

**PLAINTIFF'S COMPENDIUM OF DOCUMENTS  
FILED IN THE OLGUIN V. FED EX STATE COURT  
ACTION ASSIGNED TO THE HONORABLE  
STEPHEN J. SUNDVOLD VOLUME II OF II**

**PART 2 OF 3**

**EXHIBIT 8**

COPY

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**FILED**  
SUPERIOR COURT OF CALIFORNIA  
COUNTY OF ORANGE  
CENTRAL JUSTICE CENTER

**AUG 24 2006**

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13 SUPERIOR COURT OF CALIFORNIA  
14 COUNTY OF ORANGE

15 JAVIER OLGUIN and other members of the  
16 general public similarly situated,

Case No. OCSC 02CC00200

CLASS ACTION

17 Plaintiffs,

*Assigned for all purposes to the  
Honorable Stephen J. Sundvold*

18 vs.

19 FED EX GROUND PACKAGE SYSTEM,  
20 and Does 1 through 50, inclusive,

**SUPPLEMENTAL DECLARATION  
OF JOHN GLUGOSKI IN SUPPORT  
OF REPLY TO OPPOSITION TO  
MOTION FOR CLASS  
CERTIFICATION**

21  
22  
23 Defendants.

Date: September 14, 2006  
Time: 8:30 a.m.  
Dept.: CX105

1  
2 I, JOHN GLUGOSKI, declare:

3  
4 1. I am an attorney licensed to practice law in the State of California and attorneys  
5 of record for Plaintiffs. I offer this declaration in support of Plaintiffs' Motion for Class  
6 Certification. I have personal knowledge of the following facts and if called as a witness would  
7 testify as follows:

8  
9 2. Marked and attached hereto as Exhibit 1 is a true and correct copy of the  
10 Declaration of Dr. Jon Krosnick in rebuttal to FedEx's contentions that this matter cannot be  
11 tried on a class-wide basis.

12  
13 3. Marked and attached hereto as Exhibit 2 is a true and correct copy of the  
14 relevant portions of the Deposition of Justin Walker.

15  
16 4. Marked and attached hereto as Exhibit 3 is a true and correct copy of the  
17 relevant portions of the Deposition of Gloria Burks.

18  
19 5. Marked and attached hereto as Exhibit 4 is true and correct copy of the relevant  
20 portions of the Deposition of Justin Bailey.

21  
22 6. Marked and attached hereto as Exhibit 5 is a true and correct copy of the Court's  
23 October 2002 tentative ruling that was later affirmed and became the order of the Court,  
24 holding that the one hour of pay provision for meal and rest breaks is a wage not a penalty.

25  
26 7. Marked and attached hereto as Exhibit 6 is a true and correct copy of California  
27 Assembly and Senate Resolution 43.

28  
8. Marked and attached hereto as Exhibit 7 is a true and correct copy of *O'Meara*  
*v. United States* (N.D. Ill. 1973) 59 F.R.D. 560.

1           9.       Marked and attached hereto as Exhibit 8 is a true and correct copy of *Taylor v.*  
2 *U.S.* (1998) 41 Fed. Cl. 440.

3  
4           10.       Marked and attached hereto as Exhibit 9 is a true and correct copy of the  
5 Supplemental Declaration of Annabel Dizon.

6  
7           11.       Marked and attached hereto as Exhibit 10 is a true and correct copy of the  
8 Supplemental Declaration of Justin Walker.

9  
10          12.       Marked and attached hereto as Exhibit 11 is a true and correct copy of the  
11 Supplemental Declaration of Lance Oppenheimer.

12          13.       Marked and attached hereto as Exhibit 12 is a true and correct copy of the  
13 Supplemental Declaration of Luis Grande.

14          14       Marked and attached hereto as Exhibit 13 is a true and correct copy of the  
15 Supplemental Declaration of Justin Bailey.

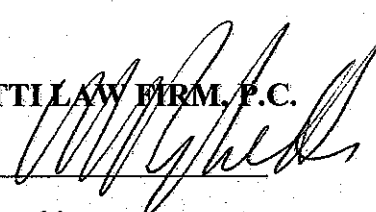
16  
17          15.       Marked and attached hereto as Exhibit 14 is a true and correct copy of the  
18 Supplemental Declaration of Eyad Latif.

19  
20          16.       Marked and attached hereto as Exhibit 15 is a true and correct copy of the  
21 Supplemental Declaration of Gloria Burks.

22  
23           I declare under penalty of perjury under the laws of the State of California that the  
24 foregoing is true and correct.

25  
26 Dated: August 23, 2006

RIGHETTI LAW FIRM, P.C.

  
\_\_\_\_\_  
John Glugoski  
Attorney for the Plaintiffs

**EXHIBIT 1**

REPORT

of

Dr. Jon A. Krosnick  
Stanford University  
432 McClatchy Hall  
450 Serra Street  
Stanford, California 94305

on

Javier Olguin et al. vs. FedEx. and Does 1 Thru 50

July xx, 2006

I. INTRODUCTION AND BACKGROUND OF OPINION

1. I am a Professor of Communication, Political Science, and (by courtesy) Psychology at Stanford University in Stanford, California.
2. I have written this report to offer opinions regarding the potential value of conducting a survey of class members in this case to ascertain information about their activities at work.
3. A recent full curriculum vitae is attached to this declaration as Appendix A. In paragraphs 4-10 below, I summarize some important aspects of my qualifications and background.
4. I received an A.B. degree in psychology from Harvard University and M.A. and Ph.D. degrees in social psychology from the University of Michigan. As a part of my undergraduate and graduate studies, I received extensive training in social psychology, survey and experimental research techniques, and statistical data analysis, and political science.
5. From 1986 to 2004, I was a member of the faculties in Psychology and Political Science at The Ohio State University. My position there involved teaching classroom courses for undergraduates and graduate students, as well as one-on-one training of graduate students in research methods. Since 2004, I have done similar work at Stanford University.
6. My research has been recognized by the Erik H. Erikson Early Career Award and election as a Fellow by the Center for Advanced Study in the Behavioral Sciences, the American Psychological Association, the American Psychological Society, and the Society for Personality and Social Psychology.



7. I have authored or co-authored three published books, over 100 articles published or in press in journals or edited books, over 220 research presentations at professional conferences, and have given over 75 invited addresses at other universities. My journal articles have appeared in top-ranked journals in social psychology (Journal of Personality and Social Psychology, Journal of Experimental Social Psychology), political science (American Political Science Review, American Journal of Political Science), survey research methods (Public Opinion Quarterly), and sociology (American Sociological Review, American Journal of Sociology).

8. Much of my research has focused on survey research methods, including how best to measure opinions and behavior through surveys, and almost all of my research has involved collection and analysis of survey data.

9. There are several other indicators of my competence as an expert on survey research methods. First, I have served on the editorial board of the most prestigious journals in social psychology (Journal of Personality and Social Psychology) and in survey research methods (Public Opinion Quarterly). Second, I regularly serve as a reviewer for other journals, publishers, and professional organizations. Third, I have received more than 50 grants to support my research. Fourth, I currently serve on the Board of Overseers of the General Social Survey and am Principal Investigator of the American National Election Studies, which are the nation's leading academic survey research projects studying public opinion and behaviors. Fifth, I have been teaching survey research methodology since the early 1980s and have been invited to give lectures and teach courses on survey research methodology to the research staffs of federal agencies in Washington and at many professional organizations and universities around

the U.S., as well as in the United Kingdom, the Netherlands, South Africa, Canada, and elsewhere.

10. I have been asked to offer opinions in rebuttal to several issues raised by FedEx's opposition to class certification in this case including FedEx's position that a trial would require individualized determinations versus 1) whether a survey research methodology can be used to acquire reliable data on the work experiences of class members, and (2) how best to design a survey for this purpose.

11. To answer these questions, I have reviewed Plaintiff's Motion for Class Certification, FedEx's Opposition to Class Certification and relevant academic literatures, and drawn upon my pre-existing knowledge of the literatures on survey research methods and related fields.

12. As a result of my review of this body of evidence, I have reached the conclusions that (1) a survey can be conducted for application in this case and has the potential to yield reliable data if carried out properly, and (2) design of an optimal survey can be accomplished.

13. My comments below are organized in the following manner. I begin by explaining the logic and theory underlying survey research methods and the principles that justify generalizing from a systematically selected sample of people to the full population from which they are drawn. Then, I review the uses of surveys in court and the valuable roles they can play in general and in this case in particular. Next, I review procedures that could be implemented to conduct a survey in the FedEx case. I then outline ways in which a FedEx survey could be designed and implemented to provide useful data for the court.

## II. SURVEY RESEARCH METHODS

14. Survey research is a well-established and solidly respected scientific approach to measuring the behavior, attitudes, and beliefs of populations of individuals (Babbie, 1990, Survey research methods; Belmont, CA: Wadsworth; Weisberg, Krosnick, & Bowen, 1996, An introduction to survey research, polling, and data analysis. Thousand Oaks, CA: Sage). Conducting a survey research study involves three principal phases: (1) drawing a sample of respondents to represent a population, (2) collecting data from those respondents, and (3) analyzing the data generated to answer the questions of interest. Surveys are usually done for one or both of two reasons: (1) to document the prevalence of some characteristic in a population, and/or (2) to document causal processes that produce behaviors, beliefs, or attitudes.

15. Survey research dates back at least to the 19<sup>th</sup> century, but the most significant developments and improvements in the method took place during the first half of the 20<sup>th</sup> century. During that time, researchers came to recognize that the method by which respondents are selected from a population can introduce substantial error to measurements if done improperly. Therefore, research on survey sampling has burgeoned during the last fifty years, and the result of this work is an excellent understanding of effective methods for drawing representative samples of populations.

16. The simplest and most effective method of sampling general populations is called simple random sampling. In drawing a simple random sample, the survey designer begins with a list of all members of the population, designates a desired sample size, and randomly selects a sample of that size from the population list.

17. If simple random sampling is done, statistical principles permit precise

documentation of the uncertainty associated with the sample in generalizing to the population due to what is called "sampling error." For example, if a researcher is interested in gauging the percentage of a company's employees who smoked 5 or more cigarettes each day during January, 2000, he or she could draw a simple random sample of size N from the population of all employees and interview each selected sample member, asking whether or not he or she smoked 5 or more cigarettes each day during January, 2000.

18. Imagine that a proportion p (somewhere between 0% and 100%) of the respondents report having done so. If the only error in this measurement is due to simple random sampling error, then there is at least a 95% chance that the true proportion of employees who smoked 5 or more cigarettes each day falls somewhere in what is called the "confidence interval" around the observed proportion p, that is between (p-SE) and (p+SE), where

$$SE = \pm 1.96 \sqrt{p(1-p)/(N-1)}$$

As the size of the sample approaches the size of the total population, SE gets a bit smaller than the formula above suggests. But most survey samples are much smaller than their relevant populations, so the formula offered above accurately describes the sampling error involved.

19. For example, if 38% of 1,000 survey respondents said that their favorite color was blue, the sampling error of that proportion is:

$$SE = \pm 1.96 \sqrt{.38(1-.38)/(1,000-1)} = \pm 3\%$$

This means that there is a 95% chance that the true proportion of people in the population

whose favorite color was blue is between 35% (38% - 3%) and 41% (38% + 3%). This is based on the fact that the sample of 1,000 respondents was generated by simple random sampling.

20. The response rate for a survey is the proportion of eligible members of the selected sample from whom data are in fact collected. In almost all surveys, the response rate is less than 100%. The lower a survey's response rate, the greater the risk that the sample is not representative of the population. That is, a survey with a response rate of nearly 100% will represent all types of people in proportions closely mirroring the population. As the response rate decreases, it becomes increasingly possible that some types of people are under- or over-represented in the sample, as compared to the population. Such deviations are referred to as "non-response bias" in a sample, that is, bias in the sample due to certain types of people failing to participate.

21. A low response rate does not guarantee the presence of non-response bias. It is possible to conduct a survey with a response rate of 20% and end up with data from a sample that closely mirrors the population. An accumulating number of publications show that as long as a representative sample is scientifically drawn from the population and thorough, professional efforts are made to collect data from all selected potential respondents, variation in response rates from a low of about 20% to a high of about 65% is not associated with an increase in the accuracy of the survey's results (Curtin, R., Presser, S., & Singer, E., 2000; The effects of response rate changes on the index of consumer sentiment. *Public Opinion Quarterly*, 64, 413-428; Holbrook, A. L., Krosnick, J. A., & Pfent, A. M., in press; Response rates in surveys by the news media and government contractor survey research firms. In J. Lepkowski, B. Harris-Kojetin, P. J. Lavrakas, C.

Tucker, E. de Leeuw, M. Link, M. Brick, L. Japec, & R. Sangster (Eds.), Telephone survey methodology. New York: Wiley; Keeter, S., Miller, C., Kohut, A., Groves, R. M., & Presser, S., 2000; Consequences of reducing nonresponse in a national telephone survey. Public Opinion Quarterly, 64,125-148; Merkle, D., & Edelman, M., 2002; Nonresponse in exit polls: A comprehensive analysis. In R. M. Groves, D. A. Dillman, J. L. Eltinge, & R. J. A. Little (Eds.), Survey Nonresponse, pp. 243–58. New York: Wiley).

22. A key element to the effectiveness of a survey is the design of its questionnaire. Survey research is premised upon the notion that all respondents should be asked the same questions in the same way. The wordings of questions are typically specified through an extensive design process. For the nation's most important new surveys, this process often begins with the conduct of focus groups, during which researchers listen to small samples from the population discuss the phenomena of interest. This allows the researchers to hear the language used naturally by people. Next, questions are drafted based upon a set of principles that seek to achieve comprehensibility, uniform understanding across respondents, and the absence of forces biasing respondents toward any given answer. A huge literature of thousands of scientific studies now exists to guide researchers in how best to word questions to achieve these goals.

23. The third step involves cognitive pretesting of the resulting questionnaire draft, during which a small set of respondents are asked to restate each question in their own words and to think aloud while answering. This can reveal ways in which people may misunderstand the questions, prompting wording revisions. Finally, the questionnaire is revised to solve these problems and is then administered either by interviewers who read it aloud to respondents (either in person or over the telephone) or by visual presentation on

paper or a computer screen.

24. A high level of accuracy can be achieved if optimal procedures are implemented to conduct a survey, and departures from such procedures can significantly compromise the accuracy of a survey's findings. Necessary features include drawing a representative sample of the population, taking extensive steps to collect data from as many sampled people as possible, optimizing the choice of survey mode to achieve accurate measurements, asking questions that are easily comprehensible and do not entail biased wording or format, weighting results to correct for unequal sampling probabilities, and much more.

