SRAM Newsletter
(Summer 2014)

SRAM News

In 1995 a proposal was written that would form what we now know as the Survey Research and Methodology Program and the UNL Gallup Research Center. The goal was to develop and administer a Master of Science program in survey research and to create a center that would participate in collaborative partnerships in the survey research community, among other things. Since that first document, the program and the center have grown in size and visibility.

Since the first hires in 1996, the program and center have never had a physical presence on campus. All of that changed this summer as the offices moved to Oldfather Hall on UNL’s city campus. Occupying nine offices on the West half of the 9th floor, the SRAM program and UNL Gallup Research Center now reside on campus among other collaborative offices and programs.

Over the years we have added a PhD and certificate program, had numerous symposia and seminars, and have seen more than 100 students receive SRAM degrees or certificates. We look forward to the coming year of the 20th anniversary and hope that you will join us in celebrating this milestone.

SRAM Happenings

This past May, SRAM students, faculty and alumni presented papers and posters at the annual meeting of the American Association for Public Opinion Research (AAPOR) in Anaheim, California. In all, over 20 papers were presented. They are as follows:

Papers Presented – Spring Semester 2014

American Catholics: A Latent Class Analysis
Authors: Ann Arthur and Allan L. McCutcheon

Respondent Processing of Multiple Images throughout a Web Survey
Authors: Nuttirudee (Fay) Charoenruk and Mathew Stange

Examining the Use of Visual Grouping to Reduce Skip Pattern Errors
Author: Rebecca Powell

The Effects of Cover Images on Participation and Reports in Mail Surveys
Author: Mathew Stange

Public Perception Changes toward Real Estate Consumption in China: A Comparative Analysis of 2006 and 2009
Author: Mengyang Wang

Using Eye Tracking to Examine the Visual Design of Web Surveys
Authors: Quan Zhou, Kay Ricci, Kristen Olson & Jolene Smyth

Do You Really Love Your Neighbor? A Comparative Analysis of Religious Tolerance in Two Democracies (poster)
Authors: Austin Countryman & Caitlin Deal (below)
Co Author: Allan L. McCutcheon

Examining Non-Substantive Responses in China Using the Gallup World Poll
Authors: Quan Zhou, Kay Ricci and Allan L. McCutcheon

Designing an Intelligent Time Diary Instrument: Visualization, Dynamic Feedback, and Error Prevention and Mitigation
Authors: Gregory Atkin, Hariharan Arunachalam, Adam Eck, Leen-Kiat Soh, and Robert F. Belli

Changes in Interviewer-related Error Over the Course of the Field Period: An Empirical Examination using Paradata
Authors: Kristen Olson and Antje Kirchner
The Effect of CATI Questionnaire Design Features on Response Timing  
Authors: Kristen Olson and Jolene Smyth

‘Good Respondent, Bad Respondent’? Assessing Response Quality in Internet Surveys  
Authors: Antje Kirchner and Rebecca Powell

Survey Breakoff in Online Panels  
Author: Allan L. McCutcheon

Achieving Balance: Understanding the Relationship between Complexity and Response Quality  
Authors: Rebecca Powell & Antje Kirchner

An Investigation of Survey Satisficing among Devices to Complete a Survey: Comparing Computers and Mobile-Devices  
Author: Mengyang Wang

Making Sense of Paradata: Challenges Faced and Lessons Learned (poster)  
Authors: Adam Eck, Leonard Stuart, Gregory Atkin, Leen-Kiat Soh, Allan L. McCutcheon, and Robert F. Belli

Call Back Later: The Association of Recruitment Contact and Error in the American Time Use Survey (poster)  
Authors: Austin Countryman, Ana Lucía Córdova Cazar, Caitlin Deal, and Robert F. Belli

Interviewer Variance and Prevalence of Verbal Behaviors in Calendar and Conventional Interviewing  
Authors: Robert F. Belli and Nuttirudee Charoenruk

The Use of Paradata (in Time Use Surveys) to Better Evaluate Data Quality  
Authors: Ana Lucía Córdova Cazar and Robert F. Belli

The Untold Story of Multi-Mode (online and mail) Consumer Panels: From Optimal Recruitment to Retention and Attrition  
Authors: Allan L. McCutcheon, Kumar Rao, and Olena Kaminska

Within-Household Selection for Telephone Surveys: A Comparative Experiment of Eleven Different Selection Methods  
Authors: Jenny Marlar, Stephanie Kafka, Jeff Jones, Manas Chattopadhyay, and Frauke Kreuter

Interviewer Accuracy in Recording Respondent Gender in Telephone Surveys  
Authors: Frauke Kreuter, Stephanie Kafka, and Jenny Marlar

SMS Surveys: Testing Multiple Modes to Reach Respondents from a Wireless Frame  
Authors: Kyley McGeeney, Jenny Marlar, and Manas Chattopadhyay

UNL/SRAM/Gallup Symposium 2014

For the second consecutive year, Gallup sponsored an annual research symposium at their Omaha Riverside Campus where SRAM students and Gallup employees had the opportunity to present their research. The first symposium entitled "New Issues in Survey Methods" was held in April 2013. In all 14 papers were presented in that first gathering. You can click here for the full agenda. This year’s symposium, entitled "Surveys: Advancing Methods and Interpreting Responses," was held on April 11, 2014. Once again students and faculty from the SRAM program presented their work as part of the symposium. Please click here for the entire agenda.

