

1998 International Field Directors & Technologies Conference

Sunday, May 17, 1998, - Wednesday, 12:00 (noon), May 20, 1998

The Conference Organizers Welcome You

Program: Tim Triplett, University of Maryland; Mike Weeks, Research Triangle Institute,
Cheryl Wiese, University of Nebraska; Karl Landis, Temple University

Site: Joyce Sweeney, Bureau of Labor Statistics; Registration/Site: Rita Koontz, Washington State University

☺ *Any of the organizers will be happy to assist you. Please feel free to call upon us at anytime.* ☺

Program Schedule

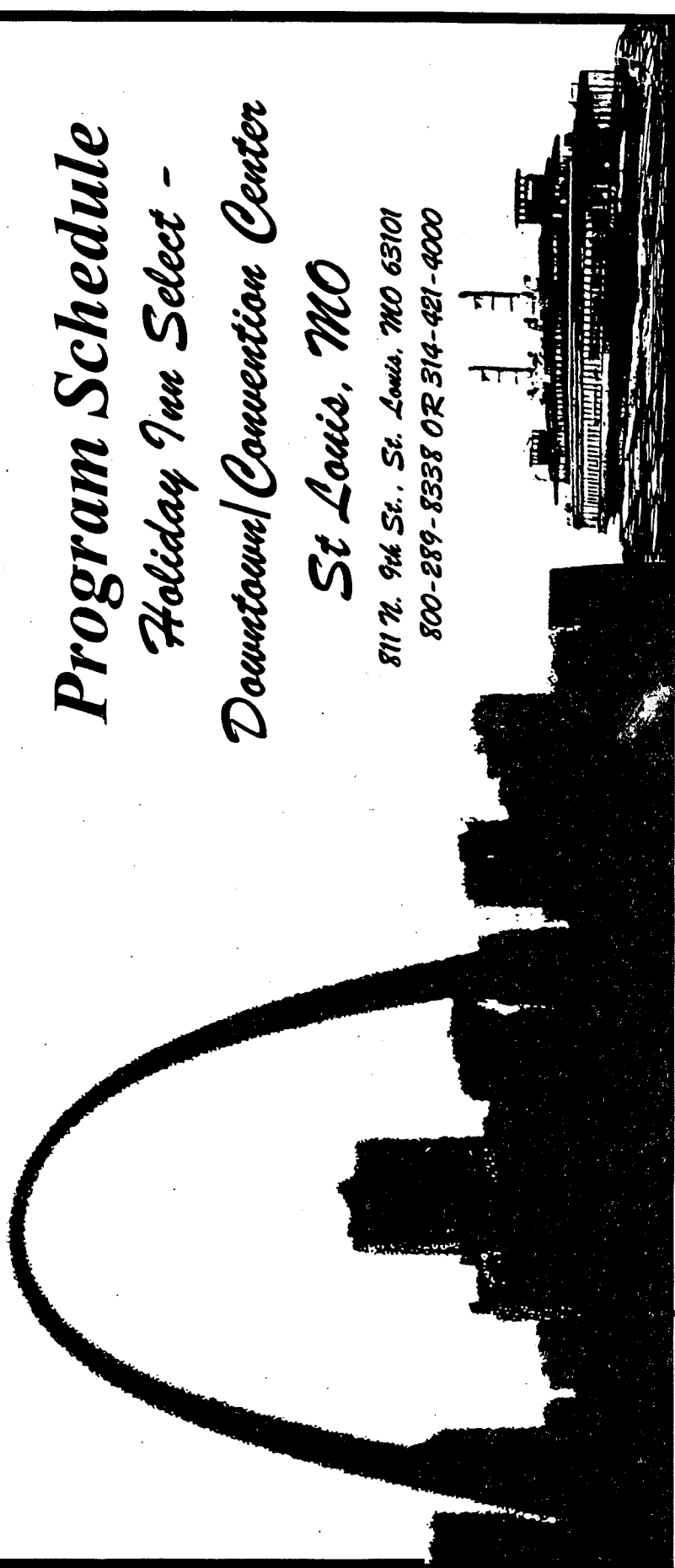
Holiday Inn Select -

Downtown/Convention Center

St Louis, MO

811 N. 9th St., St. Louis, MO 63101

800-289-8338 OR 314-421-4000



Conference Schedule

Sunday, May 17 - Wednesday, May 20, 1998

May 17 Sunday Registration 5:00- 8:00PM, Hotel Lobby
 Welcome Reception 6:00-9:00PM, Light Food & Cash Bar*
 GARDEN COURT RESTAURANT