#### Uses of Surveys in Court

25. Surveys have been admitted routinely in court as evidence suitable for use by an expert to form an opinion. Diamond (2000) provided a history of the uses of surveys in court in her chapter, Reference Guide on Survey Research (2nd edition; in Reference Manual on Scientific Evidence. Washington, D.C.: Federal Judicial Center, 229-276). She wrote:

“Thirty years ago, the question whether surveys constituted acceptable evidence still was unsettled. Early doubts about the admissibility of surveys centered on their use of sampling techniques and their status as hearsay evidence. Federal Rule of Evidence 703 settled both matters by redirecting attention to the “validity of the techniques employed.” The inquiry under Rule 703 focuses on whether facts or data are “of a type reasonably relied upon by experts in the particular field in forming opinions or inferences upon the subject.” In the case of a survey, the question becomes, “Was the poll or survey conducted in

accordance with generally accepted survey principles, and were the results used in a statistically correct way?"

"Because the survey method provides an economical and systematic way to gather information about a large number of individuals or social units, surveys are used widely in business, government, and, increasingly, administrative settings and judicial proceedings. Both federal and state courts have accepted survey evidence on a variety of issues. ... Surveys of employees or prospective employees are used to support or refute claims of employment discrimination. Requests for a change of venue on grounds of jury pool bias often are backed by evidence from a survey of jury-eligible respondents in the area of the original venue. ... A routine use of surveys in federal courts occurs in Lanham Act cases, where the plaintiff alleges trademark infringement or claims that false advertising has confused or deceived consumers. The pivotal legal question in such cases virtually demands survey research because it centers on consumer perception (i.e., is the consumer likely to be confused about the source of a product, or does the advertisement imply an inaccurate message?). In addition, survey methodology has been used creatively to assist federal courts in managing mass torts litigation. Faced with the prospect of conducting discovery concerning 10,000 plaintiffs, the plaintiffs and defendants in *Wilhoite v. Olin Corp.* jointly drafted a discovery survey that was administered in person by neutral third parties, thus replacing interrogatories and depositions. It resulted in substantial savings in both time and cost. (Diamond, 2000, p. 227-228)."

26. The value of surveys in court was affirmed recently by Jay and Levine (2005;



Litigation surveys. In S. J. Best and B. Radcliff (Eds.), Polling America: An encyclopedia of public opinion. Westport, CT: Greenwood Press):

“Litigation surveys benefit the legal process by providing information on disputed issues that could not feasibly be presented in court through conventional means. In class-action lawsuits, mass torts litigation, or other court cases involving numerous plaintiffs who are potential witnesses, survey evidence presented by a single witness effectively can substitute for the testimony of hundreds, even thousands. This can shorten the litigation process, reduce litigation costs, and ease court congestion. Moreover, survey evidence derived from a representative sample of a large class of potential witnesses may in fact prove more reliable than the testimony of a few individuals selected from that class, since a few handpicked witnesses may not be truly representative of the whole. A clear preference for survey evidence in appropriate cases has been expressed by the federal judiciary through litigation reference materials published by the Federal Judicial Center. (Jay & Levine 2003, p. 433)”

27. These characterizations of the value of surveys in court are directly applicable to the present case. Rather than spending the time and money necessary to collect information about work experiences from the entire affected class or an arbitrary subgroup of them through direct testimony, a survey can be conducted to efficiently collect scientifically projectable results that will describe the entire class within a specifiable margin of error.

28. When surveys are presented in court, it is not uncommon for the plaintiff or defendant to have designed and conducted the survey, seeking to enter it as a basis for an

expert opinion. In such situations, the opposing party often elicits testimony from an alternative expert, who evaluates the methodology used in the survey, seeking to find faults in it. This can leave the court uncertain about the reliability of the survey evidence.

29. For this reason, it is very appealing to consider following the protocol implemented in *Wilhoite v. Olin Corp* and described by Diamond (2000, p. 227-228): “the plaintiffs and defendants in *Wilhoite v. Olin Corp*. jointly drafted a discovery survey that was administered in person by neutral third parties, thus replacing interrogatories and depositions. It resulted in substantial savings in both time and cost.”

30. Survey research methodology is now a solid science, with widely agreed-upon principles of optimal design for sampling, questionnaire construction, data collection, and data analysis. Experts in this field routinely belong to and attend annual conferences sponsored by professional associations such as the American Association for Public Opinion Research and subscribe to journals such as *Public Opinion Quarterly*, the *Journal of Official Statistics*, the *International Journal of Public Opinion Research*, and other such periodicals to track the latest advances in survey methodology. Accomplished experts can come together to collaborate on the design of a survey and produce an approach that conforms to current best practices standards in the field. Doing so would allow the court to forego the “battling experts” phenomenon and to efficiently produce evidence suitable for resolving this case.

#### Survey Objectives

31. In the present case, the primary goals could be to measure 1) whether package handlers were permitted and/or authorized to take ten minute off-duty rest breaks for every four hours worked; 2) whether package handlers were asked by FedEx whether they

wanted to waive their meal periods when they worked more than five hours per shift; and  
3) whether package handlers orally agreed to waive their right to meal periods when they worked more than five hours per shift.

#### Design of a FedEx Survey

32. A survey of class members can be done efficiently to accurately inform the court on these issues. In order to do such a survey, a series of methodological choices must be made. I outline these choices below, along with considerations that might influence how such choices are made in this case.

33. One choice involves the mode of data collection. Many survey researchers believe that the highest response rates and most accurate measurements can be achieved if respondents are contacted face-to-face at their homes and are interviewed in person, and empirical evidence supports this belief (see, e.g., Holbrook, A. L., Green, M. C., & Krosnick, J. A., 2003; Telephone vs. face-to-face interviewing of national probability samples with long questionnaires: Comparisons of respondent satisficing and social desirability response bias. Public Opinion Quarterly, 67, 79-125). This method is extremely time consuming and expensive and is used only in the highest visibility surveys done by the federal government and academic researchers. Much more common and cost-effective are surveys conducted by telephone, paper-and-pencil questionnaires, or questionnaires administered via the Internet.

34. When choosing between these three modes, cost is generally not a consideration, because performing a high-quality survey in these modes is about equally expensive.<sup>1</sup> All three methods require significant staff implementation time. And

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<sup>1</sup> I am in the process of preparing a budget to accomplish the survey data collection described in this report.

whereas telephone calls are essentially free, questionnaire mailing to achieve a high response rate can be quite expensive, because it should be done by overnight mail carriers such as Federal Express. It is therefore preferable to choose among these modes based upon the accuracy of the measurements obtained. First, consider the choice between telephone interviewing and a paper questionnaire. Dozens of published studies have compared information collected via telephone interviews with comparable information collected via paper questionnaires. Unfortunately, most of these studies involved design flaws (e.g., non-random assignment of individuals to survey modes, cross-over designs wherein the same respondent provides data in multiple modes, the use of different questionnaires in the different modes) that preclude reaching clear conclusions about differences between the modes in terms of results. And almost none of these studies reported any analyses comparing the validity of the measurements obtained via the two modes.

35. One study that did make such a comparison and is especially relevant to the present case was conducted by Silver and Krosnick (Silver, M. D., & Krosnick, J. A., 2001; An experimental comparison of the quality of data obtained in telephone and self-administered mailed surveys with a listed sample. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada). In this study, a representative sample of commercial airline pilots were each randomly assigned to be interviewed either by telephone or to complete paper questionnaires. Respondents were asked to report the number of times they had witnessed various types of safety-related events while working in the cockpit of a commercial airliner during a specific period of time. Respondents were randomly assigned to one of various different lengths

of recall periods, ranging from one week to six months. If respondents reported event frequencies accurately, then there should be a linear relation between the number of days in the recall period and the number of safety-related events reported, mediated by the number of hours flown in the recall period by each pilot. That is, the longer a pilot's assigned recall period, the more hours he should have flown, and the more hours a pilot flew, the more safety-related events he or she should have witnessed. The more measurement error was contained in answers to the event frequency questions, the weaker the relation between these variables would have been. Therefore, the strength of this statistical relation can be viewed as a measure of the validity of the reports provided.

36. Silver and Krosnick (2001) found the relation between hours flown and number of events reported to be 20% stronger among respondents interviewed by telephone than among respondents who completed paper and pencil questionnaires, a statistically significant difference. Furthermore, the telephone respondents expressed significantly greater confidence in the accuracy of their event reports. The higher accuracy and confidence seem to be attributable to the fact that the paper questionnaire respondents rushed through the process of answering, spending only 13 minutes on average completing the questionnaire, as compared to the 19 minutes on average spent by respondents interviewed by telephone, a statistically significant difference.

37. This set of results suggests caution about employing paper questionnaires to collect data for the current case. And in the present context, there is a particular potential disadvantage of paper questionnaires. If respondents are asked to report the amounts of time they spent performing various activities while at work, the total of these individual reports must add up to the total amount of time the individuals spent at work. If

respondents make accidental arithmetic errors, the total of the individual reports may not match the total amount of time spent at work. Respondents answering a paper questionnaire can be asked to be sure that the total of their individual reports matches the total amount of time they spent at work. But to do so is a relatively challenging mathematical task, involving adding up a large array of numbers that may be expressed in multiple units (hours and/or minutes). If instead, the interview is done by telephone, the interviewer's computer can keep track of the running total during the interview.

The third mode that could be employed is questionnaire administration via the Internet. A great deal of survey research is currently being collected via this mode. However, the vast majority of such data collection is being done from people who do not constitute scientifically representative samples of the populations of interest. Rather, these surveys are often done with groups of volunteers who have offered to answer surveys to make money. However, it is possible to conduct Internet surveys of scientific, representative samples of people if these individuals are recruited to join a long-term panel and to provide survey data regularly (e.g., every week). This method has proven to yield results that are generally as accurate as or more accurate than the results yielded by comparable telephone surveys of the same population (see, e.g., Chang, L., & Krosnick, J. A. (2001). The accuracy of self-reports: Comparisons of an RDD telephone survey with Internet Surveys by Harris Interactive and Knowledge Networks. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada). However, the use of the Internet to collect data from a listed sample on a single occasion has not yet been evaluated in terms of data quality. So there is not yet a

scientific basis for confidence in this mode of data collection for use in a case such as the present one.

38. If a paper questionnaire is employed in the current case, the implementation procedure should follow Dillman's Tailored Design Method (Dillman, D. A., 2000; Mail and internet surveys: The tailored design method. New York: John Wiley). This entails mailing a letter to sampled individuals explaining the purpose of the study and explaining that a questionnaire will be mailed to them soon. A week or more later, the questionnaire is mailed separately along with a cover letter. If the questionnaire is not returned within a specified period of time, a reminder postcard is then sent to the respondent. And if additional time passes without return of the questionnaire, a replacement questionnaire is sent, along with a special request to complete it. Additional steps can then be taken to increase response rates further. Dillman is very specific in providing many details of how these various steps should be implemented, and his design guidelines are based upon extensive empirical experience testing various methods. These methods should be closely following in this case, tailored as Dillman suggests to the specifics of the circumstances.

39. If a telephone survey is done instead, the procedures should follow principles of best practices in telephone interviewing widely-accepted throughout the field of survey research. Interviewers should call respondents from a centralized facility suitable for monitoring of interviewer performance. Interviewers should read questions from a computer screen and should record answers by typing them directly into the computer, so it can manage the process of selecting the appropriate question to ask next. Interviewers should have extensive experience with telephone interviewing and should have extensive training to maximize their communication skills. Prior to first contact with an interviewer,

respondents should be mailed a letter explaining the purpose of the study and explaining that they can expect a phone call from an interviewer in the near future. The "advance letter" should be accompanied by a financial incentive to compensate respondents for the time they will spend completing the interview.

40. Interviewers should make a large number of attempts to reach each potential respondent at various different times of day and on different days of the week. If a potential respondent is contacted but is too busy at the time to complete the interview, an alternative time should be scheduled for the interviewer to call back to complete the interview. If a respondent declines to participate in the survey, a few weeks should be allowed to pass, and an interviewer expert at "refusal conversion" should call back to attempt to complete the interview, offering a larger financial incentive. These are just some of the best practices that should be implemented in conducting a telephone survey in this context.

41. As is probably clear from the above discussion, the collection of survey data is a complex process requiring a significant amount of professional expertise. Therefore, if a survey is conducted in this case, it should be carried out by a professional survey firm that has a track record of excellent performance in doing its business. Such a firm can program or print the questionnaire, hire and supervise interviewers or implement the mailing process, and build an electronic dataset suitable for analysis that can be delivered to interested parties.

42. An important issue to be resolved is whether to retain a connection between the identity of each respondent and his or her answers to the survey questions after the data are collected. In survey research generally, there is a strong norm to dissociate names



from question responses. This is done so that respondents can be assured that their answers will be analyzed in the aggregate only and their identities will be kept completely confidential. This sort of assurance is widely believed by survey professionals to promote accuracy and honesty by respondents. Conforming to this norm of survey research would be desirable in this case as well.

43. In addition to assuring confidentiality, the court might consider asking respondents to sign a declaration equivalent to the declaration witnesses are asked to make in court, as in: "When completing this questionnaire, I declare under penalty of perjury under the laws of the State of California that the information I will provide is true and correct." If this procedure is implemented with a paper questionnaire, the declaration should be signed on a piece of paper separate from the questionnaire itself, and respondents should be told that their declarations will immediately be separated from their questionnaires upon receipt to protect their identities. In order to maintain the confidentiality of the respondents, these declaration pages should be kept completely secret. Signing of the declaration page should be done prior to answering any of the survey's questions, so that respondents know they have made the declaration when generating their answers, just as would be the case during oral testimony in a courtroom. If telephone interviews are conducted, respondents could be asked to affirm their commitment to truthfulness at the start of the interview.

