



# 2008 International Conference on Survey Research Methodology

September 11-12, 2008  
Center for Survey Research, RCHSS  
Academia Sinica  
TAIWAN

## Hosting Organization:

Center for Survey Research (CSR), RCHSS, Academia Sinica  
(<http://www.sinica.edu.tw/as/survey/>)

## Sponsor Organization:

National Science Council (<http://www.nsc.gov.tw>)

## Venue:

Conference Hall  
Building for Humanities and Social Sciences (<http://www.sinica.edu.tw/as/map/asmap.html>)  
Academia Sinica ([http://www.sinica.edu.tw/main\\_e.shtml](http://www.sinica.edu.tw/main_e.shtml))  
No. 128, Sec. 2, Academia Rd., Nankang, Taipei 11529  
TAIWAN  
Tel: +886-2-2788-4188  
Fax: +886-2-2788-1740

Conference Web: <http://www.sinica.edu.tw/as/survey/2008>

## Programme

### Day 1

Thursday, Sep 11, 2008	
08:20-09:00 (40mins)	<b>Registration</b>
	<b>Opening Ceremony</b>
09:00-09:15 (15mins)	<b>Conference Chair:</b> Ly-Yun Chang (Director and Joint-appointment Research Fellow, CSR, RCHSS, Academia Sinica)
	<b>Special Guest:</b> Ts'ui-jung Liu (Vice President, Academia Sinica)

	<b>Keynote Speech</b>	
09:15-10:15 (60mins)	<b>Chair:</b> Ly-Yun Chang (Director and Joint-appointment Research Fellow, CSR, RCHSS, Academia Sinica)	
	<b>Speaker:</b> Roger Tourangeau (Research Professor, Institute for Social Research, University of Michigan; Director, Joint Program in Survey Methodology, University of Maryland) <b>Title:</b> The Impact of the Visible: Visual Issues in the Design of Web Surveys	
10:15-10:30 (15mins)	<b>Break (Poster Session)</b>	
	<b>Session I: Survey Design</b>	
10:30-11:50 (80mins)	<b>Chair:</b> Kamhon Kan (Research Fellow, Institute of Economics; Joint-appointment Research Fellow and Convenor of the Research Program for the Study of Family in Chinese Societies, RCHSS, Academia Sinica)	
	10:30-10:55	<b>Assessing the Quality of Income Data Collected on A Two-Year Periodicity: Experience from the Panel Study of Income Dynamics</b>
		Wei-Jun Jean Yeung (Research Professor, Department of Sociology; Senior Research Scientist, Center for Advanced Social Science Research, New York University)
	10:55-11:20	<b>The Health and Retirement Study: A Multi-mode Data Collection System</b>
		Mary Beth Ofstedal (Associate Research Scientist, Institute for Social Research, University of Michigan)
	11:20-11:35	<b>The Survey Research on “Social Change and Policy Assessments of Taiwan Indigenous Peoples”: Implementation, Results, and Implications (in Chinese)</b>
Ying-Hwa Chang (Research Fellow, Institute of Sociology; Joint-appointment Research Fellow, RCHSS, Academia Sinica) Ji-Ping Lin (Associate Research Fellow, Center for Survey Research, RCHSS, Academia Sinica) Chien Chia Liu (Doctoral Student, Department of Sociology, National Chengchi University)		
11:35-11:50	<b>Discussion</b>	
11:50-13:00 (70mins)	<b>Lunch and Break (Poster Session)</b>	

<b>Session II: Survey Methodology</b>	
<b>Chair:</b> Tsu-Tan Fu (Research Fellow, Institute of Economics; Joint-appointment Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)	
13:00-14:20 (80mins)	<p>13:00-13:15</p> <p><b>Integrating Two Vignette Approaches in Survey Research</b></p> <p>Jui-Chung Allen Li (Assistant Research Fellow, Institute of European and American Studies, Academia Sinica; Associate Director, Population Research Center, RAND Corporation)</p>
	<p>13:15-13:30</p> <p><b>I'll Tell You What I Really Think if You Don't Know Who I Am: The Effect of Identifying Codes in Mail Survey</b></p> <p>Ruoh-Rong Yu (Associate Research Fellow, Center for Survey Research, RCHSS, Academia Sinica) Meng-Li Yang (Assistant Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p>
	<p>13:30-13:45</p> <p><b>A Survey on Telework for Workers with Physical Disabilities through Internet</b></p> <p>Shwuling Lee (Assistant Professor, Department of Special Education, National Taipei University of Education)</p>
	<p>13:45-14:00</p> <p><b>The Establishment of Telephone Survey-based Behavioral Risk Factor Surveillance System in Taiwan (in Chinese)</b></p> <p>Mei-Huey Shiau (Associate Specialist, Population and Health Research Center Bureau of Health Promotion) Baii-Shyun Hong (Director, Population and Health Research Center Bureau of Health Promotion) Yu-Hsuan Lin (Senior Specialist, Population and Health Research Center Bureau of Health Promotion) Chia-Hsiang Hsu (Research Assistant, Population and Health Research Center Bureau of Health Promotion) Shen-Mao Hsu (Director, Telephone Survey Center for Health Promotion Bureau of Health Promotion of Health) I-Ting Huang (Researcher, Telephone Survey Center for Health Promotion Bureau of Health Promotion of Health)</p>
	<p>14:00-14:20</p> <p><b>Discussion</b></p>
	<p>14:20-14:30 (10mins) <b>Break (Poster Session)</b></p>

