

30TH

Anniversary

I N T E R N A T I O N A L

FIELD DIRECTORS

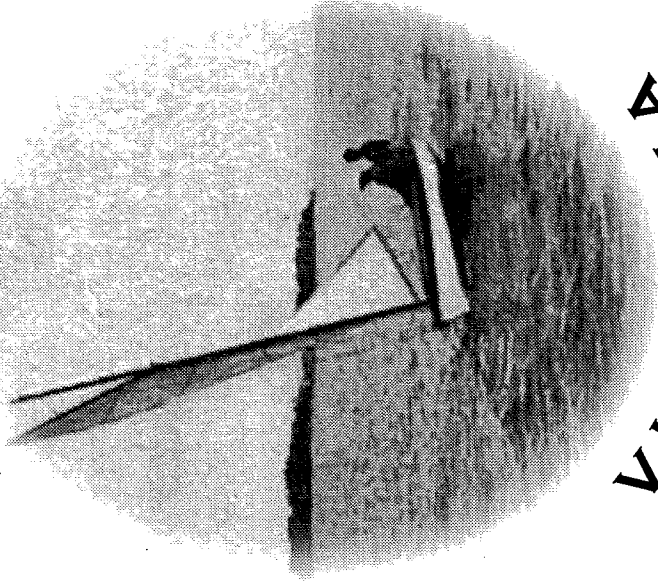
&

TECHNOLOGIES

C O N F E R E N C E

Program

NORFOLK



VIRGINIA

MAY 18-21, 1997

Registration: 5:00 - 7:00 PM

PROMENADE

Welcome Reception: Light Food and Social Time with Cash Bar*: 6:00-9:00PM
**First time attendees check your registration packet for free beverage coupon!*

VERANDA/
RIVERWALK

MONDAY, MAY 19, 1997

BREAKFAST: 7:30-8:30

PROMENADE

REGISTRATION CONTINUES

PROMENADE

OPENING REMARKS: 8:30-8:45
(CONFERENCE ORGANIZERS)

YORK HALL

Please Note: In honor of the 30th Anniversary of the conference a commemorative video, "International Field Directors & Field Technologies Conference: 1951 -- 1997, and Beyond" has been prepared. A special thank you to Sue Ellen Hansen, Shap Wolfe and Beth-Ellen Pennell for their efforts to do this video. The video will be playing throughout the conference in two locations, don't miss it!

WILTON &
HOSPITALITY
SUITE (ROOM
NUMBER TBA)

SESSION 1: 8:45-10:00

YORK HALL

TITLE: Presentation and Discussion: *Where Have We Been, The Last 30 Years in Survey Research*
Dr. Seymour Sudman, Walter H. Stellner Distinguished Professor of Marketing and Deputy Director and Research Professor, Survey Research Laboratory, University of Illinois, Urbana-Champaign.

Facilitator: Bill Mockovak, Bureau of the Census

BREAK: 10:00-10:30

PROMENADE

SESSION 2: 10:30-11:45 (Monday, May 19, 1997)

CLAREMONT

A. Response Rates and Nonresponse

Stephanie Chardoul, University of Michigan, *The Use of Incentives in a Multi-Phase Project*
Nancy Farinella, Paul Pulliam, National Opinion Research Center, *Achieving High Response Rates, Low Data Collection Costs, and Minimizing Interviewer Attrition on Studies of Sensitive Topics with Challenging Populations*
Chet Bowie, Bureau of the Census, *Survey Nonresponse*

Facilitator: Chet Bowie, Bureau of the Census

BRANDON

B. Questionnaire Design, Focus Groups, and Pretesting

Kristin Stettler, Diane Willmack, United States Department of Agriculture, *Client Participation in Questionnaire Pretesting*
Linda Penaloza, University of Wisconsin, *Designing Focus Group Interview Questions*
Karl Landis, Temple University, *Using Cognitive Interviews and Focus Groups in Questionnaire Development*

Facilitator: Kelly Wayne, Research Triangle Institute

MONTPELIER

C. Automated Call Scheduling (Panel)

Nancy Bannister, University of Indiana, Teresa Edward, Research Triangle Institute, Suzanne Fratino, Bureau of the Census, Jean Grant, National Opinion Research Center, Timothy Triplett, University of Maryland

