


CURRENT CHALLENGES TO PUBLIC OPINION RESEARCH

Timothy Johnson, AAPOR Past President

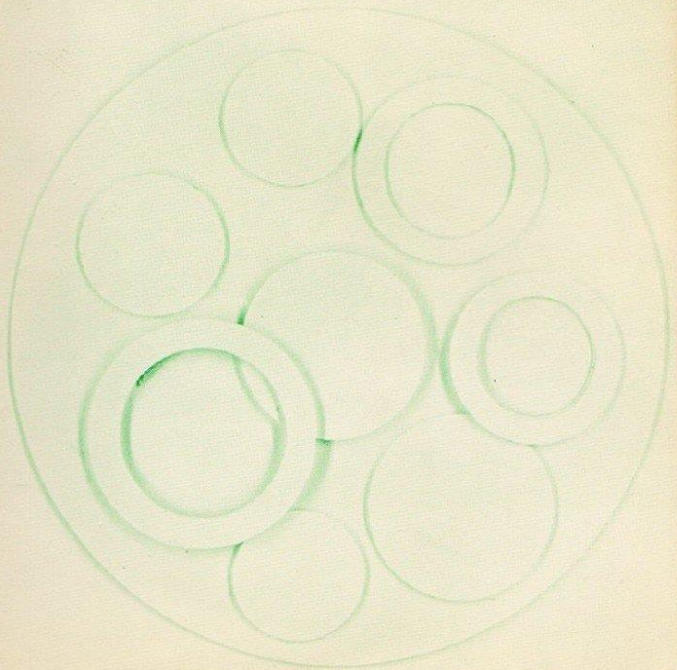


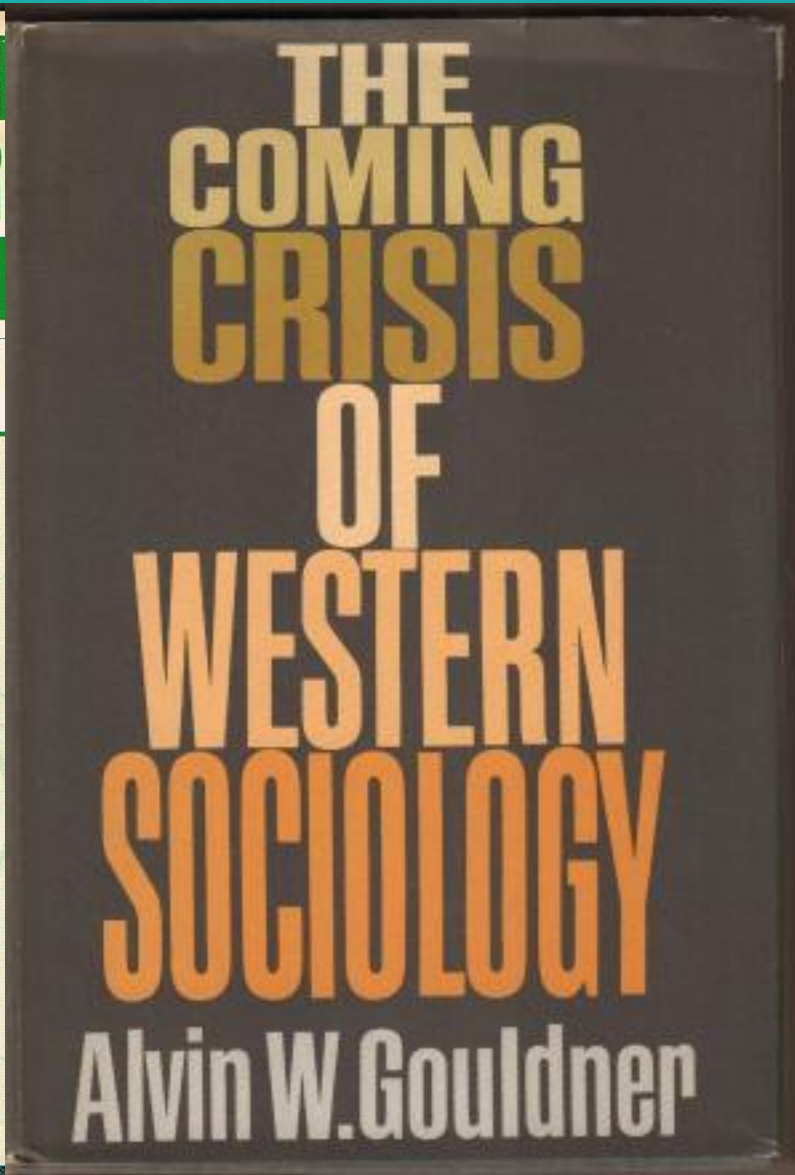
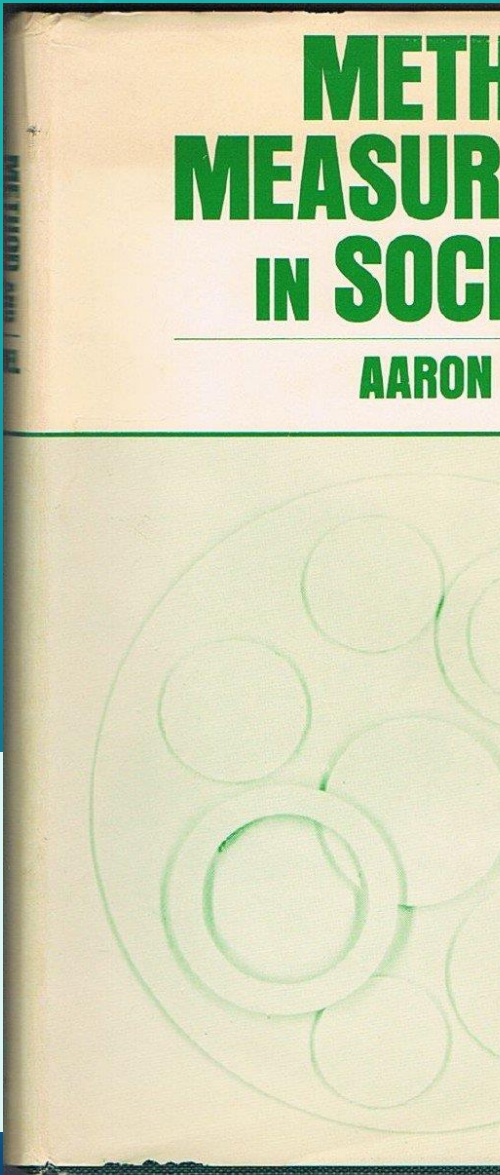
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**METHOD AND
MEASUREMENT
IN SOCIOLOGY**

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THE COMING CRISIS OF WESTERN SOCIOLOG Alvin W. Gouldn

Interactional Troubles in Face-to-Face Survey Interviews

LUCY SUCHMAN and BRIGITTE JORDAN*

1. INTERVIEWS AS INTERACTION

For statistically based social science, survey research is the principal means of obtaining data about the social world. The interview from this point of view is a standardized data-collection procedure that uses a questionnaire as its instrument of measurement; however, the interview is an essentially interactional event as well. From the moment that the interviewer sits down across from the respondent and begins to talk, the survey interview assumes and relies on a wealth of conventions and resources from ordinary conversation. At the same time, the concern with standardized procedures and the statistical notion of error that standardization is intended to address impose constraints on the survey interview that make it significantly different from ordinary conversation. Those constraints have consequences for both the way the interview proceeds and the data that it produces.

In this article we look at the survey interview as a standardized procedure that relies on, but also suppresses, crucial elements of ordinary conversation. Our analysis is based on videotapes of five special interviews, three using the General Social Survey (GSS) and two using the National Health Interview Survey (NHIS). The videotapes were made for research purposes in conjunction with the Seminar on Cognitive Aspects of Survey Methodology sponsored by the Committee on National Statistics of the Commission on Behavioral and Social Sciences and Education of the National Research Council. [For a report on that seminar see Jabine, Straf, Tatur, and Tourangeau (1984).] They show interviews with volunteer respondents. Trained U.S. Census Bureau interviewers were hired by the committee to administer the NHIS questionnaire as they would for the survey; similarly, trained interviewers administered the GSS questionnaires. These particular interviews, however, were not part of the respective surveys. Our analysis of the videotapes was carried out during the summer of 1986, funded by the Committee on Cognition and Survey Research of the Social Science Research Council and by Xerox Palo Alto Research Center. We take the

* Lucy Suchman is Area Manager, Work Practice and Technology, Xerox Palo Alto Research Center, Palo Alto, CA 94304. Brigitte Jordan is Professor, Department of Anthropology, Michigan State University, East Lansing, MI 48824. Senior Research Scientist, Institute for Research on Learning, Palo Alto, CA 94304, and Member, Research Staff, Speech Sciences Laboratory, Xerox Palo Alto Research Center, Palo Alto, CA 94304. The authors thank the Committee on Cognition and Survey Research for lively and productive discussions of the problems considered in this article, but absolve them of responsibility for its shortcomings. Particular thanks go to Judith Tatur for her stewardship of the project from its inception through to its conclusion. Careful commentary on earlier drafts was provided by JoAnne Goldberg, Robert Hahn, Emanuel Schegloff, and Ron Senens. This analysis benefited greatly from insight offered by members of the Interaction Analysis Laboratories at Michigan State University and Xerox Palo Alto Research Center.

five interviews as case studies that reveal clues of trouble of a potentially more widespread nature. Although we cannot know the precise distribution of such troubles across survey interviews, their presence in these five at least raises the possibility of a more general problem. Our discussions of the data with veteran survey researchers lead us to believe that the troubles identified are not totally idiosyncratic.

Our argument is the following.

1. There is an unresolved tension between the survey interview as an interactional event and as a neutral measurement instrument. On the one hand, the interview is commonly acknowledged to be fundamentally an interaction. On the other hand, in the interest of turning the interview into an instrument, many of the interactional resources of ordinary conversation are disallowed.

2. The success of the interview as an instrument turns on the premise that (a) relevant questions can be decided in advance of the interaction and (b) questions can be phrased in such a way that, as long as they are read without variation, they will be heard in the intended way and will stimulate a valid response.

3. The premises of 2 fail insofar as (a) topics that come from outside a conversation run the risk of irrelevance, and (b) as an ordinary language procedure, the survey interview is inherently available for multiple interpretations of the meaning of both questions and answers.

4. Compared with ordinary conversation, the survey interview suppresses those interactional resources that routinely mediate uncertainties of relevance and interpretation.

We find that the validity of survey data is potentially undermined by the same prohibition against interaction that is intended to ensure reliability. As a remedy, we recommend a collaborative approach that would allow the kinds of interactional exchanges between interviewer and respondent necessary to ensure standardized interpretations, without introducing interviewer bias. This idea was advanced by Briggs (1986) and Möhler (1986), but it has yet to receive the exploration that it deserves and the development that would enable its serious incorporation into survey research practice.

The analysis is organized as follows. In Section 2 we look at the differences between the survey interview and ordinary conversation, focusing on the survey instrument's external control over who speaks and on what topic, prohibitions against any redesign of questions by the inter-

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Journal of the American Statistical Association
March 1990, Vol. 85, No. 409, Review Paper

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delegitimize (redirected from *delegitimizes*)

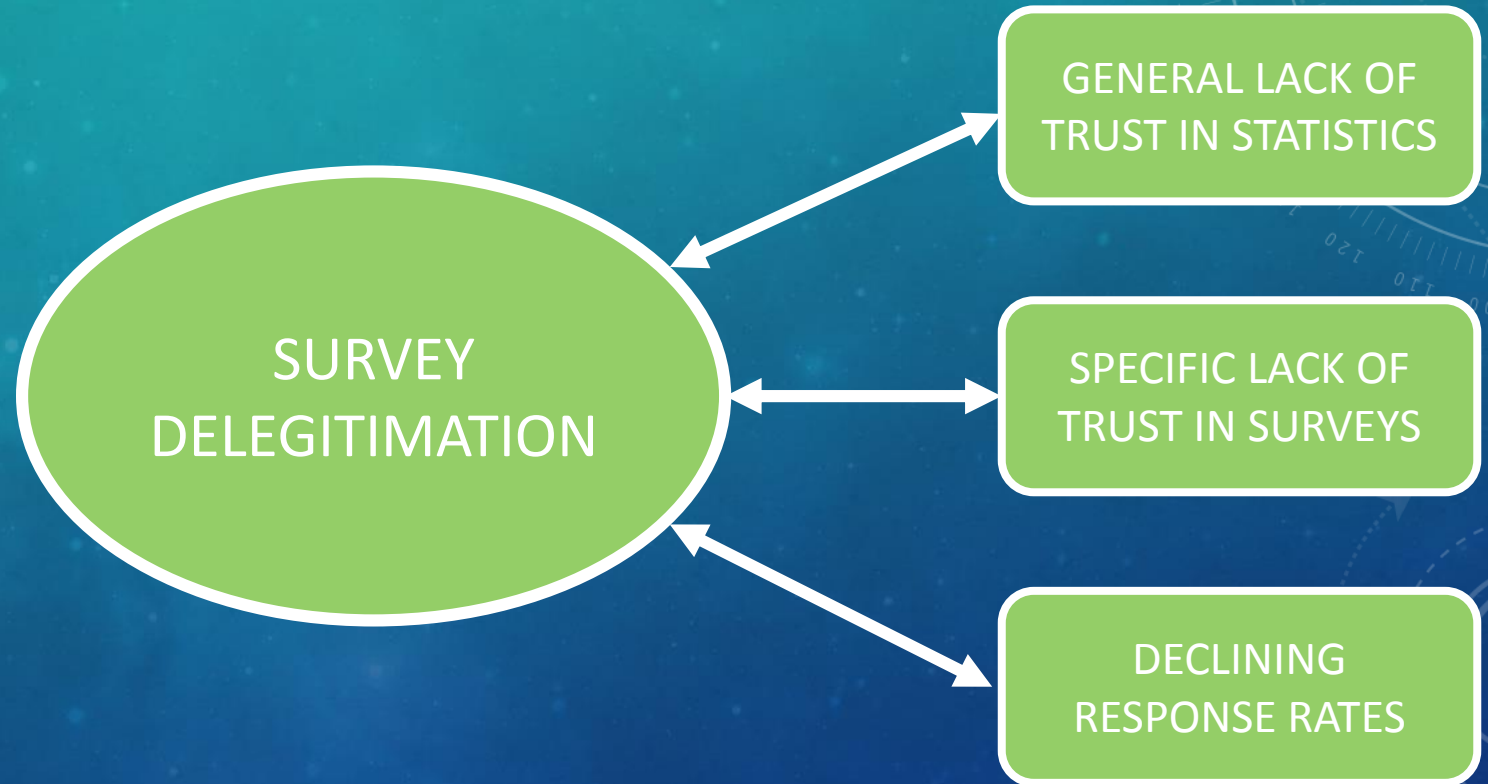
Related to delegitimizes: **delegitimation**

