



9/7/22

Commerce and Business Administration
Business Administration
Seymour Sudman Papers, 1955-92

Box 1:

Correspondence (11 folders), 1963, 1965, 1967-91
Vitae, Biographical Material, University Service Activities
Vitae, 1961-79, 1986-87
Publicity, news releases, book reviews of Sudman books, 1965-91
Research Triangle Institute efforts to recruit Sudman, 1977
Report of Committee to Evaluate Institute of Government and Public Affairs (Sudman chair), 1984-86
Surveys of College of Commerce Seniors and Alumni, 1974-75

Box 2:

Reports not published elsewhere

Surveys of Public Opinion in Times of Crisis, National Opinion Research Center (NORC), 1964
Experiments in Obtaining Consumer Expenditures by Diary Methods, Survey Research Laboratory (SRL)
Preliminary Report, 1969
1970
Experiments in Obtaining Consumer Expenditures of Durable Goods by Recall Procedures, SRL, 1971
Forms for SRL/NORC Methodology Study, 1972
Alternative Panel Procedures for Obtaining Health Data, SRL, 1982
SRL Health Diaries Pretest
Access to Health Care (R. W. Johnson Foundation), SRL
Questionnaires and Correspondence, 1983-86
Reports and Correspondence, 1985-87
Studying the Incidence of Missing Children by Special Survey Methods, SRL, 1987

Sabbaticals

Wolfson College, Oxford, 1974-77
Israel and Europe (includes correspondence with Margaret L. Greene), 1975-76
Zentrum fur Umfragen, Methoden und Analysen, Mannheim, Germany (includes correspondence from Blanche Sudman), 1982-84

Conferences

Discussions
American Marketing Association (AMA), 1962
Chicago Chapter, American Statistical Association (ASA), 1963, 1965
ASA, 1971
AMA, 1976
Survey Sampling Conference, University of North Carolina, April, 1977

Conference on Health Survey Research Methods, 1975-77
 American Association for Public Opinion Research (AAPOR), May, 1977
 Summer Institute, University of Massachusetts, June, 1977
 AAPOR (May, 1978), 1977-78
 AMA Special Sampling Presentation, May, 1978
 Public Health Conference on Records and Statistics, June, 1978
 Public Responsibility in Medicine and Research Conference, October, 1979
 Research Methods on Criminal Justice, March, 1980
 Field Directors Conference, May, 1980
 Institute of Statisticians (July, 1980), 1979-80
 American Sociological Association, August, 1980
 Indiana University, November, 1981
 4th Health Survey Research Methods Conference, May, 1982
 New York Chapter, AAPOR, November, 1982
 Special Interest Group (SIG) Survey Research in Education (April, 1985), 1984-85
 ASA, August, 1985
 Social Networks, February, 1986
 Newspaper Research Council, April, 1986
 RICME II Conference, May, 1986
 AAPOR, May, 1986
 ASA, August, 1986
 Social Networks, February, 1987
 Symposium on USA-German Health Care, April, 1987
 AAPOR, May, 1987
 Cable TV Conference, New York, May, 1987
 University of Florida, June, 1987
 Chicago Chapter, ASA, October, 1987
 American Society on Criminology, November, 1987
 ASA (AAPOR Code), August, 1988
 U. S. Census Annual Research Conference (March, 1990), 1989-90

Consulting

Federal, State, Non-Profit Organizations
 Center for Disease Control--Study on the Efficacy of Nosocomial Infection Control,
 1976-77
 Federal Trade Commission (non-legal), 1974-84
 Health Services Research Review Subcommittee, 1985
 Illinois Department of Energy, 1986

Box 3:

Institute of Medicine Reyes Syndrome Committee
 Proposal, 1984
 Correspondence, 1983-84
 Reports, Background Materials, 1984-85

Reports, Correspondence, Background Material, 1984

Task Force Presentation, 1984

Report and Correspondence, 1985-86

Correspondence, Reports, 1983-84

National Center for Educational Statistics, 1990

National Center for Health Services Research, 1978

National Heart, Lung, and Blood Institute, 1981

National Institute for Health--Headache Study, 1978

National Research Council--Tax Compliance, 1984-85

Research Triangle Institute, 1988-89

Robert Wood Johnson Foundation--Community Hospital Program, 1977-81, 1989

U. S. Bureau of the Census--Computer-Assisted Survey Information Collection,
1991

Legal

Anderson/Niebuhr, 1988

Cook, Wetzel, Egan, 1984

Consulting

Legal (cont.)

