitive information, and response-order and question-order effects on survey questions. Prior to working at NCHS, Mingay worked as a market research executive in London for a market research company and as a researcher in the market research department of a food manufacturer. He also gained a doctorate at Cambridge University, conducting research on human memory, and during college vacations worked as a survey research interviewer.

Because the Statement of Work does not call for cognitive interviews, we have not included them in our basic budget. However, cognitive interviewing could easily be integrated into the planned schedule of focus groups, under several scenarios with somewhat different cost structures. Under one model, David Mingay would conduct a series of ten cognitive interviews at NORC's Chicago offices during a one-week period, for a total cost of about \$3,800. A second model would have Mingay himself travel to Seattle in conjunction with the focus group team for that city. Mingay would conduct cognitive interviews during the daytime and also serve as an expert observer of the focus groups. Mingay, the PIs, and the focus group moderators would effectively pool their observations in order to shape the survey instrument. Total cost for this package of cognitive interviews would be about \$5,500. Under a third model, cognitive

interviews would be conducted at some or all of the cities selected for focus groups under Task 2a and 3a. Mingay would serve as leader, trainer, and coordinator of a cadre of NORC cognitive interviewers. Per city cost for this model would be approximately \$6,000.

Immediately after completing the focus groups of Sea Kayakers, the research team will return to Washington to debrief and finalize the survey questionnaire. NORC proposes that the Survey of Sea Kayakers (Task 2b in the Statement of Work) be conducted as a computer-assisted telephone interview (CATI). Given the presumed interest of this special population in the research topic, we expect this to yield a high response rate (about 75 percent). Our major assumptions underlying this approach include a sample frame of sea kayakers with up-to-date names, addresses, and telephone numbers; a sample size of 1,000, yielding a total of 750 completed interviews; and a questionnaire that takes no longer than 20 minutes to administer. We expect to be able to deliver a tape of raw data and a codebook within a week following the end of data collection.

Deliverables for Task 2, as described above, would include the following: audiotapes of all focus group sessions, datatape, frequencies, and codebook for the survey of Sea Kayakers, and a memorandum that summarizes and describes the survey.

### **Task 3: Support for Contingent Valuation Studies**

The statement of work also calls for several contingent valuation studies of use and non-use values for natural resources in the area affected by the Exxon Valdez oil spill. NORC's model for the focus group portion of these studies (Task 3a in the Statement of Work) is parallel to that described above for the recreational studies. The overall model for the focus group phase of the Exxon Valdez Economic Studies is summarized in the following table:

Study	Week 1	Week 2
Recreational	Seattle	Anchorage
Contingent Valuation (Round 1)	Seattle Central Plains City	Anchorage East Coast City

As in the recreational studies, the first round of focus group interviews for the CV studies will be followed by a debriefing in Washington. Then, as called for in the Statement of Work, a second round of focus groups will be held. For the purposes of this proposal, we are assuming that the second round of focus groups will be held a week after the first round in the same cities as the first round. We recognize, however, that the location of the second round of focus groups will depend on the results from the first round and such considerations as the need to target selected subgroups of the population. Again, although we have not budgeted any cognitive interviewing, we recommend that the research team consider this as an adjunct to the focus group interviews.

Task 3b in the Statement of Work calls for the contractor to pretest alternate survey instruments. The results of the two rounds of focus groups will inform the specific design of the pretest for this survey. However, for the purposes of this submission, we have budgeted a 4 X 2 model in which four different versions of the questionnaire would each be tested on 100 respondents in two modalities of survey administration: face-to-face interviews conducted as central location intercepts and telephone interviews using random digit dialing (RDD) techniques. This model is summarized in the following table:

**Mode of Administration**

<b>Questionnaire</b>	<b>Telephone</b>	<b>Face to Face</b>
Version 1	100	100
Version 2	100	100
Version 3	100	100
Version 4	100	100

We are also assuming, for Task 3b, a 20-minute questionnaire consisting primarily of close-ended questions.

Once again, the specific design of the main survey (Task 3c in the Statement of Work) will depend on the results of the pretest. However, in our proposal we are assuming a national random digit dial, computer-assisted telephone interview (CATI). We also are assuming a sample size of 1250 with a completion rate of 60 percent, yielding 750 completed interviews. NORC will weight the sample to compensate for non-response and to reflect appropriate national demographic characteristics. NORC will also develop a table of standard errors for proportions, based upon Taylor's series. As in the Survey of Sea Kayakers, NORC will deliver a tape of raw data and codebook within a week following the end of data collection.

Our proposed sample size of 750 completed surveys (on which our budget is based) for the national sample assumes no subgroup analyses are desired. If the Principal Investigators wish to make subgroup comparisons, a larger sample will be required. Our ballpark estimate for a sample of 1,500 completed interviews would be \$149,400; for 3,000 completed interviews, our ballpark estimate would be \$232,000.

Deliverables for Task 3, as described above, would include the following: audiotapes of all focus group sessions, datatape and frequencies for the CV pretest, datatape, codebook, frequencies, weights, and a table of standard errors for the main CV survey, and a memorandum that summarizes and describes the survey.

# NORC

A Social Science Research Center  
University of Chicago

1155 East 60th Street, Chicago, IL 60637  
312/702-1200 Fax 312/702-0857

July 28, 1990

Michael T. Huguenin  
Industrial Economics, Inc.  
2067 Massachusetts Avenue  
Cambridge, MA 02140

Dear Mr. Huguenin:

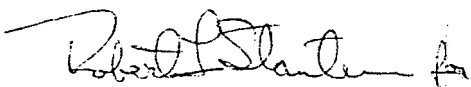
NORC is pleased to submit this proposal to conduct the Exxon Valdez Economic Studies. We believe our qualifications for conducting all tasks specified in the statement of work are exceedingly strong. As noted in the accompanying materials, NORC is the oldest national organization established to do survey research in the public interest and has conducted more than a thousand studies since 1942. Among our recent surveys are a contingent valuation study of the visibility of the Grand Canyon with Principal Investigators Robert Mitchell, Richard Carson, and Stanley Presser as well as two fast-turnaround studies, the Chicago Neighborhood Studies and the Survey of 1990 Census Participation--both being area-probability, face-to-face surveys that achieved completion rates of over 85% and 90% respectively. NORC enjoys a national and international reputation for conducting research at the highest professional standard.

As expert methodologists for this project and advisors to the Principal Investigators, NORC is able to offer a distinguished team of survey experts: Norman Bradburn, NORC Director, Richard Kulka, the Associate Director of the Survey Research Group, Martin R. Frankel, Senior Statistical Scientist, and Tom W. Smith, Director and Co-Principal Investigator of the General Social Survey (GSS). These four individuals, each with eminent qualifications in the field, can advise the Principal Investigators on the full range of issues relating to questionnaire design, survey mode, sampling and nonsampling error. In addition, their credentials for offering expert testimony in all areas of survey research are impeccable.

We are also proposing a senior management team with years of professional survey experience, backed by seasoned focus group moderators and the elaborate resources of NORC's Lake Park Telephone Center and national interviewing corps. As Project Manager, we propose Senior Survey Director Nicholas A. Holt. Holt will oversee all tasks relating to both Recreational Studies and CV Studies; he will also serve as manager of the CV Studies project. Holt who joined NORC in 1989 has nearly two decades of survey research experience at NORC, Research Triangle Institute, and the University of Georgia. At NORC, Holt has been co-director of the Census and Chicago Neighborhood Studies along with Woody Carter who we propose as manager of the Recreational Studies project. Senior Survey Director Carter has been employed by NORC for eleven years, and among other studies, has managed such complex national surveys as the General Social Survey (GSS) and three rounds of the National Longitudinal Surveys of Labor Market Experience/Youth Cohort (NLS).

Additional information about NORC's corporate capability is included in our proposal and, for your information, we also send copies of the *NORC Report: 1985-86*. We look forward to meeting with you on Tuesday, July 31. For further questions, please contact myself or Associate Director for Surveys, Richard Kulka.

Sincerely,



Thomas G. Gerst  
Treasurer

## Schedule for Sea Kayaker Survey

	August 6 M T W T F S S	August 13 M T W T F S S	August 20 M T W T F S S	August 27 M T W T F S S	September 3 M T W T F S S	September 10 M T W T F S S	September 17 M T W T F S S	September 24 M T W T F S S
Contract awarded	—							
Planning meeting	—							
Conduct focus groups	—	—						
Focus group debriefing		—						
Finalize questionnaire			—					
Print & mail questionnaire			—					
Interviewer training					—			
Telephone followup					—	—		
Process & deliver data						—	—	



## Contingent Valuation Support Studies Schedule

	July 30 M T W T F S S	August 6 M T W T F S S	August 13 M T W T F S S	August 20 M T W T F S S	August 27 M T W T F S S	September 3 M T W T F S S	September 10 M T W T F S S	September 17 M T W T F S S	September 24 M T W T F S S
Contract awarded		—							
Planning meeting		—							
Round 1 focus groups		—	—						
Focus group debriefing			—						
Round 2 focus groups				—	—				
Focus group debriefing					—				
Finalize pretest questionnaires					—				
Produce pretest questionnaires						—			
Pretest training							—		
Conduct pretest interviews							—	—	—
Process & deliver pretest data									
Analyze pretest data									
Finalize main questionnaire									
Produce CATI instrument									
Train interviewers									
Conduct interviews									
Process & deliver data									

*Continued on next page*

## Contingent Valuation Support Studies Schedule--continued

	October 1 MTWTFSS	October 8 MTWTFSS	October 15 MTWTFSS	October 22 MTWTFSS	October 29 MTWTFSS	November 5 MTWTFSS	November 12 MTWTFSS	November 19 MTWTFSS	November 26 MTWTFSS
Contract awarded									
Planning meeting									
Round 1 focus groups									
Focus group debriefing									
Round 2 focus groups									
Focus group debriefing									
Finalize pretest questionnaires									
Produce pretest questionnaires									
Pretest training									
Conduct pretest interviews	—								
Process & deliver pretest data	—								
Analyze pretest data		—							
Finalize main questionnaire			—						
Produce CATI instrument			—						
Train interviewers				—					
Conduct interviews				—	—	—	—		
Process & deliver data							—	—	

# Exxon Valdez Economic Studies

**NORC**  
*Project Manager*  
Nicholas Holt

**T.1 Methodology**  
*(Experts)*  
Norman Bradburn  
Martin Frankel  
Richard Kulka  
Tom Smith

**T.2 Recreational Studies**  
*(Study Director)*  
Woody Carter

**T.3 Contingent Valuation Studies**  
*(Study Director)*  
Nicholas Holt

**T.2a Focus Groups**  
Woody Carter  
Gayle Hutchinson

**T.2b Sea Kayaker Survey**

**T.3a Focus Groups**  
Alicia Schoua-Glusberg  
Carol-Ann Emmons

**T.3b Pretests**

**T.3c Nationwide CV Survey**

**Statement of Corporate Capability**

## NORC, A Social Science Research Center Statement of Corporate Capability

### Introduction

This statement of corporate capability describes NORC's resources, corporate structure, and facilities. Here in this introduction, we will summarize our experience and expertise in areas specifically relevant to the Exxon Valdez Economic Studies. This includes pioneering methodological work by Norman Bradburn and others; studies on environmental issues; and experience in conducting focus groups. We also cite our experience with "quick start-up" projects, in which we produce a questionnaire and field it within a very short time period after the initial contract award for a survey.

At the end of this Corporate Capability Statement, we provide very brief summaries of the studies cited along with basic contractual information on them.

**Methodological research.** NORC was founded when survey research was an emerging discipline; thus, we have always had a strong interest in improving survey methodology, and we have contributed significantly to the development of better survey methods. For example, one of NORC's founding members, Paul Sheatsley, revolutionized the art of interviewing by pointing out that the chatty and informal approach that had characterized this process since the first polls of the 1930s tended to produce bias, by causing respondents to tailor their answers in a socially desirable direction. Sheatsley pointed the way to a new approach in which the interview was structured as a business transaction rather than a social one, and this has since become the industry standard. More recently, NORC's Director, Norman Bradburn, has written or coauthored a number of books on survey methodology, including such classics as *Response Effects in Surveys* (1974), *Improving Interview Method and Questionnaire Design* (1979), and *Asking Questions: A Practical Guide to Questionnaire Design* (1982). In 1985, NORC established a Methodology Research Center to consolidate its longstanding commitment to methods research; this is further discussed below under "The Research Group." In 1989 Richard A. Kulka was named NORC Associate Director for Survey Research, the top survey management position in the organization. Kulka, who is also a Methodology Research Center Research Associate, is the former Chief Scientist for Survey Research Methodology at the Research Triangle Institute. During his twenty-year career with NORC, RTI, the University of Michigan, and the U.S. Army, he has been a leader in the assessment and improvement of survey research methods. He is coauthor of a number of books, including *The Inner American*, *Mental Health in America*, *Judgment Calls in Research*, and *Trama and the Vietnam Generation*. Also in 1989, David Mingay of the National Center for Health Statistics joined the Methodology Research Center, bringing with him eight years' experience in the development and testing of survey questionnaires and adding to the Center's existing research program his own research focus, the cognitive interview.

**Research on environmental issues.** Selected work by NORC in this area over the past decade has included studies of the public perceptions of risk from technology; the disease transmission potential of a polluted lake; the fuel economy of late-model cars; and public reaction to diesel exhaust fumes.



NORC is currently conducting a study of attitudes toward pollution in the Grand Canyon, the Grand Canyon Visibility Study, based on the contingent valuation (CV) method. This is the pilot for what may become a national survey; currently, it consists of a hundred face-to-face interviews each in St. Louis and San Diego, to be completed within a ten-day field period. Respondents are asked about their feelings concerning different programs that would help clean up the air at the Grand Canyon, including differences in how much they would be willing to pay for such programs. Our interviewers show them an exhibit consisting of color photographs of a portion of the Grand Canyon in summer and winter, as it currently appears and as it is expected it would look if clean-air programs were implemented. This work is being conducted under a contract with Decision Focus, Incorporated, a private engineering consulting firm, in collaboration with Robert Mitchell, Richard Carson, and Stanley Presser principal investigators for the study.

**Studies related to the legal system.** Research conducted by NORC in this area includes a class action study to analyze certain aspects of a successful class action suit brought by several states against major pharmaceutical houses for overcharging for antibiotics. The purpose of this study was to provide some guidance to the legal and academic professions in dealing with class actions in the future. NORC's Credit Problems Study was designed to make a major contribution to court reforms by its collection of facts and circumstances concerning persons with credit problems.

**Quick start-up, fast turnaround studies.** In addition to the Grand Canyon Visibility Study, described above, we are currently conducting a quick-response survey under a joint statistical agreement with the U.S. Bureau of the Census. In response to a crisis in mail survey response to the 1990 decennial census, NORC was selected to conduct this study to examine reasons for participating and for not participating in the census. This project is a national area probability sample survey (currently in the field), with a target of 2,400 cases to be completed over a six-week period. Other quick-response studies we have recently conducted include the Chicago Neighborhood Study, a survey of 1,637 community residents in an area where the city is considering building an airport and wants feedback from residents on this proposal.

**Focus groups.** NORC's Soviet Interview Project involved very extensive interviews (in Russian) with a sample of recent emigres from the U.S.S.R.; focus groups were convened for this survey in order to come up with response categories concerning life in the military and some other issues. On NORC's National Study of Health and Sexual Behavior, eight focus groups were used to assess minorities' reactions to this sensitive survey, and to assist in refining the Spanish translation of the study's questionnaire to make it appropriate for Puerto Rican, Cuban, and Mexican respondents with their different Spanish dialects. (Focus group members included blacks, Hispanics, males, and females who were variously interviewers, health professionals, and representatives of the general public.) These interviews were conducted in Chicago and two other cities. Focus groups were also used to refine questionnaire development on NORC's National Education Longitudinal Study of 1988, conducted for the National Center for Education Statistics. We also employed focus groups on NORC's own internal "Glossary Project," which examined words known to be hard to translate into Spanish because experience had shown that there was no obvious Spanish-language equivalent for them.

## Structure and Resources

NORC occupies a building on the University of Chicago campus and maintains an office in New York City. NORC currently employs over four hundred persons. NORC is headed by a director. Its governing body is a board of trustees composed of nationally known social scientists, educators, and others concerned with public affairs and social science research. The director is assisted by an executive management committee composed of senior management personnel from all parts of the organization: the Associate Director for Administration, the Associate Director for Survey Research, the Associate Director for Information Services, the Associate Director Special Assistant to the Director, and the directors of the organization's programmatic research centers. The members of this committee also have administrative responsibilities in NORC's four major groups: Survey Research, Research, Information Services, and Administration. The Survey Research Group is composed of persons expert in project direction and management and in all the technical operations involved in survey research--sampling, instrument development, data collection, and data preparation. Included in the Survey Research Group is the field management staff, which is responsible for hiring, training, and supervising NORC's interviewers. They are a key resource for the high quality data collection that has characterized NORC's survey work.

The Research Group is composed of senior scholars who conduct research in all areas of the social sciences and in survey methodology. Many of the members of this group are members of the faculty of the University of Chicago and conduct their research at NORC through one of the organization's programmatic research centers. The Information Services Group provides information resources in support of all NORC projects and administrative functions. Its staff includes computer and data processing specialists, the NORC Librarian and his support staff, publications specialists and editors, and word processing professionals. The Administrative Group provides all necessary services in financial management, grants and contracts administration, office management services, and other areas important to the successful conduct of survey research.

In its long history NORC has pioneered in studies of health care, education, labor, housing, drug abuse, aging, crime, mental health, and other areas of policy interest. These studies have included program evaluation, social experiments, and needs assessments. NORC has monitored the attitudes and behavior of the population in trend studies, most notably through the General Social Survey, a social indicators study fielded since 1972. Social scientists at NORC have been in the forefront of study in survey research methodology. Recently NORC has been involved in two longitudinal studies requiring data from over 12,000 youth, aged 14 to 21, and over 58,000 high school sophomores and seniors. The experience gained from these massive data collection efforts makes NORC unique in its ability to field large and complex studies nationwide.

Most of NORC's studies are conducted with government or foundation support. In accordance with NORC's charter, all data collected by the organization must be made publicly available after some limited period. Many of NORC's studies are archived at the Roper Center, University of Connecticut; the

Inter-University Consortium for Political and Social Research, University of Michigan; and in NORC's own data archive.

### **Research at NORC**

Research is conducted in a number of ways at NORC. Members of the Survey Research Group have experience in managing the operations of surveys and are also skilled in the design and methodology of all types of surveys and samples. Many have advanced degrees, which enhance their performance of project direction with research and analytic skills in general as well as substantive knowledge in a variety of social science disciplines. Members of the Research Group are academically oriented, investigating research topics of interest within the four research centers. The following pages discuss the work of the two groups separately, but their collaboration in many efforts, as well as frequent consultation among group members, is characteristic.

NORC is prepared to design projects, implement study designs, analyze data, and prepare reports to the specifications of clients, or to provide consultation for those tasks, through both its Research and Survey Research Groups. Also possible is an arrangement involving coprincipal investigators, one an NORC Research Associate, the other from a client organization.

### **Survey Research Group**

Survey direction and management are vested in the Survey Research Group, headed by the Associate Director for Survey Research. The group comprises the Senior Survey Directors, Survey Directors, and Assistant Survey Directors; the Technical Director, who heads the Sampling Department; and the Office of Field Coordination and Management, headed by a Senior Survey Director and including the District Managers, Divisional Field Managers, Field Managers, and the national interviewing staff.

Each NORC survey is assigned to one of the Senior Survey Directors, who works with the client on all phases of the project and is responsible for the successful completion of the work within the limits of budget and schedule. Senior Survey Directors are assisted by Survey Directors and Assistant Survey Directors, who are responsible for overseeing the day-to-day operations of the survey.

Information on NORC's capability in the main phases of survey operations--sampling, instrument development, and data collection follows.

#### **Sampling**

NORC has many resources to draw upon in dealing with elements of statistical design and the implementation of sample surveys. NORC maintains a national probability sample that was fully revised, with the support of a grant from the Russell Sage Foundation, to accord with 1980 Census information. The sample is a stratified, multistage, probability selection of households, distributed over eighty-seven distinct Standard Metropolitan Statistical Areas and counties in the United States. Information on popula-

tion characteristics such as age, race, sex, and income is integrated into the data base. This allows design and selection of samples that target specific subgroups, such as blacks, Hispanics, and the elderly. Household listings are continually updated with every survey. From the frame, subsamples are drawn to satisfy survey requirements. The methods of selection employed are in accord with the area probability techniques used by the U.S. Bureau of the Census. The Sampling Department staff works with Census publications and tapes, as well as special source materials such as directories and lists. For telephone surveys, NORC can generate national, regional, and local random digit-dialing samples and modified Waksberg samples.

In addition to national sampling, the NORC Sampling Department has designed many special purpose samples aimed at specific localities or population subgroups. In designs of this type, NORC gives the necessary careful consideration to problems of achieving a sample allocation that satisfies both the desire for precise estimation of population characteristics and the requirements of particular analytical models.

#### **Instrument Development**

It is NORC's policy to require active involvement of its staff in the design and formatting of all instruments used by its field staff to collect survey data. Personnel of the Survey Research Group regularly consult with clients on the development and testing of survey instruments. In addition, as a regular part of its development effort, NORC pretests the instruments to be used in any survey (or conducts a pilot study, or both).

NORC's Senior Survey Directors are skilled and experienced in the translation of research objectives to questionnaires and other instruments that are easy to use in the field and provide reliable data. Additional resources are available in this area from a large group of Survey Directors and Assistant Survey Directors, from NORC's specialized library of survey research materials, and from consultation with the Centers' Research Associates, who specialize in the social science disciplines of sociology, economics, political science, psychology, and other fields.

#### **Data Collection**

In its forty-six years of experience in survey research, NORC has performed many types of data collection—from national and special samples, by personal interview, telephone, and self-administration. Throughout this history, NORC has adhered to the highest standards of quality, efficiency, and professional ethics.

NORC's commitment to the collection of quality data with high completion rates has led to the development of a field management structure of unparalleled excellence. The Office of Field Coordination and Management (OFCM) is structured to combine the advantages of centralized administration with those of decentralized hiring and supervision.

The NORC field structure divides the United States into four large Districts similar to the U.S. Census's "Regions," and further subdivides it into fourteen Divisions. Under the supervision of the Director of the OFCM and Central Office Supervisors, a staff of fourteen Divisional Field Managers (DFMs) are responsible for the management of all assigned fieldwork in their respective Divisions. Four of these twelve DFMs have additional responsibilities as District Manager (DMs), providing oversight management and assistance to the other DFMs in their respective districts. The DFMs select, train, and supervise a field force of about 1,000 interviewers located in the metropolitan areas and nonmetropolitan counties that make up NORC's national sample of 87 Primary Sampling Units (PSUs). DFMs are also responsible for recruiting and training interviewers outside NORC's national sample points when specific surveys call for such staffing. Reporting to the DFMs, and assisting them with field supervision particularly, are the Field Managers (FMs), who work in designated areas within the Divisions.

NORC has employed all of its present Divisional Field Managers as permanent staff members in a supervisory capacity for a minimum of five years and several of them for over ten years. To attain the position of DFM each has had to demonstrate outstanding ability in all data collection activities, a thoroughgoing understanding of the demands of survey research, and skill in the management of field activities and personnel.

Both DFMs and FMs receive special training and participate in workshops that foster management and training skills. One of the devices employed is "SNORC" (SimulatedNORC), a training tool that simulates a range of survey activities. Through role-playing and discussion in SNORC, field management personnel have the opportunity to develop the skills needed in their complex and demanding jobs. Other materials generated by the OFCM include a Field Manager's handbook, which focuses on effective communication with the central office, organization of the Field Manager's work, and supervision of the field staff. These administrative tools foster communication among the members of the nationwide staff, coordination of their efforts, and thus efficient management of data collection activities. All of NORC's interviewers are hired personally by Field Managers. Many have filled assignments on several field operations, and their associations with NORC have often extended over many years.

To add to its extensive roster of experienced interviewers, NORC employs various strategies for recruiting additional interviewers with special skills as these are needed for projects. New interviewers are trained by NORC staff in individual or group sessions as appropriate. This general training includes attention to the procedures, demands, and ethics of survey research. The fundamentals of fieldwork--including the implementation of sample design, the approach to respondents, the administration of questionnaires (neutral probing techniques, accurate recording of responses, following skip patterns, etc.), and the protection of respondent confidentiality--are covered in these sessions, through lecture, discussion, role-playing, and practice interviews. Briefing and training of both new and experienced interviewers for particular studies is tailored to the needs of each study, especially the method of data collection. It is accomplished by a detailed written manual of instructions, which describes the background and purpose of the study, the procedures to be followed, and the meaning and intent of individual questionnaire items. This basic man-



ual is supplemented by one or more additional training devices, depending on the complexity of the survey: group meetings, conference calls with small groups of interviewers, practice questionnaires that are returned for criticism, or quizzes on the contents of the manual. On some large and complex studies, groups of interviewers are brought to central or regional locations for intensive training sessions lasting a week or more.

When necessary, NORC establishes site offices for administration of large-scale projects. NORC is capable of managing simultaneously a number of site offices engaged in single studies or in several different studies. NORC has had as many as ten site offices in operation at one time, with local staffs of up to forty, not including interviewers. Some site offices have been open for periods of several years, collecting thousands of interviews.

NORC has also conducted many surveys, as a whole or in part, by telephone. For telephone interviewing of large-scale and national samples NORC has a Telephone Center where data is collected using NORC's proprietary computer-assisted telephone interviewing (CATI) system; interviewing of special populations is often done from interviewers' homes and may also use NORC's CATI system. NORC's telephone center is a constituent part of the NORC Lake Park Facility, which houses, in addition, a data preparation center. The Facility is under the supervision of a senior survey director. The telephone center also has a director who coordinates training, staffing, scheduling, and other center operations, and is staffed by professionals selected for their telephone data collection expertise.

The Telephone Center maintains a core staff of supervisors and interviewers who have had a wide range of experience in all phases of data collection; pretesting, screening, interviewing, retrieval, validation and respondent locating. The staff has used both hardcopy and CATI questionnaires and has experience interviewing random samples in studies of the general population and specific samples of professionals such as teachers, school administrators, doctors, nurses, and records managers for hospitals and insurance companies.

