



**University of Wisconsin Survey Center  
Survey Research Services**

**November 2006**

**Overview**

The University of Wisconsin Survey Center, a unit of the College of Letters & Science at the University of Wisconsin-Madison, has been working in the field of survey research since its inception in 1987. UWSC received support from both the College and from the Graduate School for its early development and for some of its ongoing activities. It was originally established to serve both the instructional and research needs of faculty on the UW-Madison campus, but it has grown to serve a wide-range of clients including Wisconsin State Government, the UW and elsewhere. UWSC's niche is conducting research of the highest quality, its staff is always current on the state-of-the-art techniques for obtaining the highest responses rates possible.

The UWSC conducts research projects on a cost reimbursement basis for the University of Wisconsin community, for governmental agencies, and for not-for-profit organizations.

The UWSC conducts a wide variety of surveys each year. These have included virtually all forms of survey research including Computer Assisted Telephone Interviewing (CATI) surveys, mail surveys (using CATI data entry techniques), Computer Assisted Personal Interviewing (CAPI) surveys, Computer Assisted Self Interviewing (CASI) and audio-CASI, Internet web surveys using Perl, and focus group facilitation. The size of our projects varies widely. Our projects have included a small study with a sample of 165 CAPI interviews in Wisconsin; a project with 18,000 mail surveys; a longitudinal survey with over 10,000 respondents who each received a 75 minute telephone interview (that included cognitive assessments) and a follow-up mail questionnaire.

The research services offered by the UWSC include:

- ❖ Data collection methods:
  - Computer Assisted Telephone Interviewing (CATI)
  - Mail surveys
  - In-person interviewing, with laptop computers (CAPI)
  - CASI and audio-CASI
  - Web surveys
  - Focus group facilitation
- ❖ Surveys of organizations
- ❖ Research design consultation
- ❖ Spanish language instrument development and implementation

- ❖ Sample design services
- ❖ Respondent tracing / tracking services
- ❖ Digital recording of telephone interviews
- ❖ Questionnaire design, testing, and implementation including cognitive interviewing
- ❖ Data entry
- ❖ Coding of open-ended survey responses
- ❖ Coding of occupation and industry
- ❖ Preparation of cleaned data sets with:
  - Full documentation
  - Codebooks with frequency distributions
  - Conversion of data into SPSS, or SAS data files
- ❖ Analysis of results through written reports and presentations

The Center conducts telephone, face-to-face, mail, and web surveys, and focus groups for clients on a cost-reimbursement basis. UWSC has the experience and capacity to conduct all forms of survey research. The Center completes thousands of interviews each year, often using long, complex, survey instruments. We have achieved consistently high response rates across all type of survey methodologies.

UWSC has state-of-the-art interviewing and data processing equipment; we employ a staff of well-trained and highly professional interviewers, we use training, supervision, and interviewing procedures designed to produce work of the highest quality; we are skilled at the use of the CASES CATI system; we have staff who are experienced in the preparation and analysis of complex data files.

### **Telephone Interviewing**

The UW Survey Center (UWSC) and its staff have a great deal of experience with Computer-Assisted Telephone Interviewing. We have been using CATI procedures in all of our telephone surveys since we began operations in 1987. Since the early 1990s, UWSC has been using the CASES (Computer-Assisted Survey Execution System) software, which was developed in the early 1980s by the Computer-Assisted Survey Methods Program at the University of California-Berkeley. CASES has evolved into a comprehensive and powerful CATI system that is rapidly becoming the survey research industry standard.

The UWSC has several staff members who are highly skilled CASES programmers. Any of these individuals has the skill to program the instrument and manage its development and implementation. Several of these staff members are also highly trained and experienced in the coding and cleaning phase of a CATI project.

CASES is a comprehensive computer-assisted interviewing system that can be used in all stages of data collection and manipulation. CASES instruments can be used to collect, check, clean and code data, and write special-purpose reports. It also has excellent survey-management capability. It is relatively easy to convert an interview into CASES

code. The logic is quite simple to apply, and we have found that it permits us to do anything that we have ever wanted to do in an interview.

During an interview, interviewers can back up to any previous point in the interview to review and, if necessary, correct answers. When an answer is changed the computer directs the interviewer to the next appropriate unanswered question. Open-ended responses of any length can be recorded. Interviewers may leave notes at any time. Responses must be entered for all appropriate questions. An interviewer may not jump forward and skip any appropriate unanswered question. An interview can be interrupted and resumed at a later date.

Execution of the data collection instrument results in the creation of two data files. The first is a structured data record for each case. The second file consists of a history of events associated with the case, including responses to open-ended questions and spontaneous interviewer notes with a record of the question numbers where the notes were produced.

A modified version of the data collection instrument is used to check, clean and code the data after it has been collected. The data checking, cleaning, and coding instrument can be highly customized, offering the user the ability to perform a variety of post-entry processes. Open-ended questions can be coded categorically, new categories can be added to existing items, new items can be created and selected entry instrument codes can be flagged for coder review.

Accompanying CASES is SDA, a set of programs designed to simplify common data analysis and documentation tasks. SDA provides extremely rapid execution of commonly used statistical operations and full documentation for survey data sets. SDA is able to read variable and value labels and full question text from the CASES survey instrument and use this information to create SPSS, SAS or STATA syntax files. SDA also excels at creating codebooks and provides tools for making data sets web-accessible.

The University of Wisconsin Survey Center also retains a highly trained and professional interviewing staff. Before hiring an interviewer the UWSC conducts a personal interview, thoroughly checks the candidate's references, performs a mock interview, and administers a typing competency test. Only those who perform well in all areas are considered for the interviewing position. Besides a multi-day training period immediately after hiring, all interviewers attend study-specific briefings before a new project begins to ensure the interviewer is well prepared to deal with issues and answer questions from respondents pertaining to the study when they call. Interviewers are also monitored monthly by a shift leader to ensure high quality data collection.

CASES also provides comprehensive survey management procedures including sample management, call scheduling, and procedures to monitor the progress of a survey. As a fully-featured CATI package, CASES has all the programs necessary to install sample (including importing pre-existing data into the sample records); prepare an "entry instrument" (their term for a CATI interview schedule); monitor survey progress (by case, or by interviewer, or by project, as needed); automatically send into the field those cases which require calling at a specific time or date (also known as automatic call

scheduling); code and clean data; produce reports; and output data into rectangular files for analysis. The system's program tools for monitoring survey progress are particularly strong. These management programs are fast, accurate and easy to use.

We have developed our own program to schedule interviewers. The program tracks the minimum shift and peak calling hour requirements that we ask of employees. This insures that a thorough spread of calling hours for our projects, with an emphasis on evening and weekend hours for maximum yield.

### **Digital Recording of Interviews**

All of UWSC's interviewing stations are equipped with hardware that allows us to digitally record our telephone interviews. This powerful and flexible technology integrates seamlessly with our CATI software and allows us to record interviews in their entirety, or if preferable, only certain sections of an interview.