44. Although making such a declaration has obvious advantages in a courtroom, I am not aware of any scientific study that has yet evaluated the impact of such an oath on the accuracy of data collected in a survey. It is possible that signing a declaration may enhance the effort respondents devote to the process of answering survey questions

accurately and may thereby increase the accuracy of answers. And indeed, some evidence suggests that making a more informal commitment to an interviewer to be effortful may increase the accuracy of reports provided by survey respondents (e.g., Oksenberg, L., Vinokur, A., & Cannell, C. F., 1979a; Effects of commitment to being a good respondent on interview performance. In C. F. Cannell, L. Oksenberg, & J. M. Converse (Eds.), Experiments in interviewing techniques (pp. 75-108). Ann Arbor: Survey Research Center, University of Michigan; Oksenberg, L., Vinokur, A., & Cannell, C. F., 1979b; The effects of instructions, commitment, and feedback on reporting in personal interviews. In C. F. Cannell, L. Oksenberg, & J. M. Converse (Eds.), Experiments in interviewing techniques. Ann Arbor: Survey Research Center, University of Michigan). But it is also possible that asking respondents to affirm their legal commitment to truthfulness before beginning a survey may be intimidating and might discourage participation in the survey. Therefore, the decision about whether or not to require a declaration of commitment to truthfulness should be made carefully.

45. Another option the court might have is to subpoena respondents and inform them that they are required by law to complete the questionnaire. If this is legally permissible, it may be an effective way to maximize the response rate for the survey.

46. If a survey is conducted in order to reduce costs and implementation time by collecting data from a representative sample of the entire class, then a simple random sample should be drawn from the list of class members. In addition, a desired number of completed interviews should be specified in advance of sample drawing. Then, on the basis of prior experience conducting similar surveys, the selected survey firm should calculate the expected response rate for the survey. The desired number of completed

interviews and the expected response rate can then be used to generate the number of class members to be "released" for data collection within the specified time period (which should be at least two months – the longer, the better to acquire data from a larger proportion of sought respondents). The number of class members released should be optimized to maximize the survey response rate. This is done by releasing the fewest number of class members possible and devoting considerable effort to collecting data from these individuals.

47. An alternative approach would be to attempt to contact and collect data from all class members. However, this would be much more costly and time-consuming and would most likely yield a lower response rate (because limited resources would be devoted to acquiring data from a larger number of people). Therefore, collecting data from a systematic, scientific sample would be the preferable approach to take.

#### Procedure for Implementing a FedEx Survey

48. In order to implement a survey in this case as outlined above, the following sequence of events could be executed:

- 1) Build a list of all class members, including all available contact information and as much information about the individuals and their work experiences at FedEx as possible (as maintained in FedEx's business records).
- 2) Obtain the expected response rate for the survey from a survey firm with experience conducting such surveys.
- 3) Specify the number of interviews sought to be conducted based upon agreements among the parties regarding the degree of statistical

precision of measurement required. The sample is unlikely to be much larger than 400 employees, because sampling error does not shrink dramatically with increases in sample size above that amount.

- 4) Draw a simple random sample from the entire list of class members. The size of the sample should be the target number of completed interviews divided by the expected response rate for the survey.<sup>2</sup>
- 5) Design a questionnaire to measure 1) whether package handlers were permitted and/or authorized to take ten minute off-duty rest breaks for every four hours worked; 2) whether package handlers were asked by FedEx whether they wanted to waive their meal periods when they worked more than five hours per shift; and 3) whether package handlers orally agreed to waive their right to meal periods when they worked more than five hours per shift.
- 6) Write and test software to program the questionnaire for use with a computer-assisted telephone interviewing system, or print paper questionnaires.
- 7) If telephone interviewing is to be done, prepare and mail advance letters.
- 8) If telephone interviewing is to be done, hire and train interviewers and have them complete interviews while being closely supervised.
- 9) If telephone interviewing is done, verify a random subset of the interviews by having an independent firm call the respondents to

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<sup>2</sup> Because this is a listed sample, the response rate will be relatively easy to calculate by dividing the number of completed interviews by the number of people whom the survey firm attempted to contact.

confirm that they had in fact been interviewed.

- 10) If mailed questionnaires are used, follow the Tailored Design Method for mailing materials to potential respondents.
- 11) Convert the obtained data into a suitably structured data file for statistical analysis and conduct analyses to ascertain 1) whether package handlers were permitted and/or authorized to take ten minute off-duty rest breaks for every four hours worked; 2) whether package handlers were asked by FedEx whether they wanted to waive their meal periods when they worked more than five hours per shift; and 3) whether package handlers orally agreed to waive their right to meal periods when they worked more than five hours per shift..
- 12) Compare the individuals who answered questions with the individuals in the released sample who did not provide data to ascertain whether the two groups are notably different from one another, which would be evidence of non-response bias in the final sample. If such differences do appear, compute final results after weighting the sample to match the known characteristics of the full class.

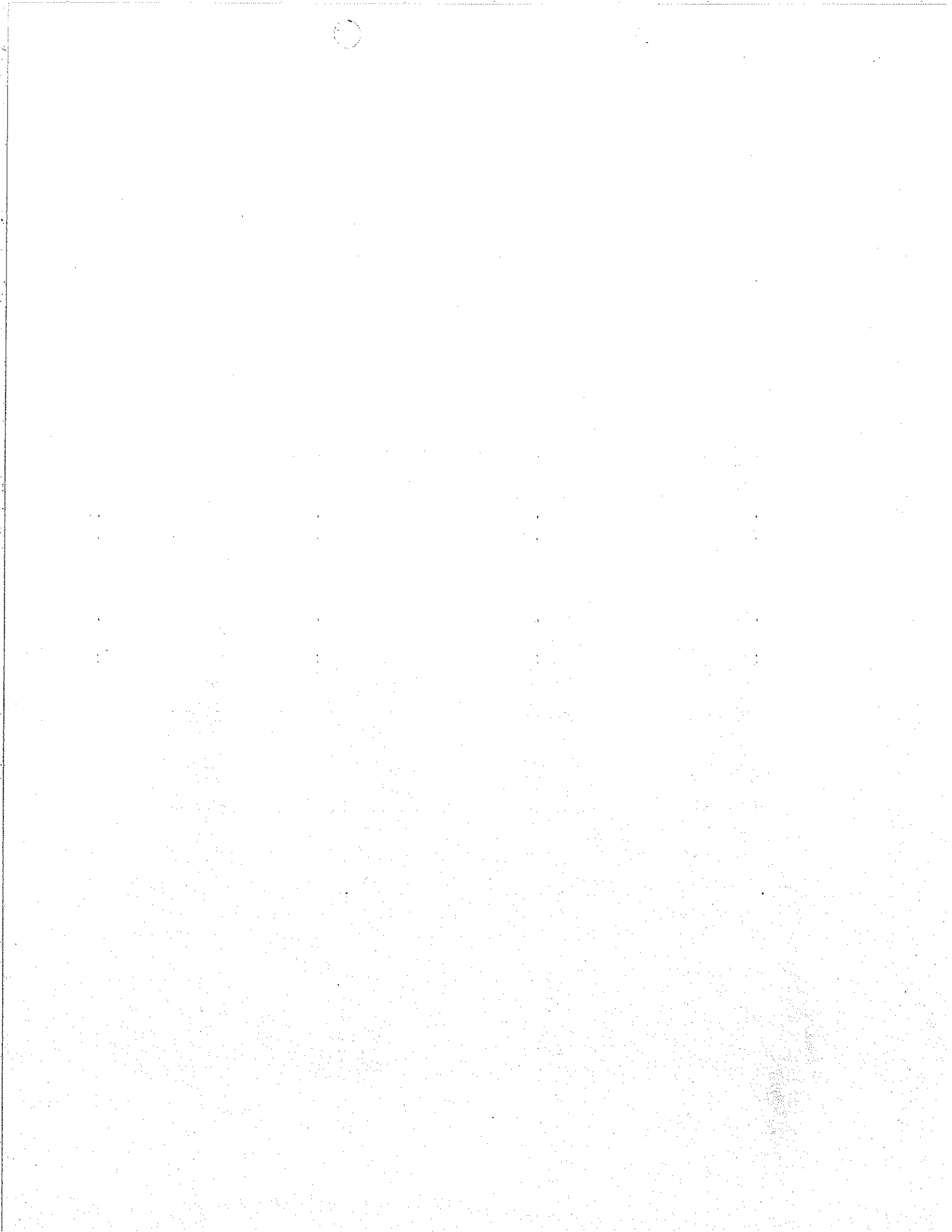
### Conclusion

49. The FedEx case constitutes a sensible context in which to take advantage of the science of survey research methodology for informing the court. By designing and implementing a survey conforming to the best practices of the field, data can be generated from FedEx package handlers on 1) whether package handlers were permitted and/or authorized to take ten minute off-duty rest breaks for every four hours worked; 2) whether

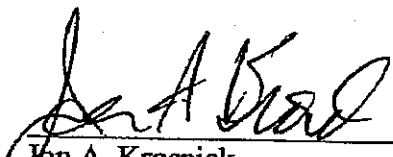
package handlers were asked verbally by FedEx whether they wanted to waive their meal periods when they worked more than five hours per shift; and 3) whether package handlers orally agreed to waive their right to meal periods when they worked more than five hours per shift more efficiently and cost-effectively than could be done in other ways.

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Jon A. Krosnick



package handlers were asked verbally by FedEx whether they wanted to waive their meal periods when they worked more than five hours per shift; and 3) whether package handlers orally agreed to waive their right to meal periods when they worked more than five hours per shift more efficiently and cost-effectively than could be done in other ways.

  
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Jon A. Krosnick



Appendix A to report of  
Dr. Jon A Krosnick

## CURRICULUM VITAE

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<http://www.stanford.edu/group/polisci/faculty/krosnick.html>

Education A.B., Harvard University (in Psychology, Magna Cum Laude), 1980.  
M.A., University of Michigan (in Social Psychology, with Honors), 1983.  
Ph.D., University of Michigan (in Social Psychology), 1986.

### Employment

2005-2008 Senior Fellow, Institute for the Environment, Stanford University.

2004- Frederic O. Glover Professor in Humanities and Social Sciences, Stanford University.

2004- Professor, Department of Communication, Stanford University.

2004- Professor, Department of Political Science, Stanford University.

2004- Professor, Department of Psychology (by courtesy), Stanford University.

2004- Associate Director, Institute for Research in the Social Sciences, Stanford University.

2004- Director, Methods of Analysis Program in the Social Sciences, Stanford University.

2004- Visiting Professor, Department of Psychology, The Ohio State University.

2003-2004 Visiting Professor, Department of Communication, Stanford University.

1986-2004 Assistant to Associate to Full Professor, Departments of Psychology and Political Science, The Ohio State University.

- 1987-1989 Adjunct Research Investigator, Survey Research Center, Institute for Social Research, University of Michigan.
- 1987-1989 Lecturer, Survey Research Center Summer Program in Survey Research Techniques, University of Michigan.
- 1986-1987 Visiting Scholar, Survey Research Center, Institute for Social Research, University of Michigan.
- 1985 Lecturer, Department of Psychology, The Ohio State University.
- 1982-1985 Research Assistant, Center for Political Studies and Survey Research Center, Institute for Social Research, University of Michigan.
- 1980-1981 Senior Research Assistant, Department of Psychology, Harvard University.
- 1979-1981 Senior Research Assistant, Department of Behavioral Sciences, School of Public Health, Harvard University.

### Honors

- 1982 National Institute of Mental Health Graduate Training Fellowship.
- 1984 Phillip Brickman Memorial Prize for Research in Social Psychology.
- 1984 American Association for Public Opinion Research Student Paper Award.
- 1984 National Institute of Mental Health Graduate Training Fellowship.
- 1984 Pi Sigma Alpha Award for the Best Paper Presented at the 1983 Midwest Political Science Association Annual Meeting.
- 1984 Elected Departmental Associate, Department of Psychology, University of Michigan, recognizing outstanding academic achievement.
- 1990 Invited Guest Editor, Social Cognition (Special issue on political psychology, Vol. 8, #1, May)
- 1993 Brittingham Visiting Scholar, University of Wisconsin.
- 1995 Erik H. Erikson Early Career Award for Excellence and Creativity in the Field of Political Psychology, International Society of Political Psychology.
- 1996-1997 Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, California.
- 1998 Elected Fellow, American Psychological Association.
- 1998 Elected Fellow, Society for Personality and Social Psychology.
- 1998 Elected Fellow, American Psychological Society.

- 2001-2006 Appointed University Fellow, Resources for the Future, Washington, DC.
- 2003 Prize for the Best Paper Presented at the 2002 Annual Meeting of the American Political Science Association, Section on Elections, Public Opinion, and Voting Behavior.

#### Invited Addresses

- 1992 Invited Address, Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- 2003 Invited Address, Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- 2004 Invited Address, Distinguished Lecture Series Sponsored by the Departments of Psychology and Political Science, University of California, Davis, California.
- 2004 Keynote Lecture, International Symposium in Honour of Paul Lazarsfeld, Katholieke Universiteit Leuven (Belgium).
- 2005 Invited Address, Joint Program in Survey Methodology Distinguished Lecture Series, University of Maryland, College Park, Maryland.
- 2005 Invited Address, "Climate Change: Science → Action", Conference Hosted by the Yale School of Forestry and Environmental Studies, Aspen, Colorado.
- 2005 Invited Commentator, "Science for Valuation of EPA's Ecological Protection Decisions and Programs," a U.S. Environmental Protection Agency Science Advisory Board Workshop, Washington, DC.
- 2006 Invited Address, "The Wonderful Willem Saris and his Contributions to the Social Sciences." Farewell Symposium for Willem Saris, University of Amsterdam, Amsterdam, the Netherlands.

#### Editorial Board Member

- 1989-2000 Journal of Personality and Social Psychology
- 1990-1994 Journal of Experimental Social Psychology
- 1997-2003 Basic and Applied Social Psychology
- 1988-1991,  
1994-2002 Public Opinion Quarterly
- 1998-2005 Media Psychology
- 2006- Sociological Methodology

Internal Grants

- 1986 Ohio State University Office of Research and Graduate Studies Faculty Seed Grant, to support research on attitude importance.
- 1986 Ohio State University College of Social and Behavioral Sciences Research Expense Grant, to support research on social information processing and judgments about the self.
- 1987 Mershon Center Research Grant, to study the determinants of attitude importance.
- 1987 Ohio State University Office of Research and Graduate Studies Research Grant, to study the role of attitude importance in regulating political judgment.
- 1988 Ohio State University Office of Research and Graduate Studies, to support a study of the Arab/Israeli relations issue public in the United States (with Shibley Telhami).
- 1988 The Mershon Center, Ohio State University, to support a study of the Arab/Israeli relations issue public in the United States (with Shibley Telhami).
- 1988 Department of Political Science, Ohio State University, to support a study of the Arab/Israeli relations issue public in the United States (with Shibley Telhami).
- 1988 College of Social and Behavioral Sciences, Ohio State University, to support a study of the Arab/Israeli relations issue public in the United States (with Shibley Telhami).
- 1991 Ohio State University Office of Research and Graduate Studies Research Grant, to study the role of satisficing in shaping responses to survey questionnaire measures of attitudes.
- 1993 Ohio State University Office of the Vice President for Research, to support preparation of a book on questionnaire design.
- 1995 College of Social and Behavioral Sciences, Ohio State University, to support a study of the contingent valuation method of survey research.
- 1995 College of Social and Behavioral Sciences, Ohio State University, to support a survey of public attitudes toward global warming.
- 1995 College of Social and Behavioral Sciences, Ohio State University, to support research on questionnaire design.
- 1999 Mershon Center, Ohio State University. Foreign policy and election outcomes: A proposal to study the 2000 American Presidential election.
- 2003 VPUE Faculty Grant for Undergraduate Research, Stanford University.
- 2004 VPUE Faculty Grant for Undergraduate Research, Stanford University.
- 2005 VPUE Faculty Grant for Undergraduate Research, Stanford University.

