

STANLEY PRESSER

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PROFESSIONAL EMPLOYMENT

Distinguished University Professor, University of Maryland (2012-) and Professor, Sociology Department, University of Maryland (1989-), and Joint Program in Survey Methodology, University of Maryland--University of Michigan--Westat (1992-).

Director, Survey Research Center, University of Maryland, 1989-2000.

Director, Joint Program in Survey Methodology, 1992-1995.

Director, Sociology Program, National Science Foundation, 1987-1988 (Associate Director, 1985-1987).

Director, Detroit Area Study, Sociology Department, University of Michigan, 1983-1985.

Head, Field Office, Survey Research Center, University of Michigan, 1981-1983.

OTHER PROFESSIONAL ACTIVITIES

Editor, *Public Opinion Quarterly*, 1993-1997 (Chair, Advisory Committee, 1999-2001).

President, American Association for Public Opinion Research, 1993-1994 (Standards Committee Chair, 1986-1987; Secretary-Treasurer, 1988-1989; Councillor-at-Large, 1990-1991 and 2001-2003).

Chair, Committee on Professional Ethics, American Sociological Association, 1999-2001.

Member, Board of Overseers, General Social Survey, University of Chicago, 1984-1985 and 1993-1997.

Member, Board of Directors, Roper Center for Public Opinion Research, 2006-2008.

Member, Board of Directors, Consortium of Social Science Associations, 2007-2008.

Member, Advisory Committee for Social, Behavioral and Economic Sciences, National Science Foundation, 2009-2014.

Member, Fulbright Scholar Sociology Panel, Council for International Exchange of Scholars, 2010-2011.

Member, Board of Scientific Counselors, National Center for Health Statistics, 2011-2014.

Member, Survey Questionnaires Standing Committee, National Assessment of Educational Progress, 2014-

Chair, Electorate Nominating Committee, Section on Social, Economic, and Political Sciences, American Association for the Advancement of Science, 2017-

Member, National Academy of Sciences' Panels: Review of the Bureau of Transportation Statistics' Survey Programs, 2002-2003 (see *Measuring Personal Travel and Goods Movement*, NRC: 2003); Review of USDA's Agricultural Resource Management Survey, 2006-2007 (see *Understanding American Agriculture*, NRC: 2008); Measuring Civic Engagement and Social Cohesion to Inform Policy, 2012-2014 (see *Civic Engagement and Social Cohesion*, NRC: 2014); Human Spaceflight, 2012-2014 (see *Pathways to Exploration: Rationales and Approaches for a U.S. Program of Human Space Exploration*, NRC: 2014).

Editorial Board Member: *Social Psychology Quarterly*, 1979-1982; *Sociological Methods & Research*, 1980-1983; *Public Opinion Quarterly*, 1983-1987 (Poll Reviews co-editor, 1987-1992); *Journal of Survey Statistics and Methodology*, 2012-2017.

HONORS

Paul F. Lazarsfeld Award for a career of outstanding contributions to methodology in sociology, American Sociological Association's Methodology Section, 2012.

AAPOR Award for exceptionally distinguished achievement, American Association for Public Opinion Research, 2011.

Philip E. Converse Award for outstanding book published at least 5 years before, American Political Science Association's Elections, Public Opinion and Voting Section, 2005 (with H. Schuman).

Fellow, American Association for the Advancement of Science, 2016-

Member, Sociological Research Association, 2005-

Fellow, American Statistical Association, 1994-

Visiting Scholar, Universidad Autonoma de Madrid, Spain, 2014-2015.

Fulbright Scholar, Fudan University, Shanghai, People's Republic of China, 2008-2009.

Senior Visiting Fellow, Social and Community Planning Research (now National Centre for Social Research), London, England, 1995.

Guest Professor, Zentrum fur Umfragen Methoden und Analysen, Mannheim, Germany, 1987.

EDUCATION

Ph.D., Sociology, 1977, University of Michigan.

A.B., Sociology, 1971, Brown University.

BOOKS

Valuing Oil Spill Prevention. Kluwer, 2004 (with R. Carson, M. Conaway, M. Hanemann, J. Krosnick and R. Mitchell).