Federal Trade Commission

Volkswagen, 1982-87

Litton, 1979-81

Popham, Haik, 1986

U. S. Attorney, 1992

Webster, Sheffield, 1988

University

State University of New York at Albany, 1987-88

University of California at Los Angeles, 1976, 1988-89

University of California at San Francisco, 1989-90

Yeshiva, 1988

Commercial/Other

Batelle Memorial Institute, 1989

Center for Policy Research, 1978-79

Coca-Cola, 1989-90

Colwell Printing, 1975

Richard Day Research, 1985-89

Decision Research Corporation, 1984-88

Educational Testing Service (Laosa), 1988

Foster Plan International, 1988

General Foods, 1985

Louis Harris, 1982

Hausman Bus Sales, 1983

Health Information Reporting Company, 1988

Keck's Furniture, 1974-76

McCone Golf Supplies, 1978

Market Facts, 1979-83, 1989

Box 4:

Marketing Metrics, 1990
 Mathematica, 1990
 Peter Merrill, 1983
 NPD Research, 1982-85
 People's Bank of Bloomington, 1973
 Policy Studies Associates, 1986
 Presbyterian Church of America, 1984
 Research Management Corporation, 1985
 Leo Shapiro Research, 1983
 Gary Siegal Research, 1981-83
 W. R. Simmins Research, 1976-77
 Urban Institute, 1988

Proposals

Agency for International Development
 Afghanistan Study, ca. 1975
 Consumer Acceptance of Foods, 1970
 Department of Alcohol and Substance Abuse (State of Illinois), 1990
 American University, 1989
 Commission on Civil Rights, 1977
 Food Consumption Proposal, 1978
 Health Services Administration, 1972-74
 Human Nutrition Center, 1980
 Department of Justice--Missing Children, 1985-87
 National Center for Health Services Research
 Factorial Study, 1984-85
 Summer Institute, 1977
 National Center for Population Research--Adolescence and Social Change, 1971
 National Science Foundation--Methodology
 1967-69
 1973, 1976-80
 1979, 1982-86
 State of North Carolina, 1980
 Policy Research Corporation, 1984
 Real Estate Research Office, University of Illinois, 1983
 Bayesian Analysis Proposal, ca. 1978

Books and Book Correspondence

Book correspondence 1974-75, 1979-84
 Proposed Market Research text (unpublished), 1966-69
 Improving Interview Method, Jossey-Bass, 1979
 Asking Questions, Jossey-Bass (1982), 1978-83

Springer-Verlag Correspondence, 1986-89
 Social Information Processing, Springer-Verlag (1987), 1984-85
 Polls and Surveys, Jossey-Bass (1988) (2 folders), 1986-88
 Disabled Scientists (not yet published), 1988-89
 Health and Illness in America and Germany, 1989

Box 5:

Book Reviews by Sudman, Journal Articles

Book reviews, 1964-89
 An Analysis of the Clarkston Washington Air Pollution Study (NORC), November, 1963
 On the Accuracy of Reporting of Consumer Panels, Journal of Marketing Research (JMR),
 May, August, 1964
 Effectiveness of Self-Administered Questionnaires, JMR, August, 1965
 Time Allocation of Survey Interviewers, Public Opinion Quarterly (POQ) (Winter, 1965),
 1964-65
 New Approaches to Control of Interviewing Costs, JMR, February, 1966
 New Uses of Telephone Methods in Survey Research, JMR (May, 1966), 1965-66
 Interracial Housing, NORC Working Paper, October, 1966
 Quantifying Interviewer Quality, POQ (Winter, 1966-67), First Draft, 1965
 Use of Computers in Coding Free Responses, POQ, Summer, 1968
 The Extent and Characteristics of Racially Integrated Housing in the United States, Journal
 of Business, January, 1969
 Multiple Uses of Primary Sampling Areas of National Probability Sample, Journal of the
 American Statistical Association (JASA) (March, 1970), 1969-70
 Use of Diaries and Tape Recorders for Obtaining Consumer Expenditure Data in Lower
 Income Areas, SRL, Bureau of Labor Statistics Working Paper, April, 1970
 Overlap of Opinion Leadership Across Consumer Product Categories, JMR, May, 1971
 Some Experimentation with Recall Procedures and Diaries for Consumer Expenditures,
 Proceedings, ASA Annual Meeting, August, 1971
 Experiments in Obtaining Consumer Expenditures by Diary Methods, JASA, December,
 1971
 Sampling of Very Rare Human Populations, June, 1972
 The Man at the Door Is Really a Lady in the Living Room, Unpublished popular article,
 December, 1972
 Use of Telephone Directories for Survey Sampling, JMR, May, 1973
 Effects of Time and Memory Factors on Response in Surveys, JASA, December, 1973
 Effects of Compensation in Consumer Expenditure Studies, Annals of Economic and Social
 Measurement, March, 1974
 A Comparison of Alternative Procedures for Collecting Consumer Expenditure Data for
 Frequently Purchased Products, JMR, May, 1974
 Advances in Health Survey Research Methods, May, 1975
 A Methodological Assessment of the Use of Key Informants, June, 1975
 The Accuracy of Presidential Preference Primary Polls, POQ, Summer, 1975