Internally, this recording technology has been invaluable as an interviewer monitoring and training tool. Clients have found it to be a very useful addition to the pretest process. It's also given us the ability to conduct cognitive research over the phone, where such work has traditionally been limited to experiments conducted in-person in a laboratory environment.

### **CAPI Capabilities**

The UWSC and its staff are also experienced in Computer-Assisted Personal Interviewing (CAPI). UWSC has been involved in several projects with CAPI components, including the National Survey of Families and Households. The Midwest Young Adult (MYA) Study is an ongoing longitudinal study of over 800 minors and young adults spread over 3 states. MYA required that we follow a sample at a very mobile time in their lives. This study involved interviewing respondents incarcerated in jails and prisons as well as minor respondents and handling all the legal consent issues involved. Other studies include the Life Events and Satisfaction Study. In this CAPI project we gathered data on education, employment, marriage and remarriage and overall life satisfaction.

The UWSC uses CASES programming and laptop computers for these projects. The Center contracts with CAPI interviewers. Interviewers are trained and supervised by UWSC, which manages all aspects of the project, including programming, sample distribution and collection, incentives, and data collection and delivery.

## **Mail Surveys**

The UWSC conducts dozens of mail survey projects each year. We conduct all phases of the mail survey process, from questionnaire design, and formatting, to mail out and log in, data entry, data delivery, and report writing. The project director and client work together to design effective materials (such as a cover letter and the design of the questionnaire cover) and a sequence of mailings (for example, an advance letter, questionnaire, and reminder) to obtain a high response rate within the client's budget constraints. UWSC staff assist clients in formatting a self-administered instrument that reduces burden on the respondent and ensures high response rates.

To ensure that mailings are assembled accurately, the supervisor organizes all materials and reviews the protocol for the study with staff at the beginning of each shift. The space and organization of our mail facility allow us to complete complex mailings for multiple projects accurately. For example, in a recent study, the sample was structured as 10 independent replicates of approximately 800, some of which received different versions of the questionnaire. Large mailings are assembled in small batches and in a step-wise fashion (for example, all materials are labeled with case identification numbers before putting packets together, no packets are sealed until all of the incentives are inserted, and no postage is attached until all packets are sealed). We examine a 15-20% sample of packets assembled each day for accuracy. We have a safe on site for storing incentive payments, and an auditing procedure to ensure that these payments are tracked.

Mail returns are logged into a database, and cases that require further locating are referred for additional tracking. Superb respondent tracking tools allow us to keep track of the status of each respondent case throughout all points in the research project. This allows us to give clients up-to-date project status reports as frequently as they need. Using a well trained, dedicated staff, the latest techniques and most effective methodologies, UWSC has attained consistently high response rates on its mail surveys.

### **Quality control for mail surveys**

- Outgoing packages are assembled in small batches (ten to twenty at a time) in order to reduce error in package contents
- All packages are kept in order throughout the assembly process
- No packages are sealed until all of the packages are assembled. This way, if an error occurs, envelopes do not need to be reopened as assembled packages are checked.
- The supervisor or mail lead worker on the project conducts spot checking on at least 15-20% of assembled packages.
- EVERY package is checked for postage before going to the post office.

## **Data Entry**

Data entry can be provided in conjunction with a mail survey, or as a stand-alone project. Our staff is cross-trained, which allows us to shift priorities quickly to meet project needs. Our staff is capable of handling thousands of entries per week using many different data entry protocols. Single-pass entry, double-pass entry, and double-pass

entry with editing, along with our supervisory quality control measures, offer a wide variety of data entry options to our clients. Returned questionnaires are rapidly entered using either SPSS Data Entry or the data entry capabilities of the CASES software package.

### **Data Entry Department Quality Control**

- All employees are required to go through special data entry training for each data entry project in which project-specific protocols, the background and purpose of the survey, and project timelines are discussed.
- All data entry employees must complete at least three practice cases through the data entry instrument before completing entry with actual cases.
- We are often given project-specific quality control measures for various studies. Usually complicated questionnaires (such as the MIDUS 114-page, 1,325-item questionnaire) require special measures. Some of these measures have included:
  - ‘Editing’ cases before data entry is conducted: A data entry person will read through the questionnaire and note specific items in the survey that will need to be noted specially in the data entry instrument. For example, when a respondent indicates more than one response at an item where only one response was required, a special note will be made in the instrument, and the data entry person will follow specific protocol in order to determine which response to code as the respondent’s answer.
  - Double Blind Entry: Each case is entered twice completely. The first person who entered the case is not allowed to complete the second entry of the case. The person completing the second pass is not able to see the responses entered by the first pass unless a discrepancy is present. The instrument may be programmed so that when there is a discrepancy between what was entered for a specific item in the first pass versus the second pass.
- Frequent quality checks are conducted on entered data. A supervisor or lead worker will compare the responses indicated by the respondent in the hard-copy questionnaire to the data file created from the data entry procedure.
  - We have reported less than 0.05% error rate on our current data entry projects
- All problems or questions are reviewed by the Mail and Data Entry supervisor and may be communicated to the client for further review.

### **Coding of Occupation and Industry**

The UW Survey Center employs a staff of occupation and industry coders trained to use the 1990 Alphabetic Index of Industries and Occupations. Coders typically work in pairs, double-coding each other’s work. Supervisors review all codes that do not agree, and later meet with individual coders to review discrepancies.

Coders are trained to use hard-copies of the 1990 Alphabetic Index, the Alphabetic Index of Military Occupations, and the Production Coder Manual published by the Bureau of the Census, but the majority of coding is done using software developed by UWSC staff. This software searches a database of occupation and industry titles and returns all titles that match the search parameters. The resulting titles and codes are sorted by group and displayed graphically, allowing coders to quickly review all variations on a given title. This program was designed for use with UWSC CATI projects, where interviewers are trained to probe for specific information related to all jobs, but it can also be streamlined for use with other projects (where occupations and industries are described in less detail).

The UWSC coding program records the code and title assigned to every occupation or industry, along with detailed information about the search patterns used by each coder. The titles can be used by clients to analyze the occupation and industry codes in more detail, and UWSC coding supervisors routinely use them to review employee's work.

At the present time the UWSC does not use the Census 2000 coding system, although the Coding software has been adapted for use with the 1950 Puerto Rican Index of Industries and Occupations, and crosswalks are available for the 1980 Census.

## **Web Surveys**

The UWSC has been conducting web-based surveys since 1998. Most UWSC web surveys are written in the Perl programming language. Perl is an incredibly flexible language that provides a great degree of flexibility in questionnaire design. It allows us to create highly customized instruments that best meet the needs of our clients. UWSC also has the capability to send email to all web survey respondents (including follow-up reminder emails). Included in this email is a username and password that the respondent must use to access and complete the survey. All UWSC web surveys are hosted on a UWSC administered secure web server. During the completion of a web survey, all web survey data are continually written to a secure UWSC database server.