Methods for Testing and Evaluating Survey Questionnaires. Wiley, 2004 (edited with J. Rothgeb, M. Couper, J. Lessler, E. Martin, J. Martin, and E. Singer).

Survey Research Methods. University of Chicago Press, 1989 (edited with E. Singer).

Survey Questions: Handcrafting the Standardized Questionnaire. Sage Publications, 1986 (with J. M. Converse). Japanese translation, Tokyo: Hirokawa Publishers, 1992.

Questions and Answers in Attitude Surveys: Experiments on Question Form, Wording, and Context. Academic Press, 1981 (with H. Schuman). Paperback edition (with revised preface), Sage, 1996.

Sourcebook of Harris National Surveys: Repeated Questions 1963-1976. Chapel Hill: Institute for Research in Social Science, 1981 (edited with E. Martin and D. McDuffee).

OTHER PUBLICATIONS (* = student)

“Improving Traditional Nonresponse Bias Adjustments: Combining Statistical Properties with Social Theory,” *Journal of Survey Statistics and Methodology*, v. 6: forthcoming (with A. Peytchev and M. Zhang*).

“A Comparison of Five Question Evaluation Methods in Predicting the Validity of Respondent Answers to Factual Items,” in P. Beatty et al. (eds.) *Advances in Questionnaire Design, Development, Evaluation, and Testing*, Wiley: forthcoming (with A. Maitland*).

“How Do Question Evaluation Methods Compare in Predicting Problems Observed During Actual Survey Administration?” *Journal of Survey Statistics and Methodology*, v. 6: forthcoming (with A. Maitland*).

“Putting a Value on Injuries to Natural Assets: the BP Oil Spill,” *Science*, v. 356 (2017): 253-254 and “Response to Baron,” *Science*, v. 357 (2017): 363-364 (with R. Bishop et al.).

“Nonresponse Bias for Univariate and Multivariate Estimates of Social Activities and Roles,” *Public Opinion Quarterly*, v. 81 (2017): 1-36 (with A. Amaya*).

“How Accurately Do Different Evaluation Methods Predict the Reliability of Survey Questions?” *Journal of Survey Statistics and Methodology*, v. 4 (2016): 362-381 (with A. Maitland*).

“Assessing the Mechanisms of Misreporting to Filter Questions in Surveys,” *Public Opinion Quarterly*, v.78 (2014): 721-733 (with S. Eckman, F. Kreuter, A. Kirchner, A. Jäckle, and R. Tourangeau).

“The Impact of Partisan Sponsorship on Political Surveys,” *Public Opinion Quarterly*, v. 78 (2014): 510-522 (with R. Tourangeau and H. Sun*).

“Support for the Survey Sponsor and Nonresponse Bias,” *Public Opinion Quarterly*, v.76 (2012): 512-524 (with R. Groves, R. Tourangeau, B. West, M. Couper, E. Singer, and C. Toppe).

“Substance and Method in Public Opinion Quarterly, 1937-2010,” *Public Opinion Quarterly*, v. 75 (2011): 839-845.

“The Growth of Survey Research in the United States: Government-Sponsored Surveys, 1984-2004,” *Social Science Research*, v. 40 (2011): 1019-1024 (with S. McCulloch*).

“The Effects of Asking Filter Questions in Interleaved versus Grouped Format,” *Sociological Methods & Research*, v. 40 (2011): 88-104 (with F. Kreuter, S. McCulloch,* and R. Tourangeau).

“Question and Questionnaire Design,” in P. V. Marsden and J. D. Wright (eds.) *Handbook of Survey Research*, 2nd Edition, Emerald (2010): 263-314 (with J. Krosnick).

“How Social Processes Distort Measurement: The Impact of Survey Nonresponse on Estimates of Volunteer Work in the United States,” *American Journal of Sociology*, v. 114 (2009): 1129-1165 (with K. Abraham and S. Helms*).

“Social Desirability Bias in CATI, IVR, and Web Surveys: The Effects of Mode and Question Sensitivity,” *Public Opinion Quarterly*, v. 72 (2008): 847-865 (with F. Kreuter and R. Tourangeau).