**First Time Attendees Check Your Registration Packet For Free Beverage Coupon!*

May 18 Monday Registration Continues 7:00-8:30AM, Outside Salon A & B
 Breakfast 7:30-8:30AM, SALON D
 A.M. and P.M. Sessions, Lunch Buffet 12:00PM-1:30PM
 7:00PM Riverboat Cruise, Buffet Dinner, Dixieland Music

May 19 Tuesday Breakfast 7:30-8:30AM, SALON D
 A.M. and P.M. Sessions, Lunch Buffet 12:00PM-1:30PM

May 20 Wednesday A.M. Sessions and Planning Meeting

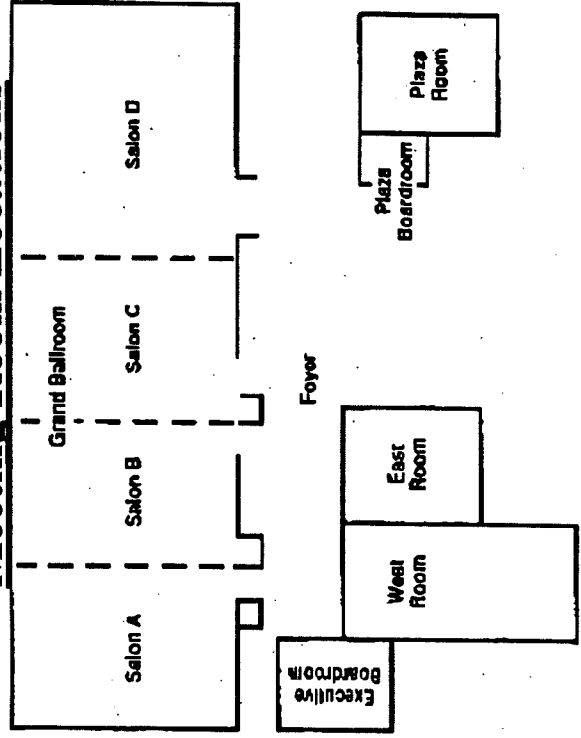
Program Table of Contents

Schedule of Meals and Sessions
 Planning Meeting Agenda
 Survey
 Conference Evaluation

Envelope Contents

Name Badge
 First Time Attendees Free Drink Coupon
 Lunch Tickets for Random Digit Dining
 Cruise Tickets & Location Information
 Receipt & Session Preference Forms

Meeting Room Locations



MONDAY, MAY 18, 1998

BREAKFAST: 7:30-8:30

SALON D

REGISTRATION CONTINUES

OUTSIDE

SALON A& B

SESSION 1: 8:30-10:00
OPENING REMARKS/CONFERENCE ORGANIZERS

SALON A& B

TITLE: Keynote Presentation

Richard Kulka, Research Triangle Institute, Survey Research in the 21st Century: Evolution, Demise, or the End of Surveys as We Know Them?

Facilitator: Mike Weeks, Research Triangle Institute

BREAK: 10:00-10:30

SALON D

SESSION 2: 10:30-11:45

A. Response Rates (Presentations & Discussion)

Brian Cannon, University of Nebraska-Lincoln, Telephone Survey Nonresponse in Nebraska on a Husker Football Game Day

Rachel Ante, University of Nebraska-Lincoln, Response Rates of Particular Layout Styles in Student Surveys

Patty Maher, Nancy Lyon, Co-Presenters for Beth-Ellen Pennell, University of Michigan, The Effect of a Prepaid

Nonmonetary Incentive on Response Rates in a Face-to-Face Survey

Facilitator: Jay Waite, Census Bureau

SALON C

B. Respondent Contact Strategies (Presentations & Discussion)

Martin Luppens, Monique Oppeneer, Statistics Netherlands, Improving Communication with Providers

Martha Kropf, Yun-Chaio Kang, Johnny Blair, University of Maryland, Modeling Respondent Availability Using

Time Diary Data

Debora Donato, Linda Dimitropoulos, Krishna Winfrey, National Opinion Research Center, Utilizing Record

Linkage Applications to Build Locating Profiles

Facilitator: Nancy Bannister, Indiana University

SALON B

C. CAI Programming Issues (Presentations & Discussion)

Scott Crawford, University of Michigan, Spanish Language CAPI Development and Testing on the HRA Study

Kristin Stettler, National Agricultural Statistics Service, Translating a Self-Administered Questionnaire into a

CATI Instrument

Facilitator: Rachel Caspar, Research Triangle Institute

SALON A

MONDAY, MAY 18, 1998 (continued)