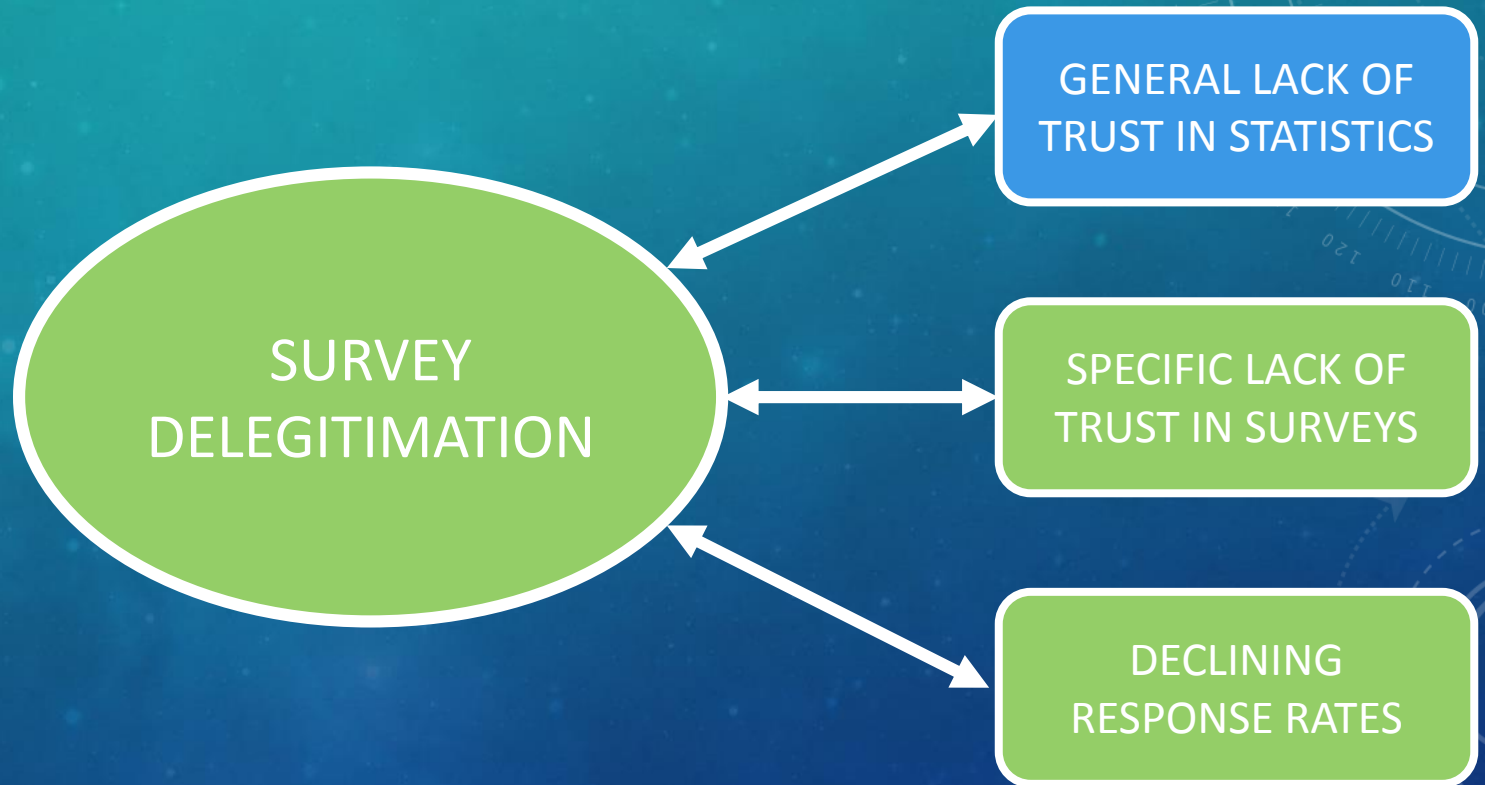
de·le·git·i·mize  (dē'lə-jīt'ə-mīz')

tr.v. **de·le·git·i·mized, de·le·git·i·miz·ing, de·le·git·i·miz·es**

To discredit the public or political recognition or support of.

de'le·git'i·mi·za'tion (-mī-zā'shən) *n.*





SLATE

How Coffee Became a Carcinogen

The World Health Organization's classification system is seriously flawed.



By *Geoffrey Kabat*



SLATE

HEALTH

The Case for Drinking as Much Coffee as You Like

Every reason to justify it

LINDSAY ABRAMS NOV 30, 2012



MORE STORIES

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Protecting Police Dogs





Unemployment numbers "are artificial numbers. These are numbers that are massaged to make the existing economy look good, to make this administration look good when, in fact, it's a total disaster."

— Donald Trump Jr. on Sunday, July 24th, 2016 in an interview on CNN



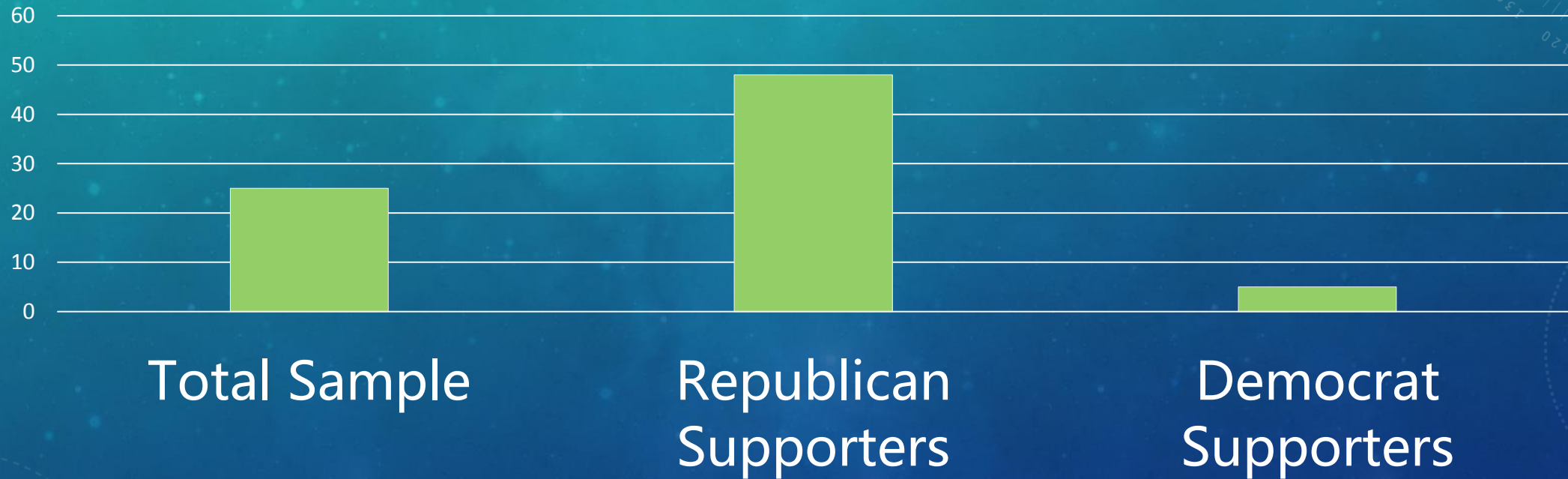
Donald Trump Jr. says unemployment rates are manipulated for political purposes

By C. Eugene Emery Jr. on Monday, July 25th, 2016 at 1:37 p.m.

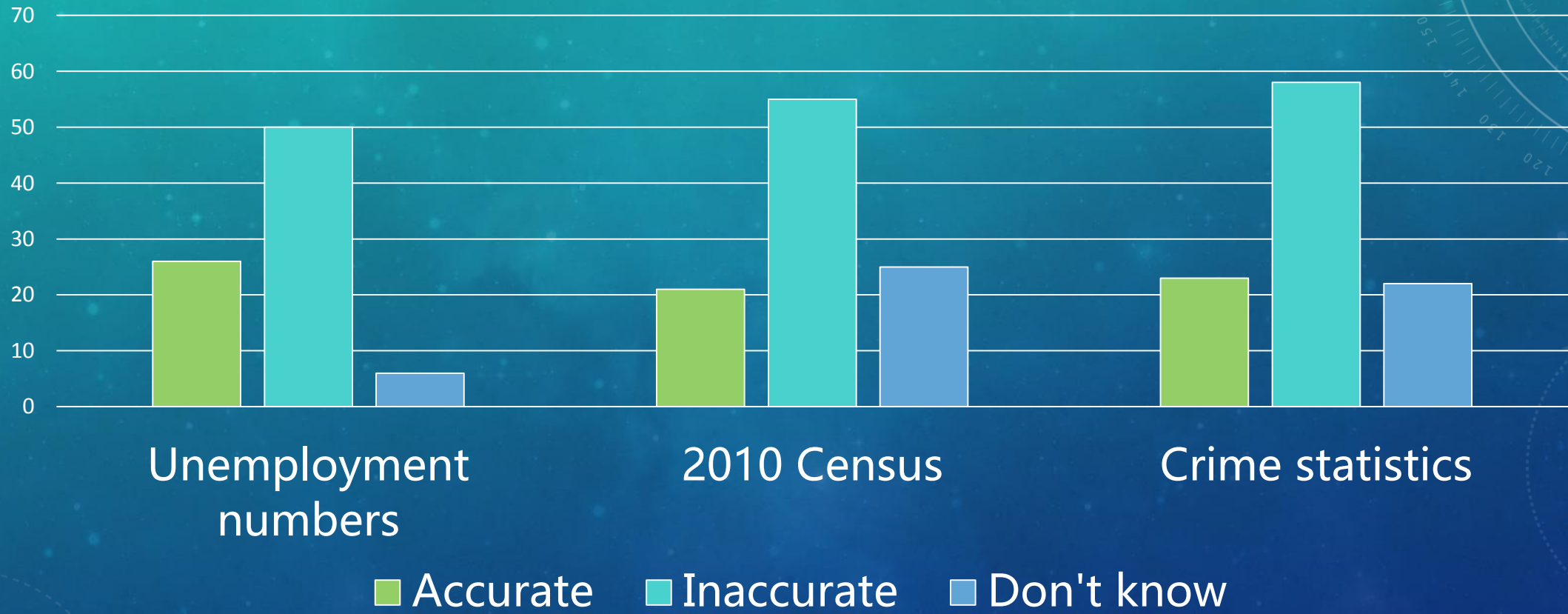


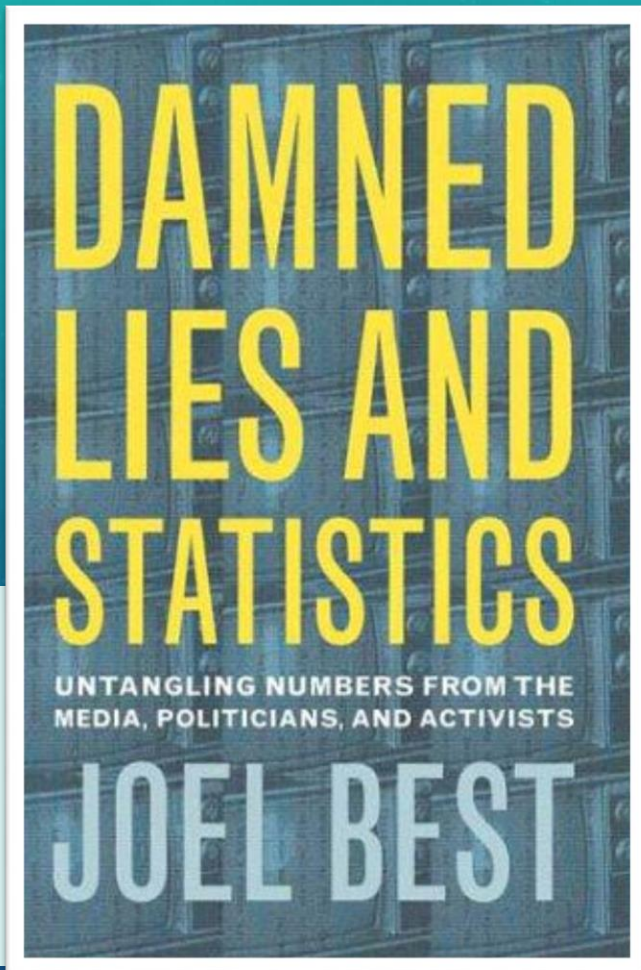
"HOW MUCH DO YOU TRUST THE DATA ABOUT THE ECONOMY THAT IS REPORTED BY THE FEDERAL GOVERNMENT?"

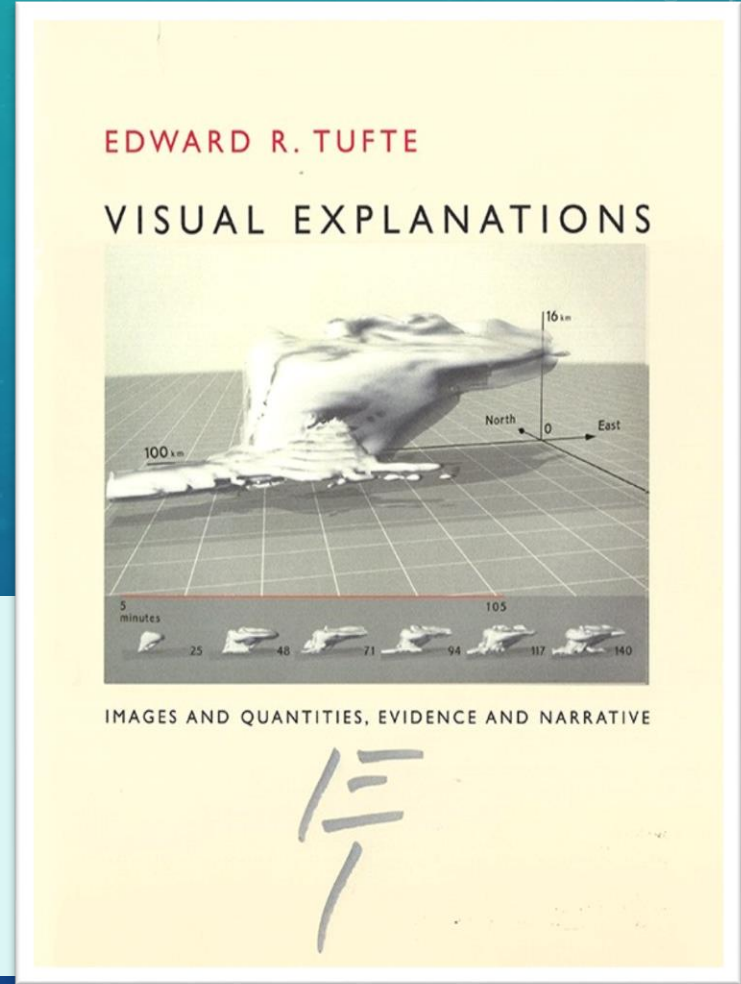
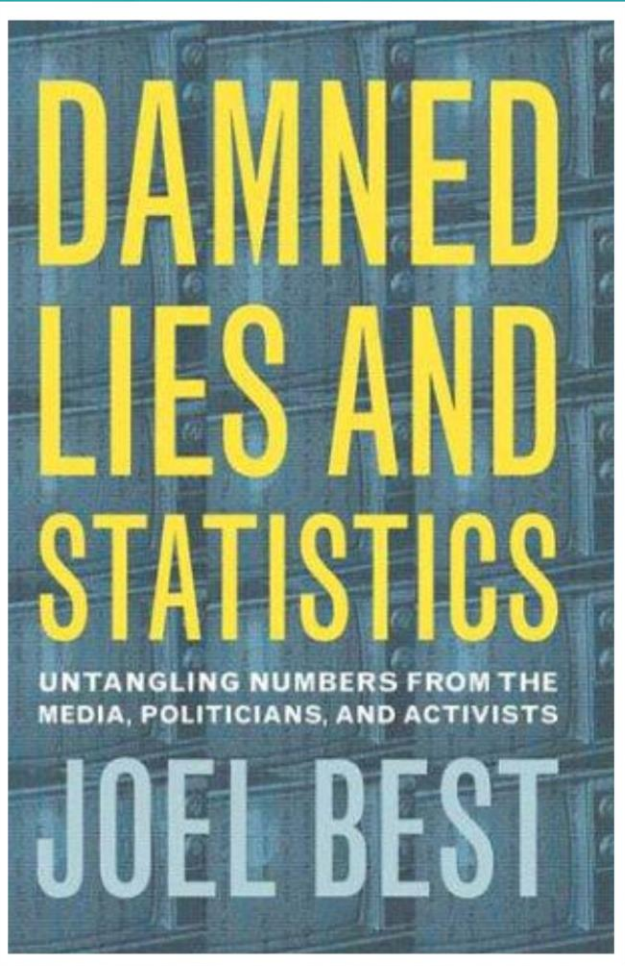
% "Not trust it at all"