“Is Religious Service Attendance Declining?” *Journal for the Scientific Study of Religion*, v. 46 (2007): 417-423 (with M. Chaves).

“Privacy, Confidentiality, and Respondent Burden as Factors in Telephone Survey Nonresponse,” in J. Lepkowski

et al. (eds.) *Advances in Telephone Survey Methodology*, Wiley, 2007: 449-470 (with E. Singer).

"Incentives in Random Digit Dial Telephone Surveys," *Journal of Official Statistics*, v. 23 (2007): 91-105 (with R. Curtin and E. Singer).

"Cell Phone Survey Feasibility in the U.S." *Public Opinion Quarterly*, v. 71 (2007): 23-39 (with M. Brick, P. Brick, S. Dipko,* C. Tucker, and Y. Yuan).

"Nonresponse Bias in a Dual-Frame Sample of Cell and Landline Numbers," *Public Opinion Quarterly* v. 70 (2006): 780-793 (with M. Brick, S. Dipko,* C. Tucker, and Y. Yuan).

"Experiments in Producing Nonresponse Bias," *Public Opinion Quarterly*, v. 70 (2006): 720-736 (with R. Groves, M. Couper, E. Singer, R. Tourangeau, G. Acosta, and L. Nelson).

"Changes in Telephone Survey Nonresponse over the Past Quarter Century," *Public Opinion Quarterly*, v. 69 (2005): 87-98 (with R. Curtin and E. Singer).

"The Role of Topic Interest in Survey Participation Decisions," *Public Opinion Quarterly*, v. 68 (2004): 2-31 (with R. Groves and S. Dipko*).

"Methods for Testing and Evaluating Survey Questions," *Public Opinion Quarterly*, v. 68 (2004): 109-130 (with M. Couper, J. Lessler, E. Martin, J. Martin, J. Rothgeb, and E. Singer).

"The 'Feminist' Mystique: Feminist Identity in Three Generations of Women," *Gender & Society*, v. 18 (2004): 122-144 (with P. Peltola* and M. Milkie).

"The Science of Asking Questions," *Annual Review of Sociology*, v. 29 (2003): 65-88 (with N. C. Schaeffer).

"Contingent Valuation and Lost Passive Use: Damages from the Exxon Valdez Oil Spill," *Environmental and Resource Economics* v. 25 (2003): 257-286 (with R. Carson, R. Mitchell, M. Hanemann, R. Kopp, and P. Ruud). Reprinted in *Economics of the Environment* R. Stavins (ed.) Norton: 2005.

"Context Effects in Attitude Surveys: Effects on Remote Items and Impact on Predictive Validity," *Sociological Methods & Research*, v. 31 (2003): 486-513 (with R. Tourangeau and E. Singer).

"The Impact of 'No Opinion' Response Options on Data Quality: Non-Attitude Reduction or Invitation to Satisfice?" *Public Opinion Quarterly*, v. 66 (2002): 371-403 (with J. Krosnick, et al.).

"Effects of Response Rate Changes on the Index of Consumer Sentiment," *Public Opinion Quarterly*, v. 64 (2000): 413-428 (with R. Curtin and E. Singer).

"Consequences of Reducing Nonresponse in a National Telephone Survey," *Public Opinion Quarterly*, v. 64 (2000): 125-148 (with S. Keeter, C. Miller, A. Kohut, and R. Groves).

"Knowing versus Feeling as Factors in Willingness to Report Information to the Census," *Social Science Research*, v. 29 (2000): 140-147 (with E. Singer and J. Hoewyk).

"Measuring Civilian Defensive Firearm Use: A Methodological Experiment," *Journal of Quantitative Criminology*, v. 16 (2000): 1-19 (with D. McDowall and C. Loftin).

"Data Collection Mode and Social Desirability Bias in Self-Reported Religious Attendance," *American Sociological Review*, v. 63 (1998): 137-145 (with L. Stinson*).