The Telephone Center has 63 interviewer stations and 10 supervisor stations equipped with monitoring phones. In addition, there is an especially configured monitoring room for on-line, audio and visual monitoring of CATI studies. There are an additional 45 interviewer and six supervisor stations in the Data Preparation Center at the Lake Park Facility that can be used for interviewing on evenings and weekends. Interviewers usually work five to six hour shifts and, if necessary, the Telephone Center can be staffed and operating seven days a week, twenty-four hours each day. Interviewers are selected for and trained in the following skills.

- **Communication Skills.** Interviewers use the telephone to present themselves and the study so as to gain the respondent's interest and cooperation.

- **Reading Skills.** Interviewers read questions aloud exactly as they are worded using voice quality and inflection to impart the correct meaning.
- **Recording Skills and Keyboard Aptitude.** Interviewers enter respondent's answers into the hardcopy questionnaire or the CATI system carefully and completely, recording verbatim responses where appropriate.
- **Other Language Skills.** NORC has bilingual, English/Spanish speaking interviewers who are able to conduct interviews and perform locating tasks in either language.

**Recruiting Interviewers.** NORC augments and reinforces its core staff through an ongoing program of recruitment from such groups as retired teachers, graduate students, actors and writers, and others who have an aptitude for and are interested in survey research.

**Training Telephone Interviewers.** New interviewers must successfully complete an intensive course in general telephone interviewing techniques and an orientation to CATI interviewing before joining staff interviewers for the project specific training. Standard materials for the general training and CATI orientation have been developed by the Telephone Center. Training materials for projects are pre-tested and developed in conjunction with NORC and client task leaders.

**Telephone Supervisors.** NORC maintains a staff of experienced senior telephone supervisors and assistant supervisor/monitors. These supervisors were identified initially through their outstanding performance as interviewers. Thus, they understand the tasks their interviewers must perform and can, when necessary, work as specialists in converting refusals. As supervisors, however, they are valued and utilized especially for their skill at problem solving and managing interviewers in a centralized telephone setting to ensure that the data collection productivity and quality goals are met. All of the supervisors have also served as interviewer trainers, assisting in large group training sessions or organizing and directing smaller sessions in which they train the interviewers they will supervise. They also conduct seminars in refusal avoidance and conversion and allied skills such as pretesting, data retrieval and respondent locating.

**Monitoring.** A scheduled and ongoing program for monitoring production on all projects is the principal assignment for the assistant supervisors. Systematic, recorded monitoring and immediate feedback to interviewers is the mainstay for staff evaluation and quality control. New interviewers are monitored intensively, experienced interviewers are routinely monitored throughout the life of the project to ensure that project objectives are met and that interviewing standards are maintained.

**Clerical Assistance.** An administrative assistant and one to three clerks provide assistance with the daily routine tasks associated with managing and reporting on the telephone data collection effort.

**Reporting.** To make prudent decisions about the management of telephone surveys, NORC routinely produces several basic kinds of reports; that is, reports that provide information about how much of

the work has been done (the number of cases closed out or to which a final disposition has been assigned, how much of the work has been completed with the intended result (the number of completed interviews), the prospects for success with the work that has not yet been attempted or completed, information that will reveal any significant problem areas, and information on the costs of the data collection work. Reports serve the dual function of project management and interviewer evaluation and supervision.

**Telephone Center Director.** All data collection staff are under the direct supervision of the Director of the Telephone Center. The Director coordinates all aspects of telephone data collection with NORC project task leaders.

### Research Group

Five research centers are housed at NORC: the Methodology Research Center, the Economics Research Center, the Chapin Hall Center for Children, the Center for the Study of Politics and Society, and the William F. Ogburn-Samuel A. Stouffer Center for the Study of Population and Social Organization. Within the centers are programs of more specialized research focus. Centers are staffed by Research Associates, Research Analysts, and Research Assistants. Most senior members, Research Associates, hold faculty appointments at the University of Chicago or at other research universities. They are drawn primarily from the disciplines of economics, political science, psychology, and sociology.

The Methodology Research Center was created in 1985 to conduct inquiry into the improvement of survey research techniques and procedures. MRC research efforts focus on response bias, mental processes, decision-making, educational measurement, statistical methods and sampling, multiple-imputation, and aspects of medical research.

The Economics Research Center serves as the research base for approximately twenty economists. Research interests of the Center's members include labor market behavior, economics of the family, and methodology of longitudinal data analysis. The *Journal of Labor Economics* is sponsored by the center and a discussion paper series of reprints of articles and reports is distributed widely.

The Chapin Hall Center for Children focuses on children, youth, and families. Special areas of concern include the educational process, public assistance, the effects of school environment, public and private children's services, and children's policy issues.

The Center for the Study of Politics and Society was established in September of 1986. The center houses scholars in political science and sociology whose work focuses on the fabric of American and international society.

The Ogburn-Stouffer Center's mission is to undertake sociological research on topics in population and social structure. The Center's aim is to conduct empirical studies that advance sociological theory

and address substantively important problems in demography, social organization, education, and other areas. The Center was established in 1983 and became affiliated with NORC in 1988.

Activities of the Research Group as a whole include a postdoctoral fellowship program and a summer workshop on new statistical methods of longitudinal data analysis. A seminar series allows individual researchers to share their investigations with both the Research Group and Survey Research Group members, as well as with the entire university community.

Following are brief descriptions of selected research efforts by NORC staff that attest to the interdisciplinary richness of research at NORC.

- Study of the initial entry into the labor market and the pattern of job search in the immediate post-high-school period for young men and women (This research uses a longitudinal data set of nearly 60,000 sophomores and seniors that was first collected by NORC in 1980 and will continue through the decade.)
- Effects of EEOC legislation on racial differences in employment and earnings of youths, the effects of family welfare reciprocity on employment patterns of youth and other family members
- Economics of the American family, changes in fertility, marriage and divorce, living arrangements, and labor force participation of women
- Parent-child interactions and family dynamics, particularly behavior relating to school, alcohol consumption, juvenile delinquency, and life-cycle transitions
- Determinants of well-being--religious behavior, neighborhood crime patterns
- Education, including an examination of discipline and order in American public and nonpublic high schools, youth employment during high school, Hispanic youth in U.S. high schools
- Dynamics of public opinion and the relation between public opinion, interest groups, and policy responsiveness
- Methodological problems of longitudinal data analysis--analyses of discrete and continuous data, applicability of time series models to longitudinal data, and problems of initial conditions with longitudinal data

### **The Information Services Group**

The Information Services Group is composed of the Center for Computing and Information Systems, the Paul B. Sheatsley Library, Editorial Services, and Word Processing.

### **The Center for Computing and Information Systems**

The Center for Computing and Information Systems provides information processing services for all NORC activities. The Center's role is to help conceptualize and plan the strategy for, as well as to implement, supervise, and carry out, those portions of NORC's work that fall within the general area of information processing and management. It has day-to-day responsibility for the management of computing resources--hardware, software systems, and technical staff--to meet the needs of all NORC projects and activities. The management of data processing on individual survey projects is the responsibility of Data Processing Project Leaders. These individuals are survey professionals with backgrounds in both the social sciences and computing. The project teams they head comprise experienced programmers and other technical support personnel as required by individual projects.

Much of NORC's information processing is PC-based. The NORC local area network (LAN) consists of eighteen file servers linking almost 500 PC workstations throughout all of NORC. Each server has a minimum of 300 megabytes of disk storage and high-speed laser printer. Some servers are dedicated to survey production activities such as data entry, CATI, or survey control updating. Others may be used by researchers to analyze datasets or write reports. Still others are used by survey managers for a variety of management-related tasks.

NORC also makes extensive use of an IBM-compatible mainframe at the University of Chicago--an Amdahl 5860 featuring a CPU with 24 megabytes of memory and a storage access time of 312 nanoseconds. Twenty-four I/O channels provide access to over 50 gigabytes of online disk storage and 14 1600/6250 bpi tape drives. Other peripherals include high-speed impact printers and laser printers. The operating system is MVS/XA with programmer access principally through TSO and ISPF. The University of Chicago Computing Organizations, which house the Amdahl, have a full library of software to supplement NORC's own software library.

NORC programmers access the Amdahl through a campus-wide voice and data telecommunications network. Over 40 NORC terminals operating at 19.2 kbaud are currently connected to the network. The system also can be accessed from outside the Chicago area through TELENET, a national data communications network.

The bulk of survey production tasks are supported under the NORC Integrated Survey System (NISS). This software system was designed at NORC to meet the specific needs of survey research. It has five main modules: the Questionnaire Management System (QMS), Computer-Assisted Data Capture (CADC), Computer-Assisted Coding (CAC), the Survey Management System (SMS), and the Field Management System (FMS). The main function of the Questionnaire Management System (QMS) is to provide a mechanism for transfer of the questionnaire design, data collection instrument, or document to be entered to a form that can be used by other modules in NISS. The QMS database is a thorough and detailed description of the survey instrument. Complete question and answer text, legitimate response val-



ues, skip patterns, missing values to be used for each question, and output positions in the final data record are all stored in this database. QMS includes a module to input and store information in the database and a postprocessor that takes data from the database and creates output files for use by other programs and systems. For example, control cards for statistical systems such as SAS or SPSS can be generated. Questionnaire text can be exported for input to a program that produces a final codebook with record layout, frequencies, and so forth. QMS modules create input to one of the most important components of NISS, data capture. The data capture subsystem can operate in any of three modes: computer-assisted data entry (CADE), computer-assisted telephone interviewing (CATI), and computer-assisted personal interviewing (CAPI). Each of these three modes share common features that include the following:

- Complete checking of all entries so that they conform to valid ranges defined for the particular data item.
- Automatic routing through the instrument to enforce skip patterns.
- Interitem consistency checks as appropriate for a particular instrument or survey
- Linkage to a computer-assisted coding (CAC) subsystem that allows for coding from predefined coding tables using a keyword-in-context search technique.
- Automatic linkage to the Survey Management System. In the case of CATI and CAPI, display of full question and answer text.

The design of the data capture subsystem allows for a maximum of flexibility so that applications can be tailored to meet the varying requirements of individual surveys. Responses to questions in the survey instrument are entered to the data capture subsystem and then output to an instrument-specific database. This database contains all of the data collected by the survey with this particular instrument. The database may have a simple structure, that is, a simple rectangular file, or a very complex structure that may be expressed in a hierarchical or relational form. Computer-Assisted Coding (CAC) is a generalized, microcomputer-based system for the coding of openended responses to standardized coding tables. The system can accommodate virtually any coding tables currently used for the coding of survey data. Because the system substitutes a computer search for the traditional hard-copy lookup in long and complex coding manuals, the amount of time needed to find a code is reduced dramatically. The basic approach used by the software is a keyword-in-context search strategy. In the system setup phase, individual coding tables are preprocessed to create concordance tables of all unique terms along with pointers to all occurrences of each term in the coding table. In the operational phase, a coder keys in a response to be coded or retrieves a previously entered response from a database. The response may be a single term or two or more key terms extracted from the response. The system searches the appropriate concordance table for each term specified and determines all records that intersect for all terms. These records form the set of potential codes for the response. The system reports on the number of records in the set. The coder

can then ask for the codes to be displayed or, if there are a large number of potential codes, search again with a more restricting set of terms.

The Survey Management System (SMS) is the principal management tool of the survey. The SMS database is constructed at the beginning of the project, before any interviewing takes place. Among the kinds of information loaded are the following:

- The sample to be surveyed. Each survey respondent will be identified as an entity in the database. Applicable subsample information or stratification indicators may also be loaded.
- Locating information to help an interviewer contact a respondent.
- Assignment data indicating which interviewers and interviewer supervisors have been assigned to each case.

Once loaded, the SMS tracks all events associated with a particular case, including activities such as a successful interview, receipt of an instrument in-house, completion of data entry, and other such events that are of interest to survey management. SMS also notes the date of the event and the relevant actor. Actors can include interviewers, coders, data entry personnel, and others. Updates to the database can be done directly by in-house staff or automatically by other system components of NISS such as CADE. Reports on the SMS database inform the Project Director about overall survey progress as well as the status of individual cases. Reports also can be used to measure staff productivity. For example, reports can be generated showing the number of cases entered or coded by a specific individual on both a current period and year-to-date basis. NORC's Field Management System (FMS) was developed to provide survey managers with timely data about costs and production on field surveys. The system runs on a wide area network (WAN) consisting of the NORC LAN as a host and a varying number of field stations connected over conventional telephone lines.

As implemented for most surveys, high-level field supervisors such as Divisional Field Managers (DFMs) use the system on standalone microcomputers in their homes. Each week of the survey, each DFM holds a telephone conference with all of his or her Field Managers (FMs) in the field division, soliciting information about costs in a wide range of categories as well as information about production--number of completed interviews, number of refusals, number of respondent contacts, etc.--for the just-concluded week. The information collected from the FMs is input directly into a distributed data base, where it is aggregated with data from previous weeks and reported on. At the end of each field week, the DFMs electronically transmit data from their distributed data bases to the NORC central office, where it is merged with similar data from all other DFMs.

Through FMS central office staff are informed about expected expenses as they are incurred without having to wait for interviewer time and expense reports to be filed, a process that can take several weeks. At the same time, field estimates of production can be compared against actual questionnaire re-

ceipts as logged in the SMS so that lags in production or reporting inconsistencies can be identified quickly and investigated.

NORC also has developed its own machine editing system, EDIT, which runs on the University of Chicago mainframe, to check data files for valid ranges and values and for inter-item consistency. Most of the EDIT specifications are generated automatically by QMS; these can be augmented by a programmer where appropriate.

Manual editing is carried out by a staff of experienced data editors, who follow written editing instructions prepared by the project's coding supervisors and approved by the Project Director. Codes assigned by the editors are checked on a randomly selected subsample of cases, and coding supervisors consult with survey staff to resolve problems. Data entry is done on NORC's DATA-100 key-to-disk system, which allows for program-controlled checks of valid ranges and values for each data item. Verification is done routinely on a 10 percent basis and can be done at 100 percent if requested. After data entry, cleaning is done using the EDIT program described above. Data editors correct errors detected during each cleaning pass; cleaning passes are run until no errors can be located. The final product of each survey is a data file with supporting documentation. The automated systems described above enable NORC to provide a fully machine-readable as well as a hardcopy codebook with each file delivered to the client. In most instances, a full set of control cards for a statistical analysis system and tape layouts are also provided.

### **The Paul B. Sheatsley Library**

The Sheatsley Library at NORC has three functions: (1) it maintains a specialized collection of materials of substantive and methodological interest to the staff; (2) it maintains a data archive of NORC studies for secondary analysis; and (3) it is an information office for NORC research and for survey research.

Within each of these functions, the materials and services available have unique characteristics. The specialized collection includes the results of the major national polls, including Gallup and Harris, as well as results from regional polls such as the California Poll. The information office provides access to the survey experience embodied in the hundreds of studies NORC has done. A bibliography of papers and books resulting from or referring to work done at NORC is prepared and distributed by the NORC library. In addition to providing access to data for secondary analysis to researchers throughout the world, the data archive also provides consultation for students at the University of Chicago and other universities.

The Library was renamed in 1986 in honor of retiring Senior Survey Director Paul B. Sheatsley. Its materials and services are available to all.

### **Editorial Services and Word Processing**

The Editorial Services department is responsible for both public information and publications support. In the former category, the department produces NORC's biennial reports, external and internal newsletter, and project-specific informational materials, and handles media relations for corporate and project needs. In the latter category, the department provides support in manuscript preparation for NORC's survey and research staff. The Word Processing Department is a centralized resource that supplements staff efforts in the preparation of a wide range of documents, including personalized form letters, questionnaires, and reports. The department is equipped with both dedicated word processors and micro-computers compatible with those in use in other NORC departments. Desktop publishing hardware and software is currently being added to the equipment of the Editorial and Word Processing departments, to enhance the production capabilities of the organization.

### **The Administrative Group**

The Administrative Group provides the support in financial management and contracts and grants administration crucial to the successful conduct of research. This group is responsible for the financial management of NORC and provides an independent review of cost reports and projections made by project management. Central to the financial management function are two automated systems:

- NORC's Management Information System is a project-oriented system that accumulates costs by projects and, within project, by task, activity, type of expense, and departmental area. The system provides internal audit controls to ensure that all charges to a project are valid and authorized; there is an audit trail of all costs. The MIS is the source for all invoicing.
- NORC's Project Management System provides the administrative group as well as project management within the survey and research groups with an accurate and timely accounting of the status of projects, including both costs incurred and costs-at-completion compared with funding limits and deliverable schedules. The system keeps track of estimates, costs billed, balances expected, variances, and costs-to-date by fiscal period. Manual reports provide input on progress on deliverables.

NORC is audited annually by Arthur Andersen and Company, an independent public accounting firm, as well as a cognizant governmental agency.

## Summaries of Relevant Projects

### Methodological Research

(This is a highly selective list, since much of NORC's research has a methodological component. We refer here to a series of projects conducted by Norman Bradburn and others that informed the literature cited in our introduction to our Statement of Corporate Capability.)

**Methodology Survey.** Conducted for the National Institutes of Mental Health, 1972-73. This survey was designed to measure the effects of question threat and method of administration on response distortion. Another objective was to analyze the randomized response model as a technique to reduce or eliminate response distortion on threatening or personal questions. The findings from this study resulted in the book, *Improving Interview Method and Questionnaire Design*, by Bradburn and Seymour Sudman.

**Research on Social Science Data Collection Methodology.** Conducted for the National Science Foundation, 1975-77. This survey was designed to measure the effects of question characteristics (question length, open or closed formats, and standard of familiar wording) on levels of report of various behaviors. These findings also were reported in the book mentioned above.

### Studies with an Environmental Focus

**Grand Canyon Visibility Study.** Conducted under a subcontract with Decision Focus Incorporated, 1990. A pilot study of opinions about air pollution in the Grand Canyon. A hundred interviews will be conducted in St. Louis and San Diego, respectively, within a ten-day field period.

**Public Perceptions of Technological Risk.** Conducted for Yale University and the Roper Center, 1982-1983. A study of public perceptions of the risks and benefits of technology, in which interviews were conducted with 700 persons in Phoenix, Arizona, and with a list sample of 200 who had testified at public hearings on this topic. This study built on the results of earlier, small-scale investigations; it was designed to test whether the earlier findings would hold among larger, more representative samples.

**The Beach Study.** Conducted for the Center for Policy Research, under contract to the Environmental Protection Agency, 1974. The purpose of this study was to develop an illness inquiry system as a means of obtaining unbiased data on the incidence of illness among populations swimming at test beaches. The questionnaire elicited information on respondents' contact with the water and background history; data was correlated with information on water pollution levels collected by the Northeastern Water Research Laboratory.

**On the Road Fuel Economy Survey.** Conducted for the U.S. National Highway Traffic Safety Administration, 1982-83. This study monitored the fuel economy of late model vehicles as actually experienced by the motoring public in its everyday driving. Results were used in reports to Congress and to compare actual fuel economy with EPA-rated fuel economy for specific models.

**Public Reaction to Diesel Exhaust Engine Odors.** Conducted for the Vehicle Emissions Research laboratory of the Southwest Research Institute (1971). The purpose of the study was to expand and refine information on public opinion about diesel exhaust odors. Five definable levels of diesel exhaust odors were presented singly to different groups of people, and an attempt was made to sample opinions on diluent air alone.

### **Studies for Clients Representing the Legal System**

**Class Action Study.** Conducted for the Federal Court of Minneapolis, 1976. A telephone interview averaging 45 minutes in length with a list sample of 1,000 claimants in a class action suit. The suit was against major pharmaceutical houses, and charged--successfully--that these companies overcharged for antibiotics.

**Credit Problems Study.** Conducted for the Bureau of Applied Social Research at Columbia University, 1967. Designed to aid in court reforms by collecting data from persons with credit problems. The questionnaire included a history of the transaction leading to the court action and its affect on the individual.

### **Quick-Turnaround Studies**

**Grand Canyon Visibility Study.** Described above under Studies with an Environmental Focus.

**Survey of 1990 Census Participation.** Conducted under a joint statistical agreement between NORC and the U.S. Bureau of the Census, 1990. This study collects data from both responders and non-responders to the 1990 decennial Census, in order to examine reasons for participating and not doing so. A total of 2,400 cases must be completed within six weeks.

**Chicago Neighborhood Study.** Conducted for the City of Chicago, 1990. A study of the community of Hegewisch on Chicago's far south side, concerning neighborhood organizations, job opportunities, and quality of life. In the middle of the field period, the Mayor of Chicago announced a plan to build an airport in what is now Hegewisch, and a supplement was added to the survey to determine the community's reaction.

### **Studies Using Focus Groups**

**Soviet Interview Project.** Conducted for the National Council for Soviet and East European Research, 1986. This project seeks to fill gaps in Western knowledge concerning the Soviet social, economic, and political structure. A particular focus is on experiences in and views about the military.

**National Study of Health and Sexual Behavior.** Conducted for the National Institute of Child Health and Human Development, 1988-present. A pioneering study of the sexual behavior of the American population, with a particular focus on AIDS and sexually transmitted diseases. Contains extremely sensitive questions.

**National Education Longitudinal Study of 1988.** Conducted for the National Center for Education Statistics, 1988-present. A study of the educational process in the 1980s in U.S. schools, using the student as the basic unit of analysis, and including data collection from the sampled student's parents, teachers, and school principal. Students are surveyed at a two-year interval, the first survey having been conducted in 1988 when they were in the eighth grade.



**Budget**

**Exxon Valdez Economic Studies  
Budget Summary**

<b>T.1</b>	<b>Expert Methodological Support</b>	\$ 23,196
<b>T.2</b>	<b>Recreational Studies</b>	
T.2a	Conduct Focus Groups to Test Survey Instruments	\$ 38,113
T.2b	Administer Survey to Sea Kayakers	\$ 69,321
<b>T.3</b>	<b>Contingent Valuation Studies</b>	
T.3a	Conduct Focus Groups to Explore Use/Non-Use Values	\$102,208
T.3b	Test Alternative Survey Instruments	\$ 95,809
T.3c	Administer Nationwide CV Survey	\$104,065
	<b>TOTAL</b>	<hr/> <b>\$432,712</b>

Exxon Valdez Economic Studies  
Summary of All Tasks

STAFF LABOR	Hours	
NORC Director	45	
Associate Director	45	
Senior Survey Director I	1,095	
Assistant Survey Director II	978	
Administrative Assistant	197	
Project Services Assistants	270	
Financial Management	285	
Divisional Field Managers	53	
Senior Statistical Scientist	141	
Sampling Director	148	
Survey Methodologist	225	
Senior Research Associate	23	
DP Project Management	266	
DP Assistance	40	
Senior Programmer Analyst	115	
Programmer II	613	
Programmer I	155	
Data Entry Supervisor	58	
Data Entry Operators	133	
Lake Park Management	174	
Lake Park Supervision	1,020	
<b>Total Staff Labor</b>	<b>6,077</b>	<b>\$128,068</b>
<b>INTERVIEWER LABOR</b>		
Central Office Interviewers	\$6.61 2,849	\$18,835
<b>Total Interviewer Labor</b>	<b>2,849</b>	<b>\$18,835</b>
<b>TOTAL LABOR</b>		<b>\$146,902</b>

**OTHER DIRECT EXPENSES**

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Staff Fringe @ 20%	\$25,614
Interviewer Fringe @ 13%	\$2,449
Telephone*	\$12,966
Postage	\$2,000
Photocopy	\$1,850
Staff Travel	\$22,627
Computer*	\$4,059
Microcomputer*	\$6,084
Outside Printing	\$276
Supplies	\$1,683
Subcontractor w/ Overhead	\$48,770
Consultants*	\$2,000

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**TOTAL OTHER DIRECT EXPENSES** \$130,377

ODE'S ELIGIBLE FOR OVERHEAD \$130,377

SUBTOTAL - 1 \$277,279

\* - No COLA applied

SUBTOTAL 2 - TOTAL DIRECT COSTS \$277,279

Indirect Cost Base (Subtotal 2 less exclusions noted above) \$277,279

Overhead @ 45% of Modified Total Direct Costs \$124,776

**TOTAL COST WITHOUT FEE** \$402,055

Fixed Fee \$30,657

**TOTAL ESTIMATED COST PLUS FIXED FEE** \$432,712

Exxon Valdez Economic Studies

Task 1  
Expert Methodological Support

1/90	Rate	Hours	Amount
<b>STAFF LABOR</b>			
NORC Director		45	
Associate Director		45	
Senior Statistical Scientist		23	
Senior Research Associate		23	
<b>Total Staff Labor</b>		<b>135</b>	<b>\$8,803</b>
<b>INTERVIEWER LABOR</b>			
<b>TOTAL LABOR</b>			<b>\$8,803</b>
<b>OTHER DIRECT EXPENSES</b>			
Staff Fringe @ 20%			\$1,761
Telephone			\$100
Postage			\$100
Staff Travel			\$2,568
<b>TOTAL OTHER DIRECT EXPENSES</b>			<b>\$4,529</b>
ODE'S ELIGIBLE FOR OVERHEAD			\$4,529
<b>SUBTOTAL 1</b>			<b>\$13,331</b>
<b>SUBTOTAL 2 - TOTAL DIRECT COSTS</b>			<b>\$13,331</b>
Indirect Cost Base (Subtotal 2 less exclusions noted above)			\$13,331
Overhead @ 45% of Modified Total Direct Costs			\$5,999
<b>TOTAL COST WITHOUT FEE</b>			<b>\$19,330</b>
Fixed Fee @ 20%			\$3,866
<b>TOTAL ESTIMATED COST PLUS FIXED FEE</b>			<b>\$23,196</b>

Exxon Valdez Economic Studies

Task 2a

Conduct Focus Groups to Test Sea Kayaker Survey Instruments

1/90

STAFF LABOR	Rate	Hours	Amount
Senior Survey Director I		113	
Assistant Survey Director II		113	
Financial Management		23	
Divisional Field Managers		53	
Total Staff Labor		300	\$6,215
<hr/>			
INTERVIEWER LABOR			
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TOTAL LABOR			\$6,215
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OTHER DIRECT EXPENSES			
Staff Fringe @ 20%			\$1,243
Telephone			\$100
Postage			\$200
Photocopy			\$100
Staff Travel			\$7,445
Microcomputer			\$232
Subcontractor with OH			\$9,030
TOTAL OTHER DIRECT EXPENSES			\$18,350
ODE'S ELIGIBLE FOR OVERHEAD			\$18,350
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SUBTOTAL 1			\$24,565
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SUBTOTAL 2 - TOTAL DIRECT COSTS			\$24,565
Indirect Cost Base (Subtotal 2 less exclusions noted above)			\$24,565
Overhead @ 45% of Modified Total Direct Costs			\$11,054
TOTAL COST WITHOUT FEE			\$35,619
Fixed Fee @ 7%			\$2,493
TOTAL ESTIMATED COST PLUS FIXED FEE			\$38,113

