

7/15/20

Graduate College
Survey Research Laboratory
Robert A. Ferber Papers
1949-1981

Box 1:

Biographical Information and Publications Lists, 1977, 1981

Publications:

Books

Problem Manual for Statistical Techniques in Market Research, 1951

The Effectiveness of Pharmaceutical Promotion, 1958

Employers' Forecast of Manpower Requirements: A Case Study, 1958

Machine Tool Firm Attitudes toward the Establishment of a Machine Tool Educational and Research Center, 1963

The Projected Economic Growth of the State of Hawaii to 1970, 1963

The Financial Stock-flow Relationships among Central Illinois Farmers, 1965

The Reliability of Consumer Reports of Financial Assets and Debts, 1966

An Evaluation of the Need for a Senior College in Springfield, 1967

Systems: Research and Applications for Marketing, 1968

Selected Aspects of Consumer Behavior: A Summary from the Perspective of Different Disciplines, 1977

The Collection, Measurement, and Evaluation of Savings Account Reports, 1978

The Collection, Measurement, and Evaluation of Life Insurance Holdings, 1978

The Collection, Measurement, and Evaluation of Value of Owner-Occupied Homes, 1978

The Collection, Measurement, and Evaluation of Equity in a Farm or Closely Held Business, 1978

Improvements in Interviewing in Social Security Administration Claims Processes through Survey Techniques, 1979

Alternative Concepts of Value and Equity in Life Insurance, 1980

Review of Previous Attempts to collect Data on the Possession and Value of Consumer Durables, 1980

Collection and Measurement of the Value of Consumer Durables in a Household Survey, 1980

Faculty Working Papers:

#17, "Effect of Response Errors on Parameter Estimates of Models of Savings Behavior" Robert Ferber and Lucy Chao Lee, June 18, 1971

#81, "Husband-wife Influence in Family Financial Economic Behavior" Robert Ferber and Lucy Chao Lee, January 10, 1973

#87, "A Comparison of Alternative Procedures for Collecting Consumer Expenditure Data for Frequently Purchased Products" Seymour Sudman and Robert Ferber, February 6, 1973

#119, "Increasing the Effectiveness of Buying Plans Variables in Economic Models" Robert Ferber and Lucy Chao Lee, June 29, 1973

#137, "Problems in the Collection of Micro Data for International Comparisons" Robert

Ferber and Janes Angelo de Souza, December 17, 1973

#226, "The Role of Life Style in Studying Family Behavior" Robert Ferber and Lucy Chao Lee, December 18, 1974

#385, "The Use of Configurations of Purchase Likelihoods to Predict Auto Purchases" Ellen Liebman and Robert Ferber, March 10, 1977

Box 1 (continued):

Chapters in Books and Reports:

- "Population Change and the Demand for Services" in Demographic and Economic Change in Developed Countries, pp.496-525, 1960
- "The Railroad Shippers' Forecasts and the Illinois Employers' Labor Force Anticipations: A Study in Comparative Expectations" in The Quality and Economic Significance of Anticipation Data, pp. 181-203, 1960
- "Consumer Surveys as a Source of Information for Social Accounting: The Prospects" in The Flow-of-Funds Approach to Social Accounting: Appraisals, Analysis and Applications, pp. 383-409, 1962
- "The Projected Economic Growth of Illinois to 1971" in Report of the Commission on Revenue, pp. 65-95, 1963
- "Introduction" in Determinants of Investment Behavior, pp. 3-12, 1967

Articles:

- "Twelve Pointers on Selecting a Consumer Panel Service" Printer's Ink, 226 (March 4, 1949), 42-47
- "The Common Sense of Sampling" Current Economic Comment, 11 (August, 1949), 48-56
- "More on Bias in Mail Surveys" Public Opinion Quarterly, 14 (Spring 1950), 193-197
- "On Teaching Statistics to Marketing Students" Journal of Marketing, 15 (January 1951), 340-343
- "Sales Forecasting by Correlation Techniques" Journal of Marketing, 18 (January 1954), 219-232
- "On the Accuracy of Businessmen's Expectations" Current Economic Comment, 16 (May 1954), 3-12
- "How Aware are Consumers of Excise Tax Changes?" National Tax Journal, 7 (December 1954), 355-358
- "The Role of Planning in Consumer Purchases of Durable Goods" American Economic Review, 44 (December 1954), 854-874
- "The Accuracy of Aggregate Savings Functions in the Postwar Years" Review of Economics and Statistics, 37 (May 1955), 134-148
- "Sales Forecast by Sample Surveys" Journal of Marketing, 20 (July 1955), 1-13
- "On the Stability of consumer Expectations" Review of Economics and Statistics, 37 (August 1955), 256-66
- "On the Reliability of Responses Secured in Sample Surveys" Journal of the American Statistical Association, 50 (September 1955), 788-810
- "Are Correlations Any Guide to Predictive Value?" Applied Statistics, 5 (No. 2, 1956), 113-121
- "On the Interpretation of the Aggregate Savings Ratio" American Statistician, 10 (June 1956), 10-13
- "Consumer Expenditures for Services in the United States" Journal of Marketing, 21 (July 1956), 24-35