- An Investigation of Interview Method, Threat and Response Distortion, JASA, June, 1976
- Effect of Chronic and Acute Anxiety on Response Distortion, JASA, June, 1976
- Sample Surveys
 Draft, 1974-75
 Final version, Annual Review of Sociology, September, 1976
- How to Ask Questions about Drinking and Sex, JMR, 1976-77
- Real Estate Agents As Sources of Information For Home Buyers, Journal of Consumer Affairs, May, 1977
- Americans Report on their Access to Health Care, Spring, 1987
- Estimates of Threatening Behavior Based on Reports of Friends
 Draft
 POQ, Summer, 1977
- More on the Effects of Interviewer's Voice Intonation, unpublished, June, 1977
- Modest Expectations: The Effect of Interviewer Expectations on Responses
 Draft
 POQ, November, 1977
- Optimum Cluster Designs within a Primary Unit Using Combined Telephone Screening and Face-to-Face Interviewing
 Draft
 JASA, June, 1978
- Simplified Bayesian Analysis of the Value of Information in the Marketing of New Products, unpublished, December, 1978
- Improving the Quality of Shopping Center Sampling, JMR (November, 1980), 1979-80
- Estimating Response to Follow-ups in Mail Surveys, POQ, November, 1981
- On Finding and Interviewing the Needles in the Haystack: The Use of Multiplicity Sampling, POQ (Fall, 1982), 1981-82
- The Presidents and the Polls, Fall, 1982
- The Network Polls: A Critical Review, POQ (Winter, 1983), 1982-83
- The Use of Bounded Recall Procedures in Single Interviews, POQ, Summer, 1984
- Measuring the Effects of Attitude Crystallization on Response Effects, unpublished
- Efficient Screening Methods for the Sampling of Geographically Clustered Special Populations, JMR (February, 1985), 1984
- Experiments in the Measurement of the Size of Social Networks, Social Networks, June, 1985
- Questionnaire Design Activities in Government Statistics Offices, Journal of Official Statistics (June, 1985), 1984-85
 Cayman Islands-Israel, 1984-85
 Japan-West Germany, 1984-85
- Do Exit Polls Influence Voting, POQ (Fall, 1986), 1985
- New Developments in the Sampling of Special Populations, Annual Review of Sociology, October, 1986
- Health Utilization in America
 Draft
 R. W. Johnson (March, 1987), 1987-88

Organizational Growth of Public Opinion Research in the United States, POQ, Winter, 1987
 Experiments in the Measurement of Neighbor and Relative Social Networks, Social Networks (March, 1988), 1987
 Sampling Rare and Elusive Populations, Science (May, 1988), 1987-88
 The Use of Network Sampling for Locating the Seriously Ill, Medical Care (October, 1988), 1987-88
 Some Tensions Among Theory and Method, Medical Sociology, June, 1989
 Contributions of Cognitive Psychology to Advertising Research, Journal of Advertising Research, June, 1989
 The Substitution of School Districts in Educational Studies

Box 6:

Organizations

American Association for Public Opinion Research (4 folders), 1977-78, 1982-83, 1986-88
 Advisor Committee on Educational Statistics, 1988-89
 American Statistical Association
 Board, 1990-91
 Fellows Committee, 1988-90
 Survey Review Committee
 Census Advisory Committee (2 folders), 1989-91
 Journal of the American Statistical Association--Book Reviews, 1986-90
 Public Opinion Quarterly--Polls, 1982, 1986-88
 Social Science Research Council, 1990

Consumer Panel Material

Market Research Corporation of America (MRCA) Diaries/Forms used when Sudman Research Director (3 folders), 1955-62, 1978
 A and P Study, 1956
 MRCA Reports authored by Sudman, 1956-62
 MRCA Reports, Memos, Correspondence, 1956-63, 1976
 Maintaining a Consumer Panel, American Marketing Association (AMA) Annual Meeting, 1959
 Evaluation of Consumer Panels, Boyd and Westfall, AMA, 1960
 Fourt-Woodlock Model, Journal of Marketing, October, 1960
 Ph. D. Dissertation drafts--On the Accuracy of Recording of Consumer Panels, 1962
 On the Accuracy of Recording of Consumer Panels, ASA Annual Meeting, 1962
 JMR, 1964

Box 7:

Consumer Panel Book Draft (early unpublished version), 1965
 Consumer Panels, AMA
 Draft, 1979
 Page Proofs, 1979