Exxon Valdez Economic Studies  
Task 2b: Administer Survey to Sea Kayakers  
Phone Version

1/90 STAFF LABOR	Rate	Hours	Amount
Senior Survey Director I		113	
Assistant Survey Director II		181	
Administrative Assistant		106	
Project Services Assistants		23	
Financial Management		23	
Sampling Director		30	
Survey Methodologist		30	
DP Project Management		95	
DP Assistance		14	
Senior Programmer Analyst		45	
Programmer II		248	
Programmer I		53	
Lake Park Management		65	
Lake Park Supervision		323	
<b>Total Staff Labor</b>		<b>1,345</b>	<b>\$24,584</b>
<b>INTERVIEWER LABOR</b>			
Central Office Interviewers	\$6.61	863	\$5,701
<b>Total Interviewer Labor</b>		<b>863</b>	<b>\$5,701</b>
<b>TOTAL LABOR</b>			<b>\$30,285</b>
<b>OTHER DIRECT EXPENSES</b>			
Staff Fringe @ 20%			\$4,917
Interviewer Fringe @ 13%			\$741
Telephone			\$4,650
Postage			\$100
Photocopy			\$250
Computer/DP Supplies			\$1,098
Microcomputer			\$2,213
Outside Printing			\$276
Supplies			\$150
<b>TOTAL OTHER DIRECT EXPENSES</b>			<b>\$14,395</b>
<b>ODE'S ELIGIBLE FOR OVERHEAD</b>			<b>\$14,395</b>

SUBTOTAL 1	\$44,680
SUBTOTAL 2 - TOTAL DIRECT COSTS	\$44,680
Indirect Cost Base (Subtotal 2 less exclusions noted above)	\$44,680
Overhead @ 45% of Modified Total Direct Costs	\$20,106
<b>TOTAL COST WITHOUT FEE</b>	<b>\$64,786</b>
Fixed Fee @ 7%	\$4,535
<b>TOTAL ESTIMATED COST PLUS FIXED FEE</b>	<b>\$69,321</b>



Exxon Valdez Economic Studies

Task 3a

Conduct Focus Groups to Test Use/Non-use Values

1/90

STAFF LABOR	Rate	Hours	Amount
Senior Survey Director I		345	
Assistant Survey Director II		150	
Financial Management		30	
Survey Methodologist		195	
<b>Total Staff Labor</b>		<b>720</b>	<b>\$17,889</b>
<b>INTERVIEWER LABOR</b>			
<b>TOTAL LABOR</b>			
			<b>\$17,889</b>
<b>OTHER DIRECT EXPENSES</b>			
Staff Fringe @ 20%			\$3,578
Telephone			\$100
Postage			\$500
Photocopy			\$100
Staff Travel			\$12,614
Microcomputer			\$557
Subcontractor with OH			\$30,540
<b>TOTAL OTHER DIRECT EXPENSES</b>			<b>\$47,989</b>
<b>ODE'S ELIGIBLE FOR OVERHEAD</b>			<b>\$47,989</b>
<b>SUBTOTAL 1</b>			<b>\$65,877</b>
<b>SUBTOTAL 2 - TOTAL DIRECT COSTS</b>			<b>\$65,877</b>
Indirect Cost Base (Subtotal 2 less exclusions noted above)			\$65,877
Overhead @ 45% of Modified Total Direct Costs			\$29,645
<b>TOTAL COST WITHOUT FEE</b>			<b>\$95,522</b>
Fixed Fee @ 7%			\$6,687
<b>TOTAL ESTIMATED COST PLUS FIXED FEE</b>			<b>\$102,208</b>

Exxon Valdez Economic Studies  
Task 3b: Test Alternative Survey Instruments

1/90	Rate	Hours	Amount
<b>STAFF LABOR</b>			
Senior Survey Director I		300	
Assistant Survey Director II		300	
Administrative Assistant		75	
Project Services Assistants		158	
Financial Management		120	
Senior Statistical Scientist		25	
Sampling Director		25	
DP Project Management		60	
DP Assistance		9	
Senior Programmer Analyst		23	
Programmer II		113	
Programmer I		40	
Data Entry Supervisor		58	
Data Entry Operators		133	
Lake Park Management		58	
Lake Park Supervision		288	
<b>Total Staff Labor</b>		<b>1,784</b>	<b>\$32,630</b>
<b>INTERVIEWER LABOR</b>			
Central Office Interviewers	\$6.61	691	\$4,568
<b>Total Interviewer Labor</b>		<b>691</b>	<b>\$4,568</b>
<b>TOTAL LABOR</b>			<b>\$37,198</b>
<b>OTHER DIRECT EXPENSES</b>			
Staff Fringe @ 20%			\$6,526
Interviewer Fringe @ 13%			\$594
Telephone			\$1,203
Postage			\$700
Photocopy			\$700
Computer/DP Supplies			\$1,795
Microcomputer			\$1,302
Supplies			\$533
Subcontractor with OH			\$9,200
Incentive Payments			\$2,000
<b>TOTAL OTHER DIRECT EXPENSES</b>			<b>\$24,554</b>
<b>ODE'S ELIGIBLE FOR OVERHEAD</b>			<b>\$24,554</b>

SUBTOTAL 1	\$61,752
SUBTOTAL 2 - TOTAL DIRECT COSTS	\$61,752
Indirect Cost Base (Subtotal 2 less exclusions noted above)	\$61,752
Overhead @ 45% of Modified Total Direct Costs	\$27,789
<b>TOTAL COST WITHOUT FEE</b>	<b>\$89,541</b>
Fixed Fee @ 7%	\$6,268
<b>TOTAL ESTIMATED COST PLUS FIXED FEE</b>	<b>\$95,809</b>

Exxon Valdez Economic Studies  
Task 3c: Administer Nationwide CV Survey

1/90

STAFF LABOR	Rate	Hours	Amount
Senior Survey Director I		225	
Assistant Survey Director II		235	
Administrative Assistant		16	
Project Services Assistants		90	
Financial Management		90	
Senior Statistical Scientist		93	
Sampling Director		93	
DP Project Management		111	
DP Assistance		17	
Senior Programmer Analyst		47	
Programmer II		253	
Programmer I		63	
Lake Park Management		52	
Lake Park Supervision		409	
<b>Total Staff Labor</b>		<b>1,793</b>	<b>\$37,947</b>
<b>INTERVIEWER LABOR</b>			
Central Office Interviewers	\$6.61	1296	\$8,565
<b>Total Interviewer Labor</b>		<b>1,296</b>	<b>\$8,565</b>
<b>TOTAL LABOR</b>			<b>\$46,513</b>
<b>OTHER DIRECT EXPENSES</b>			
Staff Fringe @ 20%			\$7,589
Interviewer Fringe @ 13%			\$1,114
Telephone			\$6,813
Postage			\$400
Photocopy			\$700
Computer/DP Supplies			\$1,166
Microcomputer			\$1,780
Supplies			\$1,000
<b>TOTAL OTHER DIRECT EXPENSES</b>			<b>\$20,561</b>
<b>ODE'S ELIGIBLE FOR OVERHEAD</b>			<b>\$20,561</b>

SUBTOTAL 1	\$67,074
SUBTOTAL 2 - TOTAL DIRECT COSTS	\$67,074
Indirect Cost Base (Subtotal 2 less exclusions noted above)	\$67,074
Overhead @ 45% of Modified Total Direct Costs	\$30,183
TOTAL COST WITHOUT FEE	\$97,257
Fixed Fee @ 7%	\$6,808
TOTAL ESTIMATED COST PLUS FIXED FEE	\$104,065

**Curricula Vitae**

# NORMAN M. BRADBURN

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## EDUCATION

- B.A. With Honors, 1952, University of Chicago
- B.A. Philosophy, Politics, and Economics, 1955, Magdalen College, Oxford University
- M.A. Clinical Psychology, 1958, Harvard University
- Ph.D. Social Psychology, 1960, Harvard University

## PROFESSIONAL EXPERIENCE

- 1989-present Director, NORC, University of Chicago
- 1984-1989 Provost, University of Chicago
- 1979-1984 Director, National Opinion Research Center  
1967-1971
- 1977-present Tiffany and Margaret Blake Distinguished Service Professor, Department of Psychology, University of Chicago
- 1973-1979 Chairman, Department of Psychology, University of Chicago
- 1971-1973 Associate Dean, Division of the Social Sciences, University of Chicago
- 1971-present Professor, Committee on Human Development and the College, University of Chicago
- 1968-present Professor of Psychology, Graduate School of Business, University of Chicago; Associate Professor (1965-1968); Assistant Professor (1960-1965)
- 1970-1971 Von Humboldt Fellow, Institut für Vergleichende Sozialforschung, Universität Köln, West Germany
- 1961-present Senior Study Director (to 1984), NORC; Research Associate (1985 to present) Methodology Research Center/NORC
- 1959-1960 Teaching Fellow, Department of Social Relations, Harvard University  
1956-1957
- 1955-1956 Research Assistant, Laboratory of Social Relations, Harvard University (also summers, 1957-1958)

## AWARDS

- 1987 Award of the American Association for Public Opinion Research
- 1985 Helen Dinerman Award of the World Association for Public Opinion Research
- 1970-1971 Fellowship, Alexander Von Humboldt-Stiftung, Bad Godesberg, Germany
- 1959-1960 Walker-Beale Scholarship, Harvard Graduate School
- 1957-1958 U. S. Public Health Fellowship
- 1954 John Harvard Scholarship (Honorary), Harvard University

## OTHER PROFESSIONAL ACTIVITIES

- 1971- NORC Board of Trustees; President, 1975-79, 1986-1989
- 1984- Member, Argonne National Laboratory Board of Governors
- 1985- Member, Board of Directors, Chapin Hall Center for Children
- 1986- Member, Research and Education Advisory Panel, United States General Accounting Office
- 1987- Member, Board of Directors, The Chicago Council on Foreign Relations; Co-Chairman of Program Committee (1988-present)
- 1987- Member, Committee on National Statistics, National Research Council/National Academy of Sciences
- 1987- Member, Board of Directors, Metropolitan Chicago Information Center
- 1988- Member, Editorial Board, *The International Journal of Public Opinion*
- 1988- Chairman, Board on International Comparative Studies in Education, Commission on Behavioral and Social Sciences and Education, National Research Council/National Academy of Sciences
- 1990- Member, Committee on Mandatory Retirement, National Research Council/National Academy of Sciences.
- 1990- Vice-President, American Association of Public Opinion Research.
- Member, Committee on the Social Sciences - Behavioral, Yale University Council, 1988-1990
- Member, Commission on Behavioral and Social Sciences and Education, National Research Council/National Academy of Sciences, 1981-87.
- Councillor-at-Large, American Association for Public Opinion Research, 1986-87, 1989-1990.
- Member, Editorial Board, *Public Opinion Quarterly*, 1983-86.
- Member, Census Advisory Committee of the American Statistical Association, 1980-85.
- Member, Committee on Precollege Science and Mathematics Education, National Research Council/National Academy of Sciences, 1983-84.
- Associate Chair, Committee on Standards, American Association for Public Opinion Research, 1983-84.
- Trustee, National Council on Public Polls, 1982-84.
- Chair, Survey Research Methods Section, American Statistical Association, 1981-82.
- Member, Advisory Committee for Measurement Methods and Data Resources of the National Science Foundation, 1979-82.
- Demand/Conservation Panel, Committee on Nuclear and Alternative Energy Systems; National Research Council/National Academy of Sciences, 1976.
- Board of Directors, Council on Applied Social Research, 1976.



## OTHER PROFESSIONAL ACTIVITIES (Continued)

Advisory Committee on Problems of Census Enumeration, National Research Council/National Academy of Sciences, 1970-71.

Subcommittee on the Social Psychology of Anonymity, National Research Council/National Academy of Sciences, 1970-71.

Trustee, Federal Statistics Users' Conference, 1970-71.

American Psychological Association, Division 9, Program Chairman for Annual Meetings, 1965.

Executive Committee, Council for Social Science Data Archives, 1965-69.

American Psychological Association, Division 9, Chairman of Council Subcommittee on Social Psychological Aspects of Mental Health, 1965-67.

## PROFESSIONAL SOCIETIES

American Statistical Association (Fellow)

International Statistical Institute (Fellow)

American Association for the Advancement of Science (Fellow)

American Association for Public Opinion Research

American Sociological Association

World Association for Public Opinion Research

## BIBLIOGRAPHY

### Books and Reports:

*Polls and Surveys: Understanding What They Tell Us.* San Francisco: Jossey-Bass, 1988 (with Seymour Sudman).

*Asking Questions: A Practical Guide to Questionnaire Construction.* San Francisco: Jossey-Bass (NORC Series in the Social Sciences), 1982 (with Seymour Sudman).

*Improving Interviewing Method and Questionnaire Design.* San Francisco: Jossey-Bass (NORC Series in the Social Sciences), 1979 (with Seymour Sudman and Associates).

*The Effects of Viewing "Feeling Good": A Field Experiment in a Low Income Community.* Chicago: National Opinion Research Center, 1976 (with Michael Minor).

*Response Effects in Surveys: A Review and Synthesis.* Chicago: Aldine Publishing Co., 1974 (with Seymour Sudman).

*Side by Side: Integrated Neighborhoods in America.* Chicago: Quadrangle Books, 1971 (with Seymour Sudman and Galen L. Gockel).

*Racial Integration in American Neighborhoods: A Comparative Survey. Report No. 111-B.* Chicago: National Opinion Research Center, 1970 (with Seymour Sudman and Galen L. Gockel).

*The Structure of Psychological Well-Being.* Chicago: Aldine Publishing Co., 1969.

*Social Psychological Factors in Inter-group Housing.* Report No. 111-A. Chicago: National Opinion Research Center, 1966 (with Seymour Sudman).

*Reports on Happiness.* Chicago: Aldine Publishing Co., 1965 (with David Caplovitz).

*Social Class and Psychological Adjustment: A Preliminary Report.* Chicago: National Opinion Research Center, 1964 (with David Caplovitz).

*Inter-plant Transfer: The Sioux City Experience.* Report No. 98. Chicago: National Opinion Research Center, 1964.

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*In Pursuit of "Happiness": A Pilot Study of Behavior Related to Mental Health.* Report No. 92. Chicago: National Opinion Research Center, 1963.

*Great Aspirations: Career Plans of America's June, 1961 College Graduates.* Report No. 87. Chicago: National Opinion Research Center, 1961 (with James A. Davis).

### Chapters in Books:

"A Survey Perspective," forthcoming in *The Future of Meta-Analysis*, New York: Russell Sage Foundation, 1989.

"Das Ranking-Verfahren in den USA and seine Auswirkungen auf die Leistungsfähigkeit der Hochschulen," *Neue Entwicklungen im Hochschulwesen der USA*, Herausgegeben von Thomas R. Hummel, Frankfurt: Peter Lang, 1988.

"Die Kooperation der University of Chicago und des Institute für Demoskopie Allensbach: Eine Brücke für die Sozialforschung," in *Demoskopie Und Aufklärung*, München: K. G. Saur, 1988.

"Improving Mailed Questionnaire Design," *Directions in Program Evaluation*, San Francisco: Jossey-Bass, 1984 (with Seymour Sudman).

"Response Effects," in Peter H. Rossi and James D. Wright (eds.), *Handbook of Survey Research*, New York: Academic Press, 1983.

"Discrepancies Between Concepts and Their Measurements: The Urban-Rural Example," in William H. Kruskal, ed., *The Social Sciences: Their Nature and Uses*, Chicago: The University of Chicago Press, 1982.

"Critique of Campbell and Cecil's Proposals: Don't Throw Out the Baby With the Bathwater," in Joan E. Sieber (ed.), *The Ethics of Social Research: Fieldwork, Regulation, and Publication*. New York: Springer Verlag, 1982.

"Happiness and Its Measurement." In *Öffentliche Meinung Und Sozialer Wandel (Public Opinion and Social Change) Festschrift* for Elisabeth Noelle-Neumann. Ed. Horst Baier. Weisbaden: Westdeutscher Verlag, 1981, pp. 209-218.

"Community Organizations in Integrated Neighborhoods," in I. A. Spergel, ed., *Community Organization: Studies in Constraint*. Beverly Hills: Sage Publications, 1972.

"Survey Research in Public Opinion Polling with the Information Utility--Promises and Problems," in Harold Sackman and Norman Nie, eds., *The Information Utility and Social Choice*. Montvale, N.J.: EFIPS Press, 1970.

"Public Apathy and Public Grief," in Bradley S. Greenberg and Edwin B. Parker, eds., *The Kennedy Assassination and the American Public: Communication in Crisis*. Stanford, Calif.: Stanford University Press, 1965 (with Jacob J. Feldman).

"The Cultural Context of Personality Theory," in R. W. Heine and J. M. Wepman, eds., *Concepts of Personality*. Chicago: Aldine Publishing Co., 1963.

### Articles:

"Belief Accessibility and Context Effects in Attitude Measurement," forthcoming in *Journal of Experimental Social Psychology*, (with Roger Tourangeau, Kenneth A. Rasinski and Roy D'-Andrade).

"Reports of Elapsed Time: Bounding and Rounding Processes in Estimation," forthcoming in *Journal of Experimental Psychology*, March 1990, (with Janellen Huttenlocher and Larry Hedges).

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- "Respondent Behavior in Magnitude Estimation," *Journal of the American Statistical Association*, 84, 406: 402-413, 1989 (with Nora Cate Schaeffer).
- "Carryover Effects in Attitude Surveys," *Public Opinion Quarterly*, 53:495-524, 1989 (with Roger Tourangeau, Kenneth A. Rasinski and Roy D'Andrade).
- "Autobiographical Memory and Survey Research," *Proceedings of the Social Statistics Section, American Statistical Association*, 1987, pp. 72-75 (with Lance J. Rips and Steven K. Shevell).
- "The Organizational Growth of Public Opinion Research in the United States," *Public Opinion Quarterly*, Winter (51)67-78, 1987 (with Seymour Sudman).
- "Answering Autobiographical Questions: The Impact of Memory and Inference on Survey Responses," *Science*, Vol. 236, April 1987, pp. 157-161 (with Lance J. Rips and Steven K. Shevell).
- "Potential Contributions of Cognitive Research to Survey Questionnaire Design," in *Cognitive Aspects of Survey Methodology: Building a Bridge Between Disciplines*, National Academy Press, 1984 (with Catalina Danis).
- "Effects of Question Wording on Surveys," in Robin Hogarth (ed.), *New Directions for Methodology of Social and Behavioral Science: Question Framing and Response Consistency*, No. 11, March 1982, pp. 65-76.
- "Vague Quantifiers," *Public Opinion Quarterly*, Spring (43)92-101, 1979 (with Carrie Miles); reprinted in *Survey Research Methods*, Eleanor Singer and Stanley Presser, eds., The University of Chicago Press, 1989.
- "Question Threat and Response Bias," *Public Opinion Quarterly* 46(2), 221-234, 1978 (with Seymour Sudman, Edward Blair, and Carol Stocking); reprinted in *Survey Research Methods*, Eleanor Singer and Stanley Presser, eds., The University of Chicago Press, 1989.
- "Respondent Burden," *Proceedings for the Survey Research Methods Section*, 1978, American Statistical Association, 35-40,
- "How to Ask Questions About Drinking and Sex: Response Effects in Measuring Consumer Behavior," *Journal of Marketing Research*, August 1977, 14, 316-321 (with Edward Blair, Seymour Sudman, and Carol Stocking).
- "Modest Expectations: The Effects of Interviewers' Prior Expectations on Responses," *Sociological Methods and Research*, November 1977, 6, 177-182 (with Seymour Sudman, Edward Blair, and Carol Stocking).
- "Estimates of Threatening Behavior Based on Reports of Friends," *Public Opinion Quarterly*, Summer (41) 261-264, 1977 (with Seymour Sudman, Edward Blair, and Carol Stocking).
- "An Investigation of Interview Method, Threat and Response Distortion." *Journal of American Statistical Association*. Vol. 71, No. 354, June, 1976, pp. 269-275 (with William Locander and Seymour Sudman).
- "Evolution of Public Response to the Energy Crisis," *Science*, April 19, 1974, Vol. 184, pp. 257-263 (with J. R. Murray, M. Minor, R. F. Cotterman, M. Frankel and A. E. Pisarski).
- "Is the Quality of Working Life Improving? How Can You Tell? and Who Wants to Know?" *Studies in Personnel Psychology*, Spring, 1974, Vol. 6, No. 1, pp. 19-34.
- "The Generation and Utilization of Social Data," *Ethics*, Vol. 84, No. 1, October 1973.
- "Selecting the Questions To Be Asked," *Proceedings of the Social Statistics Section, American Statistical Association*, 1969.

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- "The Extent and Characteristics of Racially Integrated Housing in the United States," *Journal of Business*, Vol. XLII, No. 1, January, 1969 (with Seymour Sudman and Galen L. Gockel).
- "Working Wives and Marriage Happiness," *American Journal of Sociology*, Vol. LXXIV, No. 4, January, 1969 (with Susan R. Orden).
- "Dimensions of Marriage Happiness," *American Journal of Sociology*, Vol. LXXIII, No. 6, May, 1968 (with Susan R. Orden).
- "Effects of Question Order on Responses," *Journal of Marketing Research*, Vol. 1, No. 4, November, 1964 (with William M. Mason).
- "Interpersonal Relations within Formal Organizations in Turkey," *Journal of Social Issues*, Vol. XIX, No. 1, January, 1963.
- "Need Achievement and Father Dominance in Turkey," *Journal of Abnormal and Social Psychology*, Vol. LXVII, No. 5, 1963.
- "Career Plans for America's June, 1961 College Graduates," *Vocational Guidance Quarterly*, Spring, 1962 (with James A. Davis).
- "Need Achievement and English Industrial Growth," *Economic Development and Cultural Change*, Vol. X, No. 1, October, 1961 (with David E. Berlew).

### Papers Read at Meetings:

- "Question Order Effects in Surveys." First Nags Head Conference on Cognition on Survey Research, Nags Head, North Carolina, September 28-30, 1989.
- "Cognitive Psychology's Contributions to Survey Methods," 25th Anniversary Lecture, Survey Research Laboratory, University of Illinois, Chicago Campus, April 24, 1990.
- Session Chair, "Measurement Problems in Surveys," Annual Conference of the American Association of Public Opinion Research, Lancaster, Pennsylvania, May 17-20, 1990.
- "Data Quality: The Fight Against Error," 1990 Bellcore Measurements Research Symposium, San Antonio, Texas, June 13-14, 1990.
- Discussant, "Estimating the Size of Elusive Populations." American Statistical Association, Chicago, 1986.
- Discussant, "Conference on Survey Research Methods in Agriculture." American Statistical Association/United States Department of Agriculture, Leesburg, Virginia, 1986.
- "Federal Statistics: Emerging Lifestyles and Living Arrangements," American Association for Public Opinion Research, McAfee, New Jersey, 1985.
- "An Information Processing Approach to Problems of Recall in Surveys," American Association for Public Opinion Research, Lake Delavan, Wisconsin, 1984.
- "Potential Contributions of Cognitive Sciences to Survey Questionnaire." Conference on Cognitive Aspects of Survey Methodology, St. Michaels, Maryland, 1983.
- "The Relationship of Federal to Private Statistics," Evaluation Research Society, Baltimore, Maryland, 1982.
- "Resource Allocation in the Social Sciences." Meeting sponsored by the Social Science Research Council on funding in the social sciences, New York, New York, 1981.
- "Survey Research and Psychological Theory." American Association for Public Opinion Research, Bolton Landing, New York, 1970.

## BIBLIOGRAPHY (Continued)

"Reflections on the Socio-Psychological Dimensions of Leadership and Some Possible Applications to the Church." Symposium on Co-Responsibility in the Church, New York City, 1970.

Discussant, "Research Training, Continuities, and Discontinuities." American Sociological Association, Boston, 1968.

"Work and Happiness." American Sociological Association, Boston, 1968, (with C. Edward Noll).

"The Ecology of Racism." Talk given at the Urban Training Center, Chicago, 1968.

"The Polls, the Nomination and the Elections." Talk given at a luncheon meeting of the American Statistical Association, Chicago Chapter, 1968.

"Comments on papers for Community Organization Research at Meetings Workshop." Conducted by The University of Chicago Community Organization Research Workshop and Conference, Chicago, 1968.

"Organizational Cooperation and the Problem of Privacy." American Personnel and Guidance Association, Detroit, 1968.

"Study of Public Opinion." Talk at Training Seminar for Research Directors Evaluation Training Project conducted by the School of Education, Northwestern University, 1968.

"Survey Research and Urban Problems." University of Chicago, Downtown College, 1968.

Discussant, "Symposium on Social Psychological Aspects on Mental Health." American Psychological Association, New York City, 1966.

Chairman, Symposium on "Legitimation of Evil." American Psychological Association, Los Angeles, 1964.

"Assassination: How the American Public Reacted." American Psychological Association, Los Angeles, 1964 (with Paul B. Sheatsley).

"Public Grief and Public Apathy." American Association for Public Opinion Research, Excelsior Spring, MO, 1964, (earlier version of paper published as indicated above with Jacob J. Feldman).

"Economic Depression and Psychological Well-being." Midwest Sociological Association, 1963 (with William Simon).

Chairman and discussant on panel, "Comments on *American Business and Public Policy*." American Association for Public Opinion Research, Bolton Landing, NY, 1963.

"On the Definition of Space in Spatial Generalization." American Psychological Association, Chicago, 1956 (with Sarnoff A. Mednick).

# RICHARD A. KULKA

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## EDUCATION

- Ph.D. University of Michigan at Ann Arbor, Social Psychology, 1975.  
M.A. University of Michigan at Ann Arbor, Sociology, 1969.  
B.A. Tulane University, New Orleans, Louisiana, Sociology, 1967.