New Students 2014-2015

We are pleased to welcome eight new students, as well as Laura Allen who has made the switch from certificate student to MS student. If you see new faces around, please take a moment to say hello.

New Certificate  
Steve McMasters and Achille Dago

New MS  
Laura Allen, Allison Burke, Lissandra Ellyne, Elizabeth Steele, Devin Van’t Hof, Jian Yeo and, Munkhzul Zookhuu

SRAM Announcements

Fundraising Update:  
In December 2012 the Survey Research and Methodology Program began a fundraising campaign for the SRAM Student Development Fund, which is being maintained by the University of Nebraska Foundation. The purpose of this fund is to enhance the educational experience of SRAM students. To date we have received donations in the amount of $400.

In the last issue of the newsletter we shared the student library of “must-have” research books to keep on hand for student use. As part of the effort to get the library
started, we contacted the authors of the top ten books. The titles highlighted below indicate those books which we have since collected to build the library.

1. Survey Nonresponse (Groves et al.)
2. Measurement Errors in Surveys (Biemer et al.)
3. Survey Methodology (Groves et al.)
4. Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method (Dillman et al.)
5. Improving Surveys with Paradata (Kreuter)
6. Psychology of Survey Response (Tourangeau et al.)
7. Practical Tools for Designing and Weighting Survey Samples (Valliant et al.)
8. Survey Errors and Survey Costs (Groves)
9. The Science of Web Surveys (Tourangeau et al.)
10. The Little SAS Book (Delwiche and Slaughter)

Receiving copies gratis means that we can purchase the next nine books on the list. The SRAM Student Representative will be responsible for monitoring and circulating the collection, ensuring that only SRAM students will have access to these books and that the collection remains intact.

We hope to expand the library in the near future and this is where you come in! If you are interested in making a donation to the Student Development Fund to expand the library, you can do so here. Donations are tax deductible, and any and all amounts, no matter how large or small, are greatly appreciated. Additionally, if you have any books (on the list or not) that you would like to donate to the library, we are happy to accept them.

Thank you for your consideration and for your continued support of students in the SRAM program! We always welcome your input on ideas how this fund can be used; please direct your correspondence to Renae Reis at reis2@unl.edu.

**SRAM Alumni Information**

The following news comes from SRAM alumni and includes everything from citations to paper presentations, and job updates. Please feel free to share any information you think would be of interest to the SRAM program.


Over the last decade, there has been a major global shift in survey and market research towards data collection, using samples selected from online panels. Yet despite their widespread use, remarkably little is known about the quality of the resulting data.

This edited volume is one of the first attempts to carefully examine the quality of the survey data being generated by online samples. It describes some of the best empirically-based research on what has become a very important yet controversial method of collecting data. *Online Panel Research* presents 19 chapters of previously unpublished work addressing a wide range of topics, including coverage bias, nonresponse, measurement error, adjustment techniques, the relationship between nonresponse and measurement error, impact of smartphone adoption on data collection, Internet rating panels, and operational issues.

http://www.wiley.com/go/online_panel
https://sites.google.com/site/onlinpanelresearch/home

**Tarek Al Baghal** received his PhD in Survey Research and Methodology in 2012 and is currently employed as a Senior Research Officer at the University of Essex. Teaching others about survey methodology comes naturally to him and has taken him places he never dreamed of.
“I recently traveled to Rwanda to teach a survey sampling design course to researchers at the Rwanda Biomedical Center (RBC). It was a fascinating experience, not only going to Africa for the first time in my life, but also to a country that has such a well-known recent history. The teaching experience was also extraordinary, as there is not much experience locally with this kind of research, so I was one of the first teaching such a class. This opportunity to travel to and teach in Rwanda was directly possible due to the skills I had obtained from my experiences in the Survey Research and Methodology program at the University of Nebraska.

“When I arrived at UNL for the PhD program, I knew I was going to have to take a comprehensive exam in survey research. I had a Master’s degree in the field, and so had already taken many courses, but since I had worked in the private sector for a few years, I had forgotten many things. In particular, I had forgotten most of the techniques of sampling, and was worried I would not be able to pass any exam asking about sampling. So I went to the teacher of Applied Sampling, Kristen Olson, and asked for her advice.