External Grants and Contracts

- 1977 CBS Research Grant, to support development and evaluation of a mass media promotional campaign for sound recordings.
- 1984 Society for the Psychological Study of Social Issues Doctoral Dissertation Grant-in-aid.
- 1984 CBS Research Grant, to support literature review/research on the causes of heavy television viewing among children and adolescents.
- 1985 CBS Research Grant, to support empirical research on the effect of television viewing on alcohol use among children and adolescents.
- 1985 CBS Research Grant, to support empirical research on the causes of heavy television viewing among children and adolescents.
- 1987-1989 National Institute on Aging Research Grant, to study changes in political orientations over the life span (with Duane F. Alwin).
- 1987 National Association of Broadcasters Research Grant, to study the causes of heavy television viewing among children and adolescents.
- 1988 Society for the Psychological Study of Social Issues Grant-in-Aid, to support research on the causes of heavy television viewing among children and adolescents.
- 1990-1992 National Science Foundation, The information processing consequences of attitude importance.
- 1991 National Science Foundation Research Experience for Undergraduates Grant Supplement, The information processing consequences of attitude importance.
- 1992 Society for the Psychological Study of Social Issues Grant-in-Aid, to support research on the impact of the Gulf War on the constituents of presidential evaluations.
- 1992 National Science Foundation Research Experience for Undergraduates Grant Supplement, The information processing consequences of attitude importance.
- 1994 National Science Foundation, Explaining the surprising accuracy of mail surveys.
- 1995 National Science Foundation Research Experience for Undergraduates Grant Supplement, Explaining the surprising accuracy of mail surveys.
- 1995 U.S. Department of the Interior/Minerals Management Service/University of California Coastal Marine Institute, Testing and calibrating the measurement of nonmarket values for oil spills via the contingent valuation method (with Michael Hanemann).
- 1995 Electric Power Research Institute/Industrial Economics, Elicitation of public perceptions regarding the potential ecological effects of climate change (part I).
- 1996 Electric Power Research Institute/Industrial Economics, Elicitation of public perceptions regarding the potential ecological effects of climate change (part II).

- 1997 National Science Foundation, Formation and change of public beliefs about global warming.
- 1997 National Oceanic and Atmospheric Administration/U.S. Environmental Protection Agency/Resources for the Future, Formation and change of public beliefs about global warming: Wave II of survey interviewing.
- 1998, 1999, 2000, 2001 Robert Dodd and Associates/The Battelle Memorial Institute/National Aeronautics and Space Administration, National aviation operational monitoring system questionnaire development.
- 2000, 2001 Resources for the Future, American public opinion on the environment.
- 2001, 2002 Columbus Airport Authority, The dynamics and causes of airport customer satisfaction.
- 2002 Time-sharing Experiments for the Social Sciences (TESS) grant (funded by the National Science Foundation), Social desirability and reports of voter turnout (with Allyson L. Holbrook).
- 2003 National Science Foundation, Social and psychological mechanisms of the relation between age and openness to attitude change (with Penny Visser).
- 2003 New York Academy of Medicine/W. K. Kellogg Foundation, Engaging the community in terrorism preparedness planning.
- 2003 Decade of Behavior 2000-2010 Distinguished Lecture Program Grant to feature Richard E. Petty at the 2003 annual meeting of the American Association for Public Opinion Research.
- 2004 National Science Foundation, Optimizing the number of points on rating scales.
- 2004 The Bureau of Labor Statistics, U.S Department of Labor, Refining the categorization of jobs in the biotechnology industry.
- 2005 National Science Foundation, 2005 Summer Institute in Political Psychology.
- 2005 National Science Foundation, Survey Research Methodology Optimization for the Science Resource Statistics Program.
- 2005 National Science Foundation, National Election Studies 2005-2010.
- 2006 American Psychological Association, The Psychology of Voting and Election Campaigns: A proposal for a Stand-Alone Conference (with Wendy Wood, Arthur, Lupia, and John Aldrich).

### Books

Weisberg, H., Krosnick, J. A., & Bowen, B. (1989). Introduction to survey research and data analysis. Chicago: Scott, Foresman.

Krosnick, J. A. (Ed.). (1990). Thinking about politics: Comparisons of experts and novices. New York: Guilford Press (Book version of a special issue of Social Cognition, Volume 8, Number 1, 1990).

Petty, R. E., & Krosnick, J. A. (Eds.). (1995). Attitude strength: Antecedents and consequences. Hillsdale, NJ: Erlbaum.

Weisberg, H., Krosnick, J. A., & Bowen, B. (1996). Introduction to survey research, polling, and data analysis. Thousand Oaks, CA: Sage.

Carson, R. T., Conaway, M. B., Hanemann, W. M., Krosnick, J. A., Mitchell, R. C., Presser, S. (2004). Valuing oil spill prevention: A case study of California's central coast. Dordrecht, The Netherlands: Kluwer Academic Publishers.

Krosnick, J. A., & Fabrigar, L. R. (forthcoming). The handbook of questionnaire design. New York: Oxford University Press.

#### Journal Articles and Book Chapters

Krosnick, J. A. (1978). One approach to the analysis of drumset playing. Percussive Notes, Spring-Summer, 143-149.

Judd, C. M., Krosnick, J. A., & Milburn, M. A. (1981). Political involvement and attitude structure in the general public. American Sociological Review, 46, 660-669.

Krosnick, J. A., & Judd, C. M. (1982). Transitions in social influence at adolescence: Who induces cigarette smoking? Developmental Psychology, 18, 359-368.

Judd, C. M., & Krosnick, J. A. (1982). Attitude centrality, organization, and measurement. Journal of Personality and Social Psychology, 42, 436-447.

Krosnick, J. A. (1982). Teaching percussion: Growing with your students. National Association of College Wind and Percussion Instructors Journal, Summer, 4-7.

Judd, C. M., Kenny, D. A., & Krosnick, J. A. (1983). Judging the positions of political candidates: Models of assimilation and contrast. Journal of Personality and Social Psychology, 44, 952-963.

McAlister, A. L., Krosnick, J. A., & Milburn, M. A. (1984). Causes of adolescent cigarette smoking: Tests of a structural equation model. Social Psychology Quarterly, 47, 24-36.

Iyengar, S., Kinder, D. R., Peters, M. D., & Krosnick, J. A. (1984). The evening news and presidential evaluations. Journal of Personality and Social Psychology, 46, 778-787.

Reprinted in Peplau, L. A., Sears, D. O., Taylor, S. E., & Freedman, J. L. (Eds.) (1988), Readings in social psychology: Classic and contemporary contributions. Englewood Cliffs, NJ: Prentice Hall.

Alwin, D. F., & Krosnick, J. A. (1985). The measurement of values in surveys: A comparison of ratings and rankings. Public Opinion Quarterly, 49, 535-552.

Reprinted in Singer, E., & Presser, S. (Eds.) (1989). Survey research methods: A reader. Chicago: University of Chicago Press.

Schuman, H., Ludwig, J., & Krosnick, J. A. (1986). The perceived threat of nuclear war, salience, and open questions. Public Opinion Quarterly, 50, 519-536.



- Krosnick, J. A., & Alwin, D. F. (1987). An evaluation of a cognitive theory of response order effects in survey measurement. Public Opinion Quarterly, 51, 201-219.
- Krosnick, J. A. (1988). Attitude importance and attitude change. Journal of Experimental Social Psychology, 24, 240-255.
- Krosnick, J. A., & Schuman, H. (1988). Attitude intensity, importance, and certainty and susceptibility to response effects. Journal of Personality and Social Psychology, 54, 940-952.
- Krosnick, J. A. (1988). The role of attitude importance in social evaluation: A study of policy preferences, presidential candidate evaluations, and voting behavior. Journal of Personality and Social Psychology, 55, 196-210.
- Krosnick, J. A., & Alwin, D. F. (1988). A test of the form-resistant correlation hypothesis: Ratings, rankings, and the measurement of values. Public Opinion Quarterly, 52, 526-538.
- Judd, C. M., & Krosnick, J. A. (1989). The structural bases of consistency among political attitudes: The effects of political expertise and attitude importance. In A. R. Pratkanis, S. J. Breckler, & A. G. Greenwald (Eds.), Attitude Structure and Function. Hillsdale, NJ: Erlbaum.
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- Krosnick, J. A. (1989). Question wording and reports of survey results: The case of Louis Harris and Aetna Life and Casualty. Public Opinion Quarterly, 53, 107-113.
- Reprinted in Bulmer, H. (Ed.), Questions. Thousand Oaks, CA: Sage Publications.
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- Krosnick, J. A. (1990). Government policy and citizen passion: A study of issue publics in contemporary America. Political Behavior, 12, 59-92.
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- Krosnick, J. A., & Kinder, D. R. (1990). Altering the foundations of support for the president through priming. American Political Science Review, 84, 497-512.
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- Alwin, D. F., & Krosnick, J. A. (1991). Aging, cohorts, and the stability of sociopolitical orientations over the life span. American Journal of Sociology, 97, 169-195.
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- Judd, C. M., Drake, R. A., Downing, J. W., & Krosnick, J. A. (1991). Some dynamic properties of attitude structures: Context induced response facilitation and polarization. Journal of Personality and Social Psychology, 60, 193-202.
- Krosnick, J. A. (1990). Americans' perceptions of presidential candidates: A test of the projection hypothesis. Journal of Social Issues, 46, 159-182.
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- Krosnick, J. A. (1991). The stability of political preferences: Comparisons of symbolic and non-symbolic attitudes. American Journal of Political Science, 35, 547-576.
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- Krosnick, J. A., & Abelson, R. P. (1992). The case for measuring attitude strength in surveys. Pp. 177-203 in J. Tanur (Ed.), Questions about questions: Inquiries into the cognitive bases of surveys. New York: Russell Sage.
- Krosnick, J. A., Betz, A. L., Jussim, L. J., & Lynn, A. R. (1992). Subliminal conditioning of attitudes. Personality and Social Psychology Bulletin, 18, 152-162.
- Lehman, D. R., Krosnick, J. A., West, R. L., & Li, F. (1992). The focus of judgment effect: A question wording effect due to hypothesis confirmation bias. Personality and Social Psychology Bulletin, 18, 690-699.
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- Krosnick, J. A., & Brannon, L. A. (1993). The media and the foundations of Presidential support: George Bush and the Persian Gulf conflict. Journal of Social Issues, 49, 167-182.

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- Krosnick, J. A., Berent, M. K., & Boninger, D. S. (1994). Pockets of responsibility in the American electorate: Findings of a research program on attitude importance. Political Communication, *11*, 391-411.
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- Boninger, D. S., Krosnick, J. A., Berent, M. K., & Fabrigar, L. R. (1995). The causes and consequences of attitude importance. In R. E. Petty and J. A. Krosnick (Eds.), Attitude strength: Antecedents and consequences. Hillsdale, NJ: Erlbaum.
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- Fabrigar, L. R., & Krosnick, J. A. (1995). Voting behavior. In A. S. R. Manstead & M. Hewstone (Eds.), Blackwell encyclopedia of social psychology. Oxford: Blackwell Publishers.
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- Krosnick, J. A., & Telhami, S. (1995). Public attitudes toward Israel: A study of the attentive and issue publics. International Studies Quarterly, *39*, 535-554.
- Reprinted in Israel Affairs, vol. 2 (1995/1996) and in G. Sheffer (Ed.), U.S.-Israeli relations at a crossroads. Frank Cass Publishing.
- Wegener, D. T., Downing, J., Krosnick, J. A., & Petty, R. E. (1995). Measures and manipulations of strength-related properties of attitudes: Current practice and future directions. In R. E. Petty and J. A. Krosnick (Eds.), Attitude strength: Antecedents and consequences. Hillsdale, NJ: Erlbaum.
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- Narayan, S. S., & Krosnick, J. A. (1992). Response effects in surveys as a function of cognitive sophistication. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Boninger, D. S., Krosnick, J. A., & Berent, M. K. (1992). Imagination, perceived likelihood, and self-interest: A path toward attitude importance. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Culpepper, I. J., Smith, W., & Krosnick, J. A. (1992). The impact of question order on satisficing in attitude surveys. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Berent, M. K., & Krosnick, J. A. (1992). Attitude importance, information accessibility, and attitude-relevant judgments. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Krosnick, J. A., & Brannon, L. A. (1992). The impact of war on the ingredients of presidential evaluations: George Bush and the Gulf conflict. Paper presented at the International Society of Political Psychology Annual Meeting, San Francisco, California.
- Rahn, W. M., Krosnick, J. A., & Breuning, M. (1992). Rationalization and derivation processes in political candidate evaluation. Paper presented at the American Political Science Association Annual Meeting, Chicago, Illinois.