- "Referendum Design and Contingent Valuation," *Review of Economics and Statistics*, v. 80 (1998): 484-487 (with R. Carson, M. Hanemann, R. Kopp, J. Krosnick, R. Mitchell, P. Ruud, and K. Smith).
- "Temporal Reliability of Estimates from Contingent Valuation," *Land Economics*, v. 73 (1997): 151-163 (with R. Carson, M. Hanemann, R. Kopp, J. Krosnick, R. Mitchell, P. Ruud, and K. Smith).
- "Sex, Samples, and Response Errors," *Contemporary Sociology*, v. 24 (1995): 296-298.
- "Survey Pretesting: Do Different Methods Produce Different Results?" *Sociological Methodology 1994*: 73-104 (with J. Blair).
- "Informed Consent and Confidentiality in Survey Research" *Public Opinion Quarterly*, v. 58 (1994): 446-459.
- "Survey Sponsorship, Response Rates, and Response Effects," *Social Science Quarterly*, v. 73 (1992): 699-702 (with J. Blair and T. Triplett).
- "Attributes of Questions and Interviewers as Correlates of Interviewing Performance," *Public Opinion Quarterly*, v. 56 (1992): 236-240 (with S. Zhao*).
- "Little White Lies and Social Science Models: Correlated Response Errors in a Panel Study of Voting," *Public Opinion Quarterly*, v. 56 (1992): 77-86 (with M. Traugott).
- "Can Changes in Context Reduce Vote Overreporting in Surveys?" *Public Opinion Quarterly*, v. 54 (1990): 586-593.
- "Measurement Issues in the Study of Social Change," *Social Forces*, v. 68 (1990): 856-868.
- "Pretesting: A Neglected Aspect of Survey Research," in F. Fowler (ed.), *Health Survey Methods*, National Center for Health Services Research, 1989: 35-37.
- "Collection and Design Issues: Discussion," in D. Kasprzyk, G. Duncan, G. Kalton, and M. Singh (eds.) *Panel Surveys*, Wiley, 1989: 75-79.
- "Measuring Public Support for the New Christian Right," *Public Opinion Quarterly*, v. 52 (1988): 325-337 (with L. Sigelman).
- "The Use of Survey Data in Basic Research in the Social Sciences," in C. Turner and E. Martin (eds.), *Surveying Subjective Phenomena Vol. 2*, New York: Russell Sage Foundation, 1984: 93-114.
- "Is Inaccuracy on Factual Survey Items Item-Specific or Respondent-Specific?" *Public Opinion Quarterly*, v. 48 (1984): 344-355.
- "Improving the Training of Survey Interviewers," in C. Cannell and R. Groves (eds.), *Health Survey Research Methods*, National Center for Health Services Research, 1984: 301-304.
- "Discussion of Computer-Assisted Telephone Interviewing," *Proceedings of the American Statistical Association Survey Research Methods Section*, 1983: 142-143.
- "Survey Research Methodology versus Survey Research Practice," *Contemporary Sociology*, v. 12 (1983): 636-638.
- "Reviewer Reliability: Confusing Random Error with Systematic Error or Bias," *Behavioral and Brain Sciences*, v. 5 (1982): 234-235.

- "Studying Social Change with Survey Data," *Social Indicators Research*, v. 10 (1982): 407-422.
- "Context Effects on Survey Responses to Questions about Abortion," *Public Opinion Quarterly*, v. 45 (1981): 216-223 (with H. Schuman and J. Ludwig).
- "The Attitude-Action Connection and the Issue of Gun Control," *The Annals of the American Academy of Political and Social Science*, v. 455 (1981): 40-47 (with H. Schuman).
- "Comment on Nelson and on Baloyra," *American Political Science Review*, v. 74 (1980): 459-460.
- "The Measurement of a Middle Position in Attitude Surveys," *Public Opinion Quarterly*, v. 44 (1980): 70-85 (with H. Schuman).
- "Public Opinion and Public Ignorance," *American Journal of Sociology* v.85 (1980): 1214-1225 (with H. Schuman).
- "Collaboration and the Quality of Research," *Social Studies of Science*, v. 10 (1980): 95-101.
- "The Open and Closed Question," *American Sociological Review*, v. 44 (1979): 692-712 (with H. Schuman).
Russian version in the USSR journal *Sociological Research*, July-Sept. 1982: 145-156.
- "The Assessment of 'No Opinion' in Attitude Surveys," *Sociological Methodology 1979*: 241-275 (with H. Schuman).
- "Attitude Measurement and the Gun Control Paradox," *Public Opinion Quarterly*, v. 41 (1977-78): 427-438 (with H. Schuman).
- "Question Wording as an Independent Variable in Survey Analysis," *Sociological Methods & Research*, v. 6 (1977): 151-170 (with H. Schuman).
- "On Stimson's Interpretation of Declines in Presidential Popularity," *Public Opinion Quarterly*, v. 40 (1976-77): 538-543 (with J. Converse).