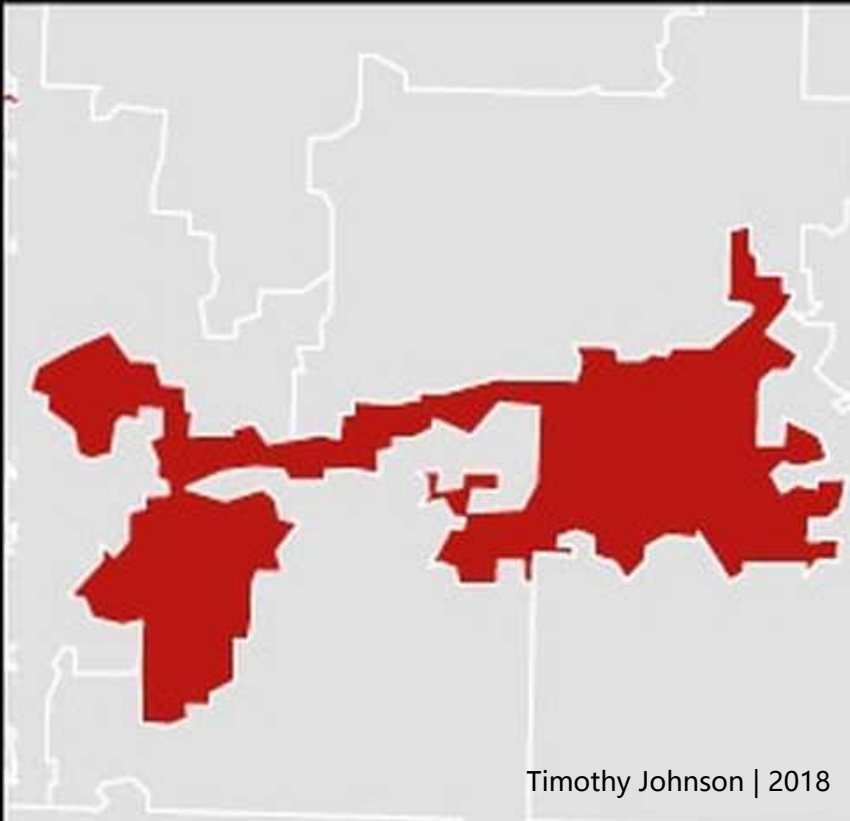
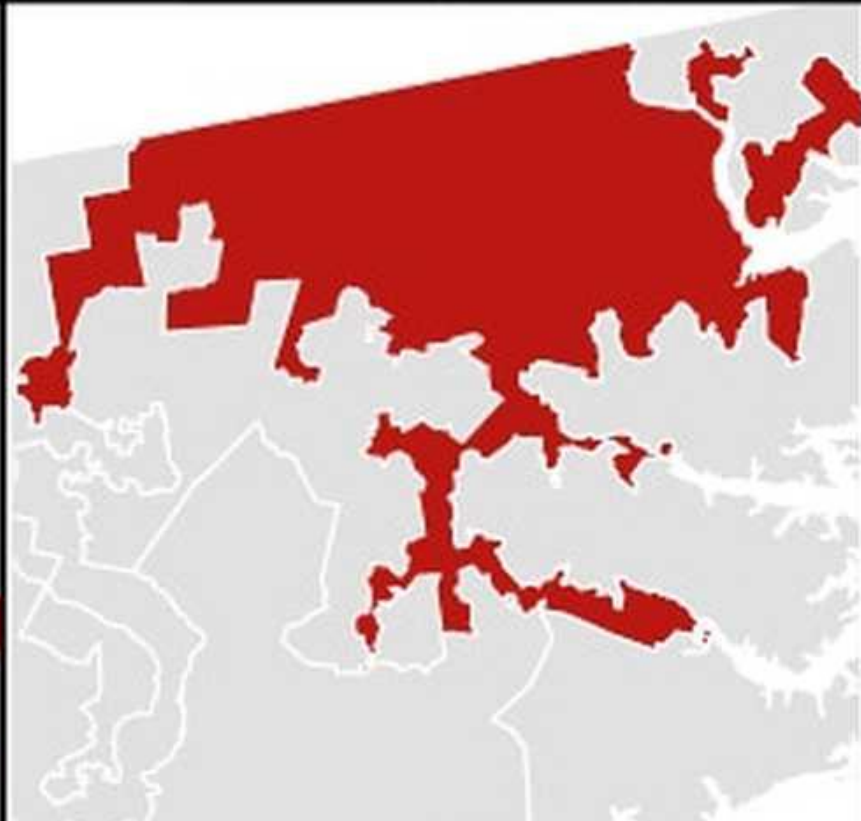
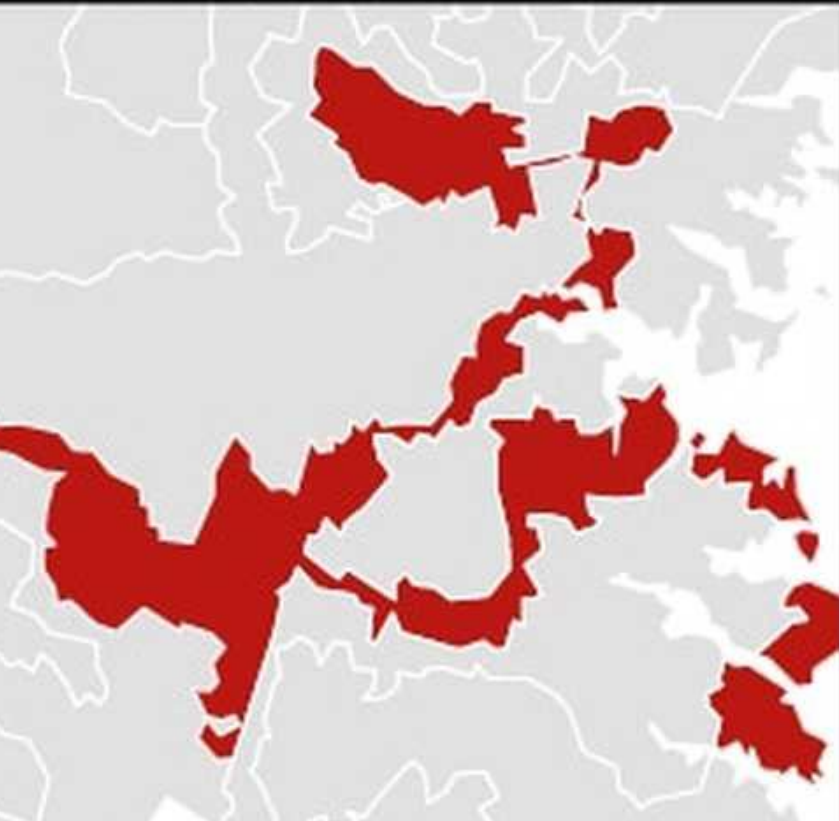


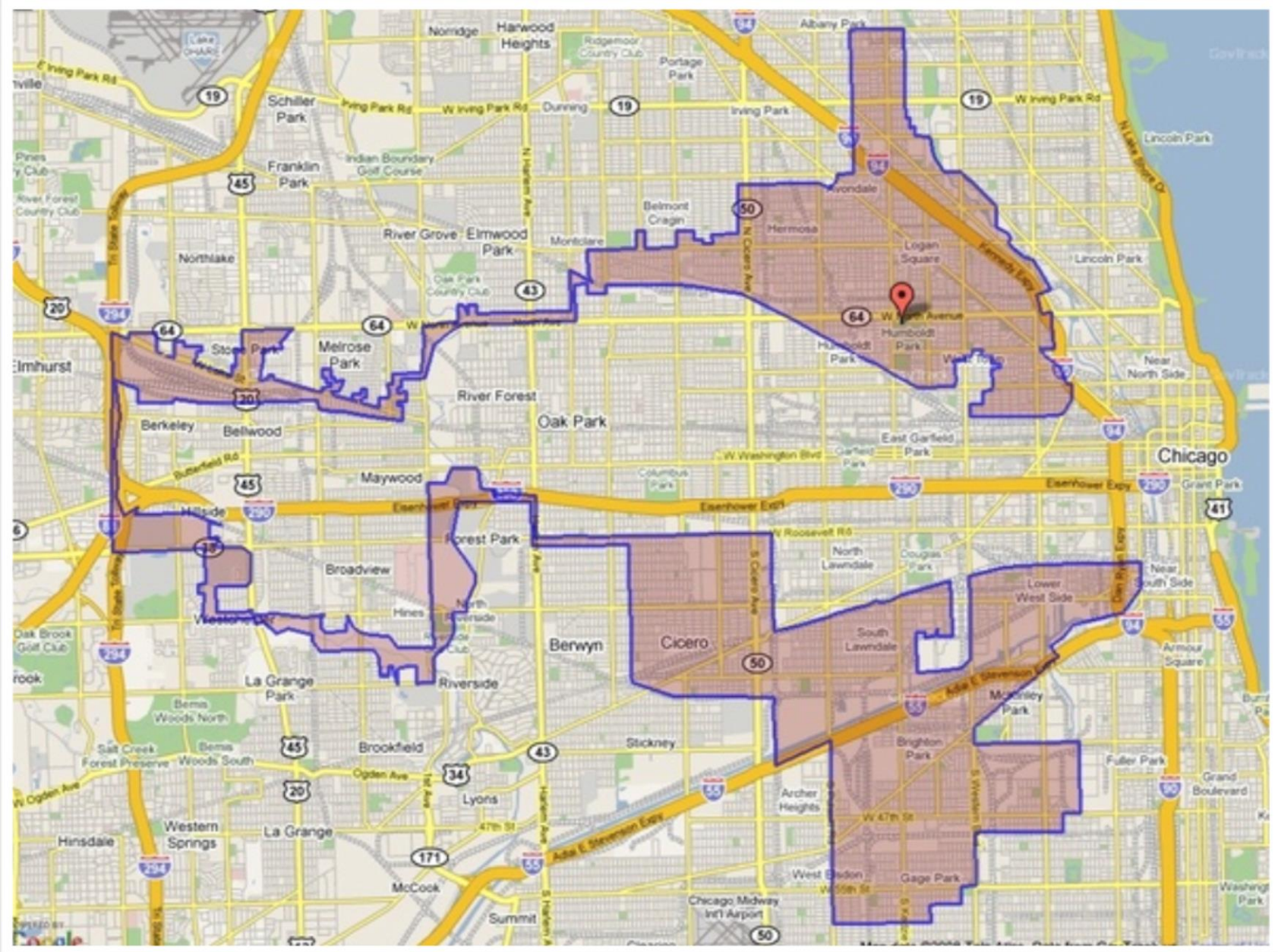
PUBLIC BELIEF IN THE ACCURACY OF GOVERNMENT STATISTICS, 2017

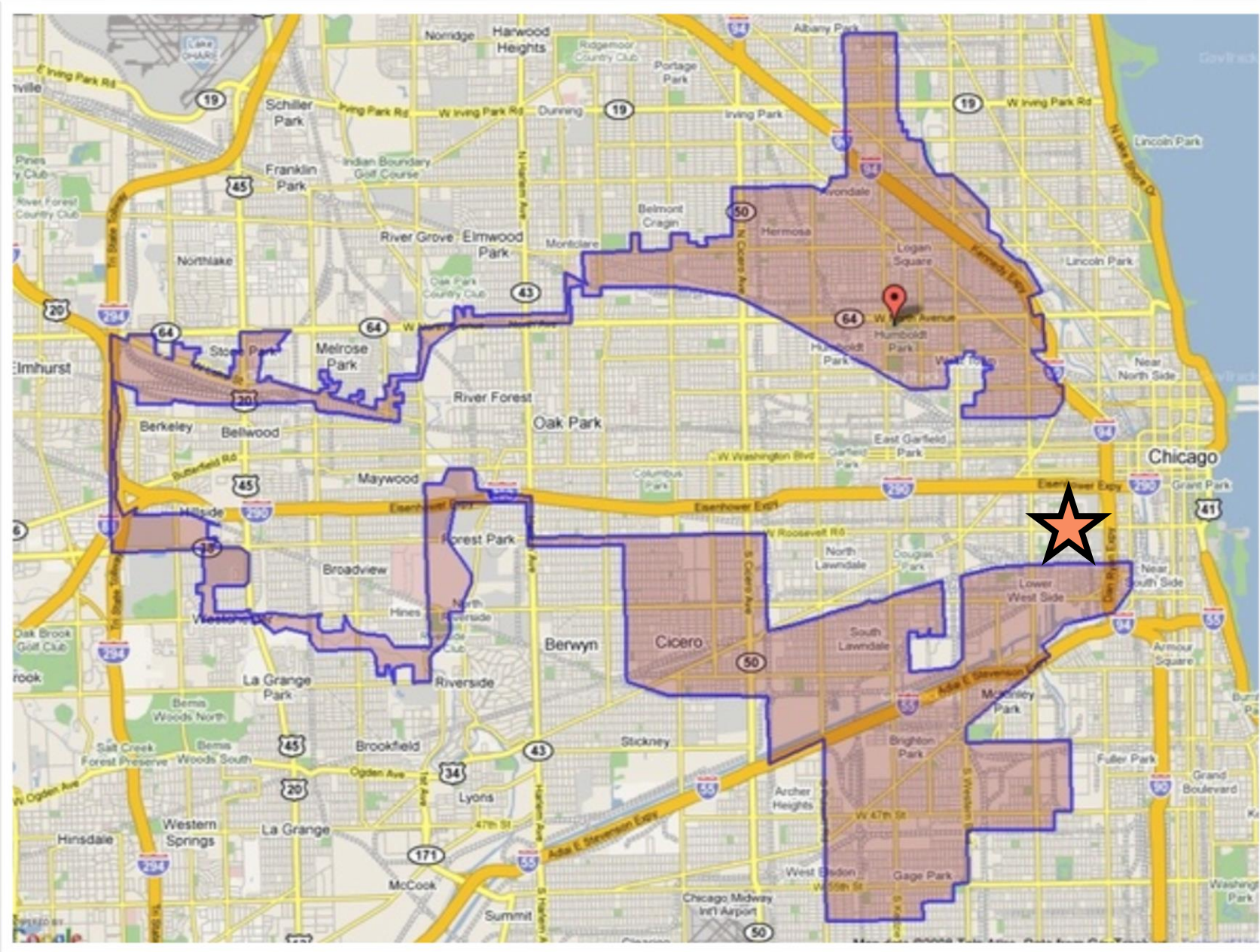












2020 U.S. Census to Add Question on Citizenship Status

THE ASSOCIATED PRESS (KEVIN FREKING and HOPE YEN)

March 26, 2018, 10:14 PM EDT *Updated on March 27, 2018, 6:14 PM EDT*

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Washington (AP) -- The Trump administration's decision to ask people about their citizenship in the 2020 census set off worries among Democrats on Tuesday that immigrants will dodge the survey altogether, diluting political representation for states that tend to vote Democratic and robbing many communities of federal dollars.

In this article

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**CONGRESSIONAL
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Balance of Power from Bloomberg Politics

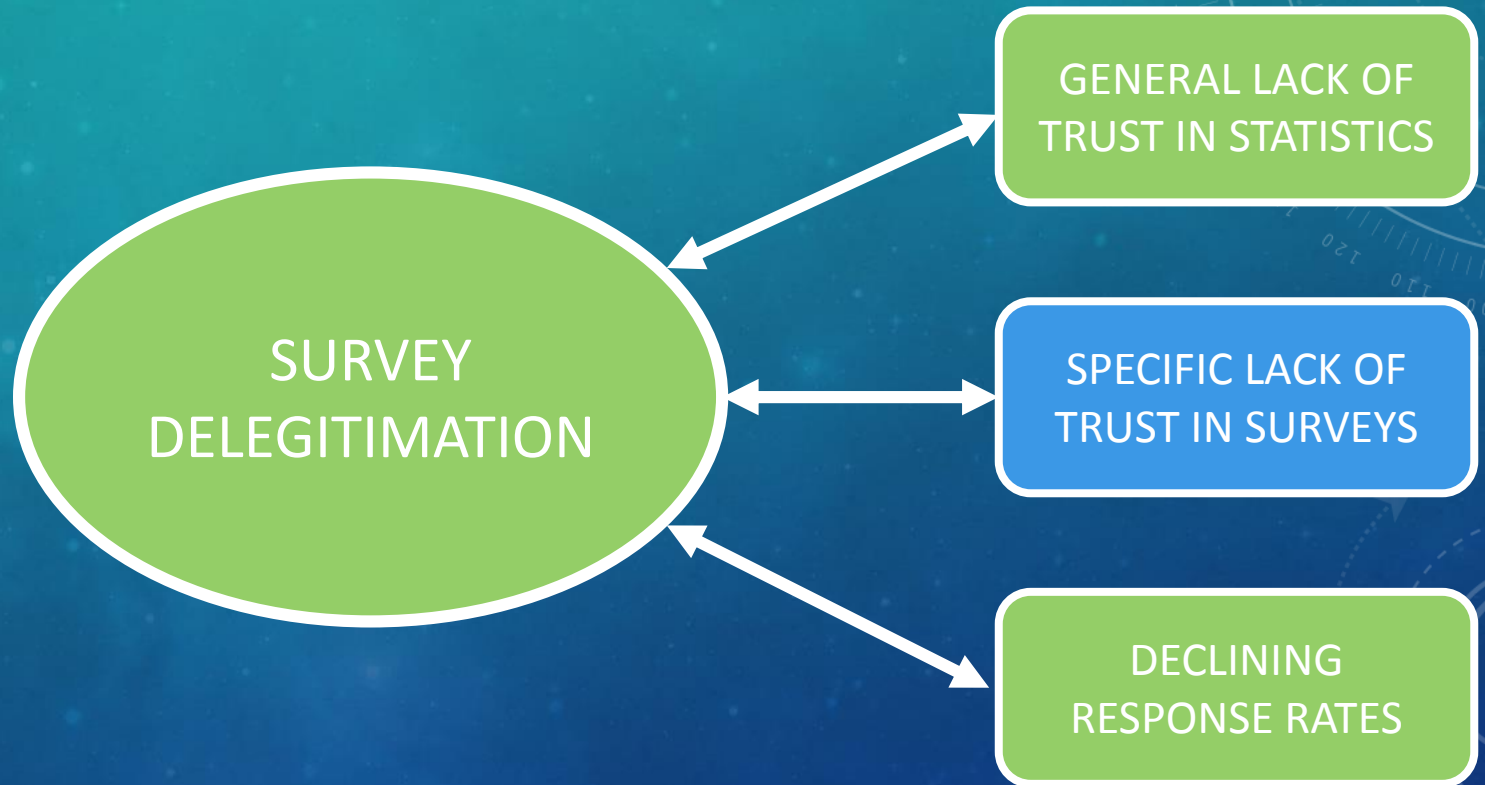
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Not since 1950 has the census collected citizenship data from the whole population, rather than just a population sample, says the Congressional Research Service. The decision to restore the question after decades prompted an immediate lawsuit from California – already tangling with Washington over immigration – and moves by other states with large immigrant populations to engage in a legal fight.