Visiting Scholar, London School of Economics and Political Science, London, 1965-1966.  
Attended National Institute on Aging "Summer Workshop on Research Needs in Aging,"  
University of Chicago, 1977.

## PROFESSIONAL EXPERIENCE

- 1989-present Associate Director for Survey Research, NORC, University of Chicago,  
Chicago, Illinois 60637.

Responsible for all activities of NORC's Survey Research Group, including oversight on the technical and managerial aspects of all projects, leadership of a staff of 400 (central office and field management) and project development.

- 1989-present Research Associate, Methodology Research Center, NORC, University of  
Chicago, Chicago, Illinois 60637.

Design, conduct, and publish research on survey research methodology.

- 1988-1989: Chief Scientist for Survey Methodology, Survey and Computing Sciences,  
Research Triangle Institute, Research Triangle Park, North Carolina 27709.

Responsible for technical leadership of the Institute's research program in survey research methodology. Responsibilities include directing major research projects in survey methods; assisting project directors and task leaders in solving technical survey design and methodology problems; providing consultation and guidance on survey methodology issues throughout the Institute; directing the development, implementation, and evaluation of new survey research techniques and methods; and assuring adherence to Institute policies, procedures, and standards regarding the conduct of survey research.

- 1980 to 1988: Senior Survey Research Methodologist, Center for Survey Research, Research  
Triangle Institute, Research Triangle Park, North Carolina 27709.

Responsible for technical consultation on survey research methods and survey design with center staff leading data collection projects, the design and conduct of research studies on survey methodology, and the development of a coordinated program of research on survey methodology. Also responsible for the technical management of computer-assisted telephone interviewing (CATT) activities at the Institute from 1981-1983.

Project activities included: (1) the design and analysis of methodological research in connection with an "Evaluation of Application of Several Existing National Data Collection Methodologies to Selected Small Geographic Areas;" (2) principal analyst and author for a "Policy Analysis of the Community Health Information Policy Study (CHIPS) for the Florida Gulf Health Systems

## PROFESSIONAL EXPERIENCE (Continued)

Agency;" (3) survey design and interorganizational coordination of "Medigap--Study of Comparative Effectiveness of Various State Regulations;" (4) preparation of written documentation on survey design, survey content, and tests and experiments for the ISDP 1979 Research Panel Documentation for the U.S. Bureau of Census; (5) overall survey design and planning and task leader of a substudy on "Substitution and Sharing" for the "National Evaluation of the Special Supplemental Food Program for Women, Infants, and Children (WIC); (6) evaluation of nonsampling errors in "Considerations for Integrating the National Medical Care Utilization and Expenditure Survey (NMCUES) with the National Health Interview Survey (NHIS);" (7) survey design and CATI coordination for the "Youth Attitude Tracking Study;" (8) task leader for tabulations on the "1984 National Nursing Home Survey Pretest;" (9) project leader and co-principal investigator of the "National Vietnam Veterans Readjustment Study," 1984-1989; (10) project leader on a subcontract to the Carolina Population Center at the University of North Carolina, Chapel Hill to collaborate on the design of the content and strategy of a large-scale data collection effort focusing on the "Contraceptive Behavior of Teenage Women and Their Partners" for NICHD, National Institutes of Health, 1987-1989.

1981-1988      Research/Adjunct Associate Professor of Psychology, University of North Carolina at Chapel Hill, Chapel Hill, NC 27514.

1979-1980      Lecturer in Psychology, University of Michigan, Ann Arbor, Michigan 48109.

Taught practicum on survey methods, "Introduction to Survey Research."

1975-1980      Study Director (Assistant Research Scientist), Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan 48106.

Responsible for the conception, design, implementation, and analysis of large-scale survey research projects. Assisted program director in the management and administration of projects and staff involved in a program of research on social roles and mental health. Study director on a national survey replicating a study originally conducted in 1957: "Americans View Their Mental Health: 1957- 1976." Responsible for research training of pre- and postdoctoral social scientists in "Mental Health and Social Roles in Survey Research." Co-principal investigator on a secondary analysis of "Alienation and Involvement in High School." Co-principal investigator on a secondary analysis project on "Survey Methodology and the Aged."

1973-1975      Assistant Study Director, Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan 48106.

Responsible for planning, organizing, and supervising the collection of and conducting analyses of longitudinal survey data on the adaptive behavior of male adolescents in varied high school environments.

1971-1972      Psychological Research Associate, Department of the Army, Headquarters XVIII Airborne Corps, Fort Bragg, North Carolina 28307.

Designed, conducted, and analyzed a large-scale survey evaluation of the Fort Bragg Modern Volunteer Army Program.

## PROFESSIONAL EXPERIENCE (Continued)

1968-1969 Teaching Fellow, Department of Psychology, The University of Michigan, Ann Arbor, Michigan 48109.

Taught course entitled "Dynamics of Mental Illness," including supervision of undergraduates' work with emotionally disturbed adolescents.

1967-1968 Detroit Area Study, Department of Sociology, The University of Michigan, Ann Arbor, Michigan 48109.

Predoctoral trainee in survey research on a survey of racial attitudes in the greater Detroit area.

## OTHER PROFESSIONAL ACTIVITIES

Consultant to the Washtenaw County Community Mental Health Center on analysis of a needs assessment survey, 1976-1977.

Invited speaker, NIMH Workshop on "How Americans View Their Mental Health," April 1978.

Invited speaker, Radcliffe Conference on "Methods for Studying Women and Social Change," Cambridge, Massachusetts, September, 1978.

Occasional manuscript/proposal review for *Journal of Health and Social Behavior*, *Social Psychology Quarterly*, *Public Opinion Quarterly*, *Journal of Personality and Social Psychology*, *Journal of Personality*, *International Statistical Review*, *Psychological Bulletin*, *Journal of Official Statistics*, the National Science Foundation, the William T. Grant Foundation, The Fielding Institute, and the National Institute for Child Health and Human Development.

Member of Special Grant Review Committee--Impact of Marital Disruption (Divorce/Separation) on Children--National Institute of Mental Health, 1980.

Invited member, work group on "Better Ways of Making Judgment Calls in Methodological Decision-Making" (Coordinator: J. E. McGrath), in project on "Innovations in Methodology for Organizational Research" (P.I.: J. R. Hackman), 1980-1981. Sponsored by the Division of Industrial and Organizational Psychology of the American Psychological Association, with support provided jointly by the Office of Naval Research and the National Institute of Education.

Listed in *American Men and Women of Science: Social and Behavioral Sciences* (14th ed.), 1983.

Special reviewer, Social Sciences and Population Study Section, National Institutes of Health, October 11-13, 1984.

Member, Social Sciences and Population Study Section, National Institutes of Health, July 1, 1985 through June 30, 1989.

Member, U.S. Bureau of the Census Advisory Committee of the American Statistical Association, March 20, 1990 through December 31, 1992.

## PUBLICATIONS, PAPERS AND PRESENTATIONS

### Papers and Publications

Kulka, R. A. *Social psychological factors in academic achievement among Tulane freshmen*. Unpublished bachelor's thesis, Tulane University, 1967.

Kulka, R. A. *Interviewer-respondent interaction: Bias by race of interviewer* (Detroit Area Study, Working Paper 1). Unpublished manuscript, The University of Michigan, 1968.

Kulka, R. A., & Mar, D. R. *Ft. Bragg MVA semi-annual report*. Fort Bragg, N.C.: U.S. Army XVIII Airborne Corps., January 1972.



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Kulka, R. A. *Adjustment in high school: Person-environment fit, interaction, or transaction?* (Opinions of Youth Study, Working Paper 2). Unpublished manuscript, Survey Research Center, The University of Michigan, 1974.

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Locksley, A., Douvan, E., & Kulka, R. The effects of participation in high school athletics. *Title IX Line* (Issue No. 12), Ann Arbor: Program for Educational Opportunity, School of Education, University of Michigan, May 1978.

Douvan, E., & Kulka R. The American family: A twenty-year view. In J. E. Gullahorn (ed.), *Psychology and women: In transition*. New York: John Wiley, 1979.

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Rush, D., Sloan, N.L., Leighton, J., Alvir, J.M., Horvitz, D.G., Seaver, W.B., Garbowski, G.C., Johnson, S.S., Kulka, R.A., Holt, M., Devore, J.W., Lynch, J.T., Woodside, M.B., and Shanklin, D.S. The National WIC Evaluation: Evaluation of the Special Supplemental Food Program for Women, Infants, and Children. V Longitudinal study of pregnant women. *American Journal of Clinical Nutrition*, 1988, 48, 439-483.

Rush, D., Leighton, J., Sloan, N.L., Alvir, J.A., Horvitz, D.G., Seaver, W.B., Garbowski, G.C., Johnson, S.S., Kulka, R.A., Devore, J.W., Holt, M., Lynch, J.T., Virag, T.G., Woodside, M.B., and Shanklin, D.S. The National WIC Evaluation: Evaluation of the Special Supplemental Food Program for Women, Infants, and Children. VI Study of infants and children. *American Journal of Clinical Nutrition*, 1988, 48, 484-511.

Kulka, R.A., and Weeks, M.F. Toward the development of optimal calling protocols for telephone surveys: A conditional probabilities approach. *Journal of Official Statistics*, 1988, 4(4), 319-332.

Kulka, R.A., Schlenger, W.E., Fairbank, J.A., Hough, R.L., Jordan, B.K., Marmar, C.R., and Weiss, D.S. *Contractual report of findings from the National Vietnam Veterans Readjustment Study*. Research Triangle Park, NC: Research Triangle Institute, November 7, 1988.

Herzog, A. R., and Kulka, R. A. Telephone and mail surveys with older populations: A methodological overview. In M. Powell Lawton and A. Regula Herzog (Eds.), *Special Research Methods for Gerontology*. Amityville, NY: Baywood Publishing Company, 1989.

Kulka, R. A., Schlenger, W. E., Fairbank, J. A., Jordan, B. K., Hough, R. L., Marmar, C. R., and Weiss, D. S. Validating questions against clinical evaluations: A recent example using Diagnostic Interview Schedule-based and other measures of post-traumatic stress disorder. In F. J. Fowler, Jr., (ed.), *Health survey research methods: Fifth conference proceedings*. (DHHS Publication No. (PHS) 89-3447.) Rockville, MD: National Center for Health Services Research and Health Care Technology Assessment, September 1989, pp. 29-34.

Kulka, R. A., Schlenger, W. E., Fairbank, J. A., Jordan, B. K., Hough, R. L., Marmar, C. R., and Weiss, D. S. *Trauma and the Vietnam war generation: Report of findings from the National Vietnam Veterans Readjustment Study*. New York: Brunner/Mazel Publishers, 1990.

Arcia, G. J., Crouch, L.A., and Kulka, R.A. Impact of the WIC program on food expenditures. *American Journal of Agricultural Economics*, 1990, 72, 218-226.

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### Presentations

Kulka, R. A., & Kessler, J. B. *Is justice really blind? -- The influence of physical attractiveness on decisions of simulated jurors.* Paper presented at the meeting of the Speech Communication Association, New York, 1973.

Kulka, R. A. Adjustment to high school:  $B = f(P, E)$ ? In E. Douvan (Chair), *The dynamics of person-environment fit in the high school.* Symposium presented at the 82nd meeting of the American Psychological Association, New Orleans, September, 1974.

Kulka, R. A. Seeking formal help for personal problems: 1957 and 1976. In M. B. Smith (Chair), *Americans view their mental health: 1957-1976.* Symposium presented at the 86th annual meeting of the American Psychological Association, Toronto, September 1978.

Dubnoff, S. J., Veroff, J., & Kulka, R. A. Adjustment to work: 1957-1976. In M. B. Smith (Chair) *Americans view their mental health: 1957-1976.* Symposium presented at the 86th annual meeting of the American Psychological Association, Toronto, September 1978.

Antonucci, T., Kulka, R. A., & Douvan, E. Informal social supports in 1957 and 1976. In M. B. Smith (Chair), *Americans view their mental health: 1957-1976.* Symposium presented at the 86th annual meeting of the American Psychological Association, Toronto, September 1978.

Kulka, R. A., Klingel, D. M., & Mann, D. W. *Dimensions of student-school fit as predictors of school crime and disruption.* Paper presented at the meeting of the Society for the Study of Social Problems, San Francisco, September 1978.

Kulka, R. A., Veroff, J., & Douvan, E. *Social class and the use of professional help for personal problems: 1957-1976.* Paper presented at the meeting of the American Sociological Association, San Francisco, September 1978.

Kulka, R. A. *Monitoring social change via survey replication: Prospects and pitfalls from a replication of AMERICANS VIEW THEIR MENTAL HEALTH.* Paper presented at the Radcliffe Conference on Methods for Studying Women and Social Change, Cambridge, Mass., September 1978.

Kulka, R. A. *Secondary analyses of the Ginzberg-Yohalem surveys of educated women: A social psychological perspective.* Paper presented at the Radcliffe Conference on Methods for Studying Women and Social Change, Cambridge, Mass., September 1978.

Kulka, R. A., & Tamir, L. Patterns of help-seeking and formal support. In E. Douvan (Chair), *A twenty-year cohort analysis of social support and well being in adults with special emphasis on the elderly.* Symposium presented at the meeting of the Gerontological Society, Dallas, November 1978.

Kulka, R. A., Klingel, D. M., & Kahle, L. R. *A causal analysis of alienation and involvement in high school.* Paper presented at the meeting of the Society for the Study of Social Problems, Boston, August 1979.

Kulka, R. A., & Weingarten, H. *The long-term effects of parental divorce in childhood on adult adjustment: A twenty-year perspective.* Paper presented at the meeting of the American Sociological Association, Boston, August 1979.

Depner, C., & Kulka, R. A. *Sex differences in "mental health behavior" as a function of social and socio-psychological factors.* Paper presented at the meeting of the American Sociological Association, Boston, August 1979.

Colten, M. E., & Kulka, R. A. *The nature and perceived helpfulness of formal and informal support.* Paper presented at the meeting of the American Psychological Association, New York, September 1979.

## PUBLICATIONS, PAPERS AND PRESENTATIONS (Continued)

Weingarten, H., & Kulka, R. Parental divorce in childhood and adult adjustment: A two-generational view. In T. C. Antonucci (Chair), *Stages and crises in family life development*. Symposium presented at the meeting of the American Psychological Association, New York, September 1979.

Kulka, R. A., Klingel, D. M., & Kahle, L. R. Antecedents and consequences of alienation and involvement in high school. In E. Douvan (Chair), *Commitment, rebellion, and crime in the public schools*. Symposium presented at the meeting of the American Psychological Association, New York, September 1979.

Kulka, R. A., & Colten, M. E. The relative salience of major life roles among adult Americans. In R. Caplan (Chair), *The psychological consequences for enacting multiple life roles*. Symposium presented at the meeting of the American Psychological Association, Montreal, September 1980.

Herzog, A. R., Rodgers, W. L., & Kulka, R. A. *Telephone interviewing and age as factors in interview participation*. Paper presented at the 33rd Annual Meeting of the Gerontological Society of America, San Diego, November 1980.

Kulka, R. A., Herzog, A. R., & Rodgers, W. L. *Age differences in the effect of telephone and personal interviewing mode on the survey interview process*. Paper presented at the 33rd Annual Meeting of the Gerontological Society of America, San Diego, November 1980.

Rodgers, W. L., Kulka, R. A., & Herzog, A. R. *Interaction of age and mode of interviewing on responses to survey questions*. Paper presented at the 33rd Annual Meeting of the Gerontological Society of America, San Diego, November 1980.

Kulka, R. A. *The "garbage can" chronicles: A Whitman's sampler of choices and constraints in social research*. Paper presented at the Conference on Innovation in Methodology for Organizational Research, Center for Creative Leadership, Greensboro, North Carolina, March 25-27, 1981.

Kulka, R. A., & Henderson, L. B. *Automated surveys by telephone: The evolution of computer-assisted interviewing*. Paper presented at the meeting of the Southern Association for Public Opinion Research, Research Triangle Park, North Carolina, March 1981.

Kulka, R. A., Herzog, A. R., & Rodgers, W. L. *On the appropriateness of interviewing older respondents by telephone*. Paper presented at the 36th Annual Conference of the American Association for Public Opinion Research, The Inn, Buck Hill Falls, Pennsylvania, May 28-31, 1981.

Kulka, R. A., Weeks, M. F., & Folsom, R. E., Jr. *A comparison of the randomized response approach and direct question approach to asking sensitive questions*. Paper presented at the 36th Annual Conference of the American Association for Public Opinion Research, Buck Hill Falls, Pennsylvania, May 28-31, 1981.

Kulka, R. A., Shirey, S. J., & Moore, R. P. *A factorial experiment on responses to a national mail survey*. Paper presented at the Joint Statistical Meetings of the American Statistical Association and Biometric Society, Detroit, Michigan, August 10-13, 1981.

Kulka, R. A. *Monitoring changes in the American self-image: A research chronicle*. Colloquium presented at the Department of Psychology, University of North Carolina, Chapel Hill, North Carolina, April 28, 1982.

Kulka, R. A., Weeks, M. F., Lessler, J. T., & Whitmore, R. W. *A comparison of the telephone and personal interview modes for conducting local household health surveys*. Paper presented at the Fourth Conference on Health Survey Research Methods, Washington, D. C., May 3-5, 1982.

## PUBLICATIONS, PAPERS AND PRESENTATIONS (Continued)

Kulka, R. A., McNeill, J. J., & Bonito, A. S. *On the manifest designation of key items: A cost-effective procedure for improving the collection and processing of survey data.* Paper presented at the 37th Annual Conference of the American Association for Public Opinion Research, Hunt Valley, Maryland, May 20-23, 1982.

Weeks, M. F., Kulka, R. A., Lessler, J. T. & Whitmore, R. W. *A comparison of the face-to-face and telephone interview modes for collecting health data from households.* Paper presented at the 37th Annual Conference of the American Association for Public Opinion Research, Hunt Valley, Maryland, May 20-23, 1982.

Kulka, R. A. *Identifying "recent purchasers" of Medicare Supplement insurance policies in a survey of Medicare recipients.* Paper presented at the annual Field Director's Conference, Hunt Valley, Maryland, May 23-25, 1982.

Lessler, J. T., & Kulka, R. A. *Reducing the cost of studying survey measurement error: Is a laboratory approach the answer?* Paper presented at the Small Conference on the Improvement of the Quality of Data Collection Systems, American Museum of Science and Energy, Oak Ridge, Tennessee, November 11-12, 1982.

Lessler, J. T., & Kulka, R. A. *The effect of differences in survey interview mode on policy decisions for the aged.* Paper presented at the 110th Annual Meeting of the American Public Health Association, Montreal, November 14-18, 1982.

Herzog, A. R., and Kulka, R. A. *Some thoughts and some findings on telephone and mail surveys of older adults.* Paper presented at the Conference on Aged Research Populations, Philadelphia Geriatric Center, Philadelphia, PA, May 1983.

Kulka, R. A., McNeill, J. J., & Guess, L. *Alternate procedures for reducing refusals in telephone surveys.* Paper presented at the 38th Annual Conference of the American Association for Public Opinion Research, Buck Hill Falls, Pennsylvania, May 19-22, 1983.

Kulka, R. A. Discussion. In B. G. Cox (Presider), *Telephone interview methodology.* Symposium presented at the 111th Annual Meeting of the American Public Health Association, Dallas, November 13-17, 1983.

Kulka, R. A., & Herzog, A. R. *Modes of data collection for survey research on aged populations: Telephone, mail, and face-to-face.* Paper presented at the 36th Annual Scientific Meeting of the Gerontological Society of America, San Francisco, November 16-20, 1983.

Kulka, R. A. *Exploiting data products from the ISDP: Overview of survey content and methodological tests and experiments.* Paper presented at the Social Science Research Council Workshop on the Survey of Income and Program Participation, Baltimore, Maryland, December 10, 1983.

Kulka, R. A., and Pierson, S. A. *Random start vs. true randomization of question order: A CATI-based experiment.* Paper presented at the 39th Annual Conference of the American Association for Public Opinion Research, Delavan, Wisconsin, May 17-20, 1984.

Kulka, R. A. A review of "A National Longitudinal Study of Marital Disruption." Presentation at the NIMH Interpersonal Processes and Problems Section Workshop on the Impact of Divorce on Children, Rockville, Maryland, June 14-15, 1984.

Kulka, R. A. *The ISDP 1979 Research Panel as a methodological survey: Implications for substantive analysis.* Paper presented at the Joint Statistical Meetings of the American Statistical Association and Biometric Society, Philadelphia, August 13-16, 1984.

Kulka, R. A., and Smith, D. G. Methodology of the 1983 Youth Attitude Tracking Study II. In R. M. Bray (Chair), *Joining the military: Results of a national survey of youth.* Symposium presented at the meeting of the American Psychological Association, Toronto, August 1984.

## PUBLICATIONS, PAPERS, AND PRESENTATIONS (Continued)

Kulka, R. A. The National Vietnam Veterans Readjustment Study: An overview and update. In W. Schlenger (chair), *The National Needs Assessment Study: An update*. Symposium presented at the founding meeting of the Society for Traumatic Stress Studies, Atlanta, September 21-24, 1985.

Weeks, M. F., Kulka, R. A., and Pierson, S. A. Optimal scheduling of calls for a telephone survey. Paper presented at the 41st Annual Conference of the American Association for Public Opinion Research, St. Petersburg, Florida, May 15-18, 1986.

Potter, F. J., Folsom, R. E., Kulka, R. A., and Chromy, J. R. Sampling for Vietnam veterans using personnel records and military databases. Paper presented at the annual meeting of the American Statistical Association, Survey Research Methods Section, Chicago, August 1986.

Kulka, R. A., and Schlenger, W. E. Methodology of the Vietnam veterans readjustment study: A nationwide study of combat-related PTSD. Paper presented as part of a panel on "Current Issues in Methodology and Research" at the 2nd annual meeting of the Society for Traumatic Stress Studies, Denver, Colorado, September 30, 1986.

Kulka, R. A. (Chair), *Uses of CATI to investigate survey methods*. Roundtable presented at the 42nd Annual Conference of the American Association for Public Opinion Research, Hershey, PA, May 14-17, 1987.

Schlenger, W. E., and Kulka, R. A. Performance of the Fairbank-Keane MMPI Scale and other self-report measures in identifying post-traumatic stress disorder. Paper presented at the 95th annual meeting of the American Psychological Association, New York, August 28, 1987.

Schlenger, W. E., and Kulka, R. A. Methodology of the Vietnam Veterans Readjustment Study." Paper presented as part of the Pre-Meeting Institute on "Using Applied Research Techniques to Improve the Clinical Care of Trauma Survivors" at the 3rd Annual Meeting of the Society for Traumatic Stress Studies, Baltimore, October 23, 1987.

Kulka, R.A., Schlenger, W.E., Weeks, M.F., and Boyle, J.M. "Pushing the outside of the envelope" in survey research: "Flight test" results from a nationwide psychosocial epidemiological survey of Vietnam veterans." Paper presented at the 43rd Annual Conference of the American Association for Public Opinion Research, Toronto, May 19-23, 1988.

Kulka, R.A., Schlenger, W.E., Fairbank, J.A., Hough, R.L., Jordan, B.K., Marmar, C.R., and Weiss, D.S. National Vietnam Veterans Readjustment Study (NVVRS): Description, current status, and initial PTSD prevalence estimates. Testimony presented to the U.S. Senate Committee on Veterans' Affairs Oversight Hearing on Post-Traumatic Stress Disorder, Washington, July 14, 1988.

Schlenger, W.E., Kulka, R.A., and Fairbank, J.A. Assessment of trauma in a community epidemiological study: The National Vietnam Veterans Readjustment Study. Paper presented at the 96th Annual Meeting of the American Psychological Association, Atlanta, August, 13, 1988.

Kulka, R.A., Schlenger, W.E., Fairbank, J.A., Hough, R.L., Jordan, B.K., Marmar, C.R., and Weiss, D.S. Assessment of the prevalence of post-traumatic stress disorder in a community epidemiological study: The National Vietnam Veterans Readjustment Study. Paper presented at the 96th Annual Meeting of the American Psychological Association, Atlanta, August 14, 1988.

Kulka, R.A., and Schlenger, W.E. The unforgotten warrior project: Annual update on the National Vietnam Veterans Readjustment Study. In A.M. Blank, Jr. (Chair), *The unforgotten warrior project: Annual update on current research and treatment of Vietnam veterans with PTSD*. Pre-meeting institute at the fourth annual meeting of the Society for Traumatic Stress Studies, Dallas, October 23, 1988.

## PUBLICATIONS, PAPERS, AND PRESENTATIONS (Continued)

Kulka, R.A., Schlenger, W.E., Jordan, B.K., and Hough, R.L. *Preliminary survey findings of the National Vietnam Veterans Readjustment Study*. Symposium presented at the fourth annual meeting of the Society for Traumatic Stress Studies, Dallas, October 25, 1988.

Kulka, R.A. The National Vietnam Veterans Readjustment Study: An overview and summary of results. In J.F. Sommer, Jr. (Chair), *The American Legion Forum on Vietnam Veterans Issues*. Winter meeting of the American Legion, Washington, D.C., February 26, 1989.

Kulka, R.A., Schlenger, W.E., Fairbank, J.A., Jordan, B.K., Hough, R.L., Marmar, C.R., and Weiss, D.S. Validating questions against clinical evaluations: A recent example using DIS-based and other measures of post-traumatic stress disorder. Paper presented at the Fifth Conference on Health Survey Research Methods, Keystone, Colorado, May 2-5, 1989.

Kulka, R.A., and Fairbank, J.A. The influence of question context on public policy debate: The case of the perceived health status of Vietnam veterans. Paper presented at the 44th annual conference of the American Association for Public Opinion Research, St. Petersburg, Florida, May 18-21, 1989.

Kulka, R. A. The prevalence of readjustment problems in the NVVRS sample and comorbidity with PTSD. In *Key findings from the National Vietnam Veterans Readjustment Study - Part II*. Symposium presented at the fifth annual meeting of the Society for Traumatic Stress Studies, San Francisco, October 29, 1989.

## PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research (Membership Committee 1983-84)

American Marketing Association

American Psychological Association

American Sociological Association

American Statistical Association

Phi Beta Kappa, 1967

Society for Traumatic Stress Studies

Woodrow Wilson National Fellow, 1967-1968

## LANGUAGES

French (some)

Spanish (some)



# MARTIN RICHARD FRANKEL

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## EDUCATION

- A.B. Mathematics, University of North Carolina, 1965
- M.A. Mathematical Statistics, University of Michigan, 1967
- Ph.D. Mathematical Sociology, University of Michigan, 1971

## AREAS OF SPECIALIZATION

Sample design and survey analysis, mathematical models, demography and population research, multivariate and multidimensional analysis, and statistical computer programming.

## PROFESSIONAL EXPERIENCE

- 1988-present Senior Statistical Scientist, NORC
- 1985-present Research Associate, Methodology Research Center, NORC
- 1973-1988 Technical Director, NORC
- 1980-present Professor of Statistics, Baruch College, City University of New York
- 1975-1979 Associate Professor of Statistics, Baruch College, City University of New York
- 1973-1974 Assistant Professor of Statistics, Graduate School of Business, University of Chicago
- 1965-1972 Research Associate, Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan (Research Assistant prior to 1970)

## MAJOR STUDIES

**National Medical Expenditure Survey.** Conducted for Agency for Health Care Policy and Reasearch (AHCPR) and the Health Care Financing Administration (HCFA), U.S. Department of Health and Human Services. This study was designed to measure utilization of and expenditures for medical care in 1987. The three main surveys were the Household Survey (HHS), the Institutional Population Component (IPC), and the Survey of American Indians and Alaskan Natives (SAIAN). HHS was a five-round survey of 14,000 households, representing the civilian non-institutionalized population. The IPC was a survey of direct care providers in 700 nursing homes and 775 homes for the mentally retarded regarding the health care services provided to approximately 11,000 individuals residing in those institutions. Relatives of these individuals were also surveyed. Overall the IPC sample represented an important segment of the institutionalized population in the U.S. SAIAN collected data from 2,000 individuals living on reservations. The HHS, IPC, and SAIAN were completed in 1988. The NMES prime contractor was Westat, Inc. NORC is subcontractor for half the effort on the HHS and the IPC plus all the design and development for the followback surveys: Health Insurance Plans Survey, (14,500 employers, unions, or insurers); the Medical Provider Survey, (14,000 providers); the Patient-Identified Physician Survey (20,000 physicians, project development only). NORC also collected all the data for HIPS and most of the MPS data and performed data processing tasks for those surveys. These surveys draw on permission forms signed by respondents to the HHS and SAIAN to obtain medical care information from physicians, hospitals, clinics, insurance companies, unions, and employers. NORC had Glen Slaughter & Associates of Oakland, CA as its subcontractor for the abstraction of insurance policies collected through HIPS. (*Technical Director*, 1988-present.)

**National Education Longitudinal Study of 1988 (NELS:88).** NELS:88 is a longitudinal national probability sample of eighth graders in the United States. It also encompasses parents, teachers and principals of selected students; over 60,000 respondents were surveyed in the base year (1988). Like its predecessors NLS-72 and High School and Beyond, NELS:88 is designed to provide trend data

## MAJOR STUDIES (continued)

about critical transitions experienced by young people as they develop, attend school, and embark on careers. NELS:88 is sponsored by the National Center for Education Statistics of the U.S. Department of Education. NORC is the prime contractor. (*Technical Director*, 1988-present.)

**A Study of the Homeless of Chicago.** The Study of the Homeless of Chicago was conducted under contract from the Social and Demographic Research Institute of the University of Massachusetts and sponsored by the Robert Wood Johnson Foundation, the Pew Memorial Trust, and the State of Illinois. During the fall and winter two rounds of personal interviews were conducted with a sample of Chicago's homeless population. Interviewing took place in shelters for the homeless, on the streets, and in other public places between the hours of midnight and 6 A.M. (*Technical Director*, 1985-1986).

**National Postsecondary Student Aid Survey.** This study, conducted for the U.S. Department of Education under subcontract from Westat, Inc., investigated the distribution and effectiveness of college financial aid packages. NORC surveyed 14,000 former graduate student loan recipients and collected the postsecondary education transcripts of these individuals. (*Technical Director*).

**Urban Family Life Survey.** Supported by the U.S. Department of Health and Human Services, the Carnegie Corporation of New York, and the Ford, Lloyd A. Fry, Joyce, and Rockefeller foundations, this study used a combination of traditional survey methods and descriptive anthropology to explore aspects of poverty in Chicago. Focusing on four ethnic groups--blacks, whites, Mexicans, and Puerto Ricans--it investigated the way each group's ethnographic characteristics interact with economic factors. (*Technical Director*, 1986-1988).

**National Longitudinal Surveys of Labor Market Experience/Youth Cohort.** The NLS/Y is sponsored by the U.S. Department of Labor and other federal agencies. This research program investigates the labor force experiences of 12,000 youth who were first interviewed in 1979. Designed the NLS/Y sample. Responsibilities on Round 9 (1986) included sample weighting. NORC is a subcontractor to the Center for Human Resource Research at Ohio State University. (*Technical Director*).

**Survey of Physicians' Practice Costs and Incomes.** NORC contracted with the Health Care Financing Administration (HCFA) to collect data annually from a random sample of physicians drawn from the American Medical Association's Physician Master File. The purpose of the data collection effort, known as the Physicians' Practice Costs Survey, was to provide HCFA with the information needed to assess the Medicare Economic Index, established by Section 1842(b)(3) of the Social Security Act. The survey was designed to gather specific data on the costs to physicians of maintaining their specialty practices, as well as on physicians' work schedules, practice arrangements, and income. Over the three-year period from 1977 to 1979, data were obtained nationwide from 13,831 office-based and 1,392 hospital-based physicians. In each survey an independent sample of physicians was contacted and data were collected on practice expenses and income for the previous year. (*Technical Director*).

**Survey of Physicians' Practice Costs and Incomes: Redesign and Implementation.** Conducted for the U.S. Health Care Financing Administration. A two-phase project that included an assessment of previous physician practice costs surveys done in 1976, 1977 and 1978, covering questionnaire and sample design and data collection methods, a redesign of the questionnaire, and the conduct of a 200 case pretest with the modified design. Phase 2 included a national survey of 5,000 physicians using the modified and tested design. The purpose of the research was to collect data on relative cost shares for the Medicare Economic Index and to address other policy issues regarding physician reimbursement. (*Technical Director*).

## MAJOR STUDIES (continued)

**The National Ambulatory Medical Care Survey (NAMCS).** For nine years, NORC obtained detailed patient care data from a national sample of office-based physicians in the National Ambulatory Medical Care Survey (NAMCS), which was the first survey ever to gather such information. The study was conducted annually from 1973 to 1982; in 1983 NORC conducted a feasibility study to test the effectiveness of using the NAMCS, methodology to obtain similar data from hospital emergency rooms and clinics. Each year, NAMCS collected information on the characteristics, diagnosis, and treatment of the patients seen in one week by a sample of 3,000 physicians. (*Technical Director*).

**Variations by State in Pediatrician Participation in Medicaid Programs.** Conducted for HCFA and sponsored by the American Academy of Pediatrics, this project explored the extent to which office-based, primary care physicians participate in Medicaid programs, and sought to identify the reasons for different levels of participation. A sample of 1,200 physicians were interviewed in person and left with Patient Record Forms to fill out for a sample of 35 patients seen for a week following the interview. In the survey, the respondent physicians provided detailed, confidential data on financial aspects of their relationship with patients. (*Technical Director*).

**Soviet Interview Project.** Conducted for the University of Illinois at Urbana-Champaign. A five-year project, conducted by scholars from eight universities and funded by the National Council for Soviet and East European Research to conduct personal interviews with a national sample of recent (1979-1982) emigrants from the Soviet Union. The project design called for structured interviews with a systematically selected general sample of 3,000 emigrants. The goals were to take advantage of the knowledge and experience of these emigrants to learn how the Soviet social, economic, and political systems work and to determine how the USSR may have changed since a similar interview project was conducted by Harvard University in the early 1950s. (*Technical Director*).

**1980 National Sampling Frame.** A joint project with the Survey Research Center, University of Michigan, funded by the Russell Sage Foundation. Selection and listing of sampling frame to provide samples of households and to serve as the basis for samples of special populations. Responsible for the design and selection of the sample. (*Technical Director*).

**Develop Methodology for Two National Surveys: A Survey of Impaired Individuals in Households and a Survey of Individuals in Residential Institutions.** Conducted for the Department of Health and Human Services, with Survey Research Laboratory and Systemetrics. Methodologies for two sets of surveys of slightly, moderately, and severely impaired individuals were developed. (*Technical Director*).

**Community Development Block Grant Evaluation.** Conducted for the Department of Housing and Urban Development, with Abt Associates. This study evaluated the impacts and benefits of Community Development support, and included longitudinal data household surveys. (*Technical Director*).

**High School and Beyond.** A longitudinal study of 58,000 young persons who were sophomores and seniors in high school when data collection began in 1980. High School and Beyond was sponsored by the National Center for Education Statistics of the U.S. Department of Education. Three High School and Beyond followup surveys were conducted, the third in 1986. During the HS&B base year students were administered cognitive tests, school-level was collected, teachers completed a teacher's comment list, and a sample of parents were surveyed. During the HS&B First Followup school-level data was collected, high school transcripts were collected for a sample of the sophomore cohort, and a sample of the seniors and sophomores who had left school were interviewed. During the HS&B Second Followup postsecondary education transcripts were collected. The HS&B Third Followup was conducted in conjunction with NCES's National Longitudinal Study of the High School Class of 1972 (NLS-72) Fifth Followup. (*Technical Director*).

## MAJOR STUDIES (continued)

**Profiles of American Youth.** Conducted for the Department of Defense, by NORC and Human Resources Research Organization. This study examined the performance of a national sample of youth on the Armed Services Vocational Aptitude Battery. (*Technical Director*).

**National Medical Care Utilization and Expenditure Survey.** Conducted for the National Center for Health Statistics and the Health Care Finance Administration, by a consortium of NORC and Research Triangle Institute. This was a longitudinal study of the use and costs of medical care by the non-institutional population and Medicaid eligible residents in California, Michigan, New York and Texas. (*Technical Director*).

## ASSOCIATIONS

Chair, Committee on Standards, American Association for Public Opinion Research, (1988-89).  
Chair, Research Quality Council, Advertising Research Foundation, 1988-present.  
Member, Panel on Occupational Safety and Health Statistics, National Academy of Sciences, 1986-1987  
Member, Editorial Board, *Sociological Methods & Research*, 1979-1983  
Associate Editor, *Journal of the American Statistical Association*, 1973-1981  
Chairman, American Statistical Assn., Advisory Committee to the U.S. Census, 1981  
Chairman, Subsection on Survey Research Methods, American Statistical Association (1975-6)  
Fellow, Royal Statistical Society  
Fellow, American Statistical Association  
Member, International Statistical Institute  
Member, Editorial Board, *Public Opinion Quarterly* (1979-1983, 1985-present)  
Member, Editorial Board, *Encyclopedia of Statistical Sciences*, John Wiley & Sons, 1980-present

## BIBLIOGRAPHY

### Books:

*Inference from Survey Samples: An Empirical Investigation.* Ann Arbor: The Institute for Social Research, The University of Michigan, 1971. (Currently in 4th printing.)

*SEPP: Sampling Error Program Package.* Ann Arbor: The Institute for Social Research, The University of Michigan, 1972. (with L. Kish and N. Van Eck)

*Total Survey Error: Applications to Improve Health Surveys.* San Francisco: Jossey-Bass, 1979. (with R. Andersen and J. Kasper)

### Chapters in Books:

"Probability Sampling" in Robert Ferber, ed. *Handbook of Marketing Research.* New York: McGraw Hill, 1974. (with L. Frankel)

"Probability Sampling" in Rossi and Anderson, eds. *Handbook of Survey Research.* New York: Academic Press, 1983.

"Some Recent Developments in Survey Sample Design," in Jain, A.K. et. al, eds. *Marketing Research: Applications and Problems.* New York: John Wiley & Sons, 1982.

"Total Survey Error," in *Incomplete Data In Sample Surveys Vol. 1, Pt. II.* New York: Academic Press, 1983.

"Going to the Oracle for Strategic Planning: The Delphi Process," in Glass, H. E. ed. *Handbook of Business Strategy (1988/1989 Yearbook).* Boston: Warren, Gorham & Lamont, 1989.

"The Effect of Interviewer Characteristics and Expectations on Response," *Survey Research Methods*, Singer, E and Presser, S. eds. 1989 (with E. Singer and M. Glassman).

## BIBLIOGRAPHY (continued)

"Statistical Design and Estimation: Discussion," in Kasprzyk et. al. eds. *Panel Surveys*, New York: John Wiley & Sons, 1989.

### Articles:

"Balanced Repeated Replications for Analytical Statistics," *Proceedings of the Social Statistics Section, American Statistical Association*, 1968.

"Balanced Repeated Replication for Standard Errors," *Journal of the American Statistical Association*, 1970, 65, 1071-94. (with L. Kish)

"Inference from Cluster Samples," *Proceedings of the Social Statistics Section, American Statistical Association*, 1971.

"Inference from Complex Samples (with discussion)," *Journal of the Royal Statistical Society (Series B)*, Vol. 36, No. 1, 1974, 1-37. (with L. Kish)

"Evolution of Public Response to the Energy Crisis," *Science*, Vol. 184, No. 4134, 1974. (co-author)

"Development of Broadcast Rating Standards for Standard Error Estimates," *Proceedings of the Social Statistics Section, American Statistical Association*, 1975.

"Software for Surveys--Are Existing Packages Adequate for Valid Statistical Influence?" *Proceedings of the Ninth Interface Symposium on Computer Science and Statistics*, NY Prindle, Weber-Schmidt, Inc., 1976.

"The Effect of Measurement Error on Differences in Hospital Expenditures," *Medical Care* 14 (Nov., 1976), p. 932-949. (with R. Andersen and J. Kasper)

"Some Recent Developments in Sample Survey Design," *Journal of Marketing Research*, Vol. XIV, No. 3, August, 1977, 280-293. (with Lester Frankel)

"Informed Consent Procedures in Telephone Interviews," *American Sociological Review*, Vol. 47, No. 3, 1982 (with E. Singer).

"The Effect of Interviewer Characteristics and Expectations on Response," *Public Opinion Quarterly*, Spring, 1983 (with E. Singer and M. Glassman).

"Radio Audience Accumulation Over Multiple Weeks," *Journal of Advertising Research*, Vol. 25, No. 3, 1985

"Predictors of Dentists' Levels of Knowledge Regarding the Recommended Prophylactic Regimen for Patients with Rheumatic Heart Disease." *Social Science Medicine*, Vol. 121, No. 8, 1985 (with D. Sadowsky and C. Kunzel)

"A Probability Sample of the Homeless Population of Chicago." *Proceedings of the Section on Survey Research Methods of American Statistical Association*, 1986

"New Algorithm for Multi-dimensional Sample Allocation." *Proceedings of the Section on Survey Research Methods of American Statistical Association*, 1986 (with S. Gross)

"Fifty Years of Survey Sampling in the U.S." *Public Opinion Quarterly*, Winter, 1987.

"Current research practices: general population sampling including geodemographics," *Journal of the Market Research Society*, 31, 4, 1989.

### Referee Reviews for Professional Journals:

*Journal of the American Statistical Association*

*Annals of Mathematical Statistics*

## BIBLIOGRAPHY (continued)

*American Journal of Sociology*

*American Sociological Review*

*Public Opinion Quarterly*

*Journal of Marketing Research*

### Other Reports:

"The Health Studies Survey of Workers' Compensation Recipients," *Research Report of the Interdepartmental Workers' Compensation Task Force*, Vol. 7, U. S. Department of Labor, 1979.

*High School and Beyond Sample Design Report*. Chicago: National Opinion Research Center, 1981.

*The Profile of American Youth: Technical Sampling Report*. Chicago: National Opinion Research Center, 1981.

*Arbitron Replication II: A Study of the Reliability of Radio Ratings*, Fishergate Publishing: Annapolis, Md., 1982.

"A Comparison of Reach and Frequency Estimates: Single Versus Dual Interview Approaches," in Henry, H., Ed., *Readership Research: Montreal 1983*. Amsterdam: Elsevier Science Publishers B.V. (with Adam Richard)

"The State of Audience Measurement in the United States," in *La Mosaique Televisuelle: Du petit ecran au centre de controle*, Congres ARCQ, Montreal, 1985.

"The Attribution of Missing Data: Damned If You Do and Dammed If You Don't," *Fifth Annual ARF Research Quality Workshop: Transcript Proceedings*. New York, Advertising Research Foundation, 1987.

### Papers Presented, Seminars, Short Courses:

"Balanced Repeated Replications for Analytical Statistics," invited paper presented at the annual meeting of the American Statistical Association (August, 1968).

"Inference from Clustered Samples," invited paper presented at the annual meeting of the American Statistical Association (August, 1971).

"Computing Sampling Errors for Population Estimates," invited paper presented at the International Symposium on Statistical Problems in Population Research, Honolulu, Hawaii (August, 1971).

"Generalized Intraclass Correlation," invited paper presented at the annual meeting of the American Statistical Association (August, 1973).

"Inference from Complex Samples," invited paper read before the Royal Statistical Society, London, England (October, 1973).

"Short Course in Sampling Methods," Chicago Chapter of the American Statistical Association (April-May, 1974).

"Uses of the Generalized Intraclass Correlation Coefficient," paper presented to the Statistics Seminar, Department of Statistics, The University of Chicago (October, 1974).

"The NORC National Sample: Design and Selection," paper presented to the Statistics and Econometrics Seminar, Graduate School of Business, The University of Chicago (November, 1974).

**BIBLIOGRAPHY (continued)**

"Changing Response Rates: Overall and Components," invited paper presented at the annual meeting of the American Association of Public Opinion Research (May, 1975).

"The NORC 1980 National Sample," presented at a meeting of the National Science Board, NORC, Chicago (April, 1983).

**Additional Teaching:**

Visiting Assistant Professor of Sociology and Research Associate, Institute for Social Research, The University Michigan (July 1971, 1972, 1973, 1974, 1975).

# TOM W. SMITH

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## EDUCATION

- B.A. Pennsylvania State University (Honor History, with highest honors), 1971  
B.A. Pennsylvania State University (Political Science, with highest honors), 1971  
M.A. Pennsylvania State University (History), 1972  
Ph.D. University of Chicago (American History), 1979

## PROFESSIONAL EXPERIENCE

- 1980-present Director, General Social Survey, National Opinion Research Center,  
University of Chicago
- 1987-present Research Associate, Center for the Study of Politics and Society, National  
Opinion Research Center
- 1981-1986 Research Associate, Cultural Pluralism Research Center, National Opinion  
Research Center
- 1977-1980 Associate Study Director, General Social Survey, National Opinion Research Center
- 1976-1977 Assistant Study Director, General Social Survey, National Opinion Research Center
- 1973-1976 Training Fellow, National Institute of Mental Health/National Opinion Research Center
- 1988 Lecturer, Department of Statistics, Northwestern University
- 1975-1976 Lecturer, Department of History and Political  
1978-1979 Science, Purdue University, Calumet Campus  
1982-1987
- 1971-1972 Graduate Assistant, Department of History, Pennsylvania State University

## PROFESSIONAL SOCIETIES AND ACTIVITIES

- Phi Eta Sigma  
Phi Kappa Phi  
Phi Alpha Theta  
Phi Beta Kappa  
Organization of American Historians, 1972-  
American Statistical Association, 1978-1979  
Midwest Association for Public Opinion Research, 1978-  
American Association for Public Opinion Research, 1984-  
Judge, AAPOR Student Paper Competition, 1984, 1985  
Secretary - Treasurer, American Association for Public Opinion Research, 1986-1988



## PROFESSIONAL SOCIETIES AND ACTIVITIES (continued)

Chair/Associate Chair, Standards Committee, American Association for Public Opinion Research, 1989-1991

AAPOR Representative to the Research Industry Coalition, 1990-1991

Archivist, American Association for Public Opinion Research, 1989-

Judge, National Forensic Society, 1985-1987

International Survey Library Association, Advisory Council, 1979-

Board of Directors, Roper Center for Public Opinion Research, 1979-

Panel on Survey Measurement of Subjective Phenomena, National Academy of Sciences, 1980-1981

Committee on Data Sharing in the Social Sciences, 1988-1989

Guest Lecturer, Summer Institute, University of Michigan, 1989

Family Advisory Board-Indiana University, 1988-

Contributor to NORC Newsletters--*Update*, *The Sampler*, *NLS Newsletter*, *New NORC Times*, *NORC Reporter*, *GSS News*

Associate editor, *EADS READS*, 1979-1984

Polls editor, *Public Opinion Quarterly*, 1983-1991

Editorial Board, *International Journal for Public Opinion Research*, 1990-

Editorial Board, *Public Opinion Quarterly*, 1991-

Abstracter of *Journal of Family History*, *Ethnic Groups*, *Journal of Urban History*, *Journal of Ethnic Studies*, and *Ethnicity for Historical Abstracts*, 1975-1984

Book reviewer for *Contemporary Sociology*, 1977-; *American Journal of Sociology*, 1980-; *Public Opinion Quarterly*, 1986-

Proposal reviewer for Division of Social Science, National Science Foundation, 1977-; Division of Science Resources Studies, 1984-

Report reviewer for National Science Foundation, *Science Indicators*; Office of Technology Assessment, Telecommunications, Technologies, and Governance

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- "Atop a Liberal Plateau? A Summary of Trends Since World War II," Paper presented to the Midwest Association for Public Opinion Research, Chicago, Nov., 1982.
- "Catholic Attitudes on Abortion, 1962-1982," Paper presented to a Briefing for Catholic Legislators, Washington, D.C., March, 1983.
- "Problems in Ethnic Measurement: Over, Under, and Misidentification," Paper presented to the American Statistical Association, Toronto, August, 1983.
- "Whence and Whither the GSS," Luncheon Round Table Discussion, American Sociological Association, Detroit, August, 1983.
- "The Role of the General Social Survey in the Social Sciences," Paper presented to Seminar on Monitoring and Measurement Through Repeated Surveys, SSRC Survey Methods Seminar, London, October, 1983.

## BIBLIOGRAPHY (continued)

- "The Gender Gap on Attitudes Towards Violence and Force," Paper presented to Survey Research Center Seminar, University of Michigan, Ann Arbor, February, 1984.
- "Historical Research with Surveys: The Example of NORC's General Social Survey," Paper presented to HESS faculty, Purdue University, Calumet Campus, March, 1984.
- "What's Right with America." Paper Presented to the Field Management Conference, Chicago, July, 1984.
- "Cycles of Reform? A Summary of Trends Since World War II," Paper presented to the American Sociological Association, San Antonio, August, 1984.
- "Laughing at the Polls: How the Comics and Cartoons View Public Opinion Surveys," Paper Presented to NORC Lunchtime Seminars, Chicago, February, 1985 and Revised Version Presented to the American Association for Public Opinion Research, Great Gorge, New Jersey, May, 1985 and Field Director's Conference, Chicago, May, 1985.
- "The Pope, the Pill and the Public: Trends in Catholic Attitudes on Sexual and Reproductive Issues," Paper Presented to a Briefing for Members of Congress, Washington, D.C., April 24, 1985.
- "The Conservative Tide vs. The Liberal Plateau: Changes in Attitudes since WW II," Paper Presented to the American Association for Public Opinion Research, Great Gorge, New Jersey, May, 1985.
- "Designed for Change: An Overview of the GSS," Paper presented to the Summer Institute, Institute for Social Research, University of Michigan, Ann Arbor, July, 1985.
- "Social Change and Public Opinion Since WW II," Paper Presented to the American Sociological Association, Washington, D.C., August, 1985.
- "The Impact of Number of Response Categories on Inter-Item Associations: Experimental and Simulated Results," Present to the American Sociological Association, Washington, D.C., August, 1985 (with Bruce L. Peterson).
- "Trends in Attitudes on Sexual and Reproductive Issues," Paper presented to the NORC/Allensbach Conference on the Family, Chicago, October, 1985.
- "The Gist of the GSS," Paper presented to the Field Management Conference, Chicago, November 1985.
- "Gender Gaps and Ferraro Frights: An Analysis of the Impact of Women's Rights on Politics and of Politics on Women's Rights," Paper presented in the NORC Workshop Series, Chicago, January, 1986.
- "Where Are We Now? Public Attitudes and Knowledge about the Soviet Union," Paper presented to the Conference on Effective Citizen Education about the Soviet Union, Wingspread, Racine, Wisconsin, March, 1986.
- "An Analysis of the Accuracy of Spousal Reports," Paper presented to the American Association for Public Opinion Research, St. Petersburg, Florida, May, 1986.
- "Welfare: Item Wording and Context Effect," Paper presented in the NORC Workshop Series, Chicago, May, 1986 (with Roger Tourangeau).
- "America's Heroes and Heroines: A Trend Analysis of the 'Most Admired Person' Series," Paper presented to the American Sociological Association, New York, August, 1986.
- "Ordering Context Effects," Paper presented to Context Effects in Surveys Conference, Chicago, July, 1986.
- "Presidents and Popes: A Trend Analysis of Public Admiration," Paper presented to MAPOR, Chicago, November, 1986.