## **Training of Interviewers**

Interviewers are selected after a screening process that tests their conversational, data entry, and computer literacy skills. Only applicants with the highest rankings are selected for employment. Successful applicants are then led through two four-hour classroom style seminars that cover the history of the UWSC and importance of survey research, the fundamentals of data collection including specific CASES software training, refusal aversion, occupation coding, and are briefed in a current UWSC project. The new employees then sit with an experienced telephone interviewer for three four-hour shifts to discuss in detail our data collection protocols, to role play, and to monitor live cases. At the end of this training, the new employee sits through a mock interview with a supervisor, who presents them with a "worst case scenario" interview and evaluates them on twelve criteria. Only after passing the mock interview and receiving a minimum of twenty hours of training are our interviewers allowed to call actual respondents. In addition, before calling on a UWSC project, interviewers are required to attend a project

briefing. Project-specific briefings are designed in consultation with the researcher and can last anywhere from two to twelve hours.

All interviewers participate in ongoing training, which includes periodic re-training on basic interviewing methods, seminars on refusal conversion which include audio files of actual refusals, and one-on-one role play for specific projects. The interviewers who conduct the individual one-on-one instruction are required to attend a "Training the Trainer" session, which is part classroom-style lecture and part hands-on training about how to approach difficult cases.

Our telephone facility includes a training room that comfortably seats up to 30 interviewers. Because we have our own facility, trainings and briefings are easy to schedule, can use our CATI facility when necessary, and cost less because staff and equipment are on-site.

### **Monitoring of CATI Interviewers**

Quality control of our CATI interviewers is implemented through on-going monitoring. Each interviewer is monitored for an entire interview and followed up with a monitoring evaluation at a minimum of every four weeks. In our daily "spot monitoring" protocol, the supervisor listens to a portion of an interview and provides feedback to the interviewer. This supplies a constant flow of feedback from supervisor to interviewer. The monitoring evaluation critiques the interviewer on data collection protocols such as verbatim reading and recording, probing methods, objectivity, pace, rapport, and appropriate refusal aversion technique. Interviewers' response rates are reviewed regularly, and discussion of those rates with the supervisor may lead to the interviewer being paired up with a more experienced interviewer or supervisor to focus on methods that will improve their performance in a given project. .

### **Instrument Design and Testing**

Many of our project directors have special training in instrument design and are familiar with the extensive literature on this complex topic. A few clients come to the UWSC with an instrument that is developed, tested, and ready to be fielded. Other clients find a period of instrument development – which could include individual interviews or focus groups – to be beneficial to the success of their project. In addition to such development efforts, UWSC staff have experience in multiple methods of testing and evaluating survey instruments, including cognitive interviewing, designing questions to debrief respondents as part of a pretest, and debriefing pretest interviewers. Because our telephone interviews can easily be recorded digitally, clients can usually listen to pretest interviews at their convenience.

### **Focus Group Services**

The UWSC also offers focus groups in its methodological repertoire. Several staff members have been trained by focus group expert and author Dr. Richard Krueger. Focus groups can be especially useful to explore unknown topics, develop questioning routes and to gather qualitative data on subject matter. Generally 3-4 groups are conducted with a group comprised of people that share similar characteristics. The groups are asked questions beginning with very broad ones and gradually focusing on key areas of interest. The groups are recorded, exact transcriptions are made and reports are prepared when desired.

Associate Director John Stevenson has 16 years experience conducting focus groups. He has conducted over 100 groups on a wide variety of topics. He has organized and moderated several projects with multiple focus groups in Waukesha County. These projects most often focused on gathering data from the public on government programs and policies and their outreach to the public. Topics include recycling and clean air for the Wisconsin Department of Natural Resources, vehicle emissions programs for the Department of Transportation, and academic research on child support and family studies.

Stevenson was training in focus group moderation by focus group expert and author Dr. Richard Krueger. After working with and conducting focus groups for 5 years, he returned for additional advanced training. The bulk of his experience has required that he meet with a variety of parties and constituencies and develop a broad research plan to meet many needs (This experience seems particularly well suited to this project).

UWSC can assist at all stages of a focus group project, from project design, recruitment of participants, focus group meeting facilitation (as group moderator and/or assistant), and report writing.

### **Tracing and Locating Services**

The University of Wisconsin Survey Center maintains first-rate tracking resources and staff. The Tracking and Locating Department serves to provide support on projects by obtaining telephone numbers and/or addresses of respondents selected for our surveys. Using various state-of-the-art locating tools, which include nation-wide credit bureau databases, CD-ROM directories, professional web-based information resources, combined with other "hands-on" investigative research methods, the Tracking and Locating Department assists the UW Survey Center in achieving very high response rates with difficult-to-reach populations. For example, the UWSC attained an 81.3% response rate on a recent, large, low-income population study. For an illustration of how UWSC tracking capabilities were used with the Wisconsin Longitudinal Study.

### **Our Philosophy of Survey Research and Client Relations**

We believe that conducting a high-quality survey requires a close collaborative relationship between UWSC staff and the client. We coordinate work on a project by assigning a project director to each project. The Project Director is the contact with the

client on the one hand, and the coordinator of the work of all UWSC staff involved in the project, on the other.

Sometimes projects do not go exactly as planned. Whether clients' needs change, or a methodology that seems appropriate turns out to be problematic, studies do not always proceed as expected. When issues arise and decisions have to be made while a project is in the field, we actively involve clients in decision-making to ensure that we best meet the needs of our clients.

We pride ourselves on our responsiveness to client concerns and questions. We expect to respond to client questions and concerns within one day.

High quality survey research requires careful attention to detail at every point in the process. There is no single key to quality in survey research. Literally dozens of conditions and decisions contribute to high-quality data and high response rates.

We devote a great deal of attention to issues of quality:

- Promoting an organizational culture that emphasizes paying attention to detail and to doing things the right way
- Taking seriously the suggestions and concerns of all staff members, including those of interviewers
- Careful and systematic training of interviewers and other staff members
- Monitoring of performance of interviewers and supervisors and providing them with regular feedback
- Reviewing, at the conclusion of projects, what worked well and what did not and how glitches could have been avoided.

## **Administrative Structure**

The UW Survey Center is a unit of the College of Letters and Science of the University of Wisconsin-Madison. A Steering Committee appointed by the Dean of Letters and Science oversees the Center's activity, and provides general policy guidance. From its founding in 1987 until 2003, the Center was directed by Professor James Sweet; since fall 2003, the Nora Cate Schaeffer has served as Faculty Director. John Stevenson is Associate Director and is responsible for Survey Research Services. He oversees and coordinates both project and production activities. In addition to our Survey Research Services, UWSC has an organizational area that focuses on public opinion research. G. Donald Ferree, Associate Director for Public Opinion Research, directs the Badger Poll and associated public opinion studies. Public opinion studies have access to all the capabilities of our Survey Research Services.

