

From: [Hudes, Estie](#)
Subject: Reminder: CAPS Methods Core seminar with Dr. Lance Pollack, April 18, 2014
Date: Friday, April 11, 2014 12:18:38 PM

If you are coming from outside 50 Beale Street, please make sure you read the information at the end of this message. Please make sure you RSVP to [Estie Hudes](#) prior to the seminar date.

Dear Methods Core seminar participants,

Our April seminar will take place next Friday.

Topic:

Conversational Interviewing vs. Standardized Interviewing: Initial Quantitative Findings from an Experiment Using a Sexual Behavior Assessment of MSM

Presenter: [Lance Pollack](#), PhD
Principal Statistician, UCSF



Time & Place: Friday, April 18, 10-11:30
McKusick Conference room
50 Beale Street, 13th floor
San Francisco, CA 94105

Abstract: Standardized interviewing has been widely accepted as a means to reduce interviewer-related error by insuring that all participants receive the same stimulus (i.e., the same question worded the same way every time), thus leaving interpretation of the question up to the respondent. However, critics of this approach argue that response validity is undermined if all respondents do not interpret the question the same way. That is, if comprehension of the intended meaning of the question differs from participant to participant, how does the researcher know how to interpret the answers to that question? Research by Conrad and Schober have demonstrated that there is significant variation in the understanding of even seemingly straightforward questions like the number of bedrooms in one's house and the furniture purchases made in the past year. Principal investigators Diane Binson and Bill Woods received funding for a study to test whether interviewing technique would make a difference in responses to a sexual behavior assessment. A convenience sample of currently sexually active MSM recruited primarily from Bay Area sex clubs were randomly assigned to either a standardized interviewing condition or a conversational interviewing condition and administered a sexual behavior assessment. How the experiment was implemented and initial quantitative findings will be reported.

Short bio: Lance Pollack, Ph.D. holds a doctorate in Human Development and Aging from UCSF. He has been at CAPS since the inception of the center 25 years ago, currently holds the title of Principal Statistician, and has over 100 publications in peer reviewed journals. Lance is currently doing data management and data analytic work for Susan Kegeles and Greg Rebchook on both the Mpowerment and TRIP projects, for Emily Arnold on both the Bruthas and Ballroom projects, and for Diane Binson and Bill Woods on their research into bathhouse patron populations and methodological issues in survey research. He is a member of the CAPS Methods Core specializing in survey research methodology, sampling issues, survey instrument development, and quantitative analysis, and a consultant offering Clinical Research Support Services in the Comprehensive Cancer Center at UCSF.

Hope to see many of you at the presentation,
--Estie

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For building entrance at 50 Beale St., please RSVP to [Estie Hudes](#) ahead of time.

The CAPS Methods Core activity can now be checked directly on the website:
<http://caps.ucsf.edu/about/structure-cores/methods-core/>

Materials from past Methods Core seminars can be found at
<http://caps.ucsf.edu/about/structure-cores/methods-core/methods-core-seminars/>

Directions to CAPS:
<http://caps.ucsf.edu/about/directions-parking/>

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below,
[Parking Information](#)

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Estie Sid Hudes, PhD MPH
Specialist / Statistician
Center for AIDS Prevention Studies (CAPS) &
Department of Epidemiology & Biostatistics
University of California, San Francisco
50 Beale Street, Suite 1300
S.F., CA 94105-1823
Campus Mail: Box 0886, S.F. CA 94143-0886

Phone: 415.597.9126

Fax: 415.597.9213

email: Estie.Hudes@ucsf.edu

<http://caps.ucsf.edu/personnel/ehudes/>

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