## BIBLIOGRAPHY (continued)

- "A City Upon a Hill? Public Attitudes Towards Local Government and Cities," Paper presented to Election '88 Task Force, National League of Cities, Washington, D.C., February, 1987.
- "America's Heroes and Heroines: A Trend Analysis of the 'Most Admired Person' Series, 1947-1987," Paper presented to the American Association for Public Opinion Research, Hershey, Pennsylvania, May, 1987.
- "Drugs, Sex, but No Rock-and-Roll: A Survey of the GSS," Paper presented to Luncheon Series for NORC Summer Interns, Chicago, August, 1987.
- "Public Opinion and the Welfare State: A Cross-National Comparison," Paper presented to the American Sociological Association, Chicago, August, 1987.
- "The ISSP Experiment: A Piggy-backing Approach to Cross-National Social Research," Paper presented to the American Sociological Association, Chicago, August, 1987.
- "Don't Change to Measure Change: An Overview of the GSS, 1972-1987," Paper presented to Benton Fellows Seminar, Chicago, October, 1987.
- "Phone Home? An Analysis of Household Telephone Ownership," Paper presented to the International Conference on Telephone Survey Methodology, Charlotte, North Carolina, November, 1987.
- "Strange Bedfellows? An Analysis of Attitudes Towards Feminism and Pornography," Paper presented in the NORC Workshop Series, Chicago, February, 1987.
- "Researching with the GSS," Paper presented to Sociology Methods Seminar, Chicago, University of Chicago, April, 1988.
- "Liberal and Conservative Trends in the United States Since World War II," Paper presented to the American Association for Public Opinion Research, Toronto, May, 1988. "Comment on Hite's Women in Love," Paper presented to the American Association for Public Opinion Research, Toronto, May, 1988.
- "The Ups and Downs of Cross-National Survey Research," Paper presented to the International Association of Social Science Information, Services, and Technology, Washington, D.C., May, 1988.
- "The First Straw? A Study of the Origins of Election Polls," Paper presented to the Social Science History Association, Chicago, November, 1988.
- "Sex Counts: A Panel on the 1988 GSS Items on Sexual Partners," NORC Seminar Series, Chicago, December, 1988.
- "Using the GSS to Study the Elderly," Paper presented at the American Sociological Association, San Francisco, August, 1989.
- "Some Thoughts on the Nature of Context Effects," Paper presented to the First Nags Head Conference on Cognition and Survey Methodology, Nags Head, North Carolina, Sept., 1989.
- "TV Social Science: The Inside Story of the NBC Race Relations Program," Paper presented to the NORC Seminar Series, Chicago, Oct., 1989.
- "Adult Sexual Behavior in 1989: Numbers of Partners, Frequency, and Risks," Paper presented to the American Association for the Advancement of Science, New Orleans, February, 1990.
- "Item Non-Response on ISSP Variables," Paper presented to the ISSP Annual Meeting, Graz, Austria, May, 1990.
- "Artifactual Sex: A Discussion of Measurement Error in Survey-Based Studies of Sexual Behavior," Paper presented to the Roundtable on Asking Survey Questions about Sexual Behavior, American Association for Public Opinion Research, Lancaster, PA, May, 1990.

**BIBLIOGRAPHY (continued)**

"Armed and Dangerous Statistics: A Study of the Media's Coverage of Trends in Gun Ownership by Women," Paper presented to the American Association for Public Opinion Research, Lancaster, PA: May, 1990.

"Timely Artifacts: A Review of Measurement Variation in the 1972-1989 GSS," Paper presented to the American Statistical Association, Los Angeles, August, 1990.

"Context Effects on the General Social Survey," Paper presented to the International Conference on Measurement Errors in Surveys, Tucson, November, 1990.

# NICHOLAS A. HOLT

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## EDUCATION

- Ph.D.                    Sociology, 1979, University of Georgia  
M.A.                    Sociology, 1975, University of Georgia  
B.A.                    Sociology and biology, 1970, Ohio Northern University

## PROFESSIONAL EXPERIENCE

1989-present        Senior Survey Director, General Studies Department, NORC, University of Chicago

Responsibilities include the management and administration of social science surveys for governmental agencies and academic institutions. In the role of Project Director, Senior Survey Directors have the responsibility for all aspects of a project, including proposal development; working with clients to define the research problem; coordination of technical staff; oversight of instrument development, budget preparation, and the development of interviewer training procedures and materials; the monitoring of all schedules, costs, and production; and the supervision of data collection, data analysis, quality control, and report writing.

1989                    Research Survey Methodologist II, Center for Survey Research,  
Statistical Sciences, Research Triangle Institute, Research Triangle Park, NC

Responsible for the design and testing of data collection methodologies.

1986-1989            Research Survey Specialist, Center for Survey Research, Statistical Sciences,  
Research Triangle Institute

Responsible for designing, implementing, and managing data collection activities for a variety of survey methodologies including face-to-face interview, telephone interviewing including Computer-Assisted Telephone Interviewing (CATI), mail survey, and mixed mode survey techniques.

1981-1985            Acting Director, Survey Research Center, University of Georgia, Athens, GA

Major responsibilities were: overall administration of the Center, marketing, survey design, and project management. Administration of the Center included: fiscal management of personnel, operations and project budgets; recruiting, hiring, training, managing, and reviewing three professional and two permanent support staff; preparing of proposals and contracts; establishing policies for recruiting, hiring, training and retraining of survey supervisors and interviewers; purchased capital equipment towards establishing a CATI system from proceeds of project underruns; and represented the interests of the Center to the University's Vice President for Research to whom the Center directly reported. Marketing responsibilities included: representing the University and the Center at professional and community meetings, direct mail campaigns, providing free consultation for civic groups and advising university faculty and graduate students on survey research methods. Survey design included: all aspects of sampling, selection of data collection method, questionnaire and forms development and quality assurance procedures development. Project management included: directing projects, managing budgets and schedules, and providing written reports and making presentations of findings to the client.

## PROFESSIONAL EXPERIENCE (Continued)

1982-1983      Assistant Sociologist (Research equivalent of assistant professor), Survey Research Center, University of Georgia

Major responsibilities were: overall administration of the Center's data collection facility, limited marketing survey design, and project management. Administration of the Center's data collection facility included: fiscal management of survey personnel, project operations and budgets, recruitment, hiring, training, management, and review of 50 to 75 interviewers and project supervisors, costing and writing support for proposals and contracts, enacted policies for the recruitment, hiring, training and retraining of survey supervisors and interviewers. Marketing included: representing the University and the Center at professional and community meetings, providing free consultation for civic groups and advising university faculty and graduate students on survey research methods. Survey design included: questionnaire and forms development and quality assurance procedures development. Project management included: managing project budgets and schedules, and providing verbal and written reports to the Center's Director.

1981-1982      Research Coordinator, Survey Research Center, University of Georgia

Responsibilities similar to those described for the Assistant Sociologist.

1979-1980      Health Planner, Northeast Georgia Area Planning and Development Commission

Responsibilities included: liaison to Health Systems Agency, community need surveys, and grant development for establishing Primary Health Care Centers in Northeast Georgia.

1975            Principal Investigator, Land Use Planning: Program Evaluation, Georgia Center for Continuing Education, University of Georgia

1972-1979      Research Assistant, Department of Sociology, University of Georgia

Responsibilities (scope of responsibilities increased with tenure in this position): field sampling and interviewing; data reduction; computer analysis; questionnaire and forms design; recruiting, hiring, training and supervising field interviewers; support for grant writing efforts for two southeastern regional surveys.

## MAJOR STUDIES

**Survey of 1990 Census Participation.** Conducted for the U.S. Bureau of the Census, this national area probability survey interviewed respondents and non-respondents to the decennial census. This quick turnaround research project involved 340 segments in the continental United States, over 200 interviewers, and 2,400 completed interviews. Questionnaire design, rapid strategic planning, coordination of a large staff, and planning for a fixed price grant were included among the responsibilities. (*Co-Senior Survey Director, 1990*)

**Chicago Neighborhood Studies.** Conducted for the City of Chicago, these quick turnaround area probability surveys in two Chicago neighborhoods assessed community attitudes about quality of life, pollution, living conditions, and a proposed airport that would relocate the residents. The complex design including listing, personal and phone interviewing to a completion rate of 85 percent, sizable Hispanic and Polish populations, and telephone reinterviews of respondents in a rolling panel. Responsibilities included questionnaire design, rapid strategic planning, and coordinating the short field periods that produced over 2,400 completed interviews. (*Co-Senior Survey Director, 1990*)



## MAJOR STUDIES (Continued)

**Study of the Family Independence Project.** The Family Independence Project in Washington State is a voluntary, budget-neutral welfare demonstration designed as an alternative to Aid to Families with Dependent Children (AFDC). Two evaluation surveys will be conducted: one in 1990 and one in 1991. The 1990 survey will examine the effects of cash benefits on: household non-food expenditures, household food expenditures, food use, nutrient availability, food shopping patterns, reliance on supplementary sources of food and recipients' experience with and attitudes towards alternative forms of food assistance. The 1991 survey will examine the utilization and effectiveness of the Transitional Benefits programs for those earning enough to become ineligible for food benefits programs. Project Director, 1989-present.

**The Army Family Research Program.** Survey Director for data collection operations. Responsibilities included the construction of a battery of questionnaires, field procedures development, quality assurance protocol development, pretesting and field-testing of procedures and instruments, field coordination of ten teams composed of professional staff from the three collaborating contractors, and coordination of data collection visits at forty Army installations worldwide. The Army Family Research Program examines the relationship between family strength and soldier readiness and retention. The sample was composed of 20,000 soldiers and their spouses. The soldiers complete a two-hour battery of questionnaires administered in group settings. Spouses were mailed self-administered questionnaires which took approximately 30 minutes to complete, 1987-1989.

**National Residential Radon Survey.** Task Leader for data collection operations. Responsibilities included the development, testing and implementation of survey questionnaires, quality assurance forms and field procedures for a national area-probability sample of three thousand residential housing units. Selected geographic segments were counted, listed and sampled. Respondents in sampled housing units completed a 30-minute, face-to-face interview and placed two to four radon monitors in specific locations in their home for a 12-month period. Contact was maintained with the measured housing units during the 12-month period, after which the monitors were collected by mail, 1989.

**State Radon Surveys.** Task Leader for data collection training and data reduction for 8 states. Responsibilities included training telephone interviewers in each of eight states to conduct eligibility screening for radon canister placement for state probability samples and advising state officials regarding field logistics between centrally located telephone interviewers and regionally located radon canister placement personnel. Revised training materials, forms and procedures for data collection and reported, developed a training video tape for use in 8-10 states, 1986-1989.

**National Survey of Radon Levels in Residential Structures.** Task Leader for data collection plan development. Responsibilities included the development and evaluation of alternative methodologies to obtain maximum overall response rates for a geologically-stratified probability sample where respondents were asked to respond to a 30+ minute questionnaire, install radon detectors in specific locations in their homes and return the exposed detectors after a 12 month radon monitoring period, 1986-1987.

**Drug and Alcohol Use Among Arrestees.** Task Leader for data collection of a face-to-face survey of 1,500 recent arrestees in three major cities in the U.S. The purpose of the study was to assess the relationship between drug and alcohol use and types of criminal behavior. Responsibilities included development of the overall survey methodology, field sampling strategy, questionnaire and forms, detailed record keeping and reporting systems, logistical plans for shipping arrestee urine samples to the testing laboratory, and ongoing data collection and fiscal management. 1986-1987.

## MAJOR STUDIES (Continued)

**Fulton County School System Study.** Contract with Fulton County School Board. A survey of county citizens regarding their attitudes toward the school system and its programs, October, 1985.

**Navy Leisure.** Three year contract involved data reduction, data analysis and report production for fifty Navy bases per year with 2,000 cases per Navy base. Two separate 300 page reports per Navy base were written between September and December, 1985.

**Georgia Southern College Study.** A contract with Georgia Southern College. A survey of the adult population of the Georgia Southern region to determine interest in a cooperative degree program, August, 1985.

**Eckerd Management Study.** A contract with the University of Georgia's College of Pharmacy. A study of consumer utilization of drug stores, August, 1985.

**Atlanta Condo Study.** Contract with Landauer Associates for a market study of condo residents in Atlanta to determine factors associated with the selection of condominiums as a preferred residence, July, 1985.

**Toledo Marina Study.** Contract for a mail survey for Landauer Associates to determine the market for planned communities in the Toledo Bay area of Ohio, June, 1985.

**Georgia Poll Spring '85.** A state-wide survey of attitudes on politics, the availability and use of audio/visual materials in public libraries, recent changes in the Food and Drug Administration regulations concerning legend and over-the-counter drugs, comparable worth and regulation of health care costs, March, 1985.

**Georgia Peanut Farmers Pest Control Study.** Contract with Cooperative Extension Service. Develop questionnaire and collect data from Georgia peanut farmers regarding their pest control practices, July, 1985.

**Georgia Landowner Study.** Contract with Georgia Forestry Commission. Develop questionnaire and coding scheme for a national study of land-owners. Pretested in Georgia, March, 1985.

**Griffin/Spalding School System Study.** Contract with the Griffin/Spalding School system. A survey of county citizens regarding their attitudes toward the school system and its programs, April, 1985.

**Country Club Community Study.** Contract with Landauer Associates, Real Estate Development Consulting, to establish the market potential of a country club community in Clarke County, Georgia, October, 1984.

**Georgia Deer Harvest Study.** Contract with Department of Natural Resources, August, 1984.

**University of Georgia Alumni Survey.** Contract with the University of Georgia Alumni Society, September - December, 1984.

**Bulloch County School Satisfaction Study.** Contract with Bulloch County Board of Education, September, 1984.

**DeKalb County School Satisfaction Study.** Contract with DeKalb County Board of Education, January-February, 1984.

**NASA Programs Benefits Survey.** Contract with COSMIC, May, 1984.

**Rome Area Community Satisfaction Study.** Contract with Rome Area Chamber of Commerce, October, 1983.

**Community Satisfaction Study.** Contract with Institute for Community and Area Development, March, 1983.

## MAJOR STUDIES (Continued)

**Kings Bay Area Citizen Survey.** Contract with the Kings Bay Impact Coordinating Committee, November, 1982.

**Hunting Deer With Dogs Study.** Contract with Game and Fish Management Division of the Department of Natural Resources, June-August, 1982.

**Community Satisfaction Study.** Contract with Institute for Community and Area Development, February, 1982.

**Industry-Supported Day-Care Study.** Contract with the Georgia Mountains Area Planning and Development Commission, February, 1982.

**Human Services Study.** Contract with the Georgia Mountains Area Planning and Development Commission, January, 1982.

**Community Leadership and Decision-Making in the Rural South.** Conducted for the U.S. Department of Agriculture. (1976-1979).

**Quality of Life in the Rural South.** Conducted for the U.S. Department of Agriculture (1973-1976).

**Incendiary Forest Fire Prevention: Field Experiment.** U.S. Forestry Service (1972-1974).

## TEACHING EXPERIENCE

1980-1983      Adjunct Faculty, Department of Sociology, University of Georgia Teaching areas: quantitative methods, the community, social psychology, contemporary social problems and introductory sociology.

1986            Instructor, Gainesville Junior College, Gainesville, GA. Teaching area: social problems.

1970-1972      Race Relations and Team Development Specialist, U.S. Army, Kirch-Goens, Germany. Responsibilities: Using focus group and small group techniques to reduce racial tensions and promote better team communication and cooperation.

## PUBLICATIONS AND PRESENTATIONS

Holt, N.A. "Public Opinion Research Methods." Presented at the University of Georgia, October, 1986.

Georgia Schools Public Relations Association meeting - invited "Surveying Your Community on a Shoestring." October 1985.

Holt, N.A. "Research Capabilities and Research Support Offered by the Survey Research Center." Presented at the University of Georgia Center, September, 1985.

U.S. Census - invited participant round table discussion on rural Georgia. May, 1985.

Holt, N.A. "Random-Digit-Dialing and Telephone Interviewing." Presented at the University of Georgia, February, 1985.

Institute for Behavior Research. "Estimates of Sample Bias from the Omission of Unlisted Numbers in Telephone Surveys." February, 1985.

Holt, N.A. "Public Opinion Research Methods." Presented at the University of Georgia, January, 1985.

Holt, N.A. "Public Opinion Research Methods and Recreation." Presented at the University of Georgia, November, 1984.

## PUBLICATIONS AND PRESENTATIONS (Continued)

Drunk Driving Awareness Conference - invited discussion, November, 1984.

Operation Bootstrap (seminar for all school superintendents in the state) "Conducting Survey Research in your Community." October, 1984. U.S. Census - invited participant round table discussion on Georgia transportation, October, 1984.

Holt, N.A. & Olsen, A. "How to Hear Your Publics." Georgia School Public Relations Association, Unicoi State Park, GA, October, 1984.

Holt, N.A. "Survey Research and Pharmacy Care Administration." Presented at University of Georgia, May, 1984.

Holt, N.A. "Survey Research in Journalism." Presented at the University of Georgia, April, 1984.

Holt, N.A. "Need Assessment Surveys in Adult Education Program Planning." Presented at the University of Georgia in November, 1982; March, 1983; and April, 1984.

Holt, N.A. "Survey Research Methods in Recreation." Presented at the University of Georgia in October and November, 1983.

Holt, N.A. "Degrees, Titles and Jobs for the Future Practitioner of Sociology." Section Chairman. Georgia Sociological Association, 1983.

Holt, N.A. "Graduate Education in Sociology." Paper presented at the Georgia Sociological Association annual meeting, 1979.

Holt, N.A. & Miller, H.M. "The Relationship Between Rural Family Structure and Social Participation." Paper presented at the Rural Sociology Society annual meeting, 1978.

Holt, N.A. "The Process of Community Decision-Making." Paper presented at the Georgia Sociological Association annual meeting, 1977.

Discussion, Student Papers Section, Georgia Sociological Association, 1976.

### Selected Papers and Reports

Cox, B.G., Holt, N.A., Folsom, R.E., Monroe, N.C., Smith, M.L., Daum, K.A., Woodside, M.B., Alexander, W.J., Singletary, H., Watson, J.E., Jr. "Survey Design for the National Radon Survey: A Science Advisory Board Report." Report to Environmental Protection Agency, April 15, 1987.

Holt, N.A., Cox, B.G., Monroe, N.C., Smith, M.L. "Design of the National Radon Survey: Survey Plan for Review by the Science Advisory Board." Report to Environmental Protection Agency, October, 1986.

Holt, N.A., Monroe, N.C., Smith, M.L. "National Survey of Radon Levels in Residential Structures: Data Collection Plan." Report to Environmental Protection Agency, June 1986.

Cox, B.G., Watson, J.E., Jr., Holt, N.A., Daum, K.A., Woodside, M.B., Alexander, W.J., Singletary, H.M. "Design of the National Survey of Radon Levels in Residential Structures: Science Advisory Board Report." Report to Environmental Protection Agency, June 1986.

Holt, N.A. and Whitmore, R.W. "The National Assessment of Radon Levels in Residential Structures: Selection of A Data Collection Method." Report to Environmental Protection Agency, March 1986.

Cox, B.G., Daum, K.A., Holt, N.A., Monroe, N.C., and Singletary, H.M. "Design of National Assessment of Radon Levels in Residential Structures: Work Plan." Report to Environmental Protection Agency, March 1986.

Holt, N.A. "Life Satisfaction: A Structural Systems Perspective." Proceedings of the Rural Sociology Section, Southern Association of Agricultural Scientist. 1978.

## PUBLICATIONS AND PRESENTATIONS (Continued)

Pieper, H.G., Holt, N.A. & Miller, H.M. "Differential Perception of Change by Life Cycle Stages: A Methodological Note." Proceedings of the Rural Sociology Section, Southern Association of Agricultural Scientists, 1976.

Holt, N.A. & Miller, H.M. "Defining Quality of Life: An Analysis of Social Integration and Economic Satisfaction as Indicators of Quality of Life." Proceedings of the Rural Sociology Section, Southern Association of Agricultural Scientists, 1976.

Pieper, H.G., Holt, N.A. & Miller, H.M. "Community Leaders and Community Followers: An Empirical Examination of Attitude Congruence in a Rural Setting." Southeastern Review, 1974-75, 1:1, 8-10.

Holt, N.A., Pieper, H.G. & Miller, H.M. "Perceptions of Quality of Life in Rural Open-Country Areas: A Case Study." Proceedings of the Rural Sociology Section, Southern Association of Agricultural Scientists, 1974.

"Rural Communities." Proceedings of the Rural Sociology Section, Southern Association of Agricultural Scientists, 1974.

Holt, N.A. & Miller, H.M. "A Scale for the Measurement of Attitudes Toward Property Rights." Proceedings of the Rural Sociology Section, Southern Association of Agricultural Scientists, 1973.

## PROFESSIONAL ACTIVITIES

American Marketing Association, 1984-1987.

National Conference of Field Directors. 1981-present. Program Chair, 1986, Program Co-Chair, 1987.

World Future Society, 1986-present

Kellogg Foundation Task Force member on Social Institutions and Processes, 1985-1986.

National Network of State Polls, 1982-1986. Elected to Executive Council, 1984-1986.

Institute of Behavioral Research, University of Georgia (Fellow, 1981-1986)

Georgia Schools Public Relations Association, 1983-1986.

Southern Sociological Association, 1972-1983.

Georgia Sociological Association, 1972-1983.

Clayton Junior College Study. Volunteered to write a questionnaire, draw the sample and train interviewers and supervisors for a citizen survey of Clayton County conducted by Clayton Junior College, Clayton Chamber of Commerce and the Georgia Cooperative Extension Service, March, 1985.

Program Planning Committee, Annual Symposium of the Society for the Study of Symbolic Interaction, University of Georgia Center for Continuing Education, 1983.

Holt, N. A. Forum Summary/Profile Reporting Instrument. The National Issues Forum, Domestic Policy Association, 1983. (Developed a program evaluation questionnaire.)

Research advisor to Project Teen Concern, the Northeast Georgia District Health Office, 1980.

Research advisor to Northeast Georgia Chapter of Girl Scouts of America, 1980.

# WOODY CARTER

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## EDUCATION

B.A. English Literature (Honors), Brown University, 1968

M.A. Sociology, University of Chicago, 1972

## PROFESSIONAL EXPERIENCE

1985-present Senior Survey Director, NORC

Responsibilities include the management and administration of social science surveys for governmental agencies and academic institutions. In the role of Project Director, Senior Survey Directors have responsibility for all aspects of a project, including proposal development; working with clients to define the research problem; coordination of technical staff; oversight of instrument development, budget preparation, the design of interviewer training; the monitoring of all schedules, costs, and production; and the supervision of data collection, data analysis, quality control, and report writing.

In 1989, headed the planning group which designed NORC's centralized telephone interviewing and data preparation facility.

Since 1987, responsibilities have included overall management of survey staff training and development, including in-house training programs and technical training courses, performance analysis and training design, summer internship program, and staff attendance at outside trainings.

In 1985, headed the planning group which redesigned NORC's field management structure.

1983-1985 Survey Director, NORC

1979-1983 Training Director, NORC

Responsibilities included design, implementation, and evaluation of numerous study-specific and general training materials. Coordinated the involvement of field staff in writing "Simulated NORC," a multivolume interviewer management text. Headed a team consulting with Argonne National Laboratory's Division of Educational Programs.

1978-1979 Management Analyst, Regional Transportation Authority, Chicago

Performed systems analyses of procedures throughout the Authority; designed and implemented forms, performed evaluation studies, and wrote procedures. Headed the RTA's Survey Task Force, which standardized its survey research and data analysis functions.

1975-1976 Research Associate, Bradford University, Bradford U.K.

Conducted dissertation field work on interethnic friendship between Pakistanis, West Indians, and Anglos. Participant observation in a pub, dance club, and hospital.

1972-1974 Supervisor of Interviewers, Community and Family Study Center, Chicago

Designed questionnaires, supervised interviewers, and managed data cleaning activities.

## PROFESSIONAL EXPERIENCE (Continued)

1968-1970      Peace Corps Volunteer, Punjab, India

Assisted regional family planning officer, responsible for training government health staff on needs assessment, health education, and evaluation.

## MAJOR STUDIES

**Survey of 1990 Census Participation.** Conducted for the U.S. Bureau of the Census, this national area probability survey interviewed respondents and non-respondents to the decennial census. This quick turnaround research project involved 340 segments in the continental United States, over 200 interviewers, and 2,400 completed interviews. Questionnaire design, rapid strategic planning, coordination of a large staff, and planning for a fixed price grant were included among the responsibilities. (*Co-Senior Survey Director, 1990*)

**Chicago Neighborhood Studies.** Conducted for the City of Chicago, these quick turnaround area probability surveys in two Chicago neighborhoods assessed community attitudes about quality of life, pollution, living conditions, and a proposed airport that would relocate the residents. The complex design including listing, personal and phone interviewing to a completion rate of 85 percent, sizable Hispanic and Polish populations, and telephone reinterviews of respondents in a rolling panel. Responsibilities included questionnaire design, rapid strategic planning, and coordinating the short field periods that produced over 2,400 completed interviews. (*Co-Senior Survey Director, 1990*)

**General Social Survey.** A national area probability sample of 1,500 personal interviews on social attitudes and trends in America. Responsible for client liaison, budgeting, instrument revision, pretesting, data collection, and data processing. The 1987 survey involved a large Black oversample and an in-person reinterview. (*Senior Survey Director for 1986, 1987, 1989 and 1990 surveys*)

**NBC Study of Racial Attitudes.** In preparation for an NBC special on racial attitudes in America hosted by Bryant Gumbal, NORC prepared and pretested vignettes and questionnaire items in the area of race relations. Responsibilities included questionnaire design, management of pretests, and liaison with NBC representatives and Principal Investigators. (*Senior Survey Director, 1989*)

**Survey of Women's Life in Taiwan.** Taiwan's first country-wide comprehensive survey on the status of women, this survey was a collaborative effort between the University of Chicago Professor William Parish and economists at National Taiwan University. Responsibilities included consultation with the research team on design and survey operations, and questionnaire design in Taiwan. (*Senior Survey Director, 1988*)

**National Longitudinal Surveys of Labor Market Experience/Youth Cohort.** Conducted for the Center for Human Resource Research at Ohio State University; sponsored by U.S. Department of Labor. Responsibilities included development of management tools and strategies (including cost management during a temporary transition from in-person to telephone data collection); management of all phases of the survey; preparation of field reports; quality control; and interface between NORC staff and client. An annual in-person interview one hour in length conducted with a sample of 12,686 young people born between 1957 and 1964. (*Project Director, 1986-1988*)

**United States Air Force Health Study.** Conducted for the United States Air Force School of Aerospace Medicine, Brooks AFB, Texas. This study is designed to evaluate the long-term health effects of exposure to dioxin during military service in Vietnam. The sample consists of an experimental and control group of 2,400 men, a replacement pool of 8,000 for the control sample, and post-Vietnam spouses of all respondents. The prime contractor is SAIC (Science Applications International Corporation). NORC is the subcontractor for survey data collection. Responsibilities on this study included representing NORC at quarterly meetings with the Air Force; coordination with Scripps Clinic in San Diego, where physical examinations and interviews were conducted, and with other contractors for travel and accommodations; refinement of the scheduling system and procedures

## MAJOR STUDIES (Continued)

used to recruit participants to Scripps; coordination of instrument development; supervision of NORC staff conducting a two-hour interview with participants during their examination at Scripps; interviews on site and by mail with spouses; baseline interviews with new participants and their spouses in participants' homes, plus a computer-assisted telephone interview from NORC's Chicago facility with the replacement pool; general coordination of the project and its fixed-price budget; coordination of the University of Chicago analysis team; report writing. (*Project Director*, 1985-present; *Survey Director*, 1983-1985)

**Soviet Interview Project.** Conducted for the University of Illinois at Urbana-Champaign, this study was overseen by scholars from eight universities and funded by the National Council for Soviet and East European Research. SIP was an in-person interview with a national sample of recent (1979-1982) emigrants from the Soviet Union. Responsibilities included working with a panel of principal investigators on questionnaire design and pretesting. (*Survey Director*, 1985-1986)

**GMAC Survey of New Matriculates.** A mail study of first-year students in graduate schools of business. Was responsible for client relations and managed the last third of the field period and data reduction and cleaning. (*Survey Director*, 1984-5)

As Training Director, worked on forms and procedures manuals, training materials, and questionnaires for numerous surveys including the Air Force Study of Work Groups, Survey of Physicians' Practice Costs and Incomes (a CATI study), the National Ambulatory Medical Care Survey, Profiles of American Youth, the listing for the 1980 NORC National Sampling Frame, and High School and Beyond.