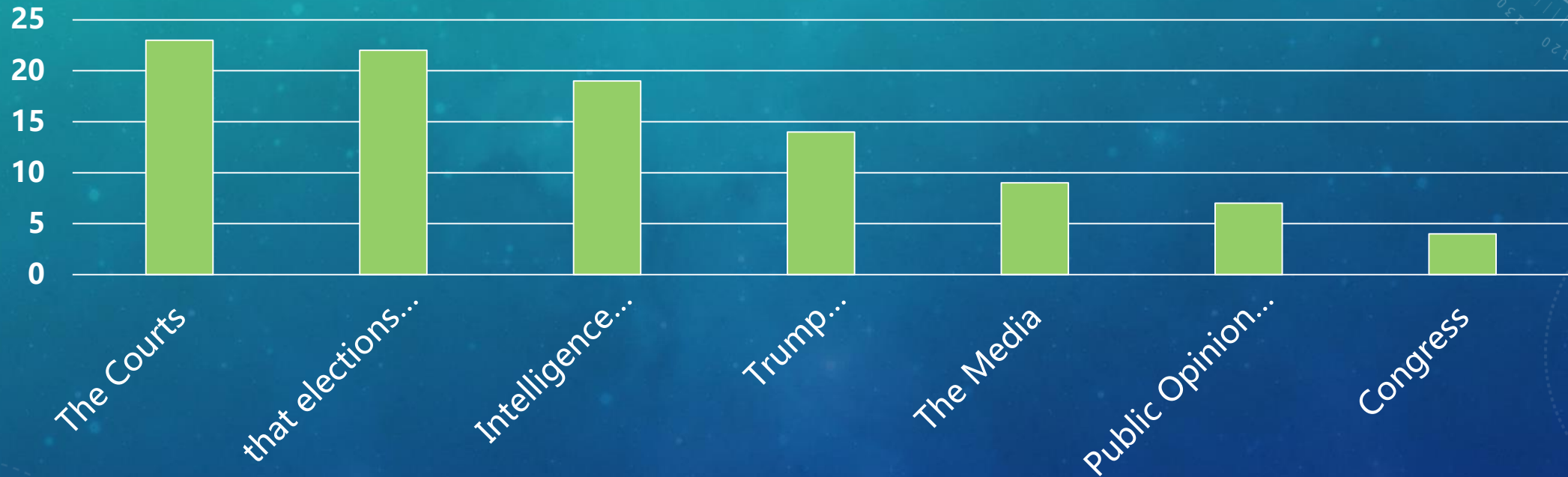
The population count, a massive effort taken every 10 years, is far more than an academic exercise. It's required by the Constitution and used to determine the number of seats each state has in the House as well as how





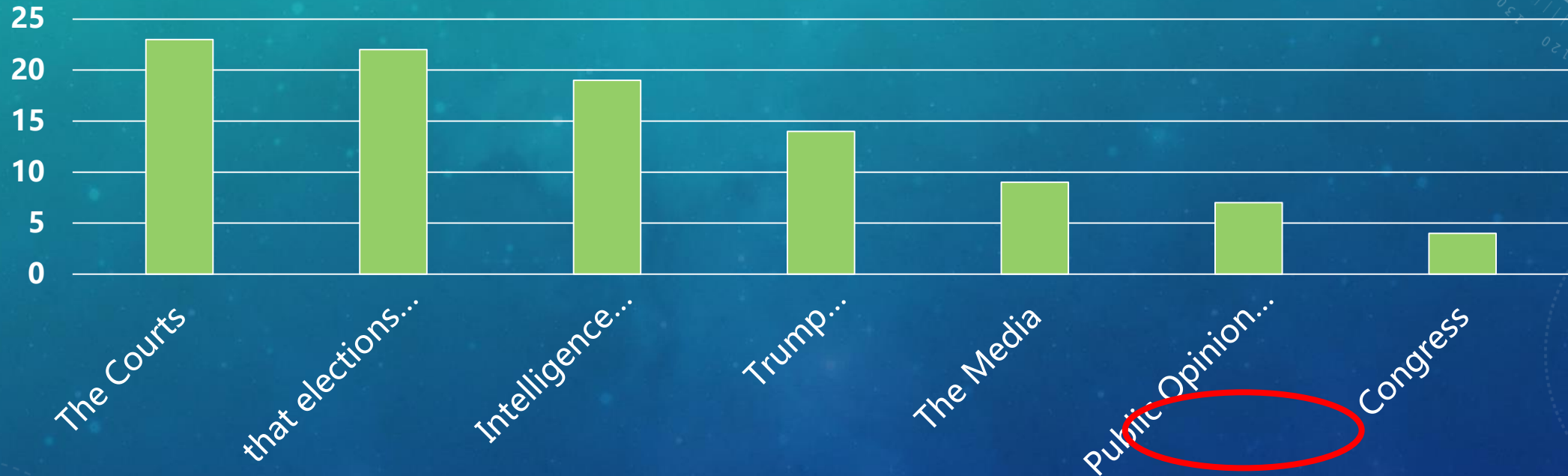
"HOW MUCH DO YOU TRUST EACH OF THE FOLLOWING: A GREAT DEAL, A GOOD AMOUNT, NOT VERY MUCH, NOT AT ALL?"

% "Trust a great deal"



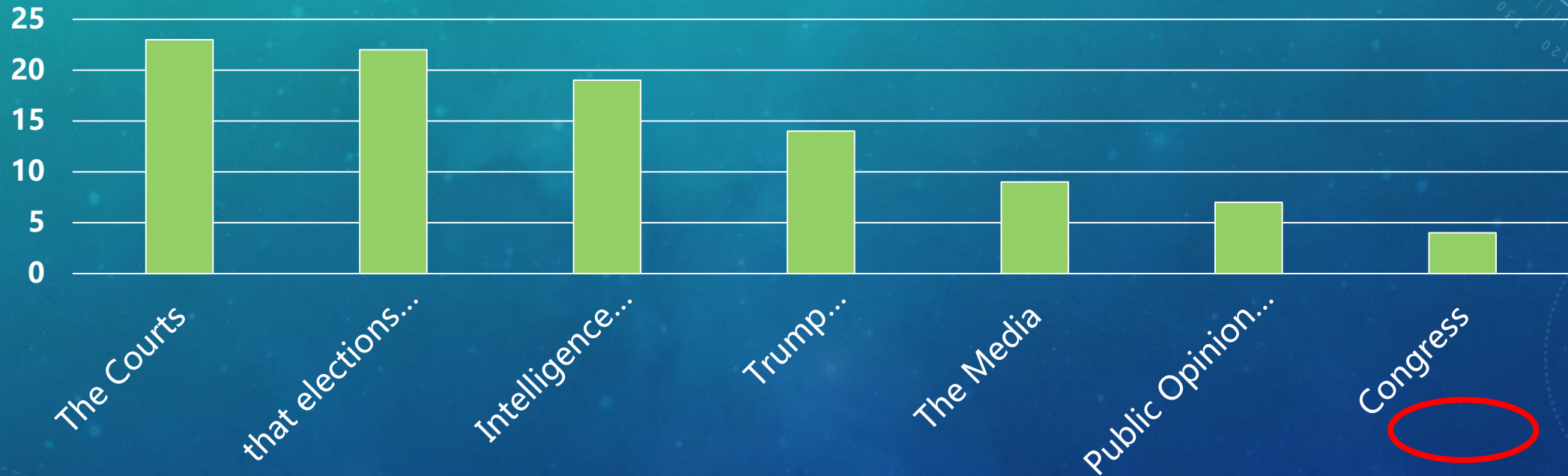
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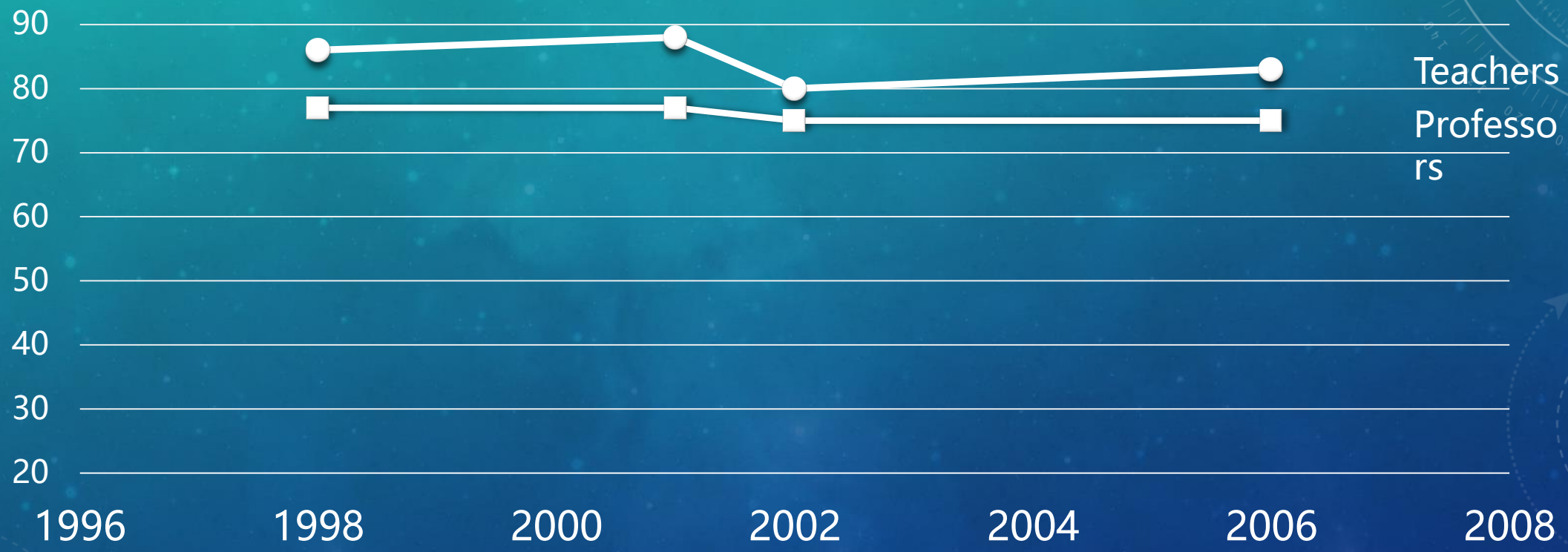


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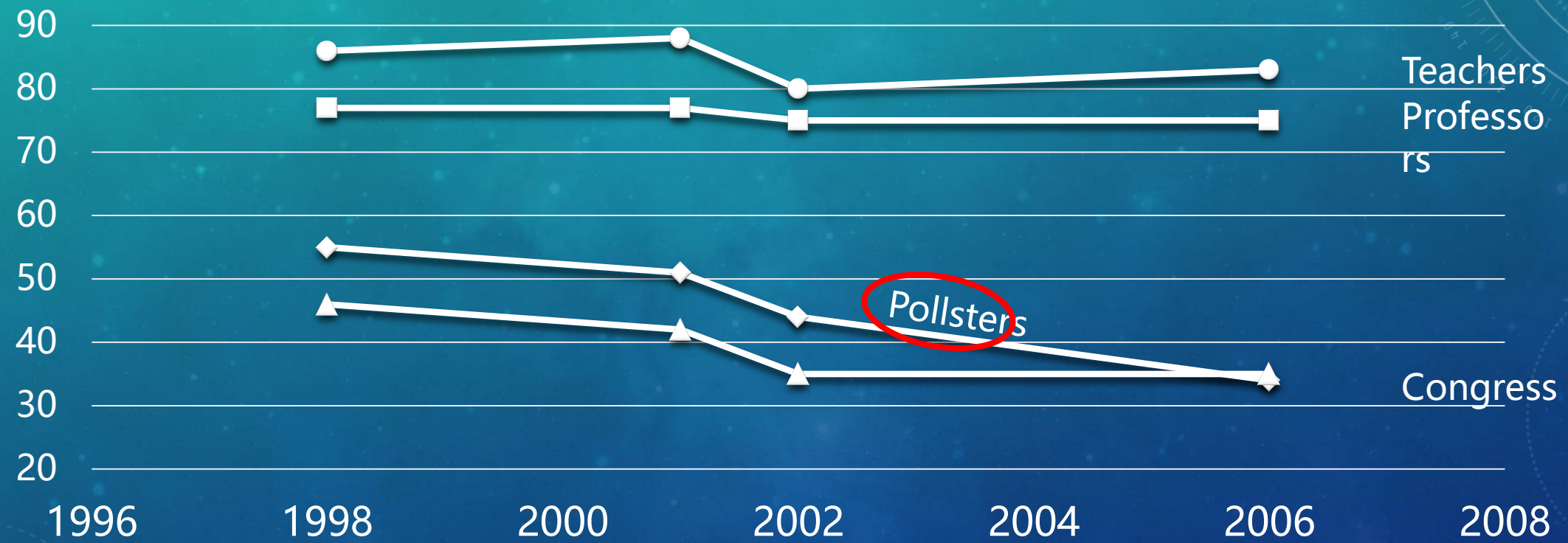
% "Trust a great deal"



“WOULD YOU GENERALLY TRUST EACH OF THE FOLLOWING TYPES OF PEOPLE TO TELL YOU THE TRUTH OR NOT?”



"WOULD YOU GENERALLY TRUST EACH OF THE FOLLOWING TYPES OF PEOPLE TO TELL YOU THE TRUTH OR NOT?"



What Went Wrong With the 2016 Polls?

Here's how public-opinion surveys and election forecasters misread the outcome of the presidential race.

VANN R. NEWKIRK II NOV 9, 2016

The Atlantic

How did everyone get it so wrong?

Polls and predictive models failed to predict Trump's strength.

