## REFERENCES

- Battaglia, M.P., Link, M.W., Frankel, M.R., and Mokhad, A.H. (2005). An evaluation of respondent selection methods for household mail surveys. *Proceedings of the Section on Survey Research Methods* (pp. 2727-2731), American Statistical Association.
- Biner, P. and Kidd, H.J. (1994). The interactive effects of monetary incentive justification and questionnaire length on mail survey response rates, *Psychology and Marketing*, 11, 483-92.
- Binson, D., Canchola, J.A., and Catania, J.A. (2000). Random selection in a national telephone survey: a comparison of the Kish, next-birthday, and last-birthday methods, *Journal of Official Statistics*, 16, 53-59.
- Brick, J.M., Judkins, D., Montaquila, J., and Morganstein, D. (2002). Two-phase list-assisted RDD sampling, *Journal of Official Statistics*, 18, 203-215.
- Brick, J.M., Montaquila, J., Hagedorn, M.C., Roth, S.B., and Chapman, C. (2005). Implications for RDD design from an incentive experiment. *Journal of Official Statistics*, 21.
- Cantor, D., Cunningham, P., Triplett, T., and Steinbach, R. (2003). *Comparing incentives at initial and refusal conversion stages on a screening interview for a random digit dial survey*. Proceedings of the Section on Survey Research Methods, American Statistical Association.
- Cantor, D., O'Hare, B., and O'Connor, K. (2006). The use of monetary incentives to reduce non-response in random-digit-dial surveys. *Telephone survey methodology II*. New York: John Wiley and Sons.
- Cantor, D., Schiffrin, H., Park, I., and Hesse, B. (2006, May). An experiment testing a promised incentive for a random-digit-dial survey. Paper presented at the *Annual Meeting of the American Association for Public Opinion Research*, Montreal, Canada.
- Croyle, R.T. and Lerman, C. (1999). Risk communication in genetic testing for cancer susceptibility. Monographs, *Journal of the National Cancer Institute*, 25, 59-66.
- Curtin, R., Presser, S., and Singer, E. (2005). Changes in the telephone survey nonresponse over the past quarter century. *Public Opinion Quarterly*, 69, 87-98.
- Dillman, D.A. (1978). Mail and telephone surveys: The total design method. New York: John Wiley and Sons.
- Dillman, D. (1999). Mail and Internet surveys, the tailored design method. New York: John Wiley and Sons.
- Dillman, D.A. (2000). *Mail and Internet surveys: The tailored design method*, (2nd ed.). New York: John Wiley and Sons.
- Fischhoff, B., Bostrom, A., and Quadrel, M.J. (1993). Risk perception and communication. *Annual Review of Public Health*, 14, 183-203.
- Glanz, K., Lewis, F.M., and Rimer, B.K. (1997). *Health behavior and health education*. San Francisco: John Wiley and Sons.

- Gouldner, A. (1960). The norm of reciprocity: A preliminary statement, *American Journal of Sociology*, 25, 161-78.
- Link, M., Battaglia, M., Frankel, M. R., Osborn, L., and Mokdad, A.H. (2006, November). Address-based versus random-digit-dial surveys: Comparison of key health and risk indicators. *American Journal of Epidemiology*, 164, 1019-1025.
- Link, M.W., Battaglia, M.P., Giambo, P., Frankel, M.R., Mokhad, A.H., and Rao, S.R. (2005, May). Assessment of address frame replacements for RDD sampling frames. Paper presented at the 2005 American Association for Public Opinion Research Annual Conference, Miami, FL.
- Link, M. and Mokdad, A. (2004). Are Web and mail modes feasible options for the Behavioral Risk Factor Surveillance System? Paper presented at the *Health Survey Research Methods Conference*.
- Rizzo, L., Park, I., Hesse, B.W., and Willis, G. (2003). Effect of incentives on survey response and survey quality: A designed experiment within the HINTS I RDD sample. *American Association of Public Opinion Researcher*.
- Rizzo, L., Brick, J.M., and Park, I. (2004). A minimally intrusive method for sampling persons in RDD surveys. *Public Opinion Quarterly*, 68, in press.
- Rogers, E.M. (1995). Lessons for guidelines from the diffusion of innovations. *The Joint Commission Journal on Quality Improvement*, 21(7), 324-328.
- Tucker, C., Casady, R., and Lepkowski, J. (1993). *A hierarchy of list-assisted stratified telephone sample design options*. Paper presented at the Annual Conference of the American Association for Public Opinion Research, St. Charles, IL.
- Viswanath, K. and Finnegan, J. R. (1996). The knowledge gap hypothesis: 25 years later. In B. Burleson (Ed.), *Communication Yearbook 19* (pp. 187-227), Thousand Oaks, CA: Sage Publications.
- Weinstein, N.D. (1993). Testing four competing theories of health-protective behavior. *Health Psychology*, 12(4), 324-333.