## ACADEMIC HONORS

Social Science Research Council Fellowship, 1975

U.S. Office of Education Fulbright-Hays Dissertation Research Abroad Grant, 1975

## BIBLIOGRAPHY

"Simmel's Influence on American Sociology," *American Journal of Sociology* (January and March 1976), pages 813-45 and 1112-32. (With Donald N. Levine and Eleanor Miller Gorman.)

*Strangers and Changers: Consulting Roles in Social Development*, Honolulu, Hawaii: Communication Institute, East-West Center, 1976. A three-volume training module for mid-career social development professionals from Third World countries.



# ALICIA S. SCHOUA-GLUSBERG

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## EDUCATION

- 1985 Ph.D. Anthropology (Cultural/Linguistic), Northwestern University  
1978 M.A. Anthropology (Cultural/Linguistic), Northwestern University  
1977 B.A. Anthropology, with honors, Roosevelt University  
(admitted to Franklin Honor Society)
- 1973-1975 Facultad de Filosofia y Letras, Universidad de Buenos Aires,  
with major in anthropology.
- 1985 University of Michigan, Institute for Social Research,  
Telephone Survey Methods Workshop.
- 1988 American Management Association, Developing Executive Leadership.

## PROFESSIONAL EXPERIENCE

- 1988--Present Senior Survey Director, NORC

Responsibilities include the management and administration of social science surveys for governmental agencies and academic institutions. In the role of Project Director, Senior Survey Directors have responsibility for all aspects of a project, including proposal development; working with clients to define the research problem; coordination of technical staff; oversight of instrument development, budget preparation, and the development of interviewer training procedures and materials; the monitoring of all schedules, costs, and production; and the supervision of data collection, data analysis, quality control, and report writing.

- 1986-1988 Survey Director,  
1984-1985 Assistant Survey Director, NORC.

## MAJOR STUDIES

**Citizens' Social and Political Participation in America.** A study of factors leading individuals to social and political participation. This is a survey of 2,500 men and women screened through telephone random digit dialing, with oversamples of Blacks and Hispanics. The study is funded by several foundations including National Science Foundation. *Project Director*, 1989.

**National Study of Health and Sexual Behavior.** A planning contract funded by the National Institute of Child Health and Human Development, the Centers for Disease Control, the National Center for Health Statistics, the National Institute of Mental Health, and the National Institute on Aging. This project seeks to develop the content and strategy for a large-scale national survey of adult sexual behavior in the United States. This study will describe the distribution of sexual practices in the general population and the way this distribution changes in response to social context. A special focus of this project will be issues related to sexually transmitted diseases. Work to date on this project has included questionnaire design and design of a large-scale longitudinal survey. The project has also included strategic planning for a large national pretest. This pretest has a sample size of 2300 cases, with oversampling of blacks, Hispanics, and persons under 19. It has two purposes: to test the effectiveness of different survey methods with different kinds of respondents, and to produce national estimates of certain behaviors that can transmit the AIDS virus.

## MAJOR STUDIES (continued)

The study's Principal Investigator is Professor Edward O. Laumann of the University of Chicago. The Coprincipal Investigators are Professor John H. Gagnon of the State University of New York at Stony Brook, Professor Robert T. Michael of University of Chicago, and Professor James S. Coleman of the University of Chicago. Responsible for conducting focus group research to assess minorities' reactions to the survey. This involved designing the research, creating a guide for focus group moderators, training staff on focus group techniques, conducting and observing focus groups, and reviewing the final report. Responsible also for the translation of the questionnaire into Spanish, including designing the translation methodology, recruiting an interdialectal team of translators, supervising their work, and refereeing disagreements, (1988-1989).

**Nonshared Environment in Adolescent Development.** This study of 800 families with two same-gender children between the ages of 10 and 19 is conducted for the National Institute of Mental Health, U.S. Department of Health and Human Services under subcontract to George Washington University. Its purpose is to provide the data necessary to assess which aspects of an adolescent's behavior and level of competence are influenced by genetic factors and which are influenced by family interactive processes. A particular focus of the study is the source of problem behavior among juveniles and juvenile depression. Families are interviewed twice within a two-week period, are videotaped, and given a vocabulary test. The Principal Investigator is David Reiss, MD, of George Washington. Coprincipal Investigators are Robert Plomin of Penn State University, E. Mavis Hetherington of the University of Virginia, and Martin Frankel of NORC. Responsibilities included training of field interviewers in administration of psycho-social measures and acting as liaison with the organizations providing the families in the sample. *Project Director*, 1989.

**National Longitudinal Surveys of Labor Market Experience/Youth Cohort (NLS/Y)** (1984-present). A study of the labor force behavior of a sample of 12,000 American youth, with oversamples of Black, Hispanic, and economically disadvantaged youth. The NLS/Y has been fielded annually since 1979. Responsible for day-to-day management of data collection for Round 9 of the survey (1987), and for review and correction of Spanish translation of the questionnaire in Rounds 7 and 8 (1985 & 1986). The NLS/Y is funded by the U.S. Department of Labor and conducted by NORC under subcontract to the Center for Human Resource Research at Ohio State University. (*Project Manager, Round 9; Associate Project Director, Round 10; Project Director, Rounds 11 and 12*).

**NLS Child Supplement.** This survey of all the biological children of the mothers in the NLS/Y sample (described above) is funded by the National Institute of Child Health and Human Development. Data collection, which takes place in the mothers' homes, includes cognitive tests and measures of self-perception. It was first conducted in 1986, again in 1988, and will be conducted a third time in 1990. Supervised translation of mother's and child's questionnaire into Spanish, 1986. *Project Director*, 1988 and 1990.

**Study of the Homeless of Chicago.** A two-wave personal interview survey of the homeless population of Chicago sponsored by the Robert Wood Johnson Foundation, the Pew Memorial Trust, the Illinois Department of Public Aid, and the Illinois Department of Mental Health. Interviews were conducted in shelters for the homeless and on the streets. Street interviews were conducted between midnight and six in the morning. Translated the survey instrument into Spanish, 1985.

**Air Force Organizational Impact Assessment (1984).** A study of the potential impact of increasing the number of women in the Air Force. A self-administered survey of 14400 men and women stationed in 30 USAF bases around the world. Responsible for preparation of field materials and supervision of fieldwork in various areas of the country. This study was sponsored by the U.S. Air Force.

**MAJOR STUDIES (continued)**

**Survey of Absent Parents (1985).** A pilot study of pairs of custodial and absent parents, designed to establish a profile of programmatic and parental characteristics affecting payment of child support. Responsible for development of questionnaire and training materials, and supervision of field activities. The Survey of Absent Parents was sponsored by the Department of Health and Human Services.

**Soviet Interview Project (1985-1986), G2 and Civilian/Military Components.** This is a study of life in the Soviet Union as reported by 800 emigres who arrived in the U.S. between 1982 and 1985, and by 2,800 who arrived between 1979 and 1982. Responsible for the day-to-day management of the survey, including such tasks as questionnaire development, field materials development, the field work, the coding of the questionnaires and other survey documents, and the locating, validation and retrieval tasks. The Soviet Interview Project was sponsored by the National Council for Soviet and East European Research.

**OTHER PROFESSIONAL EXPERIENCE**

- |              |   |
|--------------|---|
| 1987         | Translator: University of Chicago, Dept. of Sociology. Translated into Spanish the questionnaire for the Urban Family Life Survey. Participated in backtranslation reconciliation meetings. |
| 1985-1986    | Editor of <i>Network News</i> , quarterly newsletter of the Hispanic Alliance for Career Enhancement.   |
| 1984-present | Translator and interpreter, Evanston Latin American Association.  |
| 1983-1985    | Translator, International Union of Architects (Argentine National Section) Translation of monthly bulletin for English edition (from Spanish, French and Italian into English).             |
| 1982-1984    | Academic field work: Dialect differences among Hispanics in Chicago.  |
| 1983         | Academic field work: Collection and review of Spanish/English bilingual questionnaires in Chicago.  |
| 1982-1983    | Interviewer, Erikson Institute. Participant observation and ethnographic interviewing in weekly activities of group of Hispanic women at a Family Focus center.                             |
| 1978         | Academic fieldwork: Navajo Concepts of Mental Retardation. (Shiprock, NM)   |
| 1977-1978    | Research Assistant: Department of Anthropology. Northwestern University. Prepared research proposals and progress reports for the Navajo Ethnomedical Encyclopaedia project (NIMH Grant).   |
| 1973-1976    | Crossword Puzzle Author. <i>Mente Agil</i> magazine. Created crosswords and word games for weekly games magazine.   |
| 1970-1976    | Language Tutor: Taught Spanish (to foreign businessmen); French, English, and Latin (to high school students). Buenos Aires, Argentina.   |

## LANGUAGE SKILLS

Fluent in Spanish, English, Russian, and French. Working command of German, Italian and Portuguese

## PUBLICATIONS, PAPERS AND PRESENTATIONS

"The Spanish Version of the NHSB Questionnaire: Translation Issues." Paper commissioned under Order # 263-MD-835040 for presentation at the National Institutes of Health AIDS and Sexual Behavior Change Conference. May 1989.

"Using Ethnoscience and Focus Group Techniques in Translation." Paper Read at the Annual Meeting of the Central States Anthropological Society. Notre Dame University. South Bend, IN. March 11, 1989.

"Combining Ethnographic and Market Research Methods for Translation." (co-author with Rafael Sanchez) Presentation at the 87th Annual Meeting of the American Anthropological Association in Phoenix, AZ, on November 19, 1988.

"A Focus-Group Approach to Translating Questionnaire Items." Paper Read at the 43rd Annual Meeting of the American Association for Public Opinion Research. Toronto, Canada. May 20, 1988.

"The Status of Women in Argentina." Presentation at the Evanston (IL) YWCA International Women Conference. April 22, 1987.

"Telephone Survey Methods: The ISR Perspective." Presentation at the NORC Workshop on Methodological Issues. December 17, 1985.

*Survey of Absent Parents Design Report.* (co-author) July, 1985. NORC.

*An English/Spanish Test of Decentering for the Translation of Questionnaires.* (Ann Arbor: University Microfilms International, June 1985).

"Using Ethnographic Interviewing Techniques in Survey Research." Paper read at the 84th Annual Meeting of the American Anthropological Association. Washington D.C. December 8, 1985.

"Problems in Translating Questionnaires: What Can the Monolingual Research Do?" Paper presented at the NORC Seminar Series, January 28, 1985.

"Systematizing Decentering for Translating Research Instruments." Paper read at the 83rd Annual Meeting of the American Anthropological Association. Denver, Colorado. November 18, 1984.

"A Test of Decentering for Translating Questionnaires." Paper read at the annual meeting of LASSO (Linguistic Association of the Southwest). El Paso, Texas. October 20, 1984.

"Peron and the Peronist Movement." Paper read at the Fourth Annual Conference on Latin America. Western Illinois University, Macomb, IL. March 20, 1980.

"Content Analysis of Folk-Literature." Second Year Qualifying Paper (for Admission to Candidacy for Ph.D. Degree). Northwestern University. 1979.

"Ideological Dictionaries: a Review." First Year Qualifying Paper (Master's Thesis). Department of Anthropology. Northwestern University. 1978.

## PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research  
American Anthropological Association  
Society for Latin American Anthropology  
National Association for Practicing Anthropologists

# CAROL-ANN EMMONS

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## EDUCATION

- Ph.D. The Johns Hopkins University, 1983, Joint Program in Psychology and Public Health. Dissertation: The design and validation of a self-report inventory for identifying depression the in medically ill. (Under the direction of Alan B. Zonderman, Ph.D. and Bert F. Green, Jr., Ph.D.)
- M.A. The Johns Hopkins University, 1982, Social Psychology. Master's Thesis: A closer look at the revolving door phenomenon and attainment in academe. (Under the direction of Gary D. Gottfredson, Ph.D.)
- B.S. Carroll College, Waukesha, Wisconsin, 1979. Majors: Psychology and Business Administration

## PROFESSIONAL EXPERIENCE

- 1989-Present Senior Survey Director, NORC, University of Chicago  
Responsibilities include the management and administration of social science surveys for governmental agencies and academic institutions. In the role of Project Director, Senior Survey Directors have responsibility for all aspects of a project, including proposal development; working with clients to define the research problem; coordination of technical staff; oversight of instrument development, budget preparation, and the development of interviewer training procedures and materials; the monitoring of all schedules, costs, and production; and the supervision of data collection, data analysis, quality control, and report writing.
- 1987-1989 Survey Director, NORC
- 1987-Present Adjunct Research Investigator, Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, Michigan
- 1985-1987 Research Investigator, Survey Research Center, Institute for Social Research
- 1983-1985 Postdoctoral Fellow, Survey Research Center, Institute for Social Research
- 1983-1984 Visiting Lecturer, Department of Psychology, University of Michigan
- 1982-1983 Instructor, The Johns Hopkins University Evening College, Baltimore, Maryland
- 1981 Program Analyst, Division of Lung Diseases, National Heart, Lung, and Blood Institute, Bethesda, Maryland
- 1981-1982 Instructor, Department of Psychology, Towson State University, Towson, Maryland

## MAJOR STUDIES

**"Beautiful Babies...Right From the Start" Project Evaluation - In-Hospital Interview Survey.** *Project Director* (1989-present, responsible for overall project management). This survey was designed to evaluate the effectiveness of the "Beautiful Babies" campaign. This campaign was

## MAJOR STUDIES (continued)

designed to increase public awareness of the infant mortality problem in the Chicago area and to address this problem by alerting pregnant women to the importance of early and frequent prenatal care and postnatal care for themselves and their babies during the child's first year of life. The In-Hospital Interview Survey involved interviewing mothers the day after they give birth in 17 hospitals in the Chicago area. The interview focused on the mothers' knowledge about the "Beautiful Babies" campaign, their use of the coupons to redeem products and services, and their experiences seeking and obtaining prenatal care. The survey was conducted for the University of Chicago Hospitals.

**Health Insurance Plans Survey of the National Medical Expenditure Survey.** *Survey Director* (1987-present, responsible for questionnaire development, training materials development, data preparation and processing, and survey documentation. Also managed subcontracts with Glen Slaughter & Associates for policy abstracting and with Arthur Andersen & Company for retrieval of data on self-insurance.) Conducted for the Agency for Health Policy Research (formerly NCHSR), U.S. Department of Health and Human Services, this study collected data from 15,000 employers, unions, and insurance companies about the health insurance and other benefits offered to participants in the Household Survey component of NMES. The goal of HIPS was to verify and supplement information on health insurance status collected in the Household Survey in order to provide national estimates of health insurance coverage and permit analysis of levels of coverage and coverage options available to employed persons at different income levels and in different employment circumstances, trends in the structure of health benefit packages, and the effects of existing or proposed mandatory or minimum health insurance benefit requirements.

**National Study of Health and Sexual Behavior.** *Survey Director* (1988, worked on questionnaire development and study design.) A planning study sponsored by the National Institute of Child Health and Human Development, the Centers for Disease Control, the National Center for Health Statistics, the National Institute of Mental Health, and the National Institute on Aging. This project seeks to develop the content and strategy for a large-scale national survey of adult sexual behavior in the United States. This study will describe the distribution of sexual practices in the general population and the way this distribution changes in response to social context. A special focus of this project will be issues related to sexually transmitted diseases. Pilot study data collection materials design will be informed by a thorough review of the state of research on human sexual behavior, sexually transmitted diseases, contraception and fertility behavior, as well as related issues in sociology, psychology, economics, demography, epidemiology, and public health. The study's Principal Investigator is Professor Edward O. Laumann of the University of Chicago. The Coprincipal Investigators are Professor John H. Gagnon of the State University of New York at Stony Brook, Professor Robert T. Michael of University of Chicago and former Director of NORC, and Professor James S. Coleman of the University of Chicago.

**Stress and Coping Among Women Professionals with Young Children** with Camille B. Wortman, Ph.D., Institute for Social Research. (1983-present.)

**Psychosocial Studies of a Cohort at Risk for AIDS** with Camille B. Wortman, Ph.D., Jill G. Joseph, Ph.D., and Ronald C. Kessler, Ph.D., Institute for Social Research. (1983-1986.)

**Stress and Predictors of Mental Health Among Physicians** with Camille B. Wortman, Ph.D., Institute for Social Research. (1985-1986.)

**Assessing Depression in the Medically Ill** with Alan B. Zonderman, Ph.D., The Johns Hopkins University, and John H. Fetting, M.D., The Johns Hopkins School of Medicine. (1981-1983.)

**Changing Maternal Attitudes and Behavior Concerning Neonatal Circumcision.** With Jack W.C. Johnson, M.D., The Johns Hopkins School of Medicine and Cynthia S. Rand, Ph.D., The Johns Hopkins University. (1979-80).

## MAJOR STUDIES (continued)

**Predictors of Academic Attainment** among a cohort of male and female assistant professors in psychology with Gary D. Gottfredson, Ph.D., Center for Social Organization of Schools, The Johns Hopkins University. (1980-1981.)

**Selection of Service-Oriented Nursing Aides Using Personality Measures** with Joyce C. Hogan, Ph.D., and Robert Hogan, Ph.D., The Johns Hopkins University. (1980-1981.)

**A 10-year Retrospective Manpower Evaluation** of extramural researchers who had been funded by the Division of Lung Diseases, National Heart, Lung, and Blood Institute. (1981.)

## COURSES TAUGHT

Health Psychology, Department of Psychology, University of Michigan, Ann Arbor, Michigan, 1983-84.

Social Psychology, The Johns Hopkins University Evening College and Towson State University, Towson, Maryland, 1981-83.

General Psychology, Department of Psychology, Towson State University, 1981-82.

Learning and Memory, Teaching Assistant, Department of Psychology, The Johns Hopkins University, 1981.

Topics in Social Psychology, Teaching Assistant, Department of Psychology, The Johns Hopkins University, 1980.

## ACADEMIC HONORS

NIMH Postdoctoral Training Fellowship, University of Michigan

NIMH Predoctoral Training Fellowship, The Johns Hopkins University

B.S., Summa Cum Laude, Carroll College

Who's Who Among Students in American Colleges and Universities

Delta Sigma Nu (Academic Honor Society), Carroll College

Academic Dean's List (four years), Carroll College

## PUBLICATIONS

Emmons, C., & Hill, C.A. (Forthcoming). "Questionnaires and data collection methods for the Health Insurance Plans Survey." National Medical Expenditure Survey Methods 4, Agency for Health Policy Research. Rockville, MD: Public Health Service.

Tiedje, L. B., Wortman, C.B., Downey, G., Emmons, C., Biernat, M., Lang, E. (1990). "Woman with multiple roles: Role-compatibility perceptions, satisfaction, and mental health." *Journal of Marriage and the Family*, 52 (Feb), 63-72.

Emmons, C., Biernat, M.R., Tiedje, L.B. et al. (1989). "Stress, support, and coping among women professionals with preschool children." In J. Eckenrode and S. Gore (Eds.), *Crossing the boundaries: The transmission of stress between work and family*. New York: Plenum Publishing.

Emmons, C., Fetting, J.H., & Zonderman, A.B. (1987). "A comparison of the symptoms of medical and psychiatric patients matched on the Beck Depression Inventory." *General Hospital Psychiatry*, 9 (6), 398-404.

## PUBLICATIONS (Continued)

- Joseph, J.G., Montgomery, S.B., Emmons, C. et al. (1987). "Magnitude and determinants of behavioral risk reduction: Longitudinal analysis of a cohort at risk for AIDS." *Psychology and Health*, 1, 73-96.
- Joseph, J.G., Montgomery, S.B., Emmons, C. et al. (1987). "Perceived risk of AIDS: Assessing the behavioral and psychosocial consequences in a cohort of gay men." *Journal of Applied Social Psychology*, 17, 216-230.
- Emmons, C., Joseph, J.G., Kessler, R.C. et al. (1986). "Psychosocial predictors of reported behavior change in homosexual men at risk for AIDS." *Health Education Quarterly*, 13(4), 331-346.
- Ostrow, D.G., Joseph, J.G., Monjan, A., Kessler, R.C., Emmons, C. et al. (1986). "Psychosocial aspects of AIDS risk." *Psychopharmacology Bulletin*, 22(3), 678-683.
- Joseph, J.G., Emmons, C., Kessler, R.C. et al. (1984). "Coping with the threat of AIDS: An approach to psychosocial assessment." *American Psychologist*, 39(11), 1297-1302.
- Rand, C.S., Emmons, C., & Johnson, J.W.C. (1983). "The effect of an educational intervention on the rate of neonatal circumcision." *Obstetrics and Gynecology*, 62, 64-67.
- Emmons, C. (1982). "A longitudinal study of the careers of a cohort of assistant professors in psychology." *American Psychologist*, 37(11), 1228-1238.

## PRESENTATIONS

- Emmons, C. (1988, August). Resource or restraint? How career women view their marital relationships. Paper to be presented at the 96th Annual Convention of the American Psychological Association. Atlanta, Georgia.
- Emmons, C., Biernat, M.R., Tiedje, L.B., Lang, E., & Wortman, C.B. (1987, August). Role overload and conflict among women professionals with young children. Paper presented at the 95th Annual Convention of the American Psychological Association. Washington, D.C.
- Emmons, C., Wortman, C.B., Biernat, M.R., Lang, E., & Tiedje, L.B. (1986, August). Stress and coping among women professionals with young children. Paper presented at the 94th Annual Convention of the American Psychological Association, New York, New York.
- Emmons, C., Joseph, J.G., & Kessler, R.C. (1985, August). Mental health implications of AIDS. Paper presented at the 93rd Annual Convention of the American Psychological Association, Los Angeles, California.
- Joseph, J.G., Emmons, C., Kessler, R.C., et al. (1985, April). Changes in sexual behavior of gay men: Relationship to perceived stress and psychological symptomology. Paper presented at the International Conference on Acquired Immunodeficiency Syndrome (AIDS), Atlanta, Georgia.
- Ostrow, D.G., Emmons, C., Altman, N.L. et al. (1985, April). Sexual behavior change and persistence in homosexual men. Paper presented at the International Conference on Acquired Immunodeficiency Syndrome (AIDS), Atlanta, Georgia.
- Joseph, J.G., Kessler, R.C., Emmons, C. (1985). Mental health and behavioral change: Data from a cohort of gay men. Paper presented at the Society of Behavior Medicine.
- Emmons, C., Fetting, J.H., & Zonderman, A.B. (1984, April). A self-report depression scale for medical patients. Paper presented at the 55th Annual Meeting of the Eastern Psychological Association, Baltimore, Maryland.
- Emmons, C., Zonderman, A.B., Fetting, J.H. (1982, August). Assessing depression in the medically ill. Paper presented at the 90th Annual Convention of the American Psychological Association, Washington, D.C.



### PRESENTATIONS (Continued)

Emmons, C., Rand, C.S., & Johnson, J.W.C. (1982, April). Effect of health information on maternal decision to circumcise. Paper presented at the 53rd Annual Meeting of the Eastern Psychological Association, Baltimore, Maryland.

Bush, C.M., & Emmons, C. (1982, April). Using personality measures to select service-oriented nursing aides. Paper presented at the 53rd Annual Meeting of the Eastern Psychological Association, Baltimore, Maryland.

### PROFESSIONAL AFFILIATIONS

American Psychological Association  
Division 38 (Health Psychology) of APA  
American Public Health Association  
American Association for Public Opinion Research

# GAYLE SHARON HUTCHINSON

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## EDUCATION

Roosevelt University, Chicago  
Governors State University, University Park, Illinois  
Loop College, Chicago  
Columbia College, Chicago

## PROFESSIONAL EXPERIENCE

1988-present Survey Director, NORC, University of Chicago

The responsibilities of a Survey Director include the supervision of interviewers, coders, and other project personnel engaged in activities such as respondent locating, data collection, and refusal conversion. Also responsible for recruiting, training, hiring, quality control, and cost monitoring.

1980-1988 Assistant Survey Director, NORC

1979-1980 Field Supervisor, NORC

## MAJOR STUDIES

**Grand Canyon Visibility Study.** Based on the contingent valuation method this pilot study is being conducted in two sites to assess public attitudes toward air pollution in the Grand Canyon National Park. The Principal Investigators are Robert Mitchell, Richard Carson, and Stanley Presser. Responsibilities as *Project Manager* include materials and questionnaire development, interviewer training, financial management, and day-to-day supervision of all survey activities (1990-present).

**"Beautiful Babies...Right From the Start" Project Evaluation - In-Hospital Interview Survey.** *Project Manager* (1989-1990), responsible for day-to day survey management. This survey was designed to evaluate the effectiveness of the "Beautiful Babies" campaign. This campaign was designed to increase public awareness of the infant mortality problem in the Chicago area and to address this problem by alerting pregnant women to the importance of early and frequent prenatal care and postnatal care for themselves and their babies during the child's first year of life. The In-Hospital Interview Survey involved interviewing mothers the day after they give birth in 17 hospitals in the Chicago area. The interview focused on the mothers' knowledge about the "Beautiful Babies" campaign, their use of the coupons to redeem products and services, and their experiences seeking and obtaining prenatal care. The survey was conducted for the University of Chicago Hospitals.