By KENNETH P. VOGEL and ALEX ISENSTADT | 11/09/2016 12:15 AM EST | Updated 11/09/2016 01:59 AM EST

4 Possible Reasons The Polls Got It So Wrong This Year

November 14, 2016 · 2:28 PM ET



DANIELLE KURTZLEBEN



npr

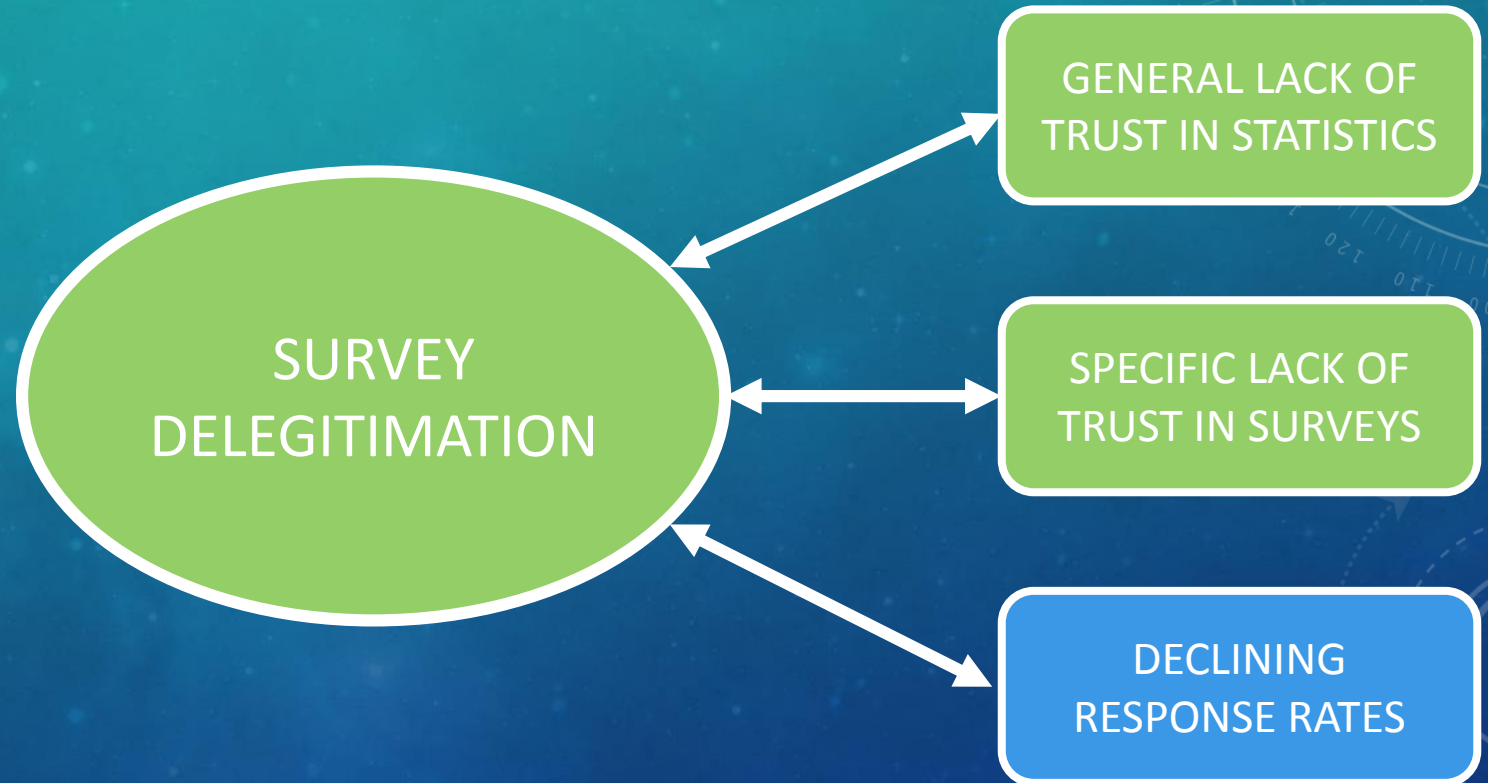


HOUSE OF LORDS

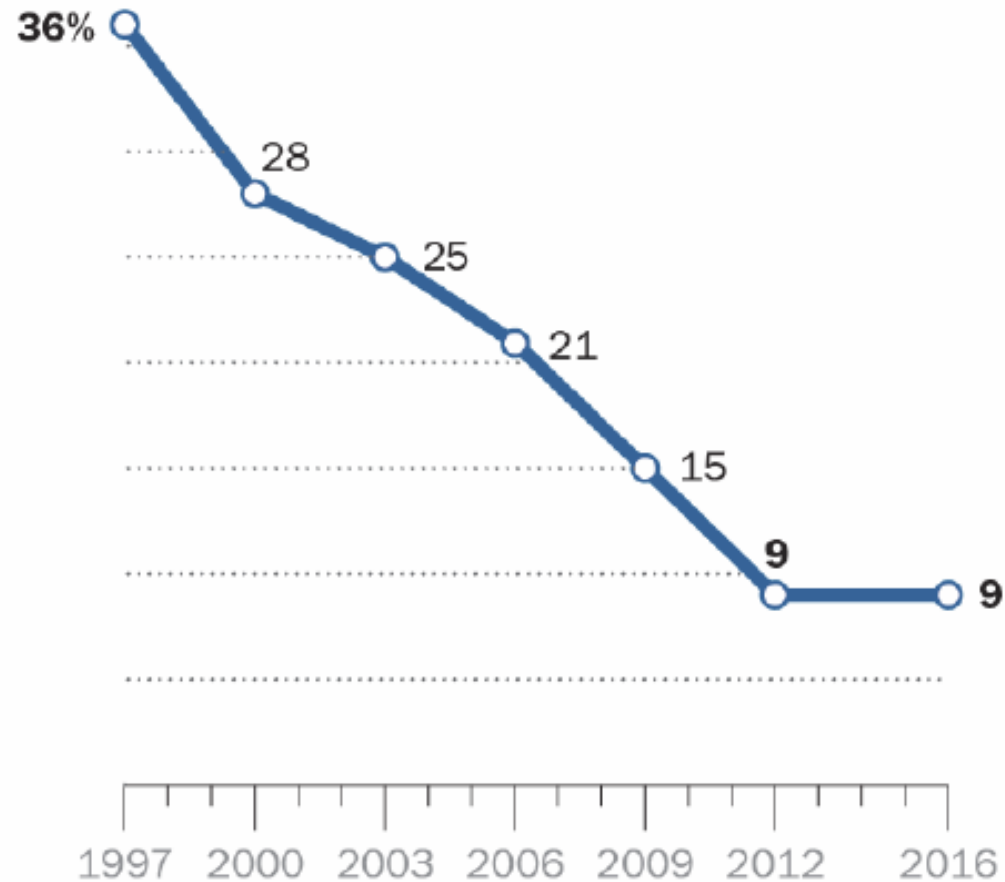
Select Committee on
Political Polling and Digital Media

Report of Session 2017–19

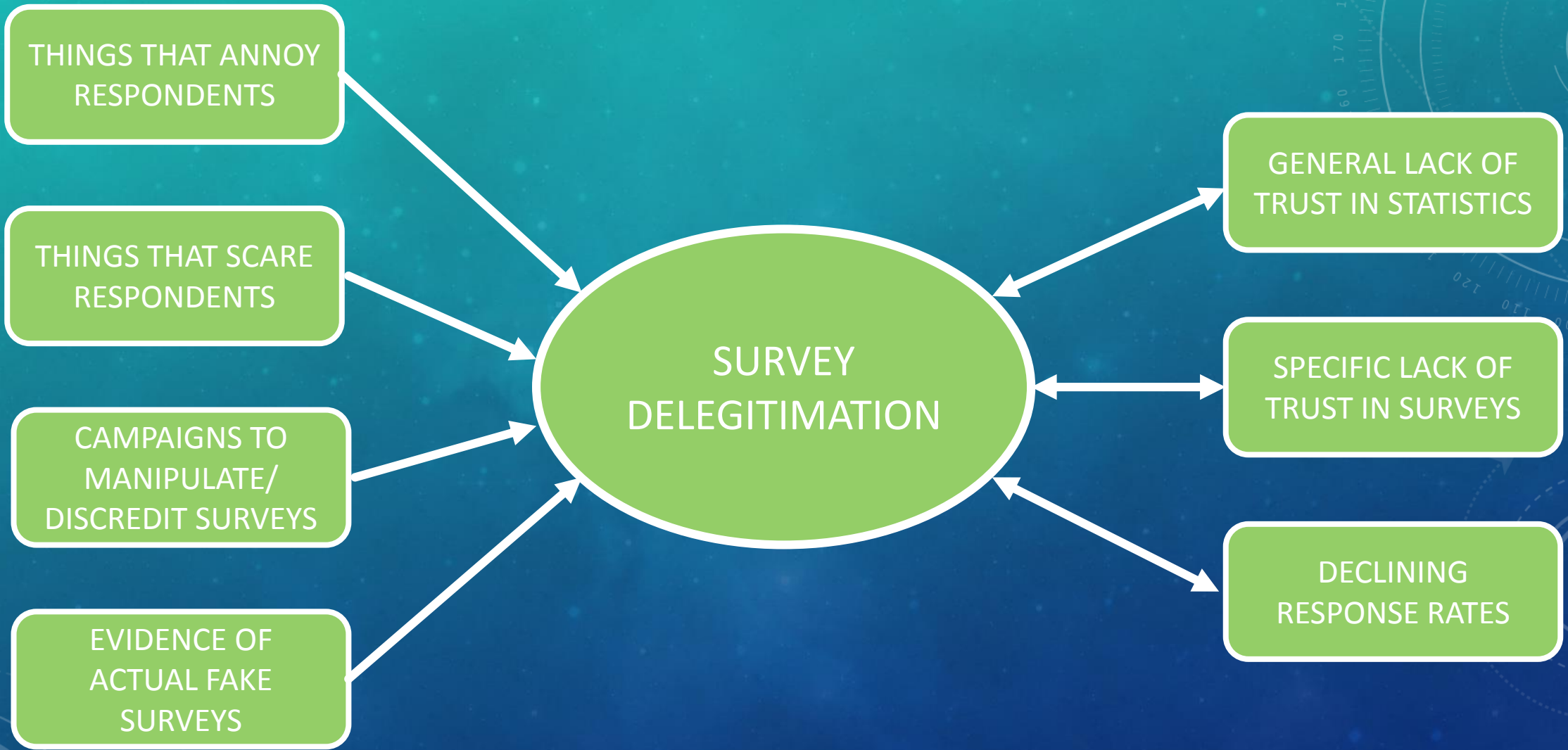
The politics of polling

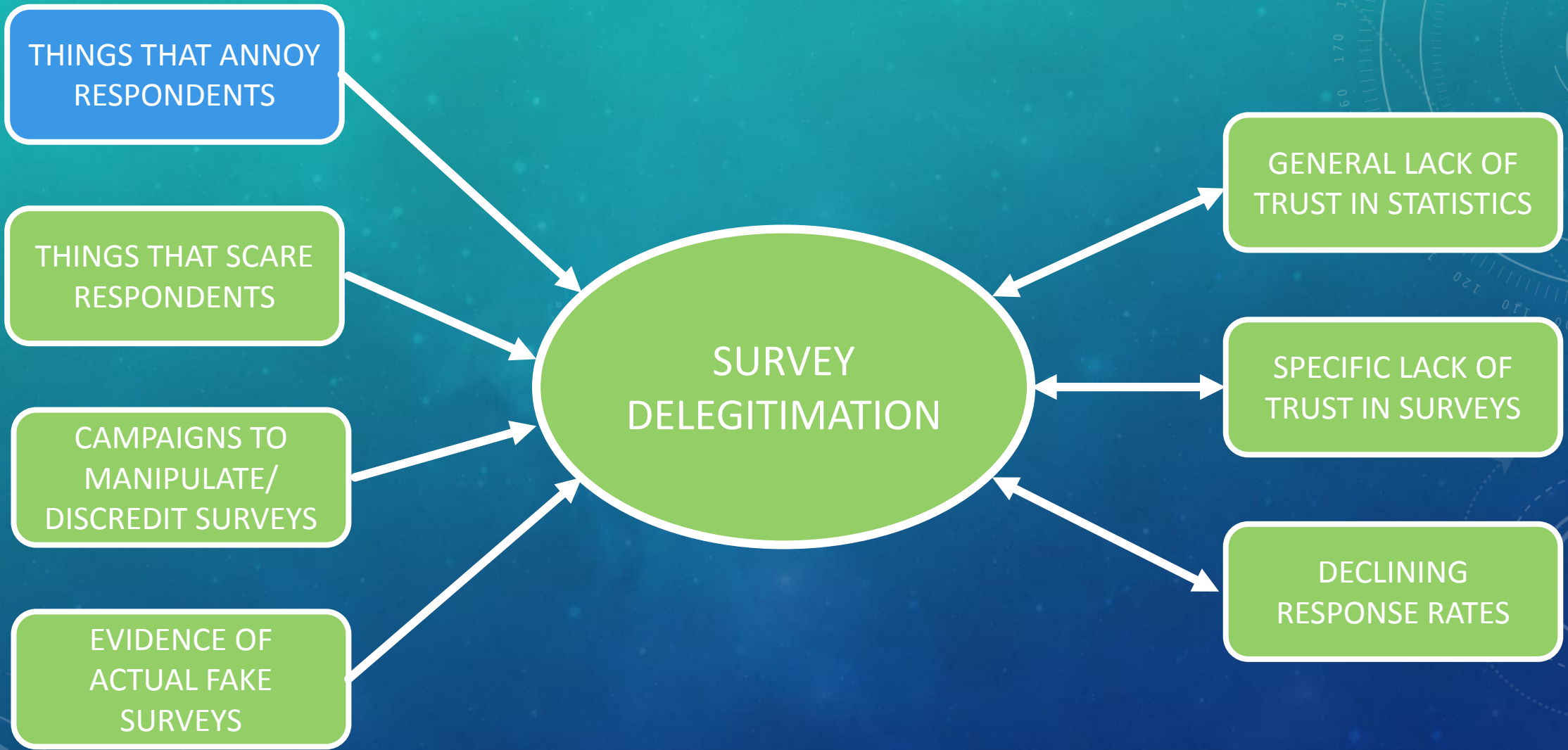


Response rate by year (%)



Note: Response rate is AAPOR RR3. Only landlines sampled 1997-2006. Rates typical for surveys conducted in each year. Source: Pew Research Center surveys conducted 1997-2016. "What Low Response Rates Mean for Telephone Surveys"

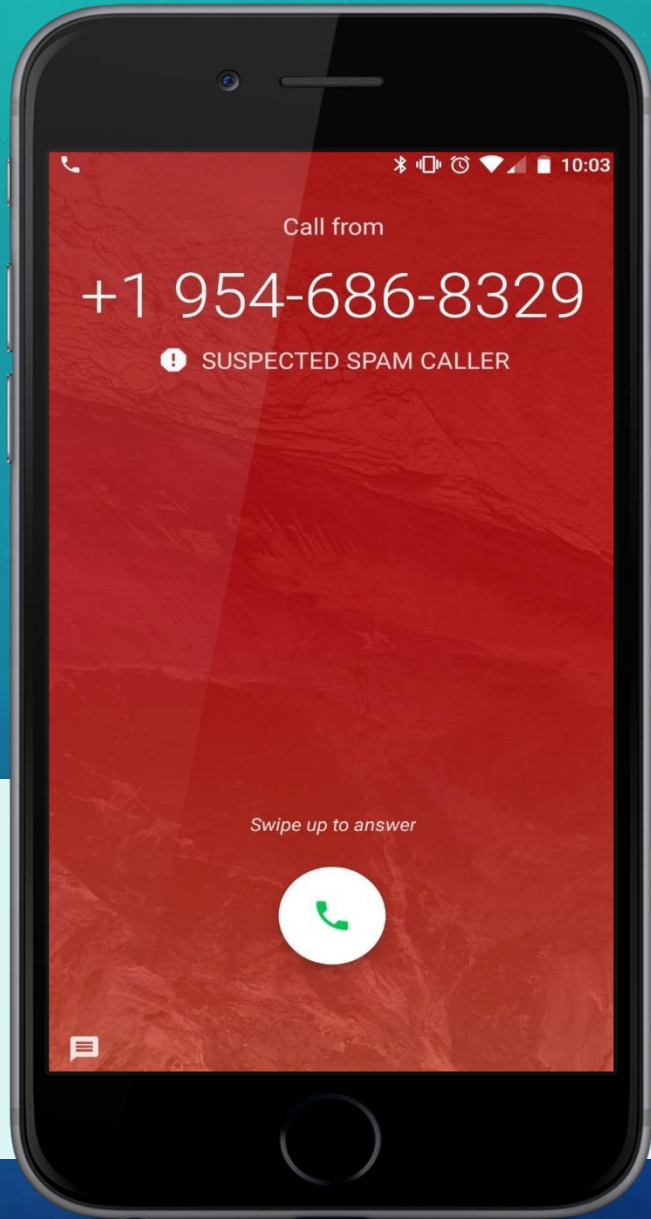






Yes, It's Bad. Robocalls, and Their Scams, are Surging.

Tara Siegel Bernard, May 6, 2018



Standards vs. Practices

Committee Identifies A List of Fruggers

By Tom W. Smith

AAPOR as well as other research organizations opposes the deceptive use of "surveys" or "polls" as facades for fund-raising appeals. These surveys are usually of little interest to the sponsoring agency. Typically, they are made up and included in fund-raising packages because experience has taught fund-raisers that the "take rate" for contributions is increased when opinions are also solicited.

During the past year, the Standards committee has sent out 22 letters to the 14 organizations listed below. They were asked to stop combining fund-raising with survey research. In most instances, our request was ignored. All the organizations that did reply indicated their practices would not change.