COURSES TAUGHT

Graduate:	Attitudes and Public Opinion Doctoral Research Seminar Survey Research Design Statistical Analysis of Survey Data	Questionnaire Design Practicum in Survey Research Measurement Issues in Communication Preparing the Dissertation Proposal
Undergraduate:	Survey Research Intermediate Research Methods Introduction to Social Psychology	Public Opinion and Mass Communication Community Conflict and Public Policy

CONSULTING (Survey Research Applied to Issues of Law and Public Policy)

- National Oceanic and Atmospheric Administration, 2010-2015
Member of the Total Value Team that estimated the economic loss from the 2010 oil spill in the Gulf of Mexico; see the Department of Interior's Deepwater Horizon Response & Restoration Administrative Record: Section 5.15.3.
- Civil Division, U.S. Department of Justice, 2006
Expert Declarations, *Avocado Plus Inc., et al., v. Mike Johanns, Secretary of Agriculture*, U.S. District Court for the District of Columbia; see the court's Jan. 23, 2007 decision.

The Impact Fund, 2003

Expert Declaration, *Dukes et al., v. Wal-Mart Inc.*, U.S. District Court, Northern District of California; see the court's June 21, 2004 order.

Carr, Korein, Tillery, 2002-2003

Expert witness, *Susan Miles, et al., v. Philip Morris Inc.*, 3rd Judicial Circuit, Illinois; see the court's March 21, 2003 order.

Antitrust Division, U.S. Department of Justice, 1995

Advised the Assistant Attorney General on the Microsoft Windows 95 matter.

National Oceanic and Atmospheric Administration, 1991-1994

Member of the natural resource damage assessment team for *U.S. et al. v. Montrose Chemical Co. et al.*, U.S. District Court for the Central District of California; see *Prospective Interim Lost Use Value Due to DDT and PCB Contamination in the Southern California Bight* by R. Carson, M. Hanemann, R. Kopp, J. Krosnick, R. Mitchell, S. Presser, P. Ruud, and K. Smith, NRDA: 1994.

U.S. Department of Commerce, 1991

Consultant to the Special Advisory Panel on the 1990 Decennial Census; see *Report on the 1990 Decennial Census and the Post-Enumeration Survey* by E. Ericksen, et al., submitted to the Secretary of Commerce, June 1991.

Conoco et al., 1990-1991

Expert witness, Federal Energy Regulatory Commission, Docket #IS90-21-000.

State of Alaska, 1989-92

Member of the contingent valuation research team for the Exxon Valdez oil spill litigation; see *A Contingent Valuation Study of Lost Passive Use Value Resulting from The Exxon Valdez Oil Spill* by R. Carson, R. Mitchell, M. Hanemann, R. Kopp, S. Presser, and P. Ruud, submitted to the Alaska Attorney General, November 1992.

National Center for Health Services Research, 1989

Evaluated the Medical Expenditure Survey-Methodological Study; see Appendix 5 of *Report to Congress: Expenses Incurred by Medicare Beneficiaries for Prescription Drugs*, Department of Health and Human Services: May 1989.

General Accounting Office, 1988-1989

Designed a survey of employers for a congressionally mandated evaluation of the Immigration Reform and Control Act of 1986; see *Immigration Reform: Employer Sanctions and the Question of Discrimination*, GAO: March 1990.

National Economic Research Associates, 1986-1989

Special Consultant on projects for various regulatory and litigation matters.

Equal Employment Opportunity Commission, 1985

Expert witness, *EEOC v. Sears, Roebuck and Company*, U.S. District Court, Northern District of Illinois; see the court's January 31, 1986 decision.