- Krosnick, J. A., & Brannon, L. A. (1992). Effects of knowledge, interest, and exposure on news media priming effects: Surprising results from multivariate analysis. Paper presented at the Society for Experimental Social Psychology Annual Meeting, San Antonio, Texas.
- Berent, M. K., & Krosnick, J. A. (1993). Attitude importance and selective exposure to attitude-relevant information. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Fabrigar, L. R., & Krosnick, J. A. (1993). The impact of personal and national importance judgments on political attitudes and behavior. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Miller, J. M., & Krosnick, J. A. (1993). The effects of candidate ballot order on election outcomes. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Narayan, S. S., & Krosnick, J. A. (1993). Questionnaire and respondents characteristics that cause satisficing in attitude surveys. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Narayan, S. S., & Krosnick, J. A. (1993). Response effects in surveys as a function of cognitive sophistication. Paper presented at the American Psychological Society Annual Meeting, Chicago, Illinois.
- Smith, W. R., & Krosnick, J. A. (1993). Need for cognition, prior thought, and satisficing in attitude surveys. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Smith, W. R., & Krosnick, J. A. (1993). Cognitive and motivational determinants of satisficing in surveys. Paper presented at the American Psychological Society Annual Meeting, Chicago, Illinois.
- Berent, M. K., & Krosnick, J. A. (1994). Attitude importance and selective exposure to attitude-relevant information. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- Fabrigar, L. R., & Krosnick, J. A. (1994). The impact of attitude importance on consistency among attitudes. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Krosnick, J. A. (1994). Survey methods and survey results: Overturing conventional wisdom. Paper presented to the American Marketing Association, Columbus Chapter.
- Krosnick, J. A., & Fabrigar, L. R. (1994). Attitude recall questions: Do they work? Paper presented at the American Association for Public Opinion Research Annual Meeting, Danvers, Massachusetts.
- Miller, J. M., & Krosnick, J. A. (1994). Does accessibility mediate agenda-setting and priming? Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Smith, W. R., & Krosnick, J. A. (1994). Sources of non-differentiation and mental coin-flipping in surveys: Tests of satisficing hypotheses. Paper presented at the American Association for Public Opinion Research Annual Meeting, Danvers, Massachusetts.
- Visser, P. S., & Krosnick, J. A. (1994). Mail surveys for election forecasting? An evaluation of the Columbus Dispatch Poll. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.

- Visser, P. S., Krosnick, J. A., & Curtin, M. (1994). Mail surveys for election forecasting? Paper presented at the American Association for Public Opinion Research Annual Meeting, Danvers, Massachusetts.
- Krosnick, J. A., & Brannon, L. A. (1995). News media priming and the 1992 U.S. presidential election. Paper presented at the American Political Science Association Annual Meeting, Chicago, Illinois.
- Krosnick, J. A., & Cornet, P. J. (1995). Attitude importance and attitude change revisited: Shifts in attitude stability and measurement reliability across a presidential election campaign. Paper presented at the American Psychological Society Annual Meeting, New York, New York.
- Krosnick, J. A., & Fabrigar, L. R. (1995). Designing rating scales for effective measurement in surveys. Invited address at the International Conference on Survey Measurement and Process Quality, Bristol, England.
- Krosnick, J. A., Narayan, S. S., & Smith, W. R. (1995). The causes of survey satisficing: Cognitive skills and motivational factors. Paper presented at the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Miller, J. M., Fabrigar, L. R., & Krosnick, J. A. (1995). Contrasting attitude importance and collective issue importance: Attitude properties and consequences. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Miller, J. M., & Krosnick, J. A. (1995). Ballot order effects on election outcomes. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- Miller, J. M., & Krosnick, J. A. (1995). Mediators and moderators of news media priming: It ain't accessibility, folks. Paper presented at the International Society of Political Psychology Annual Meeting, Washington, D.C.
- Narayan, S. S., & Krosnick, J. A. (1995). Education moderates response effects in surveys. Paper presented at the American Association for Public Opinion Research Annual Meeting, Ft. Lauderdale, Florida.
- Smith, W. R., & Krosnick, J. A. (1995). Mental coin-flipping and non-differentiation in surveys: Tests of satisficing hypotheses. Invited address at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Visser, P. S., & Krosnick, J. A. (1995). The relation between age and susceptibility to attitude change: A new approach to an old question. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Visser, P. S., & Krosnick, J. A. (1995). Mail surveys win again: Some explanations for the superior accuracy of the Columbus Dispatch poll. Paper presented at the American Association for Public Opinion Research Annual Meeting, Ft. Lauderdale, Florida.
- Ankerbrand, A. L., Krosnick, J. A., Cacioppo, J. T., & Visser, P. S. (1996). Candidate assessments and evaluative space. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Bizer, G. Y., & Krosnick, J. A. (1996). Attitude accessibility and importance revisited. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.

- Krosnick, J. A. (1996). Linking survey question structure to data quality: The impact of no-opinion options. Paper presented at the conference on "Quality Criteria in Survey Research," sponsored by the World Association for Public Opinion Research, Cadenabbia, Italy.
- Krosnick, J. A., & Brannon, L. A. (1996). News media priming during the 1992 U.S. presidential election campaign. Paper presented at the International Society of Political Psychology Annual Meeting, Vancouver, British Columbia.
- Miller, J. M., Fabrigar, L. R., & Krosnick, J. A. (1996). The roles of personal importance and national importance in motivating issue public membership. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- Miller, J. M., & Krosnick, J. A. (1996). Can issue public membership be triggered by the threat of a policy change? Paper presented at the International Society of Political Psychology Annual Meeting, Vancouver, British Columbia.
- Krosnick, J. A., & Visser, P. S. (1996). Changes in political attitude strength through the life cycle. Paper presented at the Society for Experimental Social Psychology Annual Meeting, Sturbridge, Massachusetts.
- Miller, J. M., & Krosnick, J. A. (1997). The impact of policy change threat on issue public membership. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- Ankerbrand, A. L., Krosnick, J. A., Cacioppo, J. T., Visser, P. S., & Gardner, W. (1997). Attitudes toward political candidates predict voter turnout. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Ankerbrand, A. L., & Krosnick, J. A. (1997). Response order effects in dichotomous questions: A social desirability explanation. Paper presented at the American Psychological Society Annual Meeting, Washington, DC.
- Krosnick, J. A. (1997). Miraculous accuracy in political surveys: The keys to success. Presentation in the Federation of Behavioral, Psychological, and Cognitive Sciences Seminar on Science and Public Policy, Library of Congress, Washington, D.C.
- Krosnick, J. A. (1997). Non-attitudes and no-opinion filters. Paper presented at the Conference on no opinion, instability, and change in public opinion research. University of Amsterdam, the Netherlands.
- Krosnick, J. A. (1997). Attitude strength. Paper presented at the Conference on no opinion, instability, and change in public opinion research. University of Amsterdam, the Netherlands.
- Bizer, G. Y., & Krosnick, J. A. (1998). The relation between attitude importance and attitude accessibility. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Holbrook, A., Krosnick, J. A., Carson, R. T., & Mitchell, R. C. (1998). Violating conversational conventions disrupts cognitive processing of survey questions. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Louis, Missouri.
- Krosnick, J. A. (1998). Applying stated preference methods to assessing the value of public goods. Paper presented at the National Oceanic and Atmospheric Administration Application of Stated Preference Methods to Resource Compensation Workshop, Washington, DC.



- Krosnick, J. A. (1998). Implications of psychological research on justice and compensation for handling of natural resource damage cases. Paper presented at the National Oceanic and Atmospheric Administration Application of Stated Preference Methods to Resource Compensation Workshop, Washington, DC.
- Krosnick, J. A. (1998). Acquiescence: How a standard practice in many survey organizations compromises data quality. Paper presented at the conference on "Quality Criteria in Survey Research," sponsored by the World Association for Public Opinion Research, Cadenabbia, Italy.
- Krosnick, J. A., Lacy, D., & Lowe, L. (1998). When is environmental damage Americans' most important problem? A test of agenda-setting vs. the issue-attention cycle. Paper presented at the International Society of Political Psychology Annual Meeting, Montreal, Quebec, Canada.
- Visser, P. S., Krosnick, J. A., Marquette, J., & Curtin, M. (1998). Improving election forecasting: Allocation of undecided respondents, identification of likely voters, and response order effects. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Louis, Missouri.
- Krosnick, J. A. (1998). The impact of science on public opinion: How people judge the national seriousness of global warming and form policy preferences. Paper presented at the American Political Science Association Annual Meeting, Boston, Massachusetts.
- Krosnick, J. A. (1998). Response choice order and attitude reports: New evidence on conversational conventions and information processing biases in voting and in election forecasting polls. Paper presented at the Society of Experimental Social Psychology Annual Meeting, Lexington, Kentucky.
- Krosnick, J. A. (1998). The impact of the Fall 1997 debate about global warming on American public opinion. Paper presented at Resources for the Future, Washington, D.C.
- Krosnick, J. A. (1998). What the American public believes about global warming: Results of a national longitudinal survey study. Paper presented at the Amoco Public and Government Affairs and Government Relations Meeting, Woodruff, Wisconsin.
- Krosnick, J. A. (1998). What the American public believes about global warming: Results of a national longitudinal survey study. Paper presented in the Second Annual Carnegie Lectures on Global Environmental Change, Carnegie Museum of Natural History, Pittsburgh, Pennsylvania.
- Green, M. C., & Krosnick, J. A. (1999). Survey satisficing: Telephone interviewing increases non-differentiation and no opinion responses. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Green, M. C., & Krosnick, J. A. (1999). Comparing telephone and face-to-face interviewing in terms of data quality: The 1982 National Election Studies Method Comparison Project. Paper presented at the Seventh Annual Conference on Health Survey Research Methods, Williamsburg, Virginia.
- Holbrook, A. L., Krosnick, J. A., Carson, R. T., & Mitchell, R. C. (1999). Violating conversational conventions disrupts cognitive processing of attitude questions. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Krosnick, J. A. (1999). What happens when survey respondents don't try very hard? The notion of survey satisficing. Paper presented at the National Center for Social Research, London, United Kingdom.

- Krosnick, J. A. (1999). Satisficing: A single explanation for a wide range of findings in the questionnaire design literature. Paper presented at Linking the Path: A Conference for Analysts, Researchers, and Consultants, sponsored by the Gallup Organization, Lincoln, Nebraska.
- Krosnick, J. A. (1999). Methodology for the NAOMS Survey. Presentation at the Workshop on the Concept of the National Aviation Operational Monitoring System (NAOMS), Sponsored by the National Aeronautics and Space Administration, Alexandria, Virginia.
- Krosnick, J. A. (1999). Refining measurement of public values for policy-making: A test of contingent valuation procedures. Paper presented at the American Political Science Association Annual Meeting, Atlanta, Georgia.
- Krosnick, J. A. (1999). The threat of satisficing in surveys: The shortcuts respondents take in answering questions. Paper presented at the National Center for Social Research Survey Methods Seminar on Survey Data Quality, London, England.
- Krosnick, J. A. (1999). Optimizing questionnaire design: How to maximise data quality. Paper presented at the National Center for Social Research Survey Methods Seminar on Survey Data Quality, London, England.
- Krosnick, J. A. (1999). The causes and consequences of no-opinion responses in surveys. Paper presented at the International Conference on Survey Nonresponse, Portland, Oregon.
- Miller, J. M., & Krosnick, J. A. (1999). The impact of threats and opportunities on political participation. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- O'Muircheartaigh, C., Krosnick, J. A., & Helic, A. (1999). Middle alternatives, acquiescence, and the quality of questionnaire data. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Bizer, G. Y., & Krosnick, J. A. (2000). The importance and accessibility of attitudes: Helping explain the structure of strength-related attitude attributes. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Holbrook, A. L., Krosnick, J. A., Visser, P. S., Gardner, W. L., & Cacioppo, J. T. (2000). The formation of attitudes toward presidential candidates and political parties: An asymmetric nonlinear process. Paper presented at the American Psychological Society Annual Meeting, Miami, Florida.
- Holbrook, A. L., Krosnick, J. A., Visser, P. S., Gardner, W. L., & Cacioppo, J. T. (2000). The formation of attitudes toward presidential candidates and political parties: An asymmetric, nonlinear, interactive process. Paper presented at the American Political Science Association Annual Meeting, Washington, D.C.
- Krosnick, J. A. (2000). Peering into the future of thinking and answering: A psychological perspective on internet survey respondents. Paper presented at *Survey Research: Past, Present, and Internet*, the 2000 Nebraska Symposium on Survey Research, University of Nebraska, Lincoln, Nebraska.
- Krosnick, J. A. (2000). The present and future of research on survey non-responses: Reflections on Portland '99 and beyond. Roundtable presentation at the American Association for Public Opinion Research Annual Meeting, Portland, Oregon.

- Holbrook, A. L., Krosnick, J. A., Moore, D. W., & Tourangeau, R. (2000). Response order effects in Gallup surveys: Linguistic structure and the impact of respondent ability, motivation, and task difficulty. Paper presented at the American Association for Public Opinion Research Annual Meeting, Portland, Oregon.
- Miller, J. M., Krosnick, J. A., & Lowe, L. (2000). The impact of policy change threat on financial contributions to interest groups. Paper presented at an invited conference, Political Participation: Building a Research Agenda, Center for the Study of Democratic Politics, Princeton University, Princeton, New Jersey.
- Miller, J. M., & Krosnick, J. A. (2000). Attitude change outside the laboratory: News media "priming" turns out not to be priming after all. Paper presented at the Society of Experimental Social Psychology Annual Meeting, Atlanta, Georgia.
- Saris, W., & Krosnick, J. A. (2000). The damaging effect of acquiescence response bias on answers to agree/disagree questions. Paper presented at the American Association for Public Opinion Research Annual Meeting, Portland, Oregon.
- Visser, P. S., & Krosnick, J. A. (2000). Exploring the distinct mechanisms through which strength-related attitude attributes confer resistance to attitude change. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Nashville, Tennessee.
- Bizer, G. Y., & Krosnick, J. A. (2001). Need to evaluate and need for cognition predict political attitudes and behavior. Paper presented at the Midwestern Psychological Association, Chicago, Illinois.
- Krosnick, J. A. (2001). Who shapes public policy? Presentation made at the Annual Conference of the Ohio Farm Bureau Federation, Columbus, Ohio.
- Krosnick, J. A., & Bizer, G. Y. (2001). Exploring the structure of strength-related attitude features: The relation between attitude importance and attitude accessibility. Paper presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, Texas.
- Krosnick, J. A., Visser, P. S., & Holbrook, A. L. (2001). Real-time attitude change outside the laboratory: The case of the 1997 national debate on global warming. Paper presented at the Society for Personality and Social Psychology Annual Meeting, San Antonio, Texas.
- Krosnick, J. A., & Miller, J. M. (2001). An unrecognized need for ballot reform: Effects of candidate name order. Paper presented at the conference entitled Election Reform: 2000 and Beyond, sponsored by the USC-Caltech Center for the Study of Law and Politics and the Jesse M. Unruh Institute of Politics, University of Southern California, Los Angeles, California.
- Miller, J. M., & Krosnick, J. A. (2001). What motivates political cognition and behavior? Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- Green, M. C., Krosnick, J. A., & Holbrook, A. L. (2001). Experimental comparisons of the quality of data obtained from face-to-face and telephone surveys. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada.
- Silver, M. D., & Krosnick, J. A. (2001). An experimental comparison of the quality of data obtained in telephone and self-administered mailed surveys with a listed sample. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada.