The Center's business office is responsible for all administrative aspects of our projects, including accounting, contract administration, billing, and personnel matters. UWSC maintains detailed accounts for each project, allocating each staff member's time and all other project-specific expenditures to specific project accounts. Use of our facilities

(amortization of equipment, maintenance, software, etc.) and other costs that cannot be readily allocated to specific projects are charged to projects on a formula basis, as approved by the University accountants. These project accounts are updated continuously, as expenditures are made or payrolls are processed (biweekly or monthly).

Each project that the Center undertakes involves many different staff members with many different skills. To ensure efficient coordination of these activities, a director is assigned to each project. The project director is the point of contact with the client, and oversees the work of all other staff members involved in the project.

Because the various projects that are active at any given time are competing for the same resources (phone room time, programming time; mailing and tracing time), the Center holds bi-weekly production meetings in which the Director, Associate Directors, project directors, supervisors of all operational units, and the lead technical staff members discuss project needs and problems, and discuss ways of dealing with potential bottlenecks. Project directors meet briefly each week to set the next week's priorities for the phone room. Medium- and long-term issues are discussed at monthly meetings of the Director, Associate Directors, and Senior staff. Where appropriate, these issues are also discussed by the Steering Committee.

The Center has an elaborate system for monitoring field progress on all projects. In the case of telephone surveys, the raw material of the project database is the call attempt. Each call attempt is classified by project, case id, date and time call was initiated, duration of call (in minutes), interviewer id, and detailed call result. In the case of calls resulting in a contact but not a final resolution, we can tell from the call result code whether the respondent has been selected (using random within household random selection) and whether contact was made with the designated respondent or with another household member (an "informant"). With this data base we can generate reports showing the current status of all cases that have been fielded – complete, first refusal, second refusal, answering machine (and whether message was left), determined to be a non-household, determined to have no eligible household member, and many other outcomes. We can monitor the relative productivity of calls at different times of day, days of week, etc. We also monitor the productivity of individual interviewers. A variety of reports on project progress can be readily generated at any point.

For each project, one or more phone room shift leaders are designated as primary liaison between the phone room and the project director. They are responsible for reporting field problems to the project director, for making sure that any protocol changes or other decisions affecting phone operations are properly implemented; for gathering additional information on field progress (beyond what is captured in our project monitoring information system); and a variety of other project specific tasks.

Because most projects involve more than one operational unit (phone room, mailing, tracing), coordination of the work of these units is essential. Steve Coombs is the Director of Field Operations, overseeing these three units. He meets regularly with the full time phone room supervisors (Degnitz, Klein, and Stone) and the supervisor of mail (Pluck) and tracing operations (Breen). These supervisors oversee all aspects of quality control. Our Hiring and Staffing Office (Sadeghian) screens all applicants for

interviewing and data entry staff positions and ensures that recruiting is responsive to the changing flow of project demands.

### **Facilities**

The Center's professional and administrative offices are located at 1800 University Avenue on the University of Wisconsin-Madison Campus. We maintain a phone room with 69 CATI stations at 630 W. Mifflin Street on the UW campus. At this location we also have our tracking and locating department, mail survey operations, and training facility. The interviewer work stations and the other staff computers are organized in a Novell local area network (LAN).

### **Staff and Who to Contact**

UWSC staff collectively have many decades of experience in directing survey research projects. We understand that many prospective clients approach us with the design of their project still under development and with a tight deadline for producing a cost proposal. We work with our clients to help clarify your research questions, identify issues that need to be resolved, and produce a research design and cost proposal that meets your goals, within the constraints of your budget, by your deadline.

If you would like to talk about a project or get a cost proposal, contact John Stevenson, UWSC Associate Director for Survey Research Services at (608) 262-9032 or e-mail [stenvenso@ssc.wisc.edu](mailto:stenvenso@ssc.wisc.edu).

## Appendix: UWSC STAFF

### Director and Associate Directors:

#### Nora Cate Schaeffer

#### Faculty Director

Dr. Nora Cate Schaeffer is the Faculty Director of UWSC. Dr. Schaeffer assists Center projects by consulting on research and instrument design. Dr. Schaeffer is Professor and former Associate Chair of the Department of Sociology. She teaches courses in survey research methods and conducts research on instrument design and survey measurement and on interaction in the survey interview. She has taught instrument design at the Summer Institute of the Survey Research Center at the University of Michigan and through the University of Michigan-University of Maryland Joint Program in Survey Methodology. Before receiving her doctorate from the University of Chicago, she worked at the National Opinion Research Center. Her current service includes the Committee on National Statistics of the National Research Council, the Panel to Review Research and Development Statistics at the National Science Foundation of the National Research Council, and the Technical Review Committee for the National Longitudinal Survey of Youth.

In the past, she has served on the Panel to Evaluate Alternative Census Methods for the National Research Council of the National Academy of Sciences; on the American Statistical Association Technical Advisory Committee on the Survey of Income and Program Participation; on the National Science Foundation Advisory Committee for the Social, Behavioral, and Economic Sciences; and on the governing Council of the American Association for Public Opinion Research. She has also served on the editorial boards for Public Opinion Quarterly, Sociological Methods and Research, and Sociological Methodology.

Phone: (608) 262-9051

E-mail: [schaeffe@ssc.wisc.edu](mailto:schaeffe@ssc.wisc.edu)

#### John Stevenson

#### Associate Director

John Stevenson is the Associate Director for Research Services at the UW Survey Center. In this capacity, he is responsible for managing the overall operation of the Center's projects. This includes management of the yearly \$4 million dollar budget, overall supervision of 30 full-time and 150 part-time staff members, business development, project coordination, budgetary monitoring, staff recruitment and development, and quality control assurance. He is our first line of contact for potential work, and is responsible for developing cost proposals for the Center.

Mr. Stevenson has been Associate Director since 1999, after serving as a Project Director for UWSC for five years. John has a UW-Madison bachelor's degree in Sociology, with a certificate in the Concentration in Analysis and Research (1988). He has also taken graduate course work in Sociology at the University of Michigan, Ann Arbor. He worked as an independent research consultant for CBS News and The New York Times in New York. He has also worked as a Senior Research Specialist for the Wisconsin Department of Natural Resources, conducting phone surveys and mail surveys and analyzing data for policy makers. He is also a trained and skilled focus group facilitator.

Phone: (608) 262-8403

E-mail: [stevens@ssc.wisc.edu](mailto:stevens@ssc.wisc.edu)

### **UWSC Project Staff**

The UW Survey Center retains an excellent, highly trained project staff including project directors, programmers, and business staff, ensuring that every project moves smoothly from inception to completion.

### **Danna Basson**

#### **Project Director**

Danna joined the survey center in July 2000. She is experienced with many aspects of mail, telephone and internet surveys, including questionnaire design, project implementation, and data analysis and reporting. She also has experience designing and moderating focus groups.