“She suggested I act as a teaching assistant in her class, grading homework, helping students, and in the second year of this, teaching several of the lectures myself. To say I learned a great deal from this would be an understatement. When a local contractor approached her to design samples for the state of Nebraska, she referred them to me, and from that I have designed a few state-wide samples. In addition to teaching, this practical experience gave me further insight, expertise, and confidence in presenting the materials. Dr. Olson did me several huge favors in teaching me sampling, going beyond the necessary. When I finished my PhD, I stayed at UNL for a postdoctoral year. During that year, I taught the Applied Sampling course solely, which furthered my abilities teaching the class and my confidence to do so.

“Now when interesting opportunities arise, I am in a great position thanks to my experiences at UNL to seize them.”

David DeVries (2000) recently received a promotion to Epidemiology Surveillance Coordinator in the Division of Behavioral Health the Department of Health and Human Services.

Levi Littvay (2010), Assistant Professor at Central European University: “We just received a 5 million EUR grant from the EU (FP7) to study entrepreneurship among youth as part of an 11 country cooperation. I am not the head of the project, but I will be leading the "work package" on analysis and I am involved in theoretical development and data collection as well. We will be fielding a 10 country multi-generation survey where we study how family influences entrepreneurship and labor market participation and their predictors. Going beyond its primary use, I hope to utilize the survey to better understand proxy reporting effects in various countries. You can find more at http://CUPESS.EU.”

Lindsey Witt-Swanson (2009) presented her paper “Measurement Effects of Respondent Characteristics on Interviewer-Reported Paradata" at AAPOR as well as the International Field Directors & Technologies Conference this past May. Lindsey is the Operations Manager at the Bureau of Sociological Research (BOSR) at UNL.

Jamie Marincic-Griffin (2011) presented her paper “Effects of a longitudinal measurement design on the retention of students graduating from high school,” (co-authors Patrick, M.E., & Macuada, C.) and a poster “Nonresponse bias in an intensive measurement design: Findings from a daily diary survey,” at AAPOR in May. She was also co-author on the paper “The whole-of-school approach for physical activity: School practices and associations with student physical activity in a nationally representative sample of secondary students,” which was presented at the 35th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, Philadelphia, PA. this past April.

Andrea Hicks (2002) was recently appointed Research Director at Gongos, a market research company based in Auburn Hills, Michigan. As Research Director, Andrea joins a dedicated project team that collaborates with national CPG, retail, and services organizations. With an emphasis on applied analytics to address business challenges, she was most recently Program Leader-Strategy and Insights at Michigan-based Domino’s Pizza, and has also held positions at Experian and Maritz Research. She holds a Master of Science in Survey Research and Methodology from the University of Nebraska-Lincoln and a BSBA in Statistics from the University of Denver.
SRAM Faculty Notes

SRAM faculty are busy researching, publishing, presenting, and teaching. Here are a few of the highlights from the past semester.

Professor Belli


Dr. Belli was Co-Chair and Co-Organizer (with Wander van der Vaart, University of Humanistic Studies, Utrecht, Netherlands), of the session on “Cognitive Aspects of Survey Research” at the XVIII International Sociological Association World Congress of Sociology, in Yokohama, Japan (July, 2014).

While in Japan, he also presented the following paper:


Professor McCutcheon

In March, Dr. McCutcheon taught a course on “Loglinear, Latent Class and Logistic Regression Models” for the Quantitative Analysis in the Social Sciences (QASS) program at the Katholieke Universiteit Leuven in Belgium. The SRAM and QASS programs have enjoyed a long-term exchange partnership, with several SRAM students attending spring semester classes in Belgium, and several QASS students attending spring classes in at UNL.

He also attended a meeting of the Methodology, Measurement, and Statistics (MMS) Advisory Panel meeting at the National Science Foundation in Washington, DC.

At a meeting of the NSF-Census Research Network (NCRN) Principle Investigators at the Census Bureau in Washington, DC, Dr. McCutcheon gave an invited talk on “Web Surveys, Online Panels and Paradata: Automating Adaptive Design.”

He also attended the American Association for Public Opinion Research conference in Anaheim, CA, where he made a presentation based on his chapter in Mario Callegaro’s new book (see page 3):


Calendar Notes

August 25: Fall semester begins
September 1: Labor Day (UNL offices closed)
September 2: Last day for late registration
September 26: Last day to apply for degree
October 20-21: Fall break (student holiday)
October 27: Priority registration for Spring 2015
November 26: Student holiday
November 27-30: Thanksgiving (UNL offices closed)
December 8-13: Last week of classes
December 15-19: Final exams
December 19: Fall semester graduate commencement and doctoral hooding ceremony
December 24-January 2, 2015: Holiday break (UNL offices closed)

The entire academic schedule can be found here.