- "Value Judgments and the Public Opinion Polls" Current Economic Comment, 18 (August 1956), 17-13
- "The Effect of Respondent Ignorance on Survey Results" Journal of the American Statistical Association, 51 (December 1956), 576-586
- "The Teaching of Marketing Research in Relation to Industry Needs" Journal Of Marketing, 21 (April 1957), 401-412
- "What Influences Doctors to Switch Products?" Modern Medicine Topics, 18 (June 1957), 3-7

Box 1 (continued):

Articles (continued):

- "Variations in Retail Sales between Cities" Journal of Marketing, 22 (January 1958), 295-303
- "Short-run Effects of Stock Market Services on Stock Prices" Journal of Finance, 13 (March 1958), 80-95
- "The Effectiveness of Pharmaceutical Advertising: A Case Study" Journal of Marketing, 22 (April 1958), 398-407
- "Our Changing Consumer Market" Business Horizons, 1 (Spring 1958), 49-66
- "The Accuracy and Structure of Industry Expectations in Relation to Those of Individual firms" Journal of the American Statistical Association, 53 (June 1958), 317-35
- "Advertising Recall in Relation to Type of Recall" Public Opinion Quarterly, 22 (Winter 1958-59), 529-536
- "Forecasting by Consumer Surveys" Business Scope, 4 (May 14, 1960), 2-4
- "Consumer Panels as a Tool for financial Research" Atlanta Economic Review, 10 (July 1960), 14-16
- "The Administration of the Ph.D. Degree: Present Abuses and Suggestions for Reform" Journal of Higher Education, 31 (October 1960), 384-391
- "Employers' Forecasts of Manpower: An Interview Study" Journal of Business, 34 (July 1961), 387-395
- "Consumer Buying and Consumer Credit" Business Scope, 5 (December 16, 1961), 2-4
- "Brand Choice and Social Stratification" Quarterly Review of Economics and Business, 2 (February 1962), 71-78
- "A New Way to Measure Journal Readership" Journal of Advertising Research, 3 (September 1963), 9-16
- "A Study of the comparative Financial Position of Older People in the United States" Age with A Future: Proceedings of the 6th International Congress of Gerontology, 1964, pp. 533-540
- "Previsao de vendas por tecnicas de correlacao" Revista de Administracao de Empresas, 4 (September 1964), 171-196
- "The Reliability of Consumer Surveys of financial Holdings: Time Deposits" Journal of the American Statistical Association, 60 (March 1965), 148-163
- "Subjective Probabilities and Buying Intentions" Review of Economics and Statistics, 47

- (August 1965), 322-325
- "Labor Force and Wage Projections in Hawaii" Industrial Relations, 5 (May 1966), 72-85
- "Item Nonresponse in a Consumer survey" Public Opinion Quarterly, 30 (Fall 1966), 399-415
- "Interpretation of Interest in Pharmaceutical Advertisements" Journal of Advertising Research, 6 (September 1966), 8-13
- "Anticipations Statistics and Consumer Behavior: A Rejoinder" American Statistician, 21 (April 1967), 14
- "The Role of the University in Business Research" Business Horizons, 11 (April 1968), 17-22
- "The Future of Marketing" Southern Journal of Business, 4 (April 1969), 166-170
- "Contributions of Economics to the Study of consumer Market Behavior" Applied Economics, 1 (May 1969), 125-136

Box 1 (continued):

Articles (continued):

- "Validation of Consumer Financial Characteristics: Common Stock" Journal of the American Statistical Association, 64 (June 1969), 415-432
- "Validation of a National Survey of Consumer Financial Characteristics" Savings Accounts Review of Economics and Statistics, 51 (November 1969), 436-444
- "The Expanding Role of Marketing in the 1970's" Journal of Marketing, 34 (January 1970), 29-30
- "The Responsibilities of Marketing" Journal of Business Administration, 2 (Fall 1970), 43-48
- "Experiments in Obtaining Consumer Expenditures by Diary Methods" Journal of the American Statistical Association, 66 (December 1971), 725-735
- "Uses of Applied Mathematics in Political Science" Policy Studies Journal, 2 (Autumn 1973), 48-51
- "Consumer Economics, a Survey" Journal of Economic Literature, 11 (December 1973), 1303-1342
- "Consumer Expenditure and Price Data" An Overview" Annals of Economic and Social Measurement, 3 (April 1974), 299-305
- "Effects of compensation in Consumer Expenditure Studies" Annals of Economic and Social Measurement, 3 (April 1974), 319-331
- "A Comparison of Alternative Procedures for Collecting Consumer Expenditure Data for Frequently Purchased Products" Journal of Marketing Research, 11 (May 1974), 128-135
- "Husband-Wife Influence in Family Purchasing Behavior" Journal of Consumer Research, 1 (June 1974), 43-50
- "How Reliable are National Retail Sales Estimates?" Journal of Marketing, 40 (October 1976), 13-22