Danna is currently managing the National Health Measurement Study. This project is a national, random digit-dialed telephone survey of 2,800 community-living U.S. adults between the ages of 35 and 89. Persons over the age of 65 and African-Americans are being over-sampled to provide a better understanding of how these tools work for these important sub-groups. Danna is also leading a team of staff managing The Wisconsin Longitudinal Study (WLS). The WLS began in 1957 with original data collection from 10,317 high school graduates in Wisconsin with subsequent data collection in 1964, 1975, and 1992. The current wave consists of an in-depth telephone interview and follow-up mail survey.

Danna is currently a Ph.D. Candidate in the Department of Political Science at the UW-Madison. Her research interests are in public opinion and survey methodology. Her dissertation research examines the use of response latency measures in questions about political attitudes. Danna holds a bachelor's degree in international relations from Stanford University and a master's degree in public policy from Georgetown University.

### **Bob Cradock**

#### **Project Director**

Bob started at the survey center in 1991 and worked as an interviewer, project director, and database administrator until 1999. Before rejoining the Survey Center in 2003, he was a researcher in the UW Medical School's Center for Health Policy & Program Evaluation. He is directing a variety of projects including The 2005 Wisconsin Behavioral Risk Factor Surveillance System Survey for the Wisconsin Department of Health and Family Services

Bob has a bachelor's degree in sociology and chemistry from Rice University, and a master's degree in sociology from the University of Wisconsin-Madison.

### **Brendan Day**

#### **Programmer**

As a UWSC programmer, Brendan is familiar with the CASES and Visual Basic programming languages. He is responsible for CATI instrument design and development, data cleaning, and preparing CASES data files, codebooks, and other documentation. He oversees coding of all open-ended data and occupation coding and has developed software that is used by the UWSC for coding, monitoring interviewer productivity, tracking response rates, and generating survey status reports.

Brendan is a graduate of the University of Wisconsin-Madison English department with an emphasis in creative writing. He has ten years of survey research experience including telephone interviewing, training and supervising interviewers, database management, and customer satisfaction research in the corporate sector.

### **Kerryann DiLoreto Oliver**

#### **Project Director**

Kerryann has been a project director at UWSC since 1999. Before joining the Survey Center, she worked as a Research Assistant on a number of projects, including the National Longitudinal Study of Aging, at the National Opinion Research Center at the University of Chicago. Kerryann has directed mail, CATI, and CAPI studies for the Survey Center and is also a trained focus group facilitator. In 2003, she completed the WMH-CIDI (World Mental Health Composite International Diagnostic Interview) training at the University of Michigan.

Currently, Kerryann is directing The Midwest Young Adult Study, The Public Interest Law Organizations Study, the mail survey phase of the WLS, and the CAPI phase of the MIDUS.

Kerryann holds a master of science degree from UW Madison and received her bachelor's degree in Sociology and Philosophy with a minor in Religion, Culture, and Society from Loyola University Chicago.

### **Jennifer Dykema, Ph.D.**

#### **Survey Unit Consultant**

Dr. Jennifer Dykema is an Associate Scientist and Survey Unit Coordinator for the University of Wisconsin Survey Center and the Center for Demography and Ecology. Dr. Dykema assists Center researchers and staff on issues related to the collection of original data including question development, instrument design, and other survey-based design components. She has taught research methods at the UW and the Summer Institute of the Survey Research Center at the University of Michigan. Before receiving her doctorate in Sociology from the University of Wisconsin (2004), she worked in the Interview Methodology Program the Institute for Social Research at the University of Michigan.

Jen has extensive experience and expertise in the field of survey research including: wording questions and designing survey instruments; developing protocols for, conducting, and analyzing the data from cognitive interviews, in-depth interviews, and focus groups; developing and implementing systems to code interviewer-respondent interaction; designing and implementing experiments to improve survey items; and conducting statistical analyses of response errors using multiple data sets. She has worked directly on developing or providing expert evaluation of several national and state-based surveys including the Current Population Survey Food Security Supplement, National Health Interview Survey (NHIS), the National Survey of Family Growth (NSFG), the Youth Behavior Survey (YBS), the Schools and Staffing Survey, the Parent Survey 3, and the California Survey of Birth Defects.

### **Kelly Elver**

#### **Project Director**

Kelly Elver has been a full time project director for the UWSC since August of 2000. Before joining the UWSC, she worked as a Research Program Manager for the Family Stress, Coping and Health Project in the School of Human Ecology for 11 years. Kelly has directed both mail and phone surveys for the Survey Center and is also a trained focus group facilitator. Projects she has directed include 3 years directing the Behavioral Risk Factor Surveillance Survey, a study the UWSC does for the Centers for Disease Control and the Wisconsin Department of Health and Family Services, as well as many other projects for various University departments, the Wisconsin Department of Transportation, and the Department of Natural Resources.

Currently, Kelly is directing the second wave of the MIDUS: Midlife in the U.S. National Study of Health and Well-being. This longitudinal survey is conducted for the UW Institute on Aging and the National Institute on Aging. MIDUS II is the ten year follow up on a national sample of over 7,000 Americans between the ages of 35 and 85. The primary objective of the MIDUS survey is to identify the major biomedical, psychological, and social factors that permit some people to achieve good health, psychological well-being, and social responsibility during their adult years. The portion

of the protocol to be conducted by the UWSC includes a 45 minute telephone survey, a 114 page mail survey, and a 15 minute cognitive testing telephone survey. It will also include a random over sample study conducted with African Americans in Milwaukee, Wisconsin. This part of the study will be conducted by CAPI (computer assisted personal interviewing). MIDUS begins in January of 2004 and concludes in December of 2005.

Kelly has a Bachelor's degree from the Department of Sociology, University of Wisconsin-Madison, and completed graduate course work in Sociology at University of Minnesota - Twin Cities.

### **Teresa Gray**

#### **Project Director**

Teresa joined the UWSC in February 2000. She currently supervises the Puerto Rico Census Project involving census data from 1910 and 1920, and is working extensively on wave 2 of the Puerto Rican Elderly Health Cohort Study (PRECHO II). Her previous bilingual role at the Survey Center was phone room coordinator for Hispanic studies, covering such topics as public health, employment, and environment.

Her experience also entails instrument pretesting, telephone interviewing, and training and supervising interviewers. She served as a phone room contact person for multiple studies, including the National Study of Families and Households.

Teresa is a graduate of the University of Wisconsin-Madison who majored in Spanish and Psychology, specializing in Social Psychology research.

### **Chad Kniss**

#### **Project Director**

Chad joined the UWSC in August 2006. He has six years experience in designing, implementing, and managing survey projects, including: designing sampling schemes, designing questionnaires, training interviewers, managing telephone interviewers, as well as data coding, cleaning, and analysis. Before joining the UWSC Chad worked in survey centers at Northern Illinois University and the University of Kansas.

Chad attended the University of Nebraska-Lincoln where he received a bachelors degree in political science with minors in urban studies and history. He received a masters degree political science from the University of Kansas (with concentrations in American politics, public policy and federalism).

