

ATTACHMENT D
Development of a Module for the General Social Survey
Progress Report- March 24, 2005
(For time period January 27, 2005-February 28, 2005)

This project had its genesis in a brainstorming session held on October 25 of last year, at SRI's offices in Rosslyn, Virginia. The purpose of this initial meeting was to develop a list of topics and item formats for a module on the cultural authority of science to be administered on the 2006 General Social Survey. The attendees at that initial meeting included the three Principal Investigators on the current project (Paul DiMaggio, Tom Gieryn, and Roger Tourangeau), additional substantive (Amy Binder, John Evans, Marian Fourcade-Gourinchas, and Matthew Nisbet) and methodological experts (Norman Bradburn, Stanley Presser, and Tom Smith), staff from the National Science Foundation (Bob Bell) and from SRI (Prudy Brown, David Cheney, and Lori Thurgood).

Based on that discussion, a smaller group including DiMaggio, Gieryn, and Tourangeau, with input from Bob Bell and Stanley Presser, developed a draft questionnaire for cognitive testing. Bell also drafted some items on nanotechnology, and, after consulting with staff from the Office of Polar Programs at NSF (Kathleen Flint, Anna Kerttula, and Thomas Wagner), Tourangeau drafted a set of questions on the polar regions.

On January 10, four interviewers were briefed on the draft questionnaire and trained to conduct the first round of cognitive interviews for the project. (They were all experienced cognitive interviewers.) They carried out a total of nine cognitive interviews and discussed their findings with Bell (via video), Gieryn, Tourangeau, and Project Director Stephanie Chardoul in a debriefing in Ann Arbor on January 19. Based on the initial round of testing as well as comments on the draft questionnaire from outside reviewers (including Cary Funk, John Evans, and Marian Fourcade-Gourinchas), Gieryn and Tourangeau produced a second draft of the questionnaire for further testing.

Field interviewers completed a second round of cognitive interviews in early February. A total of nine interviews were completed by the same cognitive interviewers who were training for the first round of testing. Gieryn and Tourangeau met in Ann Arbor along with Bob Bell (who came in via video) and prepared the third draft of the instrument, the version to be administered in a field test. In addition to the cultural authority and other new items, the field test instrument included trend items (from the NSF's Survey of Science Knowledge and Attitudes).

On February 9, interviewer training was conducted for the field test of the question, with ten experienced interviewers assigned to complete field test interviews by the end of the month. Chardoul led the debriefing, with Gieryn and Tourangeau participating in person and Bell taking part by telephone. Field work went smoothly and a field test data set was available by March 4. The data set included 54 interviewers. A debriefing with the interviewers was scheduled for March 9.