**Citizens' Social and Political Participation in America.** A study of factors leading individuals to social and political participation. This is a survey of 2,500 men and women screened through telephone random digit dialing, with oversamples of Blacks and Hispanics. The study is funded by several foundations including National Science Foundation. *Project Manager*, (1989-1990), responsible for survey management.

**National Study of Health and Sexual Behavior.** This planning contract is funded by the National Institute of Child Health and Human Development, the Centers for Disease Control, the National Center for Health Statistics, the National Institute of Mental Health, and the National Institute on Aging. This project seeks to develop the content and strategy for a large-scale national survey of adult sexual behavior in the United States. This study will describe the distribution of sexual practices in the general population and the way this distribution changes in response to social context. A special

## MAJOR STUDIES (continued)

focus of this project will be issues related to sexually transmitted diseases. Work to date on this project has included questionnaire design and design of a large-scale longitudinal survey. The project has also included strategic planning for a large national pretest. This pretest has a sample size of 2300 cases, with oversampling of Blacks, Hispanics, and persons under 19. It has two purposes: to test the effectiveness of different survey methods with different kinds of respondents, and to produce national estimates of certain behaviors that can transmit the AIDS virus. The study's Principal Investigator is Professor Edward O. Laumann of the University of Chicago. The Coprincipal Investigators are Professor John H. Gagnon of the State University of New York at Stony Brook, Professor Robert T. Michael of University of Chicago and Director of NORC, and Professor James S. Coleman of the University of Chicago. Responsibilities included coordinating meetings of the study's National Advisory Panel, instrument and materials design, and focus group moderation. Coauthor of the study's focus group results report (1987-1989).

**Evaluation of the Job Training Partnership Act.** A five-year experiment conducted in selected JTPA Service Delivery Areas. Designed to collect longitudinal information about the impact of the JTPA programs on program applicants. Major responsibilities include management of listing, sample implementation, mapping, and editing efforts conducted in survey sites across the United States; participation in materials development and design, including administrative procedures and reporting forms for field effort, and mapping, editing, and processing activities; and monitoring costs and developing cost projections (1986-present).

**Study of the Homeless of Chicago.** A two-wave personal interview survey of the homeless population of Chicago sponsored by the Robert Wood Johnson Foundation, the Pew Memorial Trust, the Illinois Department of Public Aid, and the Illinois Department of Mental Health. Interviews were conducted in shelters for the homeless and on Chicago streets. Responsibilities included interviewer recruiting and training, designing field procedures, day-to-day management of data collection for both streets and shelter surveys, serving as a liaison between NORC and shelter operators, meeting with shelter operators to ensure participation in the study, and developing alternative data collection strategies (1985-1986).

**Consequences of Hospitalization Pilot Study.** Pilot study designed to determine the overall economic impact of hospitalization, and the costs associated with post-hospitalization care after an episode of illness. Responsibilities included management of data collection and coding efforts, questionnaire and other materials design, writing final documentation of locating and refusal conversion efforts, and compiling nonresponse statistics (1987).

**Veterans' Life Experiences Study.** A study designed to focus on what affect, if any, military service has had on young men with low scores on the Armed Forces Vocational Aptitude Battery (ASVAB), by comparing their current economic, educational, and social status with that of non-veterans with similar characteristics. Responsibilities included oversight of field efforts and data processing efforts, monitoring project expenditures and making cost projections, developing records abstraction procedures and organizing records abstraction effort. Also organized locating efforts (1985-1987).

**Survey of Physicians' Practice Costs and Incomes.** A survey of physicians sponsored by the Health Care Financing Administration designed to collect information on physician practice costs and on physician participation in public medical assistance programs. Responsibilities included interviewer recruiting, hiring, and training, managing day-to-day data collection activities, supervising receipt control, monitoring quality control, and managing study locating effort (1983-1985).

**National Longitudinal Surveys of Labor Market Experience/Youth Cohort.** The NLS/Y is a longitudinal survey of 12,000 civilian and military youths conducted for the Center for Human Resource Research at Ohio State University and sponsored by the Department of Labor. Responsibilities as Central Office Lead Supervisor included oversight of eighteen Field Managers, coordination and planning of the central office supervision structure, monitoring costs and production and

## MAJOR STUDIES (continued)

writing cost and production reports, serving as a consultant on data collection from persons in institutions, and supervision and procedures development for national refusal conversion efforts. (1983-1984). Responsibilities for the NLS/Y High School Transcripts Survey (1983) included oversight of data collection, data preparation, and data processing, monitoring project budget, serving on the materials development team, participating in staff training, and preparing cost and production reports.

**Treatment Outcome Perspective Study.** A national study conducted over four years designed to interview substance abuse clients who had sought clinical treatment. Responsibilities included developing special locating guidelines and instructing staff regarding their implementation, administering field execution for Chicago and New York areas, supervising on and offsite clerical staff, budget monitoring, writing monthly client reports, and serving as a liaison between NORC and federal, state, and municipal agencies (1980-1982).

**Survey of Lawyers' Needs.** A survey of lawyers working with an impoverished clientele. Responsibilities included supervision of telephone data collection, training of interviewing and clerical staff, service on the materials design team (1983).

**Looking Backward.** A pilot study of family history. Responsibilities included administrating of study data collection, writing and developing field procedures, and supervising field managers and interviewers (1981).

## OTHER PROFESSIONAL EXPERIENCE

1978-1979      Community Relations Specialist, Chicago Black United Fund  
1977-1978      Assistant to the President, Wells-Dody Corporation, Chicago

## HONORS AND AWARDS

Dean's Scholar, Roosevelt University  
Phi Theta Kappa National Honor Society  
National Outstanding Young Women of America, 1979

## BIBLIOGRAPHY

"The reality of longitudinal data collection: Locating vanishing Veterans." Paper presented at the 95th Annual Meetings of the American Psychological Association, New York, 1987, (with Wayne Camara, Patricia Colot, and Barbara Campbell).

# DAVID JOHN MINGAY

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## EDUCATION

- B.A. (Honors) Economics, Leicester University, Leicester, England, 1976.  
B.A. (Honors) Psychology, Open University, Milton Keynes, England, 1981.  
Ph.D. Psychology, MRC Applied Psychology Unit, Cambridge, England, 1986.

## PROFESSIONAL EXPERIENCE

- 1989- Survey Methodologist, Methodology Research Center, NORC,  
University of Chicago, Chicago, Illinois

Conduct methodological research on questionnaire design, interview mode, and cognitive aspects of surveys including memory and reporting biases. Devise cognitive interview procedures for developing and testing questionnaires. Write research proposals and advise on survey research projects.

- 1986-1989 Service Fellow, Office of Research and Methodology, National Center for Health  
Statistics, Centers for Disease Control, Hyattsville, Maryland

Conducted research on cognitive aspects of health surveys, with the purpose of developing questioning procedures that improve the accuracy of respondents' answers to survey questions. Topics investigated included: 1) memory for doctor visits, chronic pain, dietary and smoking history; 2) cognitive aspects of reporting of sensitive information (e.g., alcohol consumption and sexual behavior); and 3) cognitive models of response effects in surveys, including response-order effects, question-order effects and question-wording effects.

As part of the NSF-funded program at NCHS, wrote requests for proposals (RFPs) and professional services contracts, served on the committee evaluating the proposals, and as project officer on the research contracts awarded. Worked closely with the contractors in a collaborative mode.

Served as the cognitive science advisor to the NCHS Questionnaire Design Research Laboratory (QDRL), helping to adapt procedures such as protocol analysis, confidence ratings, and observational measures to the development and testing of survey questions, and evaluating the effectiveness of these procedures in the QDRL.

By means of talks, published papers and personal communications, brought the NCHS program on cognitive aspects of survey methodology to the attention of survey researchers, psychologists and health scientists in universities, survey organizations and Federal agencies.

- 1986 Research Associate, Police Foundation, London, England

Conducted research on the ability of mentally handicapped individuals to accurately describe a witnessed crime when interviewed by police officers.

- 1982 Sociology Research Assistant to Dr. Annette Lawson, Department of Sociology,  
Brunel University, Uxbridge, England

Worked on a sociological research project on extramarital relationships. Conducted qualitative and quantitative interviews, and designed and analyzed mail questionnaires.

- 1981-1982 Psychology Research Assistant to Dr. Bryan Tully, Senior Clinical Psychologist at  
Charing Cross Hospital, London, England

Administered repertory grids to clinical patients, conducted statistical analyses on the data, carried out literature searches, and wrote reports.

## PROFESSIONAL EXPERIENCE (Continued)

1980-1981 Interviewer for Social and Community Planning Research (SCPR), London, England, and several survey research and market research agencies.

Conducted household and telephone interviews. Surveys worked on included a government crime survey and an airport noise survey.

1979-1980 Market Research Executive, Communications Research Limited, London, England.

Wrote proposals for market research projects, designed questionnaires, monitored the sampling, fieldwork and data analysis, wrote reports and gave presentations on the results.

1978-1979 Assistant to the Market Research Manager, R.H.M. Foods, London, England.

Designed market research projects, contracted with market research agencies to conduct the research, monitored their work, and wrote research reports based on the data collected.

1977-1978 Trainee Manager, Tudor Photographic Processing, London, England.

Worked in production, marketing and distribution to learn how the departments operate, and conducted small research projects.

## GRANTS AWARDED

Cognitive Aspects of Survey Methodology. NSF grant (No. SES 861320).

The effect of hypnosis on face recognition memory. Research grant from Open University, Milton Keynes, England.

## TEACHING EXPERIENCE

Supervised undergraduate psychology project in the Psychology Department, Cambridge University, Cambridge, England.

Tutored psychology students in the Psychology Department, Cambridge University.

Lectured to education students at Homerton College, Cambridge University.

Taught a laboratory class in the Psychology Department, Cambridge University.

Taught cognitive psychology course at Open University summer school, University of Sussex, Brighton, England.

Taught a course titled "Measurement error: the Respondent; A Cognitive Psychological Perspective", at the Institute for Social Research's 1987 Summer Institute, University of Michigan, Ann Arbor, MI.

## OTHER PROFESSIONAL EXPERIENCE

Ad hoc reviewer for Applied Cognitive Psychology, 1987- .

Consultant to the Survey Research Laboratory, University of Illinois, on a research project titled "Cognitive aspects of proxy reporting in survey research", 1988- .

## OTHER PROFESSIONAL EXPERIENCE (Continued)

Member of two NCHS committees that evaluated proposals for NSF-funded research on response error in health survey questions, 1987, 1988.

Member of the Federal Interagency Committee on Cognitive Aspects of Survey Measurement, 1987-1989.

Invited participant at the Bureau of Labor Statistics Questionnaire Design Advisory Conference, January, 1987.

Invited participant at the Social Science Research Council workshop on Cognition and Measurement of Pain, April 1987, Reston, VA. Presented a paper titled: "Using cognitive interview techniques to investigate the Nuprin pain questionnaire."

Invited participant at the Social Science Research Council workshop on the Role of the Interviewer in Survey Measurement, June, 1987, Stanford University, CA. Presented a paper titled: "Using laboratory techniques to examine interviewer-respondent interaction."

Invited participant at meeting of the American Statistical Association Section on Survey Methods/Social Science Research Council Working Group on Technical Aspects of the Survey of Income and Program Participation (SIPP), November, 1987.

## CURRENT RESEARCH INTERESTS

Survey research topics:

- memory-enhancement procedures, e.g., use of landmarks, context cues, pace manipulation, and forward versus backward questioning
- the cognitive interview and other questionnaire development and testing procedures in laboratory and field settings
- context effects, including response-order effects, question-order effects and question-wording effects
- reporting of sensitive information, e.g., sexual behavior and drug use
- self versus proxy reporting
- interviewing the elderly
- effect of diary keeping on behavior and memory

Psychological topics:

- autobiographical memory
- memory for health-related events, including doctor-visits, pain, foods eaten and exercise
- mood and memory
- decision making/problem solving
- eyewitness testimony
- self-reports of cognitive ability
- individual differences
- imagery
- hypnosis

## RESEARCH METHODOLOGIES USED

Laboratory experimentation  
Survey interviewing, both telephone and face-to-face  
Self-completion questionnaires  
Diaries

## MEMBERSHIP IN PROFESSIONAL SOCIETIES

American Association for Public Opinion Research  
Eastern Psychological Society  
Psychonomic Society

## PUBLISHED PAPERS

- Jobe, J. B., & Mingay, D. J. *Public Health Reports* (in press). Designing survey questionnaires for older respondents: A cognitive laboratory approach.
- Jobe, J. B., & Mingay, D. J. (in press). Cognition and survey measurement: History and Overview. *Applied Cognitive Psychology*
- Jobe, J. B., White, A. A., Kelley, C. L., Mingay, D. J., Sanchez, M. J., & Loftus, E. F. (in press). Recall strategies and memory for health care visits. *Milbank Memorial Fund Quarterly/Health and Society*.
- Thompson, C. P., & Mingay, D. J. (in press). Estimating the frequency of everyday events. *Applied Cognitive Psychology*.
- Smith, A. F., Jobe, J. B., & Mingay, D. J. (in press). Retrieval from memory of dietary information. *Applied Cognitive Psychology*.
- Mingay, D. J., & Greenwell, M. T. (1989). Memory bias and response-order effects. *Journal of Official Statistics*, 5, 253-263.
- Jobe, J. B., & Mingay, D. J. (1989). Cognitive research improves questionnaires. *American Journal of Public Health*, 79, 1053-1055.
- Gregg, V. H., & Mingay, D. J. (1987). Influence of hypnosis on riskiness and discriminability in recognition memory for faces. *British Journal of Experimental and Clinical Hypnosis*, 4, 65-75.
- Mingay, D. J. (1987). The effect of hypnosis on eyewitness memory: Reconciling forensic claims and research findings. *Applied Psychology: An International Review*, 36, 163-183.
- Cahill, D., & Mingay, D. J. (1986). Leading questions in the police interview. *Policing*, 5, 27-38.
- Mingay, D. J. (1985-86). Hypnosis and memory for incidentally learned scenes. *British Journal of Experimental and Clinical Hypnosis*, 3, 173-183.
- Mingay, D. J., Dennett, J. L., & Bekerian, D. A. (1984). Memory for a staged incident. *Forum*, 17, 58-60.
- Mingay, D. J. (1983). The effect of verbal suggestion on the recognition and recall of a simple shape. *New Psychologist: Journal of the Open University Psychological Society*, 2, 3-8.



## BOOK CHAPTERS

Beu, D. H., Mingay, D. J., & White, A. A. (in press). Cognitive experiments in data presentation. *Proceedings of the American Statistical Association, Statistical Graphics Section*.

Smith, A. F., Jobe, J. B., & Mingay, D. J. (in press). A cognitive investigation of responses to dietary surveys. *Proceedings of the American Statistical Association, Survey Methods Section*.

Mingay, D. J. (1988). Hypnosis and eye-witness testimony. In M. Heap (Ed.), *Hypnosis: Current clinical, experimental and forensic practices* (pp. 380-394). London: Croom Helm.

Means, B., Mingay, D. J., Nigam, A., & Zarrow, M. (1988). A cognitive approach to enhancing health survey reports of medical visits. In M. M. Gruneberg, P. E. Morris, & R. N. Sykes (Eds.), *Practical aspects of memory: Current research and issues; Vol. 1. Memory in everyday life* (pp. 537-542). Chichester, England: Wiley.

Sirken, M. G., Mingay, D. J., Royston, P. N., Bercini, D. H., & Jobe, J. B. (1988). Interdisciplinary research in cognition and survey measurement. In M. M. Gruneberg, P. E. Morris, & R. N. Sykes (Eds.), *Practical aspects of memory: Current research and issues; Vol. 1. Memory in everyday life* (pp. 531-536). Chichester, England: Wiley.

Mingay, D. J. (1986). Predicting recognition memory from imagery reports. In D. G. Russell, D. F. Marks, & J. T. E. Richardson (Eds.), *Imagery 2: Proceedings of the 2nd International Imagery Conference* (pp. 92-95). Dunedin, New Zealand: Human Performance Associates.

Bekerian, D. A., Conway, M. A., & Mingay, D. J. (1986). Imaging and being misled: When imagery does not aid memory. In D. G. Russell, D. F. Marks, & J. T. E. Richardson (Eds.), *Imagery 2: Proceedings of the 2nd International Imagery Conference* (pp. 52-56). Dunedin, New Zealand: Human Performance Associates.

Royston, P., Bercini, D., Sirken, M., & Mingay, D. J. (1986). Questionnaire Design Research Laboratory. *Proceedings of the American Statistical Association, Survey Methods Section* (pp. 703-707).

## SUBMITTED FOR PUBLICATION

Smith, A. F., Jobe, J. B., & Mingay, D. J. Question-induced cognitive biases in reports of health-related behavior.

Smith, A. F., Jobe, J. B., & Mingay, D. J. Concerning the suitability of diary-keeping to validate recall of dietary information.

## INVITED TALKS

Mingay, D. J. (1990, January). A cognitive approach to designing survey questions. Presented at the Psychology Department, University of Chicago, Chicago, IL.

Mingay, D. J. (1989, November). Cognitive methods of questionnaire development. Presented at NORC, University of Chicago, Chicago, IL.

Mingay, D. J. (1989, April). Leading questions in surveys. Presented at the Survey Research Laboratory, University of Illinois, Urbana-Champaign, IL.

## INVITED TALKS (Continued)

- Mingay, D. J. (1988, September). How customers comprehend, retrieve, judge and respond to questions. Presented at the Measurements Research Symposium of Bell Communications Research, Nashville, TN.
- Mingay, D. J. (1988, July). Cognitive psychology meets the health survey. Presented at the Psychology Department, Kansas State University, Manhattan, KS.
- Mingay, D. J. (1988, January). Cognition and survey measurement. Presented at the Psychology Department, Hamilton College, Clinton, NY.
- Mingay, D. J. (1988, January). Questionnaire design research at the National Center for Health Statistics. Presented at the Division of Reproductive Health, Center for Health Promotion and Education, Centers for Disease Control, Atlanta, GA.
- Mingay, D. J. (1987, December). A cognitive approach to the problems of memory errors in health surveys. Presented at the Psychology Department, Johns Hopkins University, Baltimore, MD.
- Mingay, D. J. (1987, October). Cognitive psychology meets the health survey. Presented at the Social Psychology Department, Ohio State University, Columbus, OH.
- Mingay, D. J., Jobe, J. B., Bercini, D., & Royston, P. (1987, April). Using cognitive interview techniques to investigate the Nuprin Pain Questionnaire. Presented at the Social Science Research Council Workshop on the Cognition and Measurement of Pain, Reston, VA.
- Mingay, D. J. (1987, January). Applying the theories and methods of cognitive psychology to reduce non-sampling errors in surveys. Presented at the Survey Research Center, Institute for Social Research, University of Michigan, Ann Arbor, MI.
- Mingay, D. J. (1987, January). The Questionnaire Design Research Laboratory. Presented at the School of Public Health, University of Minnesota, Minneapolis, MN.
- Mingay, D. J. (1986, October). Applying the theories and methods of cognitive psychology to reduce non-sampling errors in surveys. Presented to the Washington Statistical Society, Hyattsville, MD.
- Mingay, D. J. (1986, September). Cognitive psychology meets the national health survey: Taking a cognitive approach to the problems of respondents' memory errors in health surveys. Presented at the Department of Psychology, University of Maryland, College Park, MD.
- Mingay, D. J. (1984, November). Eyewitness memory. Presented at the Intersociety Club, London, England.
- Mingay, D. J. (1984, August). Eyewitness testimony research. Presented at the Open University summer school, Warwick, England; also presented at the Open University summer school, Brighton, England.
- Mingay, D. J. (1983, June). Did I witness the Loftus effect? Presented at the MRC Applied Psychology Unit, Cambridge, England.

## CONFERENCE PRESENTATIONS

- Mingay, D. J., Greenwell, M. T., & Kelley, C. L. (1990, November). Question wording effects on frequency reports in health surveys. To be presented at the Measurement Errors in Surveys International Conference, Tucson, AZ.

## CONFERENCE PRESENTATIONS (Continued)

Smith A.F., Jobe, J.B., & Mingay D.J. (1990, October). A cognitive approach to nutritional epidemiology. To be presented at the Meeting of the American Public Health Association, New York, NY.

Smith, A. F., Jobe, J. B., & Mingay, D. J. (1990, November). The role of stereotypic knowledge in responding to dietary surveys. To be presented at the Measurement Errors in Surveys International Conference, Tucson, AZ.

Smith, A.F., Jobe, J.B., & Mingay, D.J. (1990, November). The validity of personal memory about recent dietary intake. To be presented at the Conference on Autobiographical Memory and the Validity of Retrospective Reports, Allerton Park, IL.

Mingay, D.J., Bradburn, N.M. Shevell, S.K., & Rips, L.J. (1990, October). Self and Proxy reporting of everyday events. To be presented at the Conference on Autobiographical Memory and the Validity of Retrospective Reports, Allerton Park, IL.

Rips, L.J., Shevell, S.K., Kurbat, M., Bradburn, N.M., & Mingay, D.J. (1990, October). The temporal structuring of everyday events. To be presented at the Conference on Autobiographical Memory and the Validity of Retrospective Reports, Allerton Park, IL.

Smith, A. F., Jobe, J. B., & Mingay, D. J. (1990, August). Cognitive processes in recalling food intake. In J. B. Jobe (Chair), Health surveys: Effects of cognition, social cognition, and personality. Symposium to be conducted at the meeting of the American Psychological Association, Boston, MA.

Jobe, J. B., & Mingay, D. J. (1989, November). Cognitive interviews with elderly respondents. Presented at the meeting of the Federal Forum on Aging, Bethesda, MD.

Jobe, J. B., Mingay, D. J., & Smith, A. F. (1989, October). Effects of recall interval and reference period on food frequency estimation. Presented at the meeting of the American Public Health Association, Chicago, IL.

Jobe, J. B., Mingay, D. J., Smith, A. F., & Murphy, K. J. (1989, August). Recognition and recall of dietary information. Presented at the meeting of the American Psychological Association, New Orleans, LA.

Mingay, D. J., Greenwell, M. T., & Kelley, C. L. (1989, November). Biasing frequency estimates with dichotomous questions. Presented at the Meeting of the Psychonomic Society, Atlanta, GA.

Jobe, J. B., White, A. A., Kelley, C. L., Mingay, D. J., Sanchez, M. J., & Loftus, E. F. (1989, August). Recall strategies and memory for health care visits. Presented at the meeting of the American Psychological Association, New Orleans, LA.

Smith, A. F., Murphy, K. J., Mingay, D. J., & Jobe, J. B. (1989, April). A cognitive approach to nutritional epidemiology. Presented at the meeting of the Society of Behavioral Medicine, San Francisco, CA.

Smith, A. F., Jobe, J. B., Mingay, D. J., Murphy, K. J. & Prentice, D. A. (1989, April). Long-term acquisition and retention of frequency information. Presented at the meeting of the Midwestern Psychological Association, Chicago, IL.

Jobe, J. B., Mingay, D. J., & Smith, A. F. (1988, November). Cognitive aspects of dietary recall: Implications for nutritional epidemiology. Presented at the meeting of the American Public Health Association, Boston, MA.

Thompson, C. P., & Mingay, D. J. (1988, November). Estimating the frequency of everyday events. Presented at the meeting of the Psychonomic Society, Chicago, IL.

## CONFERENCE PRESENTATIONS (Continued)

- Smith, A. F., & Mingay, D. J. (1988, November). Relative frequency judgments of laboratory and naturalistic events. Presented at the meeting of the Psychonomic Society, Chicago, IL.
- Smith, A. F., Jobe, J. B., & Mingay, D. J. (1988, October). Cognitive factors in dietary recall and portion size estimation. Presented at the meeting of the American Dietetics Association, San Francisco, CA.
- Jobe, J. B., & Mingay, D. J. (1988, August). Cognitive psychology and the National Health Interview Survey: Collaborative research. Presented at the meeting of the American Psychological Association, Atlanta, GA.
- Mingay, D. J., Royston, P., Bercini, D., Willis, G., Jobe, J. B., & Sirken, M. (1988, May). A cognitive approach to questionnaire design. Presented at the meeting of the American Association of Public Opinion Research, Toronto, Canada.
- Mingay, D. J., & Jobe, J. B. (1987, November). Taking a cognitive approach to the collection of health survey data. Presented at the meeting of the Psychonomic Society, Seattle, WA.
- Bekerian, D. A., Mingay, D. J., & Dennett, J. (1985, September). Memory for a witnessed event as a function of forward and backward question ordering. Presented at the meeting of the Cognitive Psychology Division of the British Psychological Society, Oxford, England.
- Mingay, D. J., & Bekerian, D. A. (1985, August). Guided memory and the misleading question effect. Presented at the meeting of the American Psychological Association, Los Angeles, CA.
- Mingay, D. J. (1985, April). How to question a witness: An evaluation of forensic hypnosis and alternative techniques. Presented at the meeting of the British Society of Experimental and Clinical Hypnosis, London, England.
- Mingay, D. J. (1985, April). Hypnosis teaching and research: Ethical considerations. Presented at the meeting of the British Society of Experimental and Clinical Hypnosis, London, England.
- Bekerian, D. A., Conway, M. A., & Mingay, D. J. (1985, April). Imagery and being misled: When imagery does not aid memory. Presented at the International Imagery Conference, Swansea, Wales.
- Mingay, D. J. (1985, April). Predicting recognition memory from imagery reports. Presented at the International Imagery Conference, Swansea, Wales.
- Mingay, D. J., & Bekerian D.A. (1984, December). Does once misled mean always misled? Presented at the meeting of the British Psychological Society, London, England.
- Bekerian, D. A., Mingay, D. J., & Dennett, J. (1984, June). How you ask questions determines what the answers are: A comparison of forward and backward interview techniques. Presented at the meeting of the International Society of Air Safety Investigators, Heathrow, England.
- Gregg, V. H., & Mingay, D. J. (1984, April). Hypnosis and facial recognition. Presented at the meeting of the British Society of Experimental and Clinical Hypnosis, London, England.
- Mingay, D. J. (1984, April). Individual differences in eyewitness memory. Presented at the meeting of the Postgraduate Section of the British Psychological Society, Nottingham, England.
- Mingay, D. J. (1984, January). Why eyewitnesses are not misled. Presented at the meeting of the Experimental Psychology Society, London, England.