### **Jeremy Kraft**

#### **Programmer**

At the UWSC, Jeremy performs various tasks at different points in survey development and execution. As a programmer, he develops electronic instruments using the CASES

programming language and aids project directors in cleaning and preparing data for delivery to clients. As projects require, he will develop SPSS syntax code, SAS proc statements, or Perl scripts to clean and format data files. In addition to working on data collection projects, he helps troubleshoot and maintain the UWSC's nearly 100 computer workstations, network, and website.

Jeremy graduated from the University of Wisconsin-Madison in May 2001 with a B.S. in Sociology with a Concentration on Analysis and Research. His current professional interests include SAS, Perl, and web authoring.

### **Edward Nelson, Ph.D.**

#### **Project Director, Focus Group Facilitator**

Ed has a Ph.D. in sociology from the University of Wisconsin, Madison. He also received his bachelor's and master's degrees in Rural Sociology from UW Madison. Ed has been a project director with the Center since 2005. Prior to joining the Center he served for more than twenty years as an applied social scientist for the Wisconsin Department of Natural Resources. In this capacity he conducted applied social science research on issues related to environmental protection and the management of natural resources.

He has extensive experience in the conduct of both quantitative and qualitative research. He studied focus group methodology with Richard Krueger at the University of Minnesota and has lead literally hundreds of focus groups on a wide variety of topics.

### **Sarah Pluck**

#### **Graduate Student Project Assistant**

Sarah is in her second year as a Graduate Student Project Assistant. While attending Business School here at UW-Madison, she will manage projects, assist project directors and assist in business development efforts.

Sarah Pluck joined the UWSC phone room staff as a telephone interviewer in September of 2000. She was promoted to the position of shiftleader in December of 2001. In November of 2003, she began work as the WLS Progress and Quality Control Specialist. Her duties included coordinating and facilitating ongoing training, monitoring the phone room progress of the WLS, and providing feedback about the study to interviewers, clients, and other supervisory staff. In April of 2004 she has hired to Supervise the Mail and Data Entry Department. She works closely with project directors to coordinate the outgoing and incoming mailings for various studies, trains and monitors progress of all data entry and mail employees, and regularly reports status of all mail and data entry projects to field and administrative staff.

Sarah received her Bachelor of Science degree in Psychology with a Certificate in Business from the University of Wisconsin-Madison in 2003.

## Wes Taylor

### **Programmer**

Wes is a member of the programming and analytical team, responsible for survey programming, computer and network maintenance, and data analysis.

Wes holds a Master's degree from the School of Forestry and Environmental Studies at Yale University, and a Bachelor's degree in Environmental Studies from the College of William and Mary. Most of his survey experience focuses on environmental and natural resource research. Wes previously worked at the Wisconsin Department of Natural Resources for eight years as a program manager, database administrator and analyst, and more recently in the private sector for two years as a project manager and producer for commercial software.

## Theresa Thompson-Colón, Ph.D.

### **Project Director**

Theresa Thompson-Colón is a full-time project director at that UWSC, and is well experienced with all aspects of mail, telephone and in-person surveys, including: project implementation, questionnaire design, data analysis and reporting.

Theresa is currently directing a number of important, interestingly diverse projects including the [Wisconsin Family Health Survey \(FHS\)](#) and the [1910 and 1920 Puerto Rican Census Project](#).

Theresa is currently assisting in a joint effort between the Survey Center and the Graduate School of Public Health at the University of Puerto Rico with the project implementation and CAPI instrument design of the second wave of data collection of the [Puerto Rican Elderly: Health Conditions Survey \(PREHCO\)](#).

Theresa received her Ph.D. from the Department of Sociology at the University of Wisconsin-Madison in 2005, investigating the significance of social networks to the health of Mexican immigrant women and children with information collected both in Mexico and in the United States. She holds a Bachelor's degree in Business Administration, majoring in Marketing, from the University of Puerto Rico, and a Master's degree in Sociology from the University of Wisconsin-Madison.

## Kristen Velyvis

### **Project Director**

Kristen joined the Survey Center in May of 2006. She has worked in survey research for more than 10 years and has participated in all aspects of the survey research process. She has designed survey questionnaires and sampling plans, managed data collection activities and designed data entry systems. Kristen also has experience using qualitative methods, including focus groups. Kristen worked internationally for much of her field

research career and also has a great deal of experience with data analysis and research writing.

Kristen is currently working on the 1910 and 1920 Puerto Rican Census Project and the University of Wisconsin-Madison Undergraduate Survey.

Currently Kristen is a Ph.D. candidate in the Department of Sociology at the University of Wisconsin-Madison. Her research interests are in health, research methodology, and demography. Her dissertation research examines the social networks and sexual behavior of two groups of migrant women in Senegal, West Africa with the goal of assessing their risk for HIV infection. Kristen holds a bachelor's degree from Harvard University and a Master's degree in sociology from the University of Wisconsin-Madison.

### Drew Vogel

#### **Programmer**

Drew began his career with the Survey Center as a telephone interviewer and shiftleader while earning his B.S. in Computer Information Systems from Herzing College. Now he helps maintain the computer network and programs Web applications that support various business and operational functions of the Survey Center. In addition to his technical contributions, he also oversees the field aspect of the occupation & industry coding work at the Survey Center.

### Eric White

#### **Director of Technical Operations**

Eric is the Director of Technical Operations at the Survey Center. He supervises a team of four programmers and is the lead programmer and network administrator. He holds a B.A. in sociology from the University of Wisconsin - Madison and completed the sociology department's Concentration in Analysis and Research program.

He has close to fifteen years of CATI programming experience with the CASES software suite. He is also an experienced Perl programmer and has developed a robust and flexible Perl-based web survey system. Eric is also the network administrator for the Survey Center's Netware, Windows, and Linux servers. He and the other programmers support and maintain more than 100 workstations.

Eric's professional interests include the Data Documentation Initiative, network security, web-based programming, and the use of the world wide web as both a data collection and data dissemination tool.

#### **Field Staff**

### Robert Breen

#### **Supervisor of Tracking and Locating Services**

Bob Breen is the supervisor of UWSC Tracking and Locating department. He joined the center as a telephone interviewer in 1996. He has also worked as a CAPI interviewer, CATI shift leader, and behavior coder. Beginning in 1999, he assumed the full-time supervisory position that he now holds. Prior to joining the UWSC staff, Bob worked for several years in telephone sales and market research. He has a UW-Madison degree in Communication Arts. He has also worked as a writer and journalist.