Terms of Opprobrium

More pitchmen than ever are simulating surveys and pretending to be poll interviewers. Their game is to catch the eye of prospects via direct mail or hold them by the ear on the telephone. In an age with a label for every kind of (mis)behavior, these devious doings have, inevitably, been tagged. The terms of opprobrium have not yet gained sufficient currency to attract the attention of William Safire or any other ranking word maven. But they are now common usage during Standards discussions at AAPOR Executive Council meetings. Herewith, the epithets in question and brief definitions:

Frug – Fund-raising under the guise (of polling). To frug is to conduct a pseudo-survey as a front for a direct mail solicitation. Any survey that starts by asking questions and ends by asking for money is an exercise in frugging. The perpetrators are fruggers.



NATIONAL GEOGRAPHIC 2018 SURVEY

SURVEY NUMBER: AA18ID32AC

X0050091539 AA181D 32AC 3

SURVEY RESPONDENT:

Completion Instructions: Please answer each question based on your own opinions and preferences. Once completed, return this form in the enclosed envelope. Please also consider joining National Geographic Society as a Contributing Member. You may include your generous contribution with your completed survey. Thank you for your participation.

1. How many different ways do you engage with National Geographic? (check all that apply):

- Magazines
- Website
- Attend Nat Geo Live events
- Other _____
- Television
- Photo of the Day
- Online Store
- Travel
- Kids' Programming

2. National Geographic believes in the importance of storytelling. Which medium do you find most powerful?

- Print
- Web
- Video

3. Do you think of National Geographic as a trusted source of information?

- Yes
- No

4. For more than a century, National Geographic Society has funded explorations that have brought people, wildlife, and landscapes from the farthest corners of the world to living rooms across the country. What do you most want to see explored today? (Select all that apply)

- The deepest parts of the ocean
- Native cultures near and far
- The human mind
- Other _____
- Wildlife and their habitats
- Wilderness areas
- Human ancestry

5. National Geographic Society illuminates threats and challenges facing the planet. Which environmental challenges do you think are the most urgent right now? (Select up to three)

- Climate change
- Threats to fresh water sources
- Other _____
- Habitat loss
- Natural disasters
- Species extinction
- Ocean health

6. Part of National Geographic Society's mission is to tell our human story. How would you like to see us do this? (Select up to three)

- Through scientific research on the human brain
- Through archaeological research that brings us closer to the past
- Through modern-day journeys and immersions into diverse cultures
- Through tracing the human journey with the use of genes
- Other _____

7. Protecting wildlife has long been a priority of National Geographic Society. Which types of species are most important to you? (Select up to three)

- Big cats
- Marine life
- Other _____
- Elephants
- Lesser-known species that add to the biodiversity of the planet
- Wolves
- Polar bears

8. Do you believe in the value of science, exploration, and storytelling for changing the world?

- Yes
- No

If yes, which areas of National Geographic Society's work do you believe best support this mission? (Select up to three)

- Providing funding to the world's most innovative scientists, explorers, and storytellers to continue their discoveries
- Engaging global audiences in the world around them
- Providing opportunities for lifelong learning
- Connecting curious people around the world with each other and helping them make a difference in the world

9. Did you know National Geographic Society is a nonprofit organization that depends on the support of people who share our commitment to science, exploration, education, and storytelling?

- Yes
- No

10. Will you support the future of National Geographic Society's work and help make the next big discovery possible by joining as a Contributing Member?

- YES! I'll gladly demonstrate my personal belief in the power of science, exploration, and storytelling to change the world by enclosing a Contributing Membership gift in the amount of:
- \$35* \$25* \$50 \$100 \$250 \$500 \$1,000 \$2,500 Other \$_____

*Special discount in appreciation for you taking part in this survey.

PAYMENT INFORMATION

- My check is enclosed, payable to National Geographic Society.
- Please charge my Contributing Membership gift of \$_____ to my:
 - Visa
 - MasterCard
 - American Express
 - Discover
- Card Number _____ Expiration Date _____
- Signature _____
- Name on Card _____
- Email _____ Phone Number _____

To charge your gift immediately, please call 1.800.373.1717 or visit donate.ngs.org/join2018

- Please send me information on how I can make a gift to National Geographic Society in my estate plans through a will, trust, life insurance policy, or other planned gift.
- National Geographic Society occasionally shares its membership list with like-minded organizations. Please check this box if you do not wish to receive information from other organizations.

National Geographic Society is a 501(c)(3) organization. Your gift is tax deductible to the full extent of the law.



TRUMP AGENDA SURVEY

A PROJECT OF THE REPUBLICAN NATIONAL COMMITTEE

NOTICE: This DOCUMENT IS REGISTERED to the individual named below and must be accounted for during tabulation. If you choose not to represent your District in this official Trump Agenda Survey, sign and return this Document using the pre-addressed envelope provided.

Registration #: 000050330



J17P1046
546761844

INFORMATION CORRECTION REQUESTED
(Please make changes directly on this form.)

OFFICIAL REPUBLICAN PARTY DOCUMENT - DO NOT DESTROY

SURVEY QUESTIONNAIRE

INSTRUCTIONS: Carefully read and answer each of the following questions by clearly filling in the box. Regardless of whether you are undecided or choose not to answer some questions, please return this completed Trump Agenda Survey within 7 business days to ensure accurate tabulation and dependable results. Example: Correct Incorrect

1. Do you have any interest in serving as a volunteer to help at your local Republican Party headquarters or to assist a Republican candidate in your area? Yes No

2. Please rank the following issues according to the importance you believe they should have as President Trump and Republicans in Congress move to turn our nation around, with "1" being "most important."

- ___ Build a border wall and stop illegal immigration
- ___ Reverse President Obama's unconstitutional executive orders
- ___ Fully enforce our immigration laws and withhold federal funding from "sanctuary cities" who harbor illegal immigrants in violation of federal law
- ___ Repeal and replace ObamaCare
- ___ Re-equip and rebuild our military
- ___ Reduce federal regulation and cut corporate tax rates to get the economy growing
- ___ Encourage domestic exploration and production of domestic energy sources
- ___ Renegotiate trade deals to put American jobs and interests first
- ___ Shrink the size of the federal bureaucracy to make it more accountable and efficient
- ___ Tax reform to simplify the income tax system, making it flatter and more fair
- ___ Other: _____

3. Are you in favor of major federal investment in rebuilding the country's infrastructure of roads, highways, bridges, and airports? Yes No No Opinion

4. Should President Trump renegotiate the North American Free Trade Agreement (NAFTA) and other trade agreements to ensure American jobs are put first? Yes No No Opinion

5. Do you support reducing the federal tax rate for corporations to stop companies from moving their headquarters overseas and to encourage investment in facilities that will lead to job growth in the United States? Yes No No Opinion

6. Should President Trump issue an Executive Order to suspend government unions so that his Administration can quickly move to fire federal employees found to be unnecessary, incompetent, or unresponsive to their mission of serving the American people? Yes No No Opinion

Over, please →

7. Do you support efforts to eliminate the federal Common Core education curriculum program for K-12 public schools? Yes No No Opinion

8. Are you in favor of repealing ObamaCare and replacing it with market-based solutions that protect everyone's access to insurance and affordable health care? Yes No No Opinion

9. Should the Republican Majority in the United States Senate take whatever steps are necessary to overcome Democrat opposition to get confirmation of President Trump's choices for the federal courts, especially for vacancies to the U.S. Supreme Court? Yes No No Opinion

10. Do you believe that Democrats in Congress have any intention of working in good faith with President Trump and Republicans to address the pressing issues facing our nation? Yes No No Opinion

11. Are you optimistic that President Trump and Republicans in Congress will pass reforms and conservative policies to improve our economy, strengthen our security, and protect our freedom? Yes No No Opinion

12. Do you believe that the so-called "Mainstream Media" will give President Trump fair, unbiased coverage of his policy proposals and leadership? Yes No No Opinion

SUPPORT REPLY FORM

13. Will you make a commitment to stand with President Trump and Republicans in Congress as they fight to put our nation back on track and Make America Great Again?

Yes! You can count on me. I am pledging my support with a contribution to the Republican National Committee of:

\$25 \$50 \$100 \$250 \$500 \$1,000 Other: \$ _____

No, I cannot make a commitment today, but I support our President and his Agenda. I am returning my survey document with a contribution of \$15 to cover processing.

No, I do not support President Trump and Republicans in Congress.

Signature: X Date: _____

Contributions to the Republican National Committee are not deductible for federal income tax purposes. Please make your personal check payable to: RNC

You may make your contribution to the RNC by credit card if you choose by completing the information below:
(Note: credit card MUST be personal - not corporate.)

Type of Credit Card: VISA M/C DISCOVER AMEX

Credit Card Number: _____ Expiration Date: _____ / _____ Security Code: _____

Name as it Appears on Card: _____ Amount of Gift: \$ _____

Signature: _____

Funds received in response to this solicitation will be subject to federal contribution limits. Federal election law requires us to report the following information:*

Occupation: * _____ Employer: * _____

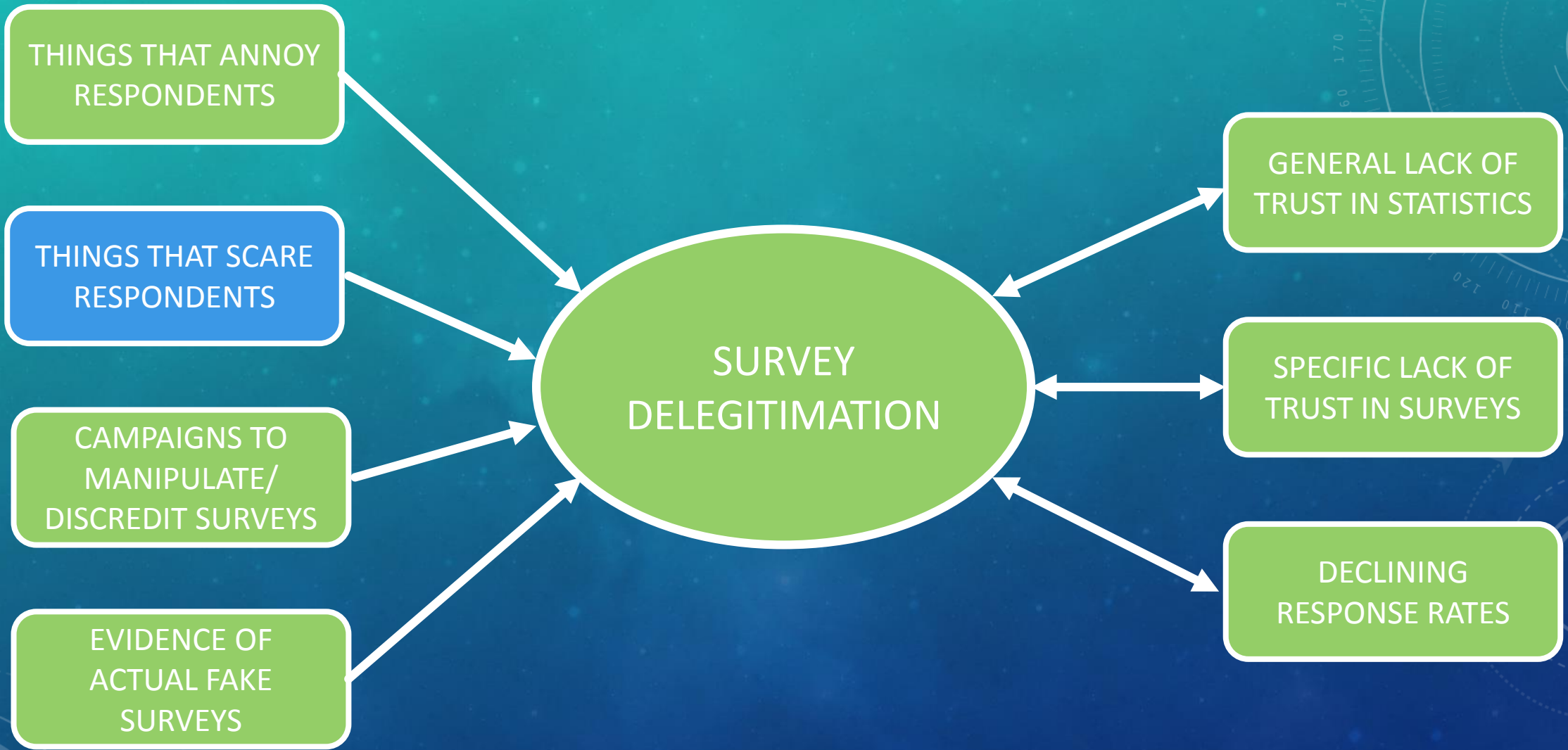
Please check if self-employed. * Telephone number: _____

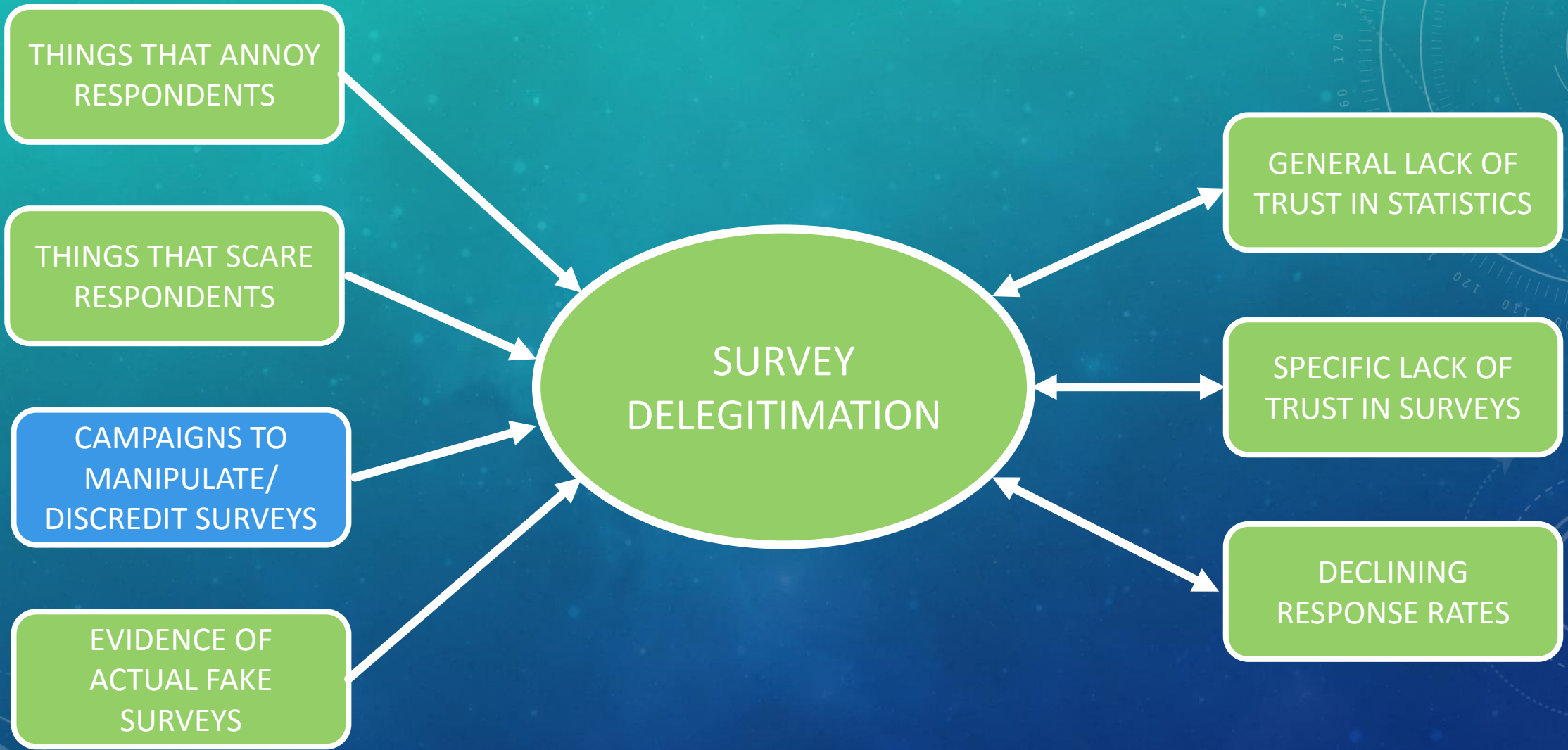
E-mail address: (home) _____ E-mail address: (business) _____

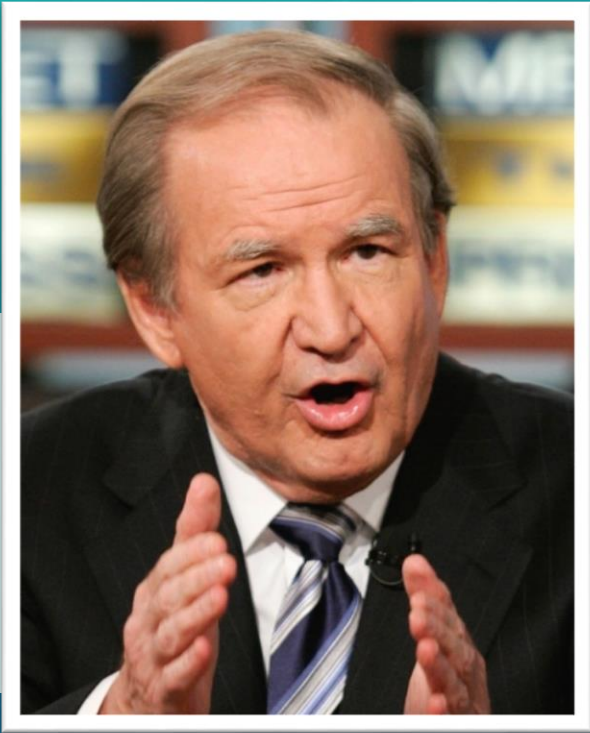
By providing your phone number, you are consenting to receive calls and texts, including autodialed and automated calls and texts, to that number from the Republican National Committee. Contributions from corporations and foreign nationals are prohibited.