D. Voice Recognition (Presentations & Discussion)

Brian Burke, Research Triangle Institute, Use of an Interactive Voice Recognition (IVR) System to Increase Efficiencies and Reduce Costs on Large National Surveys
Lawrence Malakhoff, Bureau of the Census, Address Listing Data Collection with Voice Recognition Technology
Facilitator: Polly Armsby, University of Massachusetts at Boston

WEST ROOM

E. Focus Groups (Panel & Discussion)

Panelists: Beverly Ocampo, RAND; Jaki Stanley, USDA National Agricultural Statistics Service
Organizer: Lisa John, Battelle

EAST ROOM

**LUNCH 12:00-1:30 Join us for Random Digit Dining Buffet Lunch
(TABLES 1-10 POOL DECK - TABLES 11-22 SALON D)**

**POOL DECK/
SALON D**

SESSION 3: 1:30-2:45

A. Response Rates and Mode Effects (Presentations & Discussion)

Vince Parker, University of Illinois, Multi-Variant Investigation Into Ways of Improving Response Rates
Patty Maher, University of Michigan, Nonresponse Study: Improving RDD Response Rates
Holly Shulman, Center for Disease Control, The Impact of Mode Effects in a Health Survey
Facilitator: Patty Maher, University of Michigan

SALON A

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

Facilitator: Yasamin DiCiccio, Cornell University

WEST ROOM

C. History of Survey Research (Video Presentation & Discussion)

Co-Facilitators: Shap Wolf, Arizona State; Sue Ellen Hansen, University of Michigan
Mick Couper, Lisa Carn and Julie Ballin, University of Michigan; Rob Santos, National Opinion Research Center
Organizer: Beth-Ellen Pennell, University of Michigan

SALON B

D. CAI Interviewer Issues (Presentations & Discussion)

Rebecca Burzette, Colleen Buescher, Larry Patrick, and John Clark, Iowa State University, Training Field Interviewers and Matriculation of the Data (from CASES) and SPSS for Quality Control and Eventual Data Analysis
Vesa Kuusela, Statistics Finland, Do Interviewers Think That Computers Affect the Interview
Karl Landis, Temple University, Collecting Data from Interviewers
Facilitator: Jan Brown, Bureau of the Census

SALON C

BREAK: 2:45-3:15

SALON D

MONDAY, MAY 18, 1998 (continued)

SESSION 4: 3:15-4:30

A. Calculating and Reporting Response Rates (Panel & Discussion)

Panelists: Diane O'Rourke, University of Illinois; Thom Allen, Washington State University
Organizer: Al Leighton, University of Southern Maine

SALON C

B. The Joys and Perils of Moving to Graphic-Based CAI (Panel & Discussion)

Panelists: Bill Connert, University of Michigan; Tim Triplett, University of Maryland; Armin Braslins, Statistics Canada
Organizer: Bill Mockovak, Bureau of the Census

WEST ROOM

C. Innovative Uses of CASIC (Presentations & Discussion)

Jeffrey Ancheta and Rachel Caspar, Research Triangle Institute, Developing an Electronic Screener Application for Hand held Computers (Newton's Message Pad 2100)
Joe Fuller, Bureau of the Census, Current Status and Future of Imaging at the Bureau of the Census
Facilitator: Bill Nicholls, Emeritus, Bureau of the Census

SALON B

D. Handling Difficult Clients (Roundtable Discussion)

Facilitator: Rita Koontz, Washington State University

SALON A

E. Technical Issues in Small Shops (Roundtable Discussion)

Facilitator: Cheryl Wiese, University of Nebraska-Lincoln

EAST ROOM

**7:00PM RIVERBOAT CRUISE, DIXIELAND BAND & BUFFET DINNER.
TICKET AND DIRECTIONS ARE IN YOUR CONFERENCE ENVELOPE.**

PLEASE JOIN US IN THE HOSPITALITY SUITE, ROOM 538

TUESDAY, MAY 19, 1998

BREAKFAST: 7:30-8:30

SESSION 5: 8:45-10:00

A. Protection of Human Subjects (Presentations & Discussion)

Karl Landis, Temple University, Conducting Survey Interviews with Underage Respondents (17 and younger)
Joan Cwi, Battelle, Certificates of Confidentiality for "Other Research" Projects
Facilitator: Rossana Armson, University of Minnesota

B. Interviewer Recruitment and Staffing (Panel & Discussion)

Panelists: Wendy Blankert, University of Tilburg (The Netherlands); Brian Burke, Research Triangle Institute;
Nancy Davenport, University of Wisconsin; Myrna Lundy, National Opinion Research Center
Organizer: Patsy Henderson, Battelle