### **Michael Chronister**

#### **Phone Room Supervisor**

Michael is responsible for hiring and training new interviewers as well as monitoring progress and data quality of all studies. Michael came to the UWSC as a telephone interviewer in May of 2002. He was promoted to the position of shiftleader in August of 2003. He worked as the Progress and Quality Control Specialist for the Wisconsin Longitudinal Study (WLS) from August 2004 to January 2006. His main duties included monitoring the phone room progress of the WLS to ensure the highest quality of data collection, coordinating and facilitating ongoing training for interviewers on the WLS and providing feedback about the study to interviewers, clients, and other supervisory staff. Michael has a Bachelor of Arts degree in Geography from the UW-Madison and is currently enrolled in a Geographic Information Systems Graduate Program at the UW.

### **Nate Condella**

#### **MIDUS Mail Lead Worker**

Nate started working at the Survey Center in June of 2002 as a telephone interviewer. In the summer of 2003, he began work as a phone room shiftleader. Nate is currently working as the Midlife in the US (MIDUS) Mail Lead Worker. He is responsible for mailing questionnaires and incentive payments to participants in the MIDUS study, updating the MIDUS database with information about the returned completed questionnaires, overseeing the organization of the completed questionnaires as they move through various stages of data entry, and performing routine quality control checks on the data entry.

Nate graduated from the University of Wisconsin-Madison in May of 2004 with a Bachelor of Arts degree in Sociology. He is interested in African-American Studies and hopes to pursue a career in Secondary Education.

### **Steve Coombs**

#### **Director of Field Operations**

Steve Coombs is the Director of Field Operations at UWSC. He oversees the UWSC telephone interviewing facilities, the Tracking and Locating department, the Mail and Data Entry department, and the Hiring and Staffing office. The Center has 70 CATI (Computer Assisted Telephone Interviewing) stations with 16 additional multi-purpose stations usable either for telephone interviewing or other aspects of field operations.

Steve is responsible for over 200 supervisor, shift leader, interviewer, tracing, mail and staffing employees.

Mr. Coombs has a bachelor's degree in English from the University of Illinois, and over a decade of experience in survey research. He has broad survey research experience in both project and personnel management, including training, forecasting and tracking study progress, cost proposals, budget management, and acting as consultant to clients and senior staff. He recently served as Director of Field Services for Frank N. Magid Associates, a 190 CATI station center spread between seven offices, which completed over 500 projects a year. He also worked as Project Manager for Fleischman Field Research in San Francisco, assisting with questionnaire design, report writing, and managed a staff that specialized in Asian language interviewing. Coombs honed his supervisory skills and gained project management training at the University of Wisconsin-Extension Survey Research Laboratory.

### **Ken Croes**

#### **Mail and DE Supervisor**

Ken joined the UWSC phone room staff as a telephone interviewer in the spring of 2003. He was promoted to the position of shiftleader in 2004. In September of 2005, he was hired to supervise the Mail and Data Entry Department.

Ken is currently completing a dissertation in Anthropology at Princeton University. He dissertation examines environmental conservation and development in Nepal. Ken received Masters of Science in Science and Technology Studies at Rensselaer Polytechnic Institute in Troy New York, and a bachelor of arts degree in Science and Technology Studies at Penn State University.

### **Joe Degnitz**

#### **Phone Room Supervisor**

Joe Degnitz supervises phone room activities, with particular responsibility for scheduling interviewers. Joe started at the UWSC as an interviewer in February, 2000, was promoted to shiftleader in May, 2000, and became a full-time phone room supervisor in October of that year. He has been involved in survey research in Madison since the fall of 1998. He received his master's degree in history from Northern Illinois University in August, 1998.

### **Lisa Klein**

#### **Phone Room Supervisor**

Lisa Klein is one of the three UWSC phone room supervisors. Her areas of emphasis are shiftleader supervision and scheduling, personnel management, monitoring data quality, and ensuring that production goals are met in the phone room. Lisa has been with the UWSC since October of 2000 in a variety of capacities. She started as an interviewer, was promoted to shiftleader, and also worked as a graduate assistant for the WLS and MIDUS studies. Lisa graduated from the UW-Madison in 2003 with Bachelor of Arts degrees in Political Science and History. She is currently finishing her Master's Degree at UW-Madison through the School of Education.

### **Elizabeth Sadeghian**

#### **Hiring & Staffing Coordinator**

Elizabeth Sadeghian is the supervisor of our Hiring and Staffing office. She was previously employed by the Wisconsin Survey Research Laboratory and has worked in survey research since 1984. Elizabeth joined the University of Wisconsin Survey Center as supervisor of shift leaders in 1992 and was in charge of training and supervising shift leaders, overseeing interviewing, monitoring interviewers, scheduling work assignments, preparing training materials and participating in hiring and training new interviewers. In May 2001, she set up our Hiring and Staffing office which is located at 1180 Observatory Drive, Social Science Building, Room 2412. She is responsible for staffing the 200+ field positions at 630 W. Mifflin. Elizabeth attended Davis & Elkins College in West Virginia.

APPENDIX:  
**Conference Presentations and Publications**  
**by UWSC Project Directors and Survey Operations Staff, 2000-2006\***  
11 September 2006

**Basson, Danna and Michael Chronister.** 2006. "The Relative Accessibility of Partisan Stereotypes and Policy Information in Voters' Candidate Evaluations." Paper presented at the Second International Conference on Telephone Survey Methodology (TSMII), Miami, Florida, January and the annual meeting of the American Association for Public Opinion Research, May, Montreal, Canada.

**Basson, Danna and Michael Chronister.** 2006. " Refusals in Longitudinal Surveys- Does Listening to Digital Recordings Help or Hurt Participation Rates?" Paper presented at the Methods on Longitudinal Surveys Conference, July, University of Essex, Colchester, England.

**Chronister, Michael.** 2006. "Maintaining Sample in a Longitudinal Survey" Facilitator for session at the annual meeting of the International Field Directors and Technologies Conference, May, Montreal, Canada.

**Dykema, Jennifer and Nora Cate Schaeffer.** 2006 "Using Decomposition as a Questioning Strategy to Improve the Accuracy of Reporting about Events and Behaviors. Paper presented at the Second International Conference on Telephone Survey Methodology (TSMII), Miami, Florida, January and the annual meeting of the American Association for Public Opinion Research, May, Montreal, Canada.

**Dykema, Jennifer, Danna Basson, and Nora Cate Schaeffer.** 2006. "Face-To-Face Surveys." In Handbook of Public Opinion Research, edited by Wolfgang Donsback and Michael W. Traugott. London: Sage Publications Ltd.

**Elver, Kelly.** 2006. "Maintaining Sample in a Longitudinal Survey." Facilitator for session at the annual meeting of the International Field Directors and Technologies Conference, May, Montreal, Canada.

**Gray, Teresa.** 2006. "When Bilingual Staff are Scarce: Rising to the Challenge of Recruitment, Evaluation, Training, and Supervising." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Montreal, Canada.

**Oliver DiLoreto, Kerryann.** 2006. "Mentoring to Improve CAPI Productivity and Adherence to Protocols." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Montreal, Canada.

**Stevenson, John.** 2006. "Budgeting Interviewers" Panel member for session at the Annual International Field Directors and Field Technologies Conference, May, Montreal, Canada.