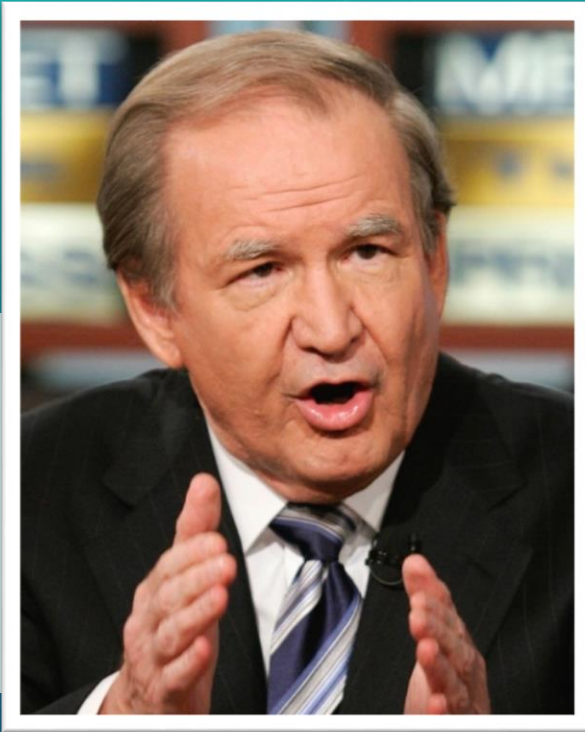
You may also contribute to the Republican National Committee while online at www.GOP.com/TAS2017

Paid for by the Republican National Committee.
310 First Street, S.E. * Washington, D.C. 20003 * 202-863-8743 * www.GOP.com
Not authorized by any candidate or candidate's committee.









**Mike
Royko**

Small lie for poll, leap for mankind

THE ELECTION is still a few days off, but it's never too early to begin planning to tell a lie to a TV exit pollster.

As some readers might recall, urging people to lie to exit pollsters has long been one of my few constructive civic endeavors.

The idea is to mess up their polling results and cause them to go on TV and project the wrong candidate as the winner. And that could cause them to swallow their tongues, which would be fun to see.

You ask, why tell a lie? Even a good, worthwhile lie? There are many valid reasons than I can go into in one column, but I'll try.

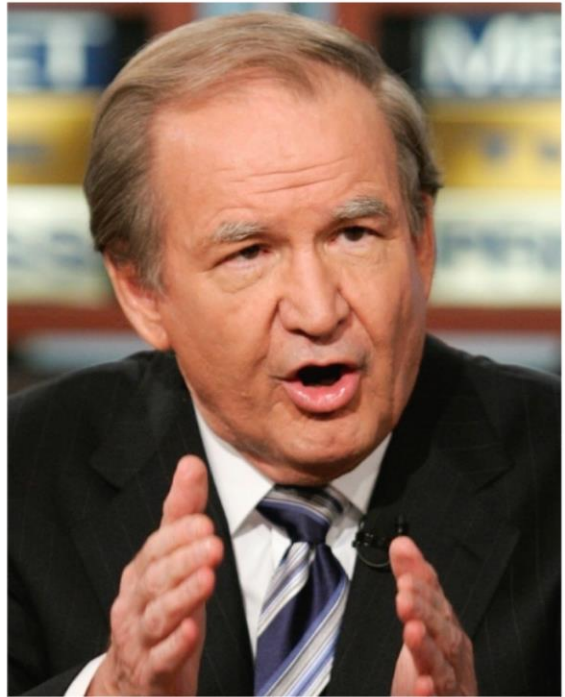
For one thing, let us consider the reason the TV networks like to give for having exit polling. They say that it is their sacred duty as newscasters to gather the election results and broadcast them as quickly as possible. They say they owe it to the viewers.

THAT'S NONSENSE, of course. They do it because they are competing with one another to see who can be first to project this guy or that guy as the winner. They are fighting over bragging rights.

To do this, they can't wait until the votes are counted. Or even until the voting has ended. They have to ask people how they voted as they come out of the polling places, feed the answers into computers, burp the computers and rush the burp on the air.

It doesn't matter that they've been wrong many times and have declared the wrong candidate to be the winner. Nor does it matter that by projecting winners too early they might discourage some people from going to the polls before they have closed, thus influencing the outcome.

What matters is that before one real vote has been counted, some spray-haired announcer can go on the air and say: "Eye, Ear, Nose and Throat Witness News projects Senator Bildge as



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2016

POLITICO

Donald Trump's polling obsession

The Republican front-runner's faith in the numbers is about to be tested yet again.

By NICK GASS | 12/10/2015 06:02 PM EST | Updated 12/10/2015 09:42 PM EST

POLITICO

Trump still loves polls

The president often decries surveys showing him with slumping support as fake, but advisers say he can't stop himself from obsessively keeping track.

By JOSH DAWSEY and STEVEN SHEPARD | 11/18/2017 06:58 AM EST

The Fix

Donald Trump loves the polls he loves and hates the polls he hates

By Philip Bump June 27, 2016 [Email the author](#)

The Washington Post
Democracy Dies in Darkness

Donald Trump and the war on polls



A campaign in which Donald Trump's favourite poll turns out to be wrong and he claims others are 'rigged'



Éric Grenier · CBC News · Posted: Oct 18, 2016 5:00 AM ET | Last Updated: October 18, 2016

President Trump Brands ABC, NBC Polls as Fake News

But cites parts he likes in tweeted commentary

John Eggerton · Apr 24, 2017



Trump blasts recent approval rating polls as 'fake news'

By LOUIS NELSON | 04/24/2017 09:37 AM EDT

POLITICO

Donald Trump Argues Polling Methods Are Rigged Against Him

By TESSA BERENSON October 24, 2016

TIME

Trump: WikiLeaks Shows How Clinton Campaign Rigged The Polls By Over-Sampling Democrats

Posted By [Tim Hains](#)
On Date October 24, 2016

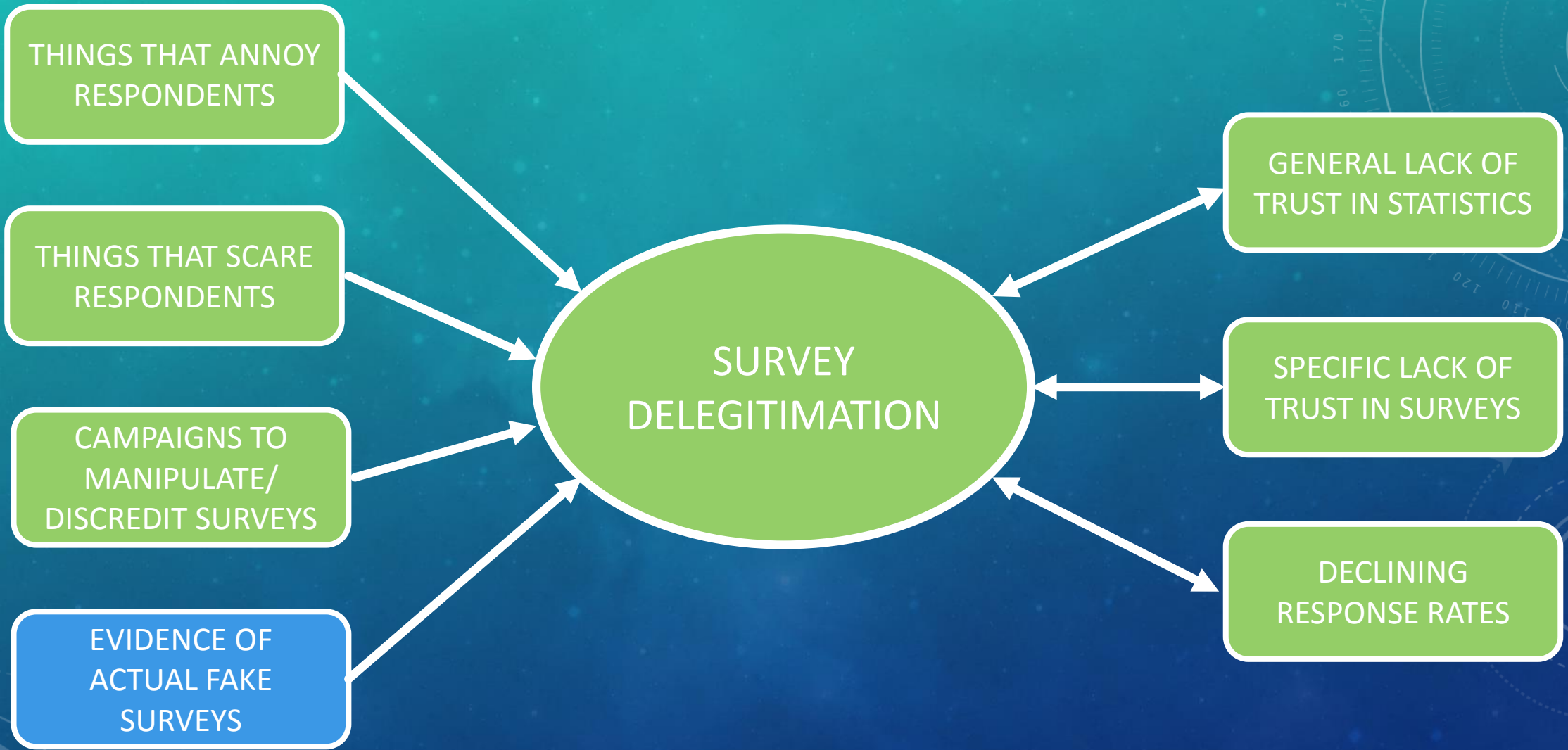
RealClear Politics ▾

RIGGED: CNN POLL CLAIMING HILLARY WON THE DEBATE SAMPLED 41% DEMOCRATS COMPARED TO 26% REPUBLICANS

Survey was weighted in Hillary's favor before the question was even asked

Paul Joseph Watson | [Infowars.com](#) - SEPTEMBER 27, 2016 1860 Comments

INFOWARS



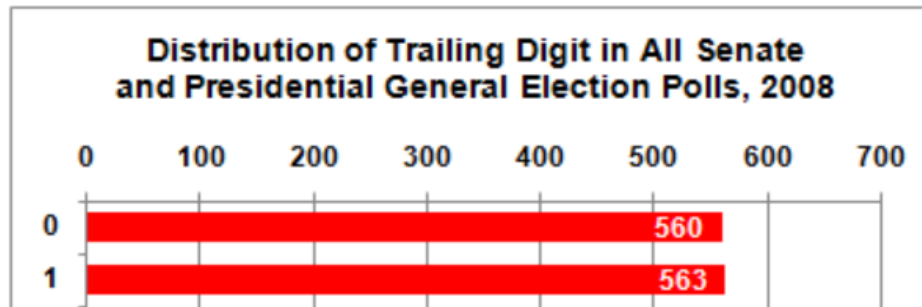
Revolutions

October 06, 2009

Statistical analysis suggests possible fraud in polling data

The polling firm Strategic Vision, LLC conducts regular public opinion polls on elections, public policy and other issues and releases the results to the media. Despite having the results of its public opinion polls published in outlets like the AP, Fox News, and even the [New York Times](#), the firm is unlike most polling organizations in that it refuses to reveal even the most basic details of its methodology (sample size or dates of surveys, for example). For this it has recently been [censured](#) by the American Association for Public Opinion Research. Nonetheless, the firm claims that the polling data released is accurate.

Nate Silver of [fivethirtyeight.com](#) has [tackled this claim](#) by looking at the distribution of trailing digits of the rounded percentages in the published polls. (For example, a poll reporting that Barack Obama leads John McCain 48-43 contributes one 8 and one 3 to the data.) While a collection of 3000 political polls from various firms reveals a somewhat uniform distribution of trailing digits:



In addition to the C1/C2 polymorphism in human transferrin, position 589 toggles exclusively between proline and serine across the primate lineage (Fig. 2E and fig. S13), a potential signature of antagonistic pleiotropy at a largely constrained position, as observed for other host-pathogen interfaces (7). Previous work has also implicated the C2 transferrin variant as a risk factor for disorders involving iron metabolism, including Alzheimer's disease; however, these associations remain controversial and appear dependent on the populations tested and interactions with other susceptibility loci (25, 26). Our findings provide a functional basis for human transferrin variation and establish an important role for nutritional immunity in recent human evolution.

Although canonical innate immunity factors have been appreciated as nodes of host-virus evolution, our work demonstrates that nutritional immunity has played a fundamental role in the survival of primate populations challenged by bacterial pathogens. *H. influenzae* and *N. meningitidis* remain a major source of morbidity and mortality in regions where vaccine coverage is poor (27, 28) and drug-resistant *N. gonorrhoeae* is developing into an urgent public health threat (29). By illuminating the battle for iron as a major driving force of host-pathogen evolution, from 40 million years of primate divergence to emerging human epidemics today, our studies reveal new reservoirs of genetic resistance to infectious diseases.

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1. E. D. Weinberg, *JAMA* **231**, 39–41 (1975).
2. J. E. Cassat, E. P. Skaar, *Cell Host Microbe* **13**, 509–519 (2013).

24. B. J. Shapiro, L. A. David, J. Friedman, E. J. Alm, *Trends Microbiol.* **17**, 196–204 (2009).
25. K. Namekata et al., *Hum. Genet.* **101**, 126–129 (1997).
26. Y. Wang et al., *Can. J. Neurol. Sci.* **40**, 691–697 (2013).
27. K. L. O'Brien et al., *Lancet* **374**, 893–902 (2009).
28. S. A. Halperin et al., *Vaccine* **30** (suppl. 2), B26–B36 (2012).
29. T. Frieden, *Antibiotic Resistance Threats in the United States 2013* (Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, 2013).

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discussions. J. Iwasa created the molecular animation of transferrin and TbpA evolution. We are grateful to N. Barber, H. Malik, S. Sawyer, N. Phadnis, and members of the Ede laboratory for comments on the manuscript. GenBank accession numbers of transferrin and TbpA variants are KM972645 to KM972665. Also see the supplementary materials. This work is supported by awards from the Pew Charitable Trusts and NIH to N.C.E. (GM090042) and M.F.B. (1F32GM108288). N.C.E. is a Pew Scholar in the Biomedical Sciences and Mario R. Capecchi Endowed Chair in Genetics.

SUPPLEMENTARY MATERIALS

www.sciencemag.org/content/346/6215/1362/suppl/DC1
Materials and Methods
Figs. S1 to S13
Tables S1 to S18
Movie S1
References (30–36)
29 July 2014; accepted 14 November 2014
10.1126/science.1259329

POLITICAL SCIENCE

When contact changes minds: An experiment on transmission of support for gay equality

Michael J. LaCour¹ and Donald P. Green²

Can a single conversation change minds on divisive social issues, such as same-sex marriage? A randomized placebo-controlled trial assessed whether gay ($n = 22$) or straight ($n = 19$) messengers were effective at encouraging voters ($n = 972$) to support same-sex marriage and whether attitude change persisted and spread to others in voters' social

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Where can I find a Survey Bot?