C. Instrument Development (Presentations & Discussion)

Judith Sylvester, Louisiana State University, The Use of Q-Methodology to Determine Attitudes Toward Issues
Ruth McKay and Clyde Tucker, Bureau of Labor Statistics, Implementation of the New Office of Management and
Budget (OMB) Racial and Ethnic Standards
Julie Scheib, University of Maryland, Using Groupware to Improve Questionnaire Design
Facilitator: Tim Triplett, University of Maryland

D. CAI Documentation and Case Management (Presentations & Discussion)

Tom Piazza, University of California-Berkeley, Documenting Complex CAI Instruments
Bill Connert and Qian Yang, University of Michigan, New Windows Based Case Management Systems
Facilitator: Merrill Shanks, University of California-Berkeley

E. Strategies to Improve Response Rates in RDD Surveys (Roundtable Discussion)

Facilitator: Randall Neugebauer, Bureau of the Census

F. Web Data Issues (Presentations & Discussion)

Woody Carter, Northern Arizona University, A Survey Research Metasite on the Web
Bill Nichols, Emeritus, Bureau of the Census, Using a Web Site to Organize a CASIC Conference
Dennis Bowker, Washington State University, Emergent Methodologies in Cyberspace: Conducting Web-based Surveys
in the New Millennium
Facilitator: John Kennedy, Indiana University

BREAK: 10:00-10:30

SALON D

EAST ROOM

SALON C

WEST ROOM

SALON B

SALON A

PLAZA ROOM

SALON D

TUESDAY, MAY 19, 1998 (continued)

SESSION 6: 10:30-11:45

A. Panel Maintenance (Presentations & Discussion)

Debbie Bahr, Iowa State University, Retention -- Full Circle
Beverly Weidner, RAND, Reducing Respondent Attrition in a National Survey of Immigrants
Scott Crawford, University of Michigan, Respondent Profiles for Longitudinal Data Collection
Facilitator: Dianne Anderson, Iowa State University

WEST ROOM

B. Complex CAI Instrument Program, Testing, and Training (Panel & Discussion)

Panelists: Peter Sparks, University of Michigan; Timothy Triplett, University of Maryland; Tom Piazza, University of California-Berkeley; Bill Mockovak, Bureau of the Census; Laural Hill, RAND
Organizer: Qian Yang, University of Michigan

PLAZA ROOM

C. Central Office Support of CAPI Surveys (Presentations & Discussion)

Vicki McIntire, Bureau of the Census, The Data Collection Support Role in a CAPI Environment
Kathy LaDronka, University of Michigan, Field Support and Laptop Inventory Systems and Procedures
Facilitator: Vicki McIntire, Bureau of the Census

SALON C

D. CATI Monitoring Issues (Panel & Discussion)

Panelists: Bas Weerman, University of Tilburg (The Netherlands); Jane Burgess, Statistics Canada; Kathryn Dowd, Research Triangle Institute; Jim Bason, University of Georgia; Sharon Durant, Bureau of the Census
Organizer: Marcel Brochu, Statistics Canada

SALON A

E. Cognitive and Survey Design Issues (Roundtable Discussion)

Facilitator: Robie Sangster

SALON B

F. Small Shop Marketing Strategies (Roundtable Discussion)

Facilitator: Brian Cannon, University of Nebraska

EAST ROOM

**LUNCH: 12:00-1:30 Join us for Random Digit Dining Buffet Lunch
(TABLES 1-10 POOL DECK - TABLES 11-22 SALON D)**

**POOL DECK/
SALON D**

TUESDAY, MAY 19, 1998 (continued)

SESSION 7: 1:30-2:45

A. The Supervisor Role in CAI (Roundtable Discussion)
Facilitator: Loral Hill, RAND

B. Refusals (Panel & Discussion)

Panelists: Mike Weeks, Research Triangle Institute; Neli Espiova & Charlie Palit, University of Wisconsin;
Steven Berry, National Opinion Research Center; Nancy Lyon, University of Michigan
Organizer: Nancy Davenport, University of Wisconsin

C. Field Data Collection Issues (Presentations & Discussion)

Linda Dimitropoulos and Krishna Winfrey, National Opinion Research Center, Operational Challenges of a Temporary,
Remote Data Abstraction Shop
Diane Willimack, National Agricultural Statistics Service, Lessons Learned From a Screening Process Prior to
Data Collection
Wendy Blankert, University of Tilburg/The Netherlands, Staffing, Retention and Management Issues
Facilitator: Jean Martin, British Office of National Statistics