Facilitator: Mike Weeks, Research Triangle Institute

RIVERVIEW

D. Automated Data Collection Without Interviewers

Timothy Smith, Research Triangle Institute, *R.T.I.'s Experience Using Telephone ACASI*
Michael Massagli, University of Massachusetts, *Implementing Interactive Voice Recognition Data Collection: A Practical Approach in a Small-Shop Setting*

Facilitator: David Uglow, Bureau of Labor Statistics

LUNCH: 11:45-1:30 (RANDOM DIGIT DINING, ORANGE TICKET)

**STRATFORD/
PROVIDENCE HALL**

SESSION 3: 1:30-2:45 (Monday, May 19, 1997)

A. Budgeting and Monitoring Survey Costs

Neil Ferraiuolo, Bureau of the Census, *Budgeting for a CATI Survey*
Jerry Durham, Research Triangle Institute, *Empty Hours -- A Shorthand Formula for Distinguishing Field Interviewer Hourly Charges Which Can Be Accounted from Those Which Cannot*

Facilitator: Marcel Brochu, Statistics Canada

B. The Triumphs and Tribulations of a Small Shop (Round Table Discussion)

Rita Koontz, Washington State University & Christy Storey, Kennesaw State University

C. Optimizing Call Attempts

Timothy Triplett, University of Maryland, *Minimize Call Attempts to Complete a Study*
Annette Hitchcock, California Dept. of Health Services, *Automated Scheduling Software*
Polly Armsby, University of Massachusetts, *Length and Time of Interviewing Shifts*

Facilitator: Timothy Triplett, University of Maryland

D. Case Management Development

Alisa Foster & Kathy LaDronka, University of Michigan, *Preload Process and File Building*
James O'Reilly, Research Triangle Institute, *Using Blaise III Mani + for Rapid Development of Case Management Systems*
Kathy LaDronka & Qian Yang, University of Michigan, *Case Management Rewrite Project*

Facilitator: Joseph Taylor, National Opinion Research Center

E. CATI in Small Shops

Gary Gentry, California Department of Health Services, *CATI System in a Small Shop*
Bruce Gale, University of Louisville, Urban Studies Institute, *Operating a CATI System with Surplus Machines and Free Software*

Facilitator: Cheryl Wiese, University of Nebraska, Lincoln

BREAK: 2:45-3:15

CLAREMONT

MONTPELIER

BRANDON

RIVERVIEW

WESTOVER

PROMENADE

SESSION 4: 3:15-4:30 (Monday, May 19, 1997) Session E & F are on the next page

YORK

- A. Interviewer Performance and Effects**
Ellen Stutts, Research Triangle Institute, *The Effects of Interviewers Characteristics on Reporting of Sensitive Health Behaviors and Conditions*
Brian Kojetin, Bureau of Labor Statistics, *Interviewer Performance*
Nancy Bannister, University of Indiana, *Effects of Nonstandardized Interviewing Studies on Skills*
Facilitator: Nancy Bannister, University of Indiana

RIVERVIEW

- B. Tracing Techniques**
Linda Dimitropoulos, Ann Cederlund, & Krishna Winfrey, National Opinion Research Center, *Using Social Networks to Augment Traditional Telephone Locating Methods*
Susan Kinsey, Research Triangle Institute, *Tracing Outcome with a Linked Sample Design*
Brian Cannon, University of Nebraska, Lincoln, *Tracking Panel Respondents After a Significant Period of No Contact*
Facilitator: Robert Santos, National Opinion Research Center

WESTOVER

- C. Working with Respondents in HIV Research**
Stephen Smith, National Opinion Research Center, *Sampling HIV Patients from Lists Built by Medical Providers*
Kay Malloy, Kathy Salmon, National Opinion Research Center, *Enrolling Medical Providers in a Health Study and Enlisting Their Help in Enrolling HIV-Positive Patients*
Peter Deichler, Research Triangle Institute, *Applying Survey Methods to Recruiting Out-of-Treatment Substance Abusers at Risk for HIV*

Facilitator: Peter Deichler, Research Triangle Institute

CLAREMONT

- D. Mode Effects**
Holly Shulman, Centers for Disease Control and Prevention, *Geographic and Demographic Characteristics of Respondents in a Mixed-Mode Survey*
Steven Pennell and Beth-Ellen Pennell, University of Michigan, *An Unintended Experiment: Decentralized vs Centralized Telephone Interviewing*
Nancy Leach, Department of Energy, *Effect of Interview Mode on Item Nonresponse*

Facilitator: Cathryn S. Dipppo, Bureau of Labor Statistics

(Be sure to check next page for Sessions E & F)

E. Monitoring CATI Studies in Small Shops

Kevin Tharp, Indiana University, *Creating and Operating CATI Monitoring Systems*
Dianne Anderson, Iowa State University, *Monitoring and Quality Control Measures for Small Shops*

MONTPELIER

Facilitator: Kevin Tharp, Indiana University

F. Assessing and Improving Data Quality

James Kennedy, Karen Krein, Bureau of Labor Statistics, *The Double Roulette Wheel: Assigning Incoming Data for Review in a Large Distributed Survey Program*
Brenda Colley, Centers for Disease Control and Prevention, *The Pregnancy Risk Assessment Monitoring System*
Jean Martin, Office of National Statistics, United Kingdom, *Computer Assisted Coding of Occupation and Industry*

BRANDON

Facilitator: Cynthia Clark, Bureau of the Census

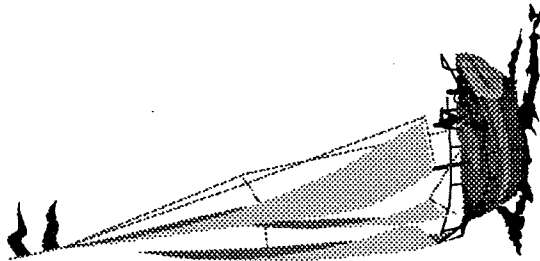
Cruise Attendees

The "Spirit of Norfolk" cruise ship is located just down the block from the Omni. You need to on board before 7:00PM as the ship sails promptly at 7:00PM, returning at 10:00PM. Your ticket is in your small registration envelope and MUST be turned in at the ship where you will receive your boarding pass from one of the conference organizers. Remember, you will not be given your boarding pass without your ticket for exchange.

**FOR THOSE NOT ATTENDING THE CRUISE, THE HOSPITALITY SUITE
WILL BE OPEN.**

IF YOU HAVEN'T SEEN THE 30TH ANNIVERSARY VIDEO, NOW IS YOUR OPPORTUNITY!

Sign up before noon on Tuesday for Tuesday evening "Dine Around"!



BREAKFAST: 7:30-8:30

PROMENADE

SESSION 5: 8:45-10:00

A. Project Management

YORK

Heather R. Terhune, University of Indiana, *Project Management: Training for the Position*
Chet Bowie, Bureau of the Census, *Organizational Structure*
Mike Weeks, Research Triangle Institute, (1) *New DHHS: Past Performance Regulations*, (2) *Types of Survey Contracts and Potential Problem Areas*

Facilitator: Mike Weeks, Research Triangle Institute

B. Interviewer Recruitment

RIVERVIEW

Jim Bason, University of Georgia, The University Lab in a Midsized Town
Kathryn Dowd, RTI, Recruiting for a Large Facility in a Large Labor Market

Facilitator: Kathryn Dowd, Research Triangle Institute

C. Instrument Development

BRANDON B

Qian Yang & Peter Sparks, University of Michigan, *Developing CATI Programming Skills Among Project Staff*
Suzanne Fratino, Bureau of the Census, *Testing of CAI Instruments and Associated Systems*

Facilitator: Bill Mockovak, Bureau of the Census

D. Small Shop Technical Issues (Roundtable Discussion)

BRANDON A

Facilitator: John Kennedy, Indiana University

E. Alternative Data Collection Technologies

MONTPELIER

Scott Fifield, Bureau of the Census, *Pen-Based, Hand-Held PCS: An Overview*
Howard Kanarek, Bureau of the Census, *Computerized Self-Administered Questionnaires*

Facilitator: Martin Appel, Bureau of the Census

BREAK: 10:00-10:30

PROMENADE

SESSION 6:

10:30-11:45 (Tuesday, May 20, 1997)

MONTPELIER

A.

Mail Surveys

Kent Miller, Washington State University, *Response Rates and Cost Comparisons for Optically Scannable Mail Surveys in a Small Research Center*

Facilitator: Andy Williams, Iowa State University

B.

Improving Field Testing

Anne Polivka, Bureau of Labor Statistics, *Measurement Problems*
Ed Robison, Bureau of Labor Statistics, *Sampling Problems*
Chet Bowie, Bureau of the Census, *Implementation Problems*

Facilitator: Clyde Tucker, Bureau of Labor Statistics

C.

Survey Integration

Eva Leissou, University of Michigan, *Sampling Immigrants into the Panel Study of Income Dynamics*
Jack Rutz and Eileen O'Brien, National Agricultural Statistics Services, *Survey Integration: The Complete Data Set*

Facilitator: Beth-Ellen Pennell, University of Michigan

D.

Instrument Documentation

Greg Fulton, Bureau of the Census, *Use of Hypertext Markup Language for Initial Drafting of CAI Instruments*
Jim O'Reilly, Research Triangle Institute, *Using Flowcharts for Development, Testing and Documentation of Complex CAI Surveys*
Joseph Taylor, National Opinion Research Center, *A Demonstration of a System Used for Instrument Development and Documentation*

Facilitator: Tom Piazza, University of California, Berkeley

E.

Telecommunication Issues

Susan Jackson Dunsey, Bureau of the Census, *Redesigning and Testing a CAPI Communications Network*

Facilitator: Susan Jackson Dunsey, Bureau of the Census

LUNCH:

11:45-1:30 (RANDOM DIGIT DINING, PINK TICKET)

**PROMENADE &
STRATFORD**

SESSION 7: 1:30-2:45 (Tuesday, May 21, 1997)

BRANDON B

A. CAI Management Issues

Kelly Wayne, Research Triangle Institute, *Issues in Managing CAI vs. PAPI Data Collection*
Dawn Von Thurn, Bureau of the Census, *Who Does What When? Staff Roles in CAI Instrument Redesign*
Facilitator: Dawn Von Thurn, Bureau of the Census

YORK

B. Refusal Conversion

Robin Bebel, Northern Illinois University, *Interviewer Training for Refusal Conversions*
Margaret Marks, Bureau of the Census, *Refusal Conversion Training*
Cheryl Wiese, University of Nebraska, *Refusal Conversions: What Is Gained?*
Facilitator: Darby Miller, University of Michigan

RIVERVIEW

C. Challenges in Dealing with Special Populations

Terry White, Univ. Of Indiana, *The Thumbnail Sketch-- Challenges of Interviewing in the Mental Health Arena*
Julie Derrick, Statistics New Zealand, *Interviewer Issues - Recruitment, Training and Retention - Within the Context of a Case Study of the Household Labor Force Survey Prepared by Statistics New Zealand for Te Puni Kokiri*
Karl Landis, Temple University, *Conducting Survey Interviews with Under-Age Respondents*
Facilitator: Kathryn Dowd, Research Triangle Institute

MONTPELIER

D. Innovative Uses of CASES

Tom Piazza, University of California, Berkeley, *Documenting CAI Instruments: An Experiment with CASES*
Peter Forbes, University of Massachusetts, Boston, *Handling Tracking Issues in Cases*
Timothy Triplett and Elena Tracy, University of Maryland, *Results of the CASES Users E-mail Survey*
Facilitator: Peter Forbes, University of Massachusetts, Boston

BRANDON A

E. Metadata

Martin Appel and Daniel W. Gillman, Bureau of the Census, *Metadata Collection, Storage, and Dissemination*
Maarten Schuerhoff, Statistics Netherlands, *Developing a New Metadata System*
Facilitator: Martin Appel, Bureau of the Census

PROMENADE

BREAK: 2:45-3:15

SESSION 8:

3:15-4:30 (Tuesday, May 20, 1997)

A.

Data Collection Problems

Lanny Piper, Research Triangle Institute, *Dealing with Survey Data Collection Problems - When You are not the Data Collection Contractor*
Kelley Cantrell, Indiana University, *Managing a Telephone Survey of Business Directors: Lessons Learned*
Kurt Johnson, University of Nebraska-Lincoln, *The Effects of Wording, Response Categories and Question Ordering on Sensitive Issues*

Facilitator: Barbara Lohr Ward, University of Michigan

MONTPELIER

B.

Field Interviewing Issues

Karl Landis, Temple University, *Special Problems of Conducting Fieldwork in New York City*

Facilitator: Mike Weeks, Research Triangle Institute

RIVERVIEW

C.

Interviewer Training

Linda Schlueter, Bureau of the Census, *Automation Issues Related to Interviewer Training*
Janie McMillen, University of Michigan, *New Approaches to Training Decentralized Interviewers*
Kathryn Dowd & Ellen Revak, Research Triangle Institute, *Measure-Based Performance Evaluation of Telephone Interviewers*

Facilitator: Richard Blass, Bureau of the Census

YORK

D.

Internet and E-Mail Data Collection

Andy Williams & Chris Morphew, Iowa State Univ., *Some Considerations for Conducting an Electronic Mail Study*
Timothy Triplett, Skip Camp, Julie Scheib, and Elena Tracy, University of Maryland; Mick Couper, Joint Program in Survey Methodology, University of Maryland, *Trials and Tribulations in Using E-mail for Conducting Surveys*
Maarten Schuerhoff, Statistics Netherlands, *WebDep*

Facilitator: Mick Couper, Joint Program in Survey Methodology, University of Maryland

BRANDON B

E.

Trial and Tribulations in Switching to New Data Capture Procedures

Lisa Hawkins, Bureau of Labor Statistics, *Development Cycle of the CADC Consumer Price Index (CPI) Housing Data Collection Instrument*

Mary Kelly, Bureau of Labor Statistics, *Integrated Data Capture: A System Designed for all Office of Compensation and Working Conditions Surveys*

Dave O'Connell, Bureau of Labor Statistics, *Using A Help Desk for Touchtone Data Entry Respondents*

Facilitator: Jean Martin, Office of National Statistics, United Kingdom

WESTOVER

F.

Answering Machines

Nancy Davenport, Wisconsin Survey Research Laboratory

Facilitator: Suzanne Frattino, Bureau of the Census

BRANDON A

6:00 PM: DINE AROUND

BREAKFAST: 7:30-8:30

PROMENADE

SESSION 9: 8:45-10:00

A. Quality Assurance

Catherine Hood, Bureau of the Census, *Using CAI Data for Statistical Process Control*
Nola Krasko, Bureau of the Census, *A Target Approach to Quality Assurance; Identifying Falsification During a Computer Assisted Personal Interview (CAPI Survey)*
Facilitator: Richard Blass, Bureau of the Census

YORK

B. CAI Issues

Donald Smith, Research Triangle Institute, *Field Data Without Field Interviewers*
Susan Kinsey, Research Triangle Institute, *A Team Approach to CAI Development*
Facilitator: Robert Wagers, National Opinion Research Center

BRANDON

C. Use of Fax Technology in Data Collection

Emily Miller, John Bosley, Bureau of Labor Statistics, *Data Collection & Review by Telefax*
Peter Forbes, University of Massachusetts, Boston, *Electronic Faxing from CATI*
Facilitator: John Bosley, Bureau of Labor Statistics

RIVERVIEW

D. Very Simple Project Cost Monitoring (Roundtable Discussion)

Barbara Lohr Ward, University of Michigan, *Survey Proposal/Budget Preparation and Cost Monitoring*
Facilitator: Rossana Arnson, University of Minnesota

MONTPELIER

BREAK: 10:00-10:30

PROMENADE

BUSINESS MEETING: 10:30-12:00

YORK

***We need your input on future conferences! Please attend. Conference ends at 12:00 Noon.
Thank you for participating!***