I've been looking for a program that will automatically fill in online surveys such as those you do for cash or online game currency. I need this because... Well, I'm lazy, but am also constantly annoyed by how these surveys will suck up 15 to 20 minutes, and then tell you you aren't qualified to... [vis](#)

 Follow

YAHOO!
ANSWERS 



A **wicked problem** is a **problem** that is difficult or impossible to solve because of incomplete, contradictory, and changing requirements that are often difficult to recognize. The use of the term "**wicked**" here has come to denote resistance to resolution, rather than evil.

WHAT CAN WE DO? WHAT ARE WE DOING?



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1. More research (as always)

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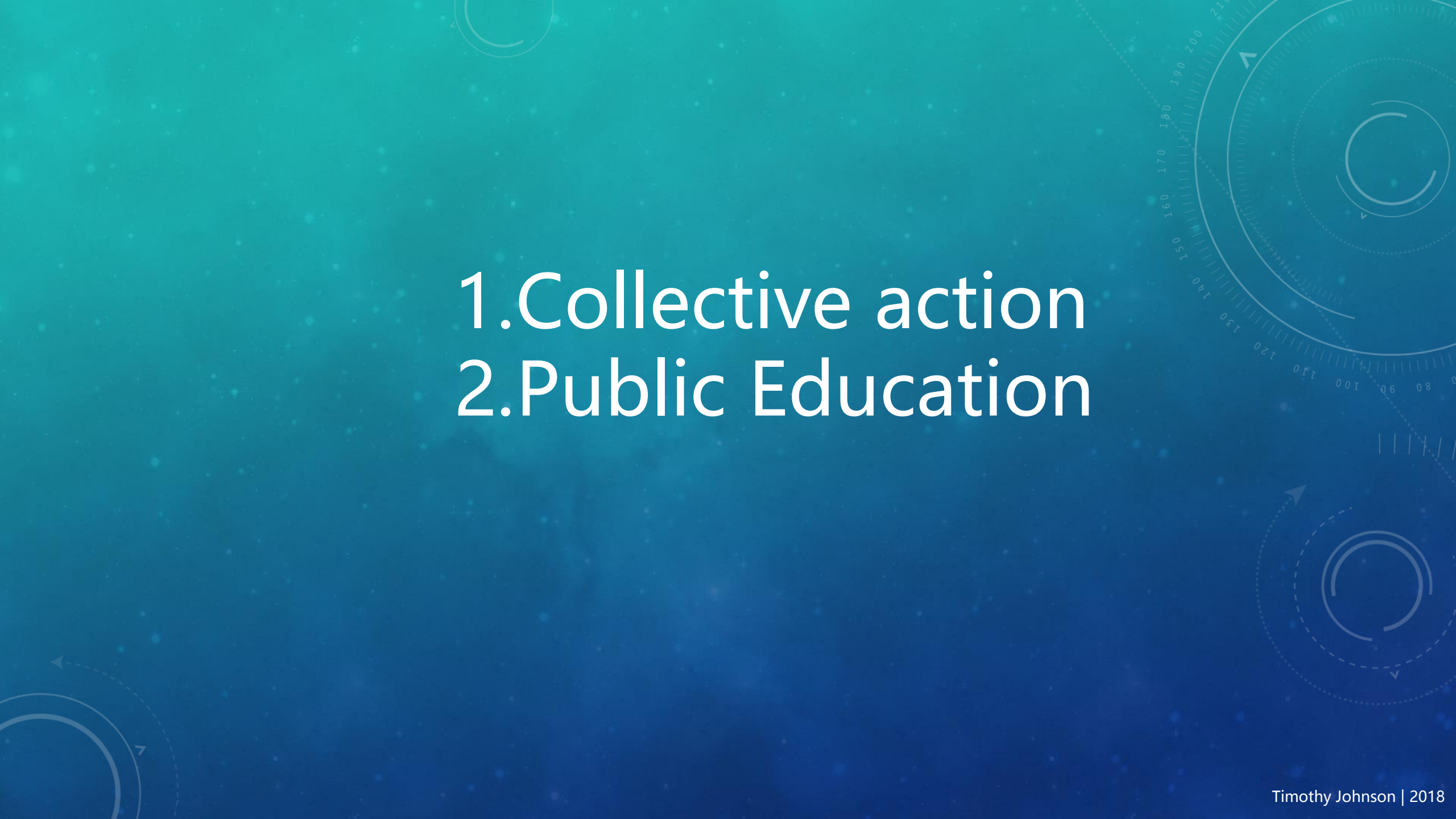


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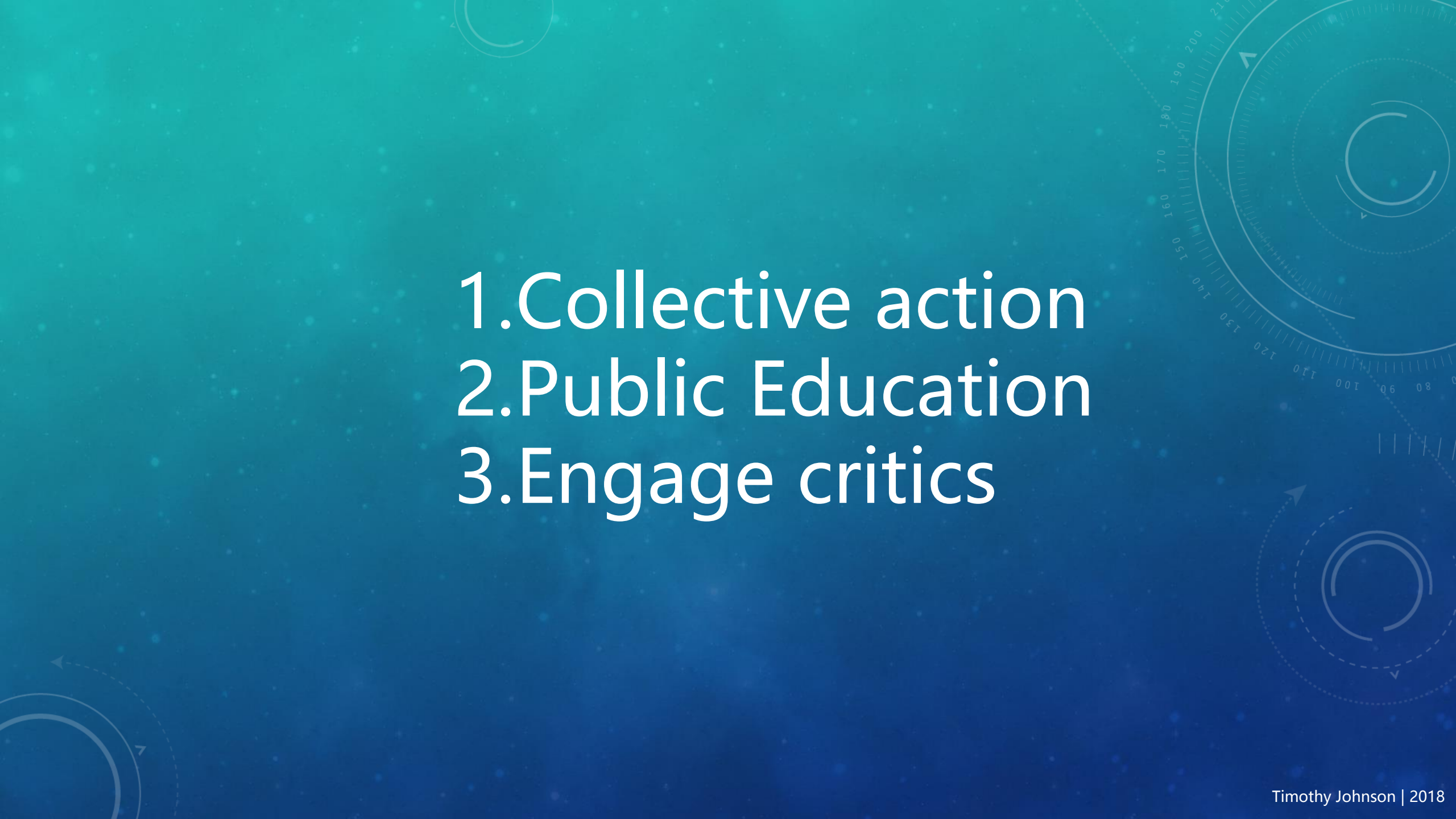
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1. Collective action



1. Collective action
2. Public Education

- 
1. Collective action
 2. Public Education
 3. Engage critics

Looking Ahead

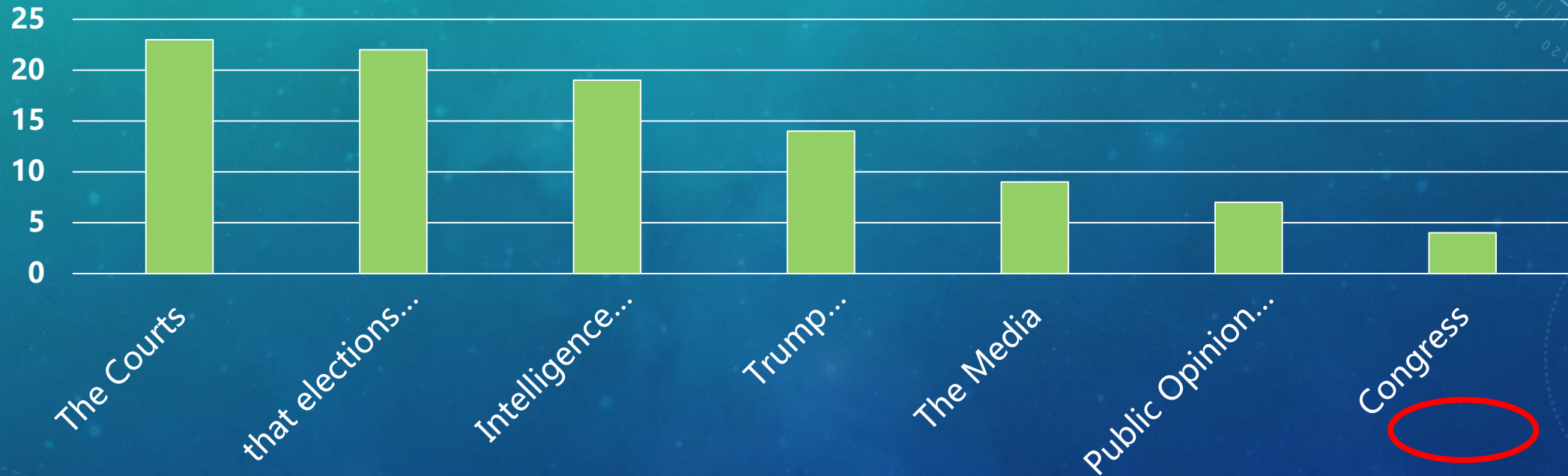
The background is a gradient of teal and blue, featuring a subtle pattern of white stars and technical diagrams. On the right side, there are several circular diagrams with concentric lines and arrows, resembling a compass or a technical drawing. The text "Looking Ahead" is centered in a white, sans-serif font.

Looking Ahead

The background is a teal-to-blue gradient with a subtle pattern of small white dots. On the right side, there are several technical diagrams: a large circular gauge with a scale from 80 to 200 and a needle pointing to approximately 190; a smaller circular gauge below it with a scale from 0 to 100 and a needle pointing to approximately 80; and a dashed circular arrow in the bottom right corner. In the top left, there is a partial circular gauge with a scale from 0 to 100 and a needle pointing to approximately 100. The overall aesthetic is clean, modern, and technical.

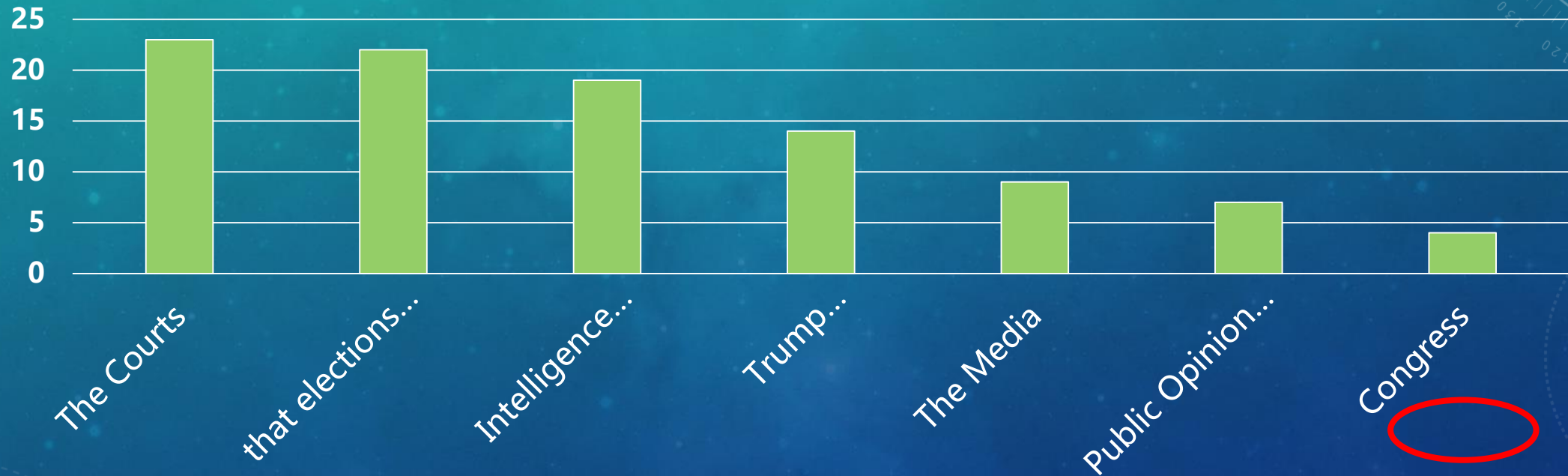
"HOW MUCH DO YOU TRUST EACH OF THE FOLLOWING: A GREAT DEAL, A GOOD AMOUNT, NOT VERY MUCH, NOT AT ALL?"

% "Trust a great deal"



"HOW MUCH DO YOU TRUST EACH OF THE FOLLOWING: A GREAT DEAL, A GOOD AMOUNT, NOT VERY MUCH, NOT AT ALL?"

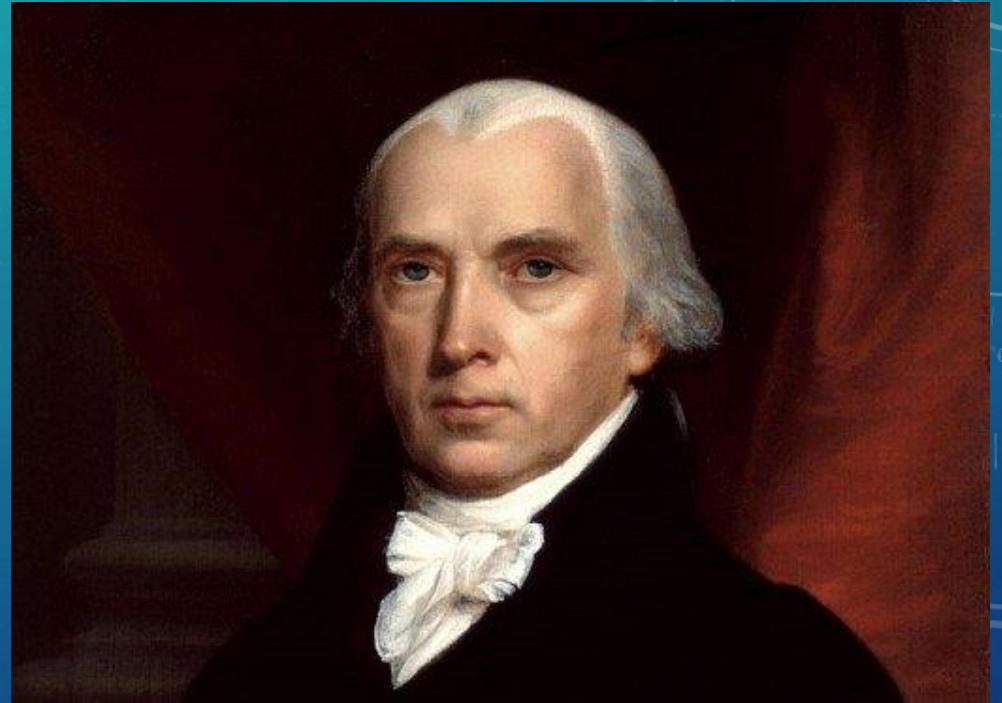
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“Public opinion sets bounds to every government, and is the real sovereign in every free one.”

-- James Madison

(1867). “1829-1836,” page 460



https://usercontent2.hubstatic.com/13752253_f520.jpg



THANK YOU