- "Finding the Poor" Review of Income and Wealth, 24 (September 1978), 223-241
- "Social Experimentation and Economic Policy: A Survey" Journal of Economic Literature, 16 (December 1978), 1379-1414
- "Identifying the Urban Poor: Characteristics of Poverty Households in Bogota, Medellin, and Lima" Latin American Research Review, 14 (No. 2, 1979), 25-53
- "Social Experiments in Economics" Journal of Econometrics, 11 (September 1979), 77-115
- "Acquisition and Accumulation of Life Insurance in Early Married Life" Journal of Risk Insurance, 47 (December 1980), 713-734
- "Asset Accumulation in Early Married Life" Journal of Finance, 35 (December 1980), 1173-1188

Book Reviews:

- Life Insurance Ownership among American Families, 1954, by the Michigan Survey Research Center. Journal of the American Statistical Association, 50 (December 1955), 1414-1415
- Distribution's Place in the American Economy since 1869 by Harold Barger. Econometrica, 25 (April 1957), 374-375
- The Employment Forecast Survey by Douglas G. Hartle. American Economic Review, 52 (December 1962), 1205-1208
- Housing and Income by Margaret G. Reid. American Economic Review, 54 (March 1964), 213-216

Box 1 (continued):

Book Reviews (continued):

- Purchasing Behavior and Personal Attributes by William F. Massy, David B. Montgomery, and Donald G. Morrison. Journal of Economic Literature, 7 (June 1969), 483-485
- Stochastic Models of Buying Behavior by William f. Massy, Davis B. Montgomery, and Donald G. Morrison. Journal of Economic Literature, 9 (December 1971), 1212-1213

Papers Read at Meetings:

- "A Statistical Study of Factors Influencing Temporal Variations in Aggregate Service Expenditures." Conference on Consumption and Economic Development of the Universities National Bureau Committee, Princeton, N.J., October 1955
- "A Framework for Dealing with Response Errors in Consumer Surveys" (Robert Ferber and Mathew Hauk). National Conference, American Marketing Association, Dallas, TX, June 1964
- "Does a Panel Operation of Increase (sic) the Reliability of Survey Data: The Case of Consumer Savings." American Statistical Association, Chicago, IL, December 1964
- "Implications of a Behavioral Theory of the Household for Applications of Production Economics." Production Economics in Agricultural Research Conference, Urbana, IL, March 1966
- "Accumulation of Durable Goods by Young Marrieds" (Robert Ferber and Lucy Chao Lee).

American Psychological Association, Chicago, IL September 1975

Box 2:

Correspondence:

1973-1975
 1976-1978
 1979-1981
 AMA (American Marketing Association--Ferber President) 1968-1969
 AMA Census Advisory Committee, 1975-1981
 ASA (American Statistical Association), Brochure "What is a Survey" 1976-1980
 ASA, Census Fellowship Program, 1980
 ASA, Committee on Publications, 1977-1981
 Buttari, Juan J., 1977-1979
 Cambridge University Press, 1976-1981
 Chicago and Northwestern Railway Company, 1969
 Chicago, Milwaukee, St. Paul and Pacific Railroad Company, 1970
 Committee on Retiree Benefits, 1975
 ECIEL (Spanish acronym for "Program of Joint Studies on Latin American Economic Integration"), 1976-1980
 ECIEL, International Conference on Consumption and Income, 1972-1973
 Health Information Systems Advisory Committee, 1969
Illinois Issues, Survey Methods Articles (draft), 1977-1979
 Institut für Konsum-und Verhaltensforschung, 1981
 Interstate Commerce Commission, 1969
 MBAA--Ferber's Address to Annual Meeting, 1976
 Musgrove, Phillip, 1973-1980

Box 2 (continued):

Correspondence (continued):

National Science Foundation, 1969
 Pearl, Robert, 1977-1978
 Perlman, Mark and Naomi, editors, Journal of Economic Literature, 1977-1978
 Poser, Gunter, 1975-1979
Research Methods in Economics and Business, Spanish Edition, 1974
 Southern Railway System, 1979
 Undergraduate Curriculum in Consumer Economics, 1979
 Wind Energy, 1977-1981

Research Notes and Rough Drafts of Publications:

"Anticipations Statistics and Consumer Behavior" 1966
 "Anticipations Statistics and Consumer Behavior: A Rejoinder" 1967
 "A Comparison of Alternative Procedures for Collecting Consumer Expenditure Data for

Frequently Purchased Products" 1973-1974
"Contributions of Economics to the Study of Consumer Market Behavior" 1967-1968
"Item Nonresponse in a Consumer Survey," 1965-1966
"The Responsibilities of Marketing," Journal of Business Administration, 1969
Review of "Housing and Income" 1963
"Subjective Probability and Buying Intentions" 1964
Validation Study--Miscellaneous, 1967-1968
Validation of Consumer Financial Characteristics: Common Stock, 1968-1969
Validation of a National Survey of Consumer Financial Characteristics: Savings Accounts,
1967-1970