	<b>Thematic Speech: Analysis of Missing Data and Recent Developments</b>	
14:30-15:40 (70mins)	<p><b>Chair:</b> Lung-An Li (Research Fellow, Institute of Statistical Science; Joint-appointment Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p> <p><b>Speaker:</b> Xiao-Hua Andrew Zhou (Professor, Dept of Biostatistics, University of Washington; Director of Biostatistics Unit, VA Seattle Medical Center)</p>	
15:40-15:50 (10mins)	<b>Break (Poster Session)</b>	
15:50-16:55 (65mins)	<b>Session III: Missing Data</b>	
	<b>Chair:</b> Timothy P. Johnson (Director, Survey Research Laboratory, College of Urban Planning and Public Affairs, University of Illinois at Chicago)	
		<b>A Modifying Two-step GEE Method for Panel Data with Non-ignorable Non-responses - An Application to The Panel Study of Family Dynamics</b>
15:50-16:05		<p>Lung-An Li (Research Fellow, Institute of Statistical Science; Joint-appointment Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p> <p>Ruoh-Rong Yu (Associate Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p> <p>Chen-Yen Han (Research Assistant, Center for Survey Research, RCHSS, Academia Sinica)</p>
		<b>Exploratory Factor Analysis for Incomplete Ordinal Data</b>
16:05-16:20		<p>Hong-Long Wang (Associate Professor, Department of Statistics, National Taipei University)</p> <p>Chun-Ju Chen (Graduate Student, Department of Statistics, National Taipei University)</p> <p>Meng-Li Yang (Assistant Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p> <p>Ting-Hsiang Lin (Assistant Professor, Department of Statistics, National Taipei University)</p>
16:20-16:35		<b>Treatment of Refusals in Sensitive Questions: Some Evidence via Simulation</b>

		<p>Hung-Ming Wong (Ph. D. Candidate, Department of Statistics, National Chengchi University; Lecturer, General Education Center, Tatung Institute of Commerce and Technology)</p> <p>Pei-shan Liao (Assistant Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p> <p>Ting-Hsiang Lin (Assistant Professor, Department of Statistics, National Taipei University)</p> <p>Jeng-Tung Chiang (Associate Professor, Department of Statistics, National Chengchi University)</p> <p>Lung-An Li (Research Fellow, Institute of Statistical Science; Joint-appointment Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p>
	16:35-16:55	<b>Discussion</b>
	<b>Session IV: Data Analysis</b>	
	<b>Chair:</b> Chen-Hsin Chen (Research Fellow, Institute of Statistical Science, Academia Sinica)	
16:55-18:00 (65mins)	16:55-17:10	<p><b>Detection of Interactions between a Dichotomous Moderator and a Continuous Predictor in Moderated Multiple Regression with Heterogeneous Error Variance</b></p> <p>Gwowen Shieh (Professor, Department of Management Science, National Chiao Tung University)</p>
	17:10-17:25	<p><b>A Second-order Factor Analysis of the COPE Questionnaire</b></p> <p>Joseph Wu (Assistant Professor, Department of Applied Social Studies, City University of Hong Kong)</p> <p>Aaron C.K. Siu (Teaching Consultant, Faculty of Education, University of Hong Kong)</p>
	17:25-17:40	<p><b>Estimated Missing Stratum Weights on Inferring Population-wise CFA Parameters</b></p> <p>Chih-Chien Yang (Professor, Graduate School of Educational Measurement &amp; Statistics, National Taichung University)</p> <p>Liang-Ting Tsai (Ph. D. Candidate, Graduate School of Educational Measurement &amp; Statistics, National Taichung University)</p>
	17:40-18:00	<b>Discussion</b>
	<b>Reception Banquet (Academic Activity Center, Academia Sinica)</b>	
18:30-20:20 (110 mins)		

## Day 2

Friday, Sep 12, 2008		
<b>Session V: Incomplete Data</b>		
<b>Chair:</b> Mary Beth Ofstedal (Associate Research Scientist, Institute for Social Research, University of Michigan)		
9:00-10:05 (65mins)	<p style="text-align: center;"><b>Controlling Biases in Double-Bounded Contingent Valuation Surveys</b></p> <p>Chen-Hsin Chen (Research Fellow, Institute of Statistical Science, Academia Sinica)            Jeng-Tung Chiang (Associate Professor, Department of Statistics, National Chengchi University)            Tsu-Tan Fu (Research Fellow, Institute of Economics; Joint-appointment Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p>	
	<p style="text-align: center;"><b>Incomplete Rank Data Analysis with Multiple Imputation</b></p> <p>Chien-Fu Jeff Lin (Assistant Professor, Department of Statistics, National Taipei University)</p>	
	<p style="text-align: center;"><b>A Study of Survey Nonresponse Bias Using Subclassification on the Propensity Score</b></p> <p>Su-hao Tu (Associate Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)            Wan-yun Lo (Research Assistant, Center for Survey Research, RCHSS, Academia Sinica)            Yung-tai Hung (Professor, Institute of Political Science, National Taiwan University)</p>	
	<p>09:45-10:05 <b>Discussion</b></p>	
	<b>Break (Poster Session)</b>	
	<b>Thematic Speech: The Inferential Challenges of Web Surveys</b>	
10:25-11:45 (80mins)	<b>Chair:</b> Roger Tourangeau (Research Professor, Institute for Social Research, University of Michigan; Director, Joint Program in Survey Methodology, University of Maryland)	
	<b>Speaker:</b> Mick P. Couper (Research Professor, Survey Research Center, University of Michigan)	
	<b>Discussant:</b> Roger Tourangeau (Research Professor, Institute for Social Research, University of Michigan; Director, Joint Program in Survey Methodology, University of Maryland)	
11:45-13:00 (75mins)	<b>Lunch and Break (Poster Session)</b>	

<b>Session VI: Small Area Statistics and Geographic Information System</b>	
<b>Chair:</b> Shin-Kun Peng (Research