- Chang, L., & Krosnick, J. A. (2001). The representativeness of national samples: Comparisons of an RDD telephone survey with matched Internet surveys by Harris Interactive and Knowledge Networks. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada.
- Chang, L., & Krosnick, J. A. (2001). The accuracy of self-reports: Comparisons of an RDD telephone survey with Internet Surveys by Harris Interactive and Knowledge Networks. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada.
- O'Muircheartaigh, C., & Krosnick, J. A. (2001). A cross-national comparison of middle alternatives, acquiescence, and the quality of questionnaire data. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada.
- Marquette, J., Green, J., & Krosnick, J. A. (2001). Experimental analysis of the accuracy of pre-election vote choice reports. Paper presented at the American Association for Public Opinion Research Annual Meeting, Montreal, Canada.
- Holbrook, A. L., Krosnick, J. A., Carson, R. T., & Mitchell, R. C. (2001). Violating conversational conventions disrupts cognitive processing of attitude questions. Paper presented at the 2001 Fifth Tri-Annual UC Berkeley Invitational Choice Symposium, Pacific Grove, California.
- Krosnick, J. A. (2001). Americans' perceptions of the health risks of cigarette smoking: A new opportunity for public education. Paper presented at the invited conference "Survey Research on Household Expectations and Preferences," Institute for Social Research, University of Michigan, Ann Arbor, Michigan.
- McCready, W., Skitka, L., & Krosnick, J. A. (2001). Using a web-enabled national panel to conduct social psychological experiments. Workshop presented at the Society of Experimental Social Psychology Annual Meeting, Spokane, Washington.
- Krosnick, J. A., Courser, M., Mulligan, K., & Chang, L. (2001). Exploring the determinants of vote choices in the 2000 Presidential election: Longitudinal analyses to document causality. Paper presented at the American Political Science Association Annual Meeting, San Francisco, California.
- Silver, M. D., & Krosnick, J. A. (2001). Optimizing survey measurement accuracy by matching question design to respondent memory organization. Paper presented at the Federal Committee on Statistical Methodology Research Conference, Arlington, Virginia.
- Krosnick, J. A., Courser, M., Mulligan, K., & Chang, L. (2002). Exploring the causes of vote choice in the 2000 Presidential election: Longitudinal analyses to document the causal determinants of candidate preferences. Paper presented at a conference entitled "Assessing the Vitality of Electoral Democracy in the U.S.: The 2000 Election," The Mershon Center, Ohio State University, Columbus, Ohio.
- Miller, J. M., & Krosnick, J. A. (2002). Mediators and moderators of news media agenda-setting. Paper presented at the Midwest Political Science Association Annual Meeting, Chicago, Illinois.
- Shaeffer, E. M., Krosnick, J. A., & Holbrook, A. L. (2002). Assessing the efficacy of object rankings following ratings. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.

- Lampron, S., Krosnick, J. A., Petty, R. E., & See, M. (2002). Self-interest, values, involvement, and susceptibility to attitude change. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Krosnick, J. A. (2002). Comments on Baruch Fischhoff's "Environmental Risk: What's Worth Knowing – and Saying?" Paper presented at the 2<sup>nd</sup> Annual Public Policy Symposium, "Responding to Contemporary Environmental Risks." Sponsored by the Ohio State University Environmental Policy Initiative, Fischer College of Business, Ohio State University, Columbus, Ohio.
- Thomas, R. K., Uldall, B. R., & Krosnick, J. A. (2002). More is not necessarily better: Effects of response categories on measurement stability and validity. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Uldall, B. R., Thomas, R. K., & Krosnick, J. A. (2002). Reliability and validity of web-based surveys: Effects of response modality, item format, and number of categories. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Shook, N., Krosnick, J. A., & Thomas, R. K. (2002). Following the storm: Public opinion changes and political reactions in surveys. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Chang, L., & Krosnick, J. A. (2002). Comparing self-administered computer surveys and auditory interviews: An experiment. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Silver, M. D., & Krosnick, J. A. (2002). Optimizing survey measurement accuracy by matching question design to respondent memory organization. Paper presented at the American Association for Public Opinion Research Annual Meeting, St. Petersburg, Florida.
- Krosnick, J. A., Visser, P. S., Holbrook, A. L., & Berent, M. K. (2002). Challenging the common-factor model of strength-related attitude attributes: Contrasting the antecedents and consequences of attitude importance and attitude-relevant knowledge. Paper presented at the General Meeting of the European Association of Experimental Social Psychology, San Sebastian, Spain.
- Krosnick, J. A., Miller, J. M., & Tichy, M. P. (2002). An unrecognized need for ballot reform: Effects of candidate name order. Paper presented at the International Society for Political Psychology Annual Meeting, Berlin, Germany.
- Chang, L., & Krosnick, J. A. (2002). RDD telephone vs. Internet survey methodology for studying American presidential elections: Comparing sample representativeness and response quality. Paper presented at the American Political Science Association Annual Meeting, Boston, Massachusetts.
- Bizer, G. Y., Krosnick, J. A., Holbrook, A. L., Petty, R. E., Rucker, D. D., & Wheeler, S. C. (2002). The impact of personality on electoral behavior and cognition: A study of need for cognition and need to evaluate. Paper presented at the American Political Science Association Annual Meeting, Boston, Massachusetts.
- Krosnick, J. A., Visser, P. S., & Holbrook, A. L. (2002). Social psychology under the microscope: Do classic experiments replicate when participants are representative of the general public rather than convenience samples of college students? Paper presented at the Society of Experimental Social Psychology Annual Meeting, Columbus, Ohio.

- Visser, P. S., Krosnick, J. A., Simmons, J. (2002). Distinguishing the cognitive and behavioral consequences of attitude importance and certainty. Paper presented at the Society of Experimental Social Psychology Annual Meeting, Columbus, Ohio.
- Chang, L., & Krosnick, J. A. (2002). RDD telephone vs. Internet survey methodology for studying American presidential elections: Comparing sample representativeness and response quality. Invited presentation at Westat, Rockville, Maryland.
- Chang, L., & Krosnick, J. A. (2002). Comparing the quality of data obtained from telephone and Internet surveys: Field and laboratory experiments. Invited paper presented at the FCSM Statistical Policy Seminar "Challenges to the Federal Statistical System in Fostering Access to Statistics." Bethesda, Maryland.
- Lampron, S. F., Krosnick, J. A., Shaeffer, E., Petty, R. E., & See, M. (2003). Different types of involvement moderate persuasion (somewhat) differently: Contrasting outcome-based and value-based involvement. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Los Angeles, California.
- Visser, P. S., & Krosnick, J. A. (2003). Attitude strength: New insights from a life-course development perspective. Paper presented at the Society for Personality and Social Psychology Annual Meeting, Los Angeles, California.
- Krosnick, J. A. (2003). Basic methodological work for and in repeated cross-sectional and longitudinal surveys: A few thoughts. Paper presented at the National Science Foundation Workshop on Repeated Cross-sectional and Longitudinal Surveys, Arlington, Virginia.
- Pfent, A. M., & Krosnick, J. A. (2003). Rationalization of presidential candidate preferences. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Holbrook, A. L., & Krosnick, J. A. (2003). Meta-psychological and operative measures of psychological constructs: The same or different? Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Krosnick, J. A., Visser, P. S., & Holbrook, A. L. (2003). Social psychology under the microscope: Do classic experiments replicate when participants are representative of the general public rather than convenience samples of college students? Invited presentation at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Saris, W. E., Krosnick, J. A., & Shaeffer, E. M. (2003). Comparing the quality of agree/disagree and balanced forced choice questions via an MTMM experiment. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Anand, S., & Krosnick, J. A. (2003). Satisficing in attitude surveys: The impact of cognitive skills and motivation on response effects. Paper presented at the Midwestern Psychological Association Annual Meeting, Chicago, Illinois.
- Bizer, G. Y., Krosnick, J. A., Holbrook, A. L., Petty, R. E., Rucker, D. D., & Wheeler, S. C. (2003). The impact of personality on political beliefs, attitudes, and behavior: Need for cognition and need to evaluate. Paper presented at the American Psychological Society Annual Meeting, Atlanta, Georgia.

- Holbrook, A. L., Pfent, A., & Krosnick J. A. (2003). Response rates in recent surveys conducted by non-profits and commercial survey agencies and the news media. Paper presented at the American Association for Public Opinion Research Annual Meeting, Nashville, Tennessee.
- Shaeffer, E. M., Langer, G. E., Merkle, D. M., & Krosnick, J. A. (2003). A comparison of minimal balanced and fully balanced forced choice items. Paper presented at the American Association for Public Opinion Research Annual Meeting, Nashville, Tennessee.
- Pfent, A., Krosnick, J. A., & Courser, M. (2003). Rationalization and derivation processes in presidential elections: New evidence about the determinants of citizens' vote choices. Paper presented at the American Association for Public Opinion Research Annual Meeting, Nashville, Tennessee.
- Krosnick, J. A., Visser, P. S., & Holbrook, A. L. (2003). How to conceptualize attitude strength and how to measure it in surveys: Psychological perspectives. Paper presented at the American Association for Public Opinion Research Annual Meeting, Nashville, Tennessee.
- Chang, L., & Krosnick, J. A. (2003). Comparing data quality in telephone and internet surveys: Results of lab and field experiments. Invited paper presented at the American Statistical Association Annual Meetings, San Francisco, California.
- Pfent, A., & Krosnick, J. A. (2003). Post-decisional dissonance reduction by a new method: Rationalization of political candidate choices illuminates the basic dynamics of decision-making. Paper presented at the Society of Experimental Social Psychology Annual Meeting, Boston, Massachusetts.
- Krosnick, J. A., & Fabrigar, L. R. (2003). "Don't know" and "no opinion" responses: What they mean, why they occur, and how to discourage them. Invited paper presented at the Basel Workshop on Item Non-response and Data Quality in Large Social Surveys, University of Basel, Basel, Switzerland.
- Krosnick, J. A. (2003). Comments on theories of persuasion. Invited discussant at the conference entitled "Integrating Message Effects and Behavior Change Theories in Cancer Prevention, Treatment, and Care," Annenberg Public Policy Center, Annenberg School for Communication, University of Pennsylvania, Philadelphia, Pennsylvania.
- Krosnick, J. A. (2003). Survey methodology – scientific basis. Presentation at the National Aviation Operations Monitoring Service Working Group Meeting #1, Seattle, Washington.
- Krosnick, J. A. (2003). Survey methodology – NAOMS design decisions. Presentation at the National Aviation Operations Monitoring Service Working Group Meeting #1, Seattle, Washington.
- Krosnick, J. A. (2004). Survey methodology – scientific basis. Presentation at the National Transportation Safety Board, Washington, DC.
- Krosnick, J. A. (2004). Survey methodology – NAOMS design decisions. Presentation at the National Transportation Safety Board, Washington, DC.
- Krosnick, J. A. (2004). Public uses of the news media. Presentation as a part of the symposium "Politics and the media," Social Sciences Resource Center, Stanford Libraries, Stanford University, Stanford, CA.
- Krosnick, J. A. (2004). Peering into the minds of respondents: The cognitive and social processes underlying answers to survey questions. Invited keynote lecture at the International Symposium in Honour of Paul Lazarsfeld, Katholieke Universiteit Leuven (Belgium).

- Krosnick, J. A., Shook, N., & Thomas, R. K. (2004). Public opinion change in the aftermath of 9/11. Paper presented at the American Association for Public Opinion Research Annual Meeting, Phoenix, Arizona.
- Holbrook, A. L., & Krosnick, J. A. (2004). Vote over-reporting: A test of the social desirability hypothesis. Paper presented at the American Association for Public Opinion Research Annual Meeting, Phoenix, Arizona.
- Chang, L., & Krosnick, J. A. (2004). Assessing the accuracy of event rate estimates from national surveys. Paper presented at the American Association for Public Opinion Research Annual Meeting, Phoenix, Arizona.
- Shaeffer, E. M., Lampron, S. F., Krosnick, J. A., Tompson, T. N., Visser, P. S., & Hanemann, W. M. (2004). A comparison of open vs. closed survey questions for valuing environmental goods. Paper presented at the American Association for Public Opinion Research Annual Meeting, Phoenix, Arizona.
- Holbrook, A. L., Berent, M. K., Krosnick, J. A., Visser, P. S., & Boninger, D. S. (2004). Attitude importance and the accumulation of attitude-relevant knowledge in memory. Paper presented at the American Political Science Association Annual Meeting, Chicago, Illinois.
- Chang, L., & Krosnick, J. A. (2004). Measuring the frequency of regular behaviors: Comparing the 'typical week' to the 'past week.' Paper presented at the American Political Science Association Annual Meeting, Chicago, Illinois.
- Krosnick, J. A. (2004). What do Americans want government to do about global warming? Evidence from national surveys. Invited presentation at the "Workshop on Global Warming: The Psychology of Long Term Risk," Cooperative Institute for Climate Science, Woodrow Wilson School of Public and International Affairs, Princeton University, Princeton, New Jersey.
- Krosnick, J. A., & Malhotra, N. (2004). The causes of vote choice in the 2004 American Presidential Election: Insights from the 2004 YouGov surveys. Paper presented at the conference "The 2004 American Presidential Election: Voter Decision-Making in a Complex World," Stanford University, Stanford, California.
- Krosnick, J. A., Visser, P. S., & Holbrook, A. L. (2004). The impact of social psychological manipulations embedded in surveys on special populations. Paper presented at the Pacific Chapter of the American Association for Public Opinion Research Annual Meeting, San Francisco, California.
- Krosnick, J. A. (2005). The future of the American National Election Studies. Roundtable: The political psychology of surveys. Paper presented at the Midwestern Political Science Association Annual Meeting, Chicago, Illinois.
- Malhotra, N., & Krosnick, J. A. (2005). What motivated Americans' views of the candidates and vote preferences across the 2004 presidential campaign? Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.
- Garland, P., Krosnick, J. A., & Clark, H. H. (2005). Does question wording sometimes send unintended signals about expected answers? Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.
- Callegaro, M., De Keulenaer, F., Krosnick, J. A., & Daves, R. (2005). Interviewer effects in an RDD telephone pre-election poll in Minneapolis 2001: An analysis of the effects of interviewer race



and gender. Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.