**Stevenson, John and Luc Tremblay.** 2006. "Conference Wrap-up." Paper presented at conference summary and wrap-up session at the Annual International Field Directors and Field Technologies Conference, May, Montreal, Canada.

**Taylor, H. Wes.** 2006. "Text-to-Speech Application in Audio CASI/CAPI" Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Montreal, Canada.

**White, Eric.** 2006. "Maintaining Up Close and Personal--Hands-On Technical Demonstrations." Facilitator for session at the annual meeting of the International Field Directors and Technologies Conference, May, Montreal, Canada.

## 2005

**Basson, Danna.** 2005. "The Effects of Digital Recording of Telephone Interviews on Survey Data Quality." Paper presented at the annual meeting of the American Association for Public Opinion Research, May, Miami, FL.

**Coombs, Steve.** 2005. "Gaining Respondent Cooperation." Facilitator for session at the Annual International Field Directors and Field Technologies Conference. May, Miami, FL.

**Dykema, Jennifer, and Nora Cate Schaeffer.** 2005. "Cognitive Aspects of the Questions Used to Measure Food Insecurity and Hunger." Report to the Panel on the Review of USDA's Measurement of Food Insecurity and Hunger. National Academy of Sciences.

**Elver, Kelly.** 2005. "Reducing Non Response in Longitudinal Studies: What Can We Do Instead of Increasing the Size of the Incentives?" Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Miami FL.

**Pluck, Sarah and Klein, Lisa.** 2005. "Cross-Training and Data Quality: A Case Study in Introducing Multi-Mode Longitudinal Studies to Telephone Interviewer Roles." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Miami FL.

**Stevenson, John and Coombs, Steve.** 2005. "The Artful Management of Staff." Facilitator and panel member for session at the Annual International Field Directors and Field Technologies Conference. May, Miami, FL.

**White, Eric.** 2005. "Open Source Software in Survey Research." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Miami, FL.

## 2004

**Basson, Danna, and Shelley Boulianne.** 2004. Individual and Environmental Factors Affecting Unit Nonresponse and Drop-out Rates in Web Surveys. Paper presented at the annual meeting of the American Association for Public Opinion Research, May, Phoenix, AZ.

**DiLoreto, Kerryann.** 2004. "Approaches Small Survey Shops Use to Detect Fraudulent Activities Among CAPI Interviewers Protecting Data Quality and Study Integrity." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Scottsdale, AZ.

**Klofstad, Casey A.** Forthcoming. "Interview." *Encyclopedia of Social Measurement*. San Diego, CA: Academic Press.

**Klofstad, Casey A.** 2004. "The Art of Associating: First Line Results from the Collegiate Social Network Interaction Project (C-SNIP)." Poster presented at the annual meeting of the American Association for Public Opinion Research, May, Phoenix, AZ.

**Sloan, Matt and Sarah Pluck.** 2004. "Reducing Non-Response in Longitudinal Studies: Lessons from the Wisconsin Longitudinal Study." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Scottsdale, AZ.

**White, Eric, Jeremy Kraft, and Wes Taylor.** 2004. "Introduction to Digital CATI Recording." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Scottsdale, AZ.

## 2003

Seungahn Nah, **Shelley Boulianne**, Nora S. Croll, Ray J. Pingree, Seung Min Shin, Aaron S. Veenstra, and Dhavan V. Shah. 2003. "Communication and Participation Around the War in Iraq: Online and Offline Routes to Civic and Protest Activism." Paper presented at the annual meeting of the Midwest Association for Public Opinion Research, November, Chicago, IL.

**Boulianne, Shelley.** 2003. "Digital Inequality and the Canadian Gender Gap." Paper presented at the annual meeting of the American Sociological Association, August, Atlanta, Georgia.

**Klofstad, Casey A.** 2003. "The Impact of Social Network Intimacy and Expertise on Political Participation." Paper presented at the national meeting of the American Political Science Association, September, Philadelphia, PA.

**Klofstad, Casey A.** 2003. "The Significance of Social Networks: How Political Talk Influences Political Participation." Paper presented at the annual meeting of the Midwest Political Science Association, April, Chicago, IL.

Skocpol, Theda, Rachael Cobb, and **Casey A. Klofstad** 2003. "Using Elite Data to Explore Changes in American Civic Life." Paper presented at the annual meeting of the Midwest Political Science Association, April, Chicago, IL.

**Sloan, Matt.** 2003. "Improving On-Going Projects Through Methodological Research." Paper presented at the annual meeting of the International Field Directors and Technologies Conference, May, Nashville, TN.

**Stevenson, John.** 2003. "How to Reduce Non-Response." Presentation and Panel Member at the Annual International Field Directors and Field Technologies Conference. May, Nashville, Tennessee.

**White, Eric.** 2003. "Making CATI Production and Study Management Data Web-accessible." Presentation at annual International Field Directors & Technologies Conference, May, Nashville, TN.

**White, Eric.** 2003. "Web Survey Technologies & Practices - A Tutorial." Instructional seminar for staff at UC-Berkeley Survey Research Center, October, Berkeley, CA.

## 2002

**Degnitz, Joe and Kris Hansen.** 2002. "Scheduling Interviewers – Electronic Tool, an Indicator for Workload Problems and Tracking Interviewers" Presentation for the International Field Directors and Technologies Conference, May, Clearwater Beach, FL.

**Klofstad, Casey A.** 2002. "Social Networks, Social Inequality: The Varied Impact of Political Talk on Civic Participation?" Paper presented at the annual meeting of the American Association for Public Opinion Research, May, St. Pete Beach, FL.

Scarano, Francisco and **Teressa Angela Gray.** 2002. "Una nueva fuente para la historia social de Puerto Rico: las muestras de uso publico de los censos de 1910, 1920 y 1930." Project presented at the annual meeting of the Asociacion Puertorriquena de Historiadores, October, San Juan, PR.

**Stevenson, John.** 2002. "How to Conduct Focus Groups and Lessons Learned." Presentation at the Annual International Field Directors and Field Technologies Conference. May, Clearwater Beach, Florida.

## 2001

**Boulianne, Shelley.** 2001. "Going Beyond the Guestbook: Using Social Research Methods for Website Evaluations." Paper presented at the annual meeting of the Canadian Evaluation Society, May, Banff, Alberta.

Owen, Diana, Jack Dennis, J, and **Klofstad, Casey A.** 2001. "Public Support for the Party System In the United States." In Crotty, W. (Ed.), *The State of Democracy in America*. Washington, DC: Georgetown University

**Stevenson, John.** 2001. "Managing Survey Center Growth." Presentation at the Annual International Field Directors and Field Technologies Conference. May, Montreal, Canada.

## 2000

**Stevenson, John.** 2000. "Phone Coverage Issues." Facilitator for session at the Annual International Field Directors and Field Technologies Conference. May, Portland, Oregon.

\*Person was member of UWSC staff at the time the work was done or presented.