D. Software Innovations (Presentations & Discussion)

Kevin Tharp, Indiana University, In-House CATI Instrument Enhancements (Auto-Scheduling)
Mike Cooke & Les Taraszkievicz, National Opinion Research Center, Design and Implementation of a
Semi-Autonomous Network-Based System to Support a Complex Record Abstraction Task
Facilitator: John Kennedy, Indiana University

E. Data Quality (Presentations & Discussion)

Carl Lindblom and Leda Kydonieffs, Bureau of Labor Statistics, Increasing Consistency of Production When Your Office
Does Not Produce Widgets
John Hilton, Bureau of the Census, Automating the Focused Reinterview
Terry White, University of Indiana, In-Depth Interviews: Rethinking the Probing Protocols in Standardized Interviews
Facilitator: John Bushery, Bureau of the Census

BREAK: 2:45-3:15

EAST ROOM

SALON C

SALON A

WEST ROOM

SALON B

SALON D

TUESDAY, MAY 19, 1998 (continued)

SESSION 8: 3:15-4:30

A. Budgeting and Monitoring Survey Costs (Panel & Discussion)

Panelists: Rita Koontz, Washington State University; Anitha Chennat, University of Michigan; Julie Scheib, University of Maryland; Mike Weeks, Research Triangle Institute
Facilitator: Larry Hembroff, Michigan State University

SALON B

B. Field Interviewer Selection and Compensation (Panel & Discussion)

Mark Holdrege and Stephan Mann, Bureau of the Census; Kathryn Dowd, Research Triangle Institute
Organizer: Mark Holdrege, Bureau of the Census

WEST ROOM

C. Interviewer Training (Presentations & Discussion)

Margaret Marks, Bureau of the Census, Motivating Interviewers
Heather Terhune, Nancy Bannister, Indiana University, Presentation Skills for Telephone Interviewers
Marc Klein and Mark Staniorski, Bureau of Labor Statistics, Training Issues for the 90's--Bringing the Classroom to the Computer
Facilitator: Robert Lee, University of Wisconsin

SALON C

D. Internet Issues (Presentations & Discussion)

Don Dillman & David Schaefer, Washington State University, Development of a Standard E-Mail Methodology: Results of an Experiment
Facilitator: Jim Bason, University of Georgia

SALON A

E. Choosing Between CAPI and Paper (Roundtable Discussion)

Facilitator: Shari Durant, Bureau of the Census

EAST ROOM

PLEASE JOIN US IN THE HOSPITALITY SUITE, ROOM 538

WEDNESDAY, MAY 20, 1998

BREAKFAST: 7:30-8:30

SALON D

SESSION 9: 8:45-10:00

A. Training CAPI Interviewers (Round Table Discussion)

Facilitators: Vicki McIntire and Anne Marie Ellison, Bureau of the Census

SALON C

B. Data Processing Issues (Presentations & Discussion)

Christopher Corey, University of California at Los Angeles, Optimizing Data Entry with Suboptimal Funding: Selective Data Entry of Variables as an Alternative to Partial Double Entry

Rita Thissen and David Forvendel, Research Triangle Institute, Behind the Scenes: Automated Data Processing for Survey Operations

Facilitator: Rita Thissen, Research Triangle Institute

C. School-Based Data Collection (Presentations & Discussion)

Timothy Smith, Research Triangle Institute, SHPPS 2000

Allison Rose, Research Triangle Institute, Lessons Learned in the Administration of a School-Based Adolescent Survey on Sexual Behaviors, Knowledge, and Attitudes

Facilitator: Timothy Smith, Research Triangle Institute

EAST ROOM

D. More CAI Issues (Presentations & Discussion)

Katherine Ballard, National Opinion Research Center, Recycling CAI Questionnaire Code

Patrick Benton, Bureau of the Census, The Impact of Changing to CAI

Facilitator: Katherine Ballard, National Opinion Research Center

SALON A

E. Institutional Review Boards (Panel & Discussion)

Panelists: John Kennedy, Indiana University; Jim Bason, University of Georgia; Judith Sylvester, Louisiana State University; Shap Wolf, Arizona State; Karl Landis, Temple University; Brenda Gilbert, Centers for Disease Control

Organizer: Cheryl Wiese, University of Nebraska

WEST ROOM

BREAK: 10:00-10:30

SALON D

PLANNING MEETING: 10:30-12:00 (Agenda attached)

We need your input on future conferences! Please attend! Thank you for participating, have a safe trip home!

See you next year May 16-20, 1999, DoubleTree Resort, Clearwater Beach, Florida

SALON A & B