Krosnick, J. A., & Rivers, D. (2005). Web survey methodologies: A comparison of survey accuracy. Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.

Holbrook, A. L., & Krosnick, J. A. (2005). Vote over-reporting: Testing the social desirability hypothesis in telephone and internet surveys. Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.

Anand, S., Krosnick, J. A., Mulligan, K., Smith, W., Green, M., & Bizer, G. (2005). Effects of respondent motivation and task difficulty on nondifferentiation in ratings: A test of satisficing theory predictions. Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.

Rivers, D., & Krosnick, J. A. (2005). Comparing major survey firms in terms of survey satisficing: Telephone and internet data collection. Paper presented at the American Association for Public Opinion Research Annual Meeting, Miami, Florida.

Krosnick, J. A. (2005). Thought piece on survey participation. Paper presented at the conference entitled "New Approaches to Understanding Participation in Surveys," Belmont Conference Center, Elkridge, Maryland.

Malhotra, N., & Krosnick, J. A. (2005). Pilot test of new procedures for identifying new and emerging occupations and their places in the SOC: A study of biotechnology. Paper presented at the U.S. Bureau of Labor Statistics, Washington, DC.

Holbrook, A. L., & Krosnick, J. A. (2005). Do survey respondents intentionally lie and claim that they voted when they did not? New evidence using the list and randomized response techniques. Paper presented at the American Political Science Association Annual Meeting, Washington, DC.

Malhotra, N., & Krosnick, J. A. (2005). The determinants of vote choice in the 2004 U.S. Presidential Election. Paper presented at the American Political Science Association Annual Meeting, Washington, DC.

Krosnick, J. A. (2005). Effects of survey data collection mode on response quality: Implications for mixing modes in cross-national studies. Paper presented at the conference "Mixed Mode Data Collection in Comparative Social Surveys," City University, London, United Kingdom.

Krosnick, J. A., & Malhotra, N. (2006). The impact of presidential job performance assessments on vote choices in 2004. Paper presented at the conference "The Wartime Election of 2004," Ohio State University, Columbus, Ohio.

Rabinowitz, J. L. & Krosnick, J. A. (2006). Investigating the discriminant validity of symbolic racism. Paper presented at the annual meeting of the Society for Personality and Social Psychology, Palm Springs, California.

Krosnick, J. A. (2006). An evaluation framework: Total survey error in research practice. Paper presented at the Survey Methods Symposium sponsored by Central Market Research and Insights, Microsoft, Redmond, Washington.

Krosnick, J. A. (2006). Data quality from phone vs. internet surveys. Paper presented at the Survey Methods Symposium sponsored by Central Market Research and Insights, Microsoft, Redmond, Washington.

Off-Campus Academic Colloquia

- 1985            State University of New York at Stony Brook, Department of Political Science.  
 Princeton University, Department of Sociology.  
 Princeton University, Department of Politics.  
 University of California at Berkeley, Department of Sociology.  
 Yale University, Department of Sociology.  
 Yale University, Department of Political Science.  
 Ohio State University, Department of Psychology.  
 University of Southern California, Annenberg School for Communication.
- 1986            University of Michigan, Department of Sociology.
- 1987            Yale University, Department of Psychology.  
 Yale University, Department of Political Science.  
 University of Michigan, Department of Sociology.
- 1988            University of Minnesota, Department of Political Science.
- 1990            University of Florida, Department of Psychology.  
 University of Florida, Bureau of Economic and Business Research.  
 Denison University, Department of Psychology.
- 1991            University of Michigan, Summer Institute in Survey Research Techniques.
- 1992            University of Michigan, Summer Institute in Survey Research Techniques.  
 University of Michigan, Department of Communication.
- 1993            University of Wisconsin, Departments of Psychology, Sociology, and Political Science.  
 University of Michigan, Summer Institute in Survey Research Techniques.
- 1994            Yale University, Department of Psychology.  
 University of Michigan, Research Center for Group Dynamics.  
 Cornell University, Peace Studies Center.
- 1995            University of Michigan, Summer Institute in Survey Research Techniques.  
 University of Minnesota, Department of Political Science.
- 1996            University of Pennsylvania, Annenberg School for Communication.  
 University of Chicago, Center for Decision Research.  
 Purdue University, Department of Psychology.
- 1997            Stanford University, Department of Psychology.  
 University of California – Berkeley, Institute of Governmental Studies.  
 University of California – Berkeley, Institute of Personality and Social Research.  
 University of California – Irvine, Department of Social Sciences.  
 University of California – Los Angeles, Institute for Social Science Research.  
 University of California – Santa Barbara, Department of Psychology.

- University of California – Santa Cruz, Board of Psychology.  
Center for Advanced Study in the Behavioral Sciences.  
London School of Economics and Political Science, Methodology Institute.
- 1998 Arizona State University, Department of Psychology.  
London School of Economics and Political Science, Methodology Institute.  
University of Amsterdam, Department of Psychology.  
Carnegie Mellon University, Center for the Integrated Study of the Human Dimensions of  
Global Change, Department of Engineering and Public Policy.
- 1999 University of Chicago, American Politics Workshop, Department of Political Science.  
Indiana University, Departments of Political Science and Psychology.  
University of Minnesota, Departments of Political Science and Psychology.
- 2000 University of California, Los Angeles, Department of Political Science.  
University of Southern California, Jesse M. Unruh Institute of Politics.  
University of Michigan, Institute for Social Research, Survey Research Center.
- 2001 The William and Flora Hewlett Foundation, Menlo Park, California.  
London School of Economics and Political Science, Methodology Institute.  
Resources for the Future, Washington, DC.
- 2002 University of Colorado - Boulder, Department of Psychology.  
University of Florida - Gainesville, Department of Psychology.  
Stanford University, Department of Communication.  
University of Chicago, Harris School of Public Policy.  
Uppsala University (Sweden), Department of Government.  
University of North Carolina, Department of Political Science.  
University of Chicago, Political Psychology Workshop, Departments of Psychology and  
Political Science.  
Pitzer College, Department of Political Science.
- 2003 University of Illinois at Chicago, College of Urban Planning and Public Affairs.  
University of Illinois at Chicago, Survey Research Laboratory.  
Stanford University, Social Psychology Research Seminar (April, 2003).  
Stanford University, Social Psychology Research Seminar (October, 2003).  
Stanford University, Department of Psychology Colloquium Series.
- 2004 Harvard University, Research Workshop in American Politics, Department of Government.  
Stanford University, Organizational Behavior Seminar, Graduate School of Business.  
Stanford University, Marketing Seminar, Graduate School of Business.  
Stanford University, American Empirical Seminar, Stanford Institute for the Quantitative  
Study of Society.  
University of California, Davis, Distinguished Lecture Series, Departments of Psychology  
and Political Science.
- 2005 The Rand Organization, Santa Monica, California.
- 2006 Harvard University, Department of Psychology.  
Duke University, Social Science Research Institute.  
University of North Carolina, Chapel Hill, Department of Political Science.  
University of Florida, Department of Psychology.

University of Florida, Department of Political Science.

On-campus Colloquia

- 1986 Department of Political Science, Ohio State University.  
Department of Psychology, Ohio State University.
- 1987 Department of Psychology, Ohio State University.
- 1988 Department of Psychology, Ohio State University.
- 1990 Department of Psychology, Ohio State University.
- 1991 Mershon Center World Affairs Seminar, Mershon Center, Ohio State University.
- 1996 Behavioral Decision Theory Colloquium Series, Department of Psychology, Ohio State University.  
CIC Interactive Video Methods Seminar, Department of Political Science, Ohio State University.
- 1997 Interdisciplinary Seminar on Survey Research Methods, Center for Human Resource Research, Ohio State University.
- 1999 Department of Agricultural, Environmental, and Development Economics, Ohio State University.
- 2000 Center for Survey Research, Ohio State University.
- 2002 Social Psychology Colloquium Series, Department of Psychology, Ohio State University.  
Department of Agricultural, Environmental, and Development Economics, Ohio State University.
- 2003 Mershon Center Lunch Lecture, The Mershon Center, Ohio State University.
- 2004 Global Climate and Energy Project Fall Seminar Series, Stanford University.  
John S. Knight Fellowship Program Seminar, Stanford University.
- 2005 Workshop in Statistical Modeling, Department of Political Science, Stanford University.  
Environmental Policy Forum, Center for Environmental Science and Policy, Stanford University.  
Humanities and Sciences Forum, Stanford University.  
Seminar Series, Summer Honors Research Assistant Program in Public Policy and Economics, Stanford University.

Professional Service

- 1989-1990 Chair, Student Paper Competition Committee, American Association for Public Opinion Research.
- 1990 Member, Planning Committee for the 1990 National Election Study.

- 1990 Member, Conference Committee for the 1991 Annual Meeting, American Association for Public Opinion Research.
- 1990-1991 Organizer, 1991 Annual Meeting, Society of Experimental Social Psychology, Columbus, Ohio.
- 1991 Participant in an Expert Questionnaire Evaluation Panel as a part of a Project Comparing Pre-Testing Methods, National Center for Health Statistics.
- 1994 Member, Student Paper Competition Committee, American Association for Public Opinion Research.
- 1995 Member, National Science Foundation Special Grant Proposal Evaluation Panel on Valuation for Environmental Policy.
- 1996 Member, Student Paper Competition Committee, American Association for Public Opinion Research.
- 1996 Member, Planning Committee for the 1996 National Election Study.
- 1997-1998 Program Coordinator, 1998 Annual Meeting, International Society for Political Psychology, Montreal, Canada.
- 1997-2001, Member, Conference Committee, American Association for Public Opinion Research  
2003, 2004 Annual Meeting.
- 1998 Member, Planning Committee for the 1998 National Election Pilot Study.
- 1999 Senior Research Advisor, The Gallup Organization.
- 1997- Member, Board of Overseers, National Election Studies, Institute for Social Research, University of Michigan.
- 2000-2003 Member, Governing Council, International Society of Political Psychology.
- 2000-2003 Member, Conference Committee, International Society of Political Psychology.
- 2000- Member, Survey Methodology Group of the National Longitudinal Survey of Youth.
- 2000- Member, Board of Overseers, General Social Survey, National Opinion Research Center, University of Chicago.
- 2001 Member, Advisory Board of the Canadian Election Study, McGill University, University of Montreal, and University of Toronto.
- 2001-2002 Associate Conference Chair, American Association for Public Opinion Research.
- 2002-2003 Conference Chair, American Association for Public Opinion Research.

- 2001-2002 Chair, Committee to Award the Erik H. Erikson Early Career Award for Excellence and Creativity in the Field of Political Psychology, International Society of Political Psychology.
- 2001 Member, Visiting Committee to Evaluate a Proposed PhD. Program in Survey Research and Methodology, University of Nebraska, Lincoln, Nebraska.
- 2002 Member, Advisory Panel, Special Competition to Fund Research on Survey and Statistical Methodology; Methodology, Measurement, and Statistics Program, National Science Foundation.
- 2003 Member, Advisory Board of the Canadian Election Study, McGill University, University of Montreal, and University of Toronto.
- 2004- Member, Advisory Committee for the Division of Social, Behavioral, and Economic Sciences, National Science Foundation.
- 2004- Member, Scientific Advisory Board, Polimetrix, Palo Alto, California.
- 2004 Member, Workshop on Cyberinfrastructure and the Social Sciences, National Science Foundation.
- 2005 Organizing committee, Conference entitled "New Approaches to Understanding Participation in Surveys," Belmont Conference Center, Elkridge, Maryland, sponsored by the National Science Foundation.
- 2005 Member, Philip E. Converse Book Award Committee, American Political Science Association.
- 2005 Member, Nominating committee, International Society for Political Psychology.
- 2005 Member, Working Group on Public Attitudes and Ethical Issues, Global Roundtable on Climate Change, Earth Institute, Columbia University.
- 2006 Dissertation committee member, William M. van der Veld, Faculty of Social and Behavioral Sciences, University of Amsterdam.

Department and University Service

- 1985-1996 Faculty Advisor, Social Psychology Colloquium Series, Ohio State University.  
2001-2003
- 1985-1990 Chair, Social Psychology Area Admissions Committee, Ohio State University.
- 1985-1990 Member, Psychology Department Admissions Committee, Ohio State University.
- 1986-1987 Member, Psychology Department Stipends Committee, Ohio State University.
- 1986-1988 Member, Lazenby Equipment Committee, Ohio State University.

- 1986-1987 Member, Social Psychology Area Search Committee for Two Permanent Senior Faculty Members, Ohio State University.
- 1988-1989 Member, Social Psychology Area Search Committee for Junior Faculty Member, Ohio State University.
- 1990-1991 Member, Search Committee for Junior Faculty Member in Industrial/Organizational Psychology, Ohio State University.
- 1989-1994 Co-Coordinator, Political Psychology Minor Program Steering Committee, Political Science Department, Ohio State University.
- 1989-1996, 1999-2003 Member, Psychology Department Speakers Committee, Ohio State University.
- 1990-1996 Member, Psychology Department Subject Pool Supervisory Committee, Ohio State University.
- 1995-1996 Chair, College of Social and Behavioral Sciences Survey Research Advisory Committee, Ohio State University.
- 1995-1996 Member, Political Science Department Search Committee, Ohio State University.
- 1997-2003 Member, College of Social and Behavioral Sciences Center for Survey Research Advisory Committee, Ohio State University.
- 2000 Chair, Social Psychology Senior Faculty Search Committee, Ohio State University.
- 2000 Member, College of Social and Behavioral Sciences Oversight Committee for the Center for Human Resource Research, Ohio State University.
- 2001-2003 Member, Psychology Department Promotion and Tenure Committee, Ohio State University.
- 2001-2002 Chair, Social Psychology Junior Faculty Search Committee, Ohio State University.
- 2002 Faculty advisor, Summer Research Opportunity Program, Committee on Instructional Cooperation (CIC), Ohio State University.
- 2003-2004 Member, Planning Committee for the Social Science Research Institute, Stanford University.
- 2003-2004 Member, Steering Committee for the Methods of Analysis Program in the Social Sciences, Stanford University.
- 2004- Faculty Affiliate, Center for Comparative Studies in Race and Ethnicity, Stanford University.
- 2004 Grant proposal review committee, Environmental Interdisciplinary Initiatives Program, Stanford Institute for the Environment, Stanford University.
- 2004- Member, Planning Committee for the Stanford Center on Longevity, Stanford University.

2005-2008

Member, Faculty Leadership Committee, Stanford Institute for the Environment, Stanford University.

Ad Hoc Reviewer

Journal of Personality and Social Psychology  
Journal of Experimental Social Psychology  
Personality and Social Psychology Bulletin  
Social Psychology Quarterly  
Social Cognition  
Basic and Applied Social Psychology  
Journal of Personality  
Psychological Review  
Psychological Bulletin  
Psychological Science  
Psychological Assessment  
Personality and Social Psychology Review  
American Political Science Review  
American Journal of Political Science  
American Politics Quarterly  
Western Political Quarterly  
Political Research Quarterly  
Political Behavior  
Journal of Politics  
Political Analysis  
Harvard International Journal of Press/Politics  
Southeastern Political Review  
Public Opinion Quarterly  
International Journal of Public Opinion Research  
Political Psychology  
Political Communication  
International Studies Quarterly  
American Sociological Review  
Sociological Methods and Research  
Sociological Methodology  
Social Science Quarterly  
Journal of Official Statistics  
Journal of the American Statistical Association  
Journal of Economic Psychology  
Journal of Law, Economics, and Organization  
Communication Research  
Journal of Consumer Research  
Journal of Research in Personality  
Developmental Psychology  
Motivation and Emotion  
Psychophysiology  
Climatic Change  
Annals of Epidemiology  
Preventive Medicine  
New Jersey Medicine  
Academic Press



Praeger Publishers  
 Alfred A. Knopf Publishers  
 Brooks/Cole Publishing Company  
 Harper and Row Publishers  
 MacMillan Publishing Company  
 Cambridge University Press  
 Oxford University Press  
 W. W. Norton  
 W. H. Freeman  
 National Academy of Sciences  
 National Science Foundation - Social Psychology Program  
 National Science Foundation - Sociology Program  
 National Science Foundation - Political Science Program  
 National Science Foundation - Program in Methodology, Measurement, and Statistics in the Social Sciences  
 Society for Consumer Psychology  
 American Psychological Association  
 Time-sharing Experiments for the Social Sciences (TESS)  
 University of Michigan, Department of Political Science (P&T)  
 University of Minnesota, Department of Political Science (P&T)  
 London School of Economics and Political Science, Methodology Institute (P&T)  
 University of Nebraska, Department of Political Science (P&T)  
 University of Nebraska, Department of Psychology (P&T)  
 Massachusetts Institute of Technology, Department of Political Science (P&T)  
 University of Chicago, Harris School of Public Policy (P&T)  
 University of Chicago, Department of Political Science (P&T)  
 Ohio State University, University Libraries (P&T)  
 University of Florida, Department of Psychology (P&T)  
 University of Pennsylvania, Department of Political Science (P&T)  
 Center for Advanced Study in the Social and Behavioral Sciences  
 Netherlands Institute for Advanced Study in the Humanities and Social Sciences  
 Workers' Compensation Board of British Columbia  
 Fund for Scientific Research - Flanders, Brussels, Belgium

#### Consulting and Court Testimony

Socio-Environmental Studies Laboratory, National Institutes of Health, Washington, D.C.  
 National Oceanic and Atmospheric Administration, Washington, D.C.  
 National Aeronautics and Space Administration (Robert Dodd and Associates/The Battelle Memorial Institute),  
 Mountain View, California.  
 Center for Survey Methods Research, U.S. Bureau of the Census, Washington, D.C.  
 Office of Survey Methods Research, U.S. Bureau of Labor Statistics, Washington, D.C.  
 Leadership Analysis Group, U.S. Central Intelligence Agency, McLean, Virginia.  
 United States Government Accountability Office, Washington, DC.  
 Centers for Disease Control and Prevention, Atlanta, Georgia.  
 National Cancer Institute, Rockville, Maryland.  
 Center for Human Resource Research, Ohio State University, Columbus, Ohio.  
 Office of Lake County Prosecuting Attorney, Painesville, Ohio.  
 The Attorney General of the State of Ohio, Columbus, Ohio.  
 Centre for Comparative Social Surveys, City University, London, United Kingdom.  
 Rand Corporation, Santa Monica, California.

Office of Social Research, CBS Inc., New York, New York.  
ABC News, New York, New York.  
Home Box Office, New York, New York.  
Google, Mountain View, California.  
Pfizer, Inc., New York, New York.  
American Civil Liberties Union of Northern California/Brad Seligman/Howard, Rice, Nemerovski, Canady,  
Falk, & Rabkin, San Francisco/Berkeley, California.  
Beau Townsend Ford Dealership, Dayton, Ohio.  
United States Trotting Association, Columbus, Ohio.  
Berlex Laboratories, Inc., Wayne, New Jersey.  
YouGov, London, United Kingdom.  
MJ Research, Waltham, Massachusetts.  
Empire Blue Cross/Blue Shield, New York, New York.  
Momentum Market Intelligence, Portland, Oregon.  
Central Market Research and Insights, Microsoft, Redmond, Washington.

The Urban Institute, Washington, D.C.  
Industrial Economics, Cambridge, Massachusetts.  
Healthcare Research Systems, Columbus, Ohio.  
Survey Research Center, University of Maryland, College Park, Maryland.  
Center for Human Resource Research, Columbus, Ohio.  
Washington State University, Pullman, Washington.  
Turner Research, Jacksonville, Florida.  
NuStats, Austin, Texas.  
Kaiser Family Foundation, Menlo Park, California.  
Achievement Associates, Darnestown, Maryland.  
The Saguaro Seminar: Civic Engagement in America, Harvard University, Cambridge, Massachusetts.

Donald McTigue, Esq., Columbus, Ohio.  
Thompson Coburn LLP, St. Louis, Missouri.  
Shook, Hardy, & Bacon LLP, Kansas City, Missouri.  
Arnold and Porter LLP, New York, New York.  
Bradley W. Hertz, Esq., Los Angeles, California.  
Larson King LLP, Minneapolis, Minnesota.  
Paul, Hastings, Janofsky, and Walker, LLP, San Francisco, California.  
Carr, Korein, Tillery, LLP, Chicago, Illinois.  
Milberg, Weiss, Bershad, Hynes, and Lerach, LLP, New York, New York.  
Bourgault & Harding, Las Vegas, Nevada.  
Aikin Gump Strauss Hauer & Feld, LLP, Washington, DC.  
McManemin and Smith, PC, Dallas, Texas.  
Zimmerman Reed, PLLP, Minneapolis, Minnesota.  
Spolin Silverman, Cohen, and Bertlett LLP, Santa Monica, California.  
Righetti Wynne P.C., San Francisco, California.  
Blackwell Sanders Peper Martin LLP, Kansas City, Missouri.  
Davis Wright Tremaine LLP, Seattle, Washington.  
Storch Amini & Munves, P.C., New York, New York.  
Twomey Law Office, Epsom, New Hampshire.

### Short Courses on Questionnaire Design

Internal Revenue Service, Washington, DC.  
 United States General Accounting Office, Washington, DC.  
 Office of Management and Budget, The White House, Washington, DC.  
 United States Government Accountability Office, Washington, DC.  
 Science Resources Statistics Program, National Science Foundation, Washington, DC.  
 National Opinion Research Center, Chicago, Illinois.  
 Survey Research Laboratory, University of Illinois at Chicago, Chicago, Illinois.  
 Monitor Company, Cambridge, Massachusetts.  
 American Association for Public Opinion Research Annual Meeting, St. Louis, Missouri.  
 American Association for Public Opinion Research Annual Meeting, Portland, Oregon  
 American Association for Public Opinion Research Annual Meeting, Miami, Florida  
 New York Chapter of the American Association for Public Opinion Research, New York, New York.  
 Office for National Statistics, London, United Kingdom.  
 Market Strategies, Southfield, Michigan.  
 Total Research Corporation, Princeton, New Jersey.  
 Pfizer, Inc., New York, New York.  
 Worldwide Market Intelligence Conference, IBM, Rye, New York.  
 American Society of Trial Consultants Annual Meeting, Williamsburg, Virginia.  
 American Society of Trial Consultants Annual Meeting, Westminster, Colorado.  
 American Society of Trial Consultants Annual Meeting, Memphis, Tennessee.  
 American Marketing Association Advanced Research Techniques Forum, Vail, Colorado.  
 Satisfaction Research Division, IBM, White Plains, New York.  
 American Marketing Association Marketing Effectiveness Online Seminar Series.  
 Faculty of Education, University of Johannesburg, Johannesburg, South Africa.  
 Odom Institute, University of North Carolina, Chapel Hill, North Carolina.  
 Google, Mountain View, California.  
 Eric M. Mindich Encounters with Authors, Harvard University, Cambridge, Massachusetts.  
 RTI International, Research Triangle Park, North Carolina.

### University Teaching

Summer Institute in Political Psychology (Instructor and Co-Director), Political Science and Psychology 892A, 892B, Ohio State University.

Research Methods in Social Psychology, Psychology 872, Ohio State University.

Systematic Theory in Social Psychology, Psychology 873C, Ohio State University.

Psychological Perspectives on Political Behavior, Psychology 873D, Ohio State University.

The Psychology of Mass Politics, Political Science 894, Ohio State University.

Questionnaire Design for Attitude Measurement, Psychology 788, Ohio State University.

Supervisor of graduate student TAs teaching Introduction to Social Psychology, Psychology 320, Ohio State University.

Introduction to Social Psychology, Psychology H320 & H367.01, Ohio State University.

The Psychology of Public Attitudes, Psychology 630, Ohio State University.

Survey Design, Clinical Research Curriculum Program, College of Medicine, College of Optometry, and School of Public Health, Ohio State University.

Questionnaire Design for Attitude Measurement, Psychology 711, Summer Institute in Survey Research Techniques, University of Michigan.

Cognitive Psychology and Survey Methods, Psychology 988, Summer Institute in Survey Research Techniques, University of Michigan.

Response Scales for Satisfaction Measurement, Joint Program in Survey Methodology, University of Maryland-University of Michigan.

Designing Effective Questionnaires, Methodology Institute, London School of Economics and Political Science, London, United Kingdom.

Techniques for Assessing Questionnaire Quality, Department of Methodology and Statistics, University of Amsterdam, The Netherlands.

Assessment of Questionnaire Quality, Interuniversity Graduate School of Psychometrics and Sociometrics, University of Amsterdam, The Netherlands.

Advanced Issues in Questionnaire Design, Psychology 688, Summer Institute in Survey Research Techniques, University of Michigan.

The Study of Political Change at the Individual Level: The Panel Study, 2001 TMR Winter School in Comparative Electoral Research, University of Amsterdam, The Netherlands.

Aviation Marketing (guest lecture), Aviation and Aeronautical Engineering 654, Ohio State University.

Advanced Questionnaire Design: Maximizing Reliability and Validity, Essex Summer School in Social Science Data Analysis and Collection, Department of Government, University of Essex, UK.

Introduction to Communication Theory (guest lecturer), Communication 311, Stanford University.

Media Technologies, People, and Society (guest lecturer), Communication 1, Stanford University.

Graduate Research Methods (guest lecturer), Psychology 290, Stanford University.

Questionnaire Design for Surveys and Laboratory Experiments: Social and Cognitive Perspectives, Communication 239, Stanford University.

Survey Research Methods: Describing Large Populations with Small Samples and Precise Measures, Communication 135, Stanford University.

Advanced Research Design, Communication 318, Stanford University.

Subjective Measurement in Surveys, Joint Program in Survey Methodology, University of Maryland-University of Michigan.

Summer Institute in Political Psychology (Instructor and Co-Director), Stanford University.

Communication Research Methods, Communication 106/206, Stanford University.

Theses and Dissertations Supervised

- Boninger, D. S. (1988). The determinants of attitude importance. Master's Thesis.
- Chuang, Y. C. (1988). The structure of attitude strength. Master's Thesis.
- Chuang, Y. C. (1989). Policy voting and persuasion in American presidential elections: The role of attitude importance. Ph.D. Dissertation.
- Kost, K. A. (1989). Complexity as a situationally modifiable property of cognitive structure. Master's Thesis.
- Li, F. (1989). Order of information acquisition and the effect of base-rates on social judgments. Master's Thesis.
- Berent, M. K. (1990). Attitude importance and the recall of attitude-relevant information. Master's Thesis.
- Betz, A. L. (1990). Backward conditioning of attitudes using subliminal photographic stimuli. Master's Thesis.
- Fabrigar, L. R. (1991). The effect of question order and attitude importance on the false consensus effect. Master's Thesis.
- Reed, D. R. (1991). Associative memory structure and the evaluation of political leaders. Ph.D. Dissertation.
- Berent, M. K. (1994). Attitude importance and information processing. Ph.D. Dissertation.
- Narayan, S. S. (1994). Response effects in attitude surveys: An examination of the satisficing explanation. Master's Thesis.
- Miller, J. M. (1994). Mediators and moderators of agenda-setting and priming. Master's Thesis.
- Smith, W. A. (1995). Mental coin-flipping and non-differentiation in surveys: Tests of satisficing hypotheses. Honors Thesis.
- Visser, P. S. (1995). The relation between age and susceptibility to attitude change: A new approach to an old question. Master's Thesis.
- Narayan, S. S. (1995). Satisficing in attitude surveys: The impact of cognitive skills, motivation, and task difficulty on response effects. Ph.D. Dissertation.
- Ankerbrand, A. L. (1997). Attitude formation and the bivariate model: A study of the relationship between beliefs and attitudes. Master's Thesis.
- Bizer, G. Y. (1997). The relation between attitude importance and attitude accessibility. Master's Thesis.
- Visser, P. S. (1998). Testing the common-factors model of attitude strength. Ph.D. Dissertation.
- Miller, J. M. (2000). Threats and opportunities as motivators of political activism. Ph.D. Dissertation.

Chang, L. (2001). A comparison of Samples and response quality obtained from RDD telephone survey methodology and Internet survey methodology. Ph.D. Dissertation.

Holbrook, A. L. (2002). Operative and meta-psychological strength-related attitude features: A study of knowledge volume, ambivalence, and accessibility. Ph.D. Dissertation.

Lampron, S. F. (2002). Self-interest, values, involvement, and susceptibility to attitude change. Master's Thesis.

Shaeffer, E. M. (2003). Response effects in questionnaires: A comparison of minimally balanced and fully balanced forced choice questions and rating and ranking procedures. Master's Thesis.

Pfent, A. (2004). Rationalization of candidate preferences: New evidence of determinants of attitude change. Master's Thesis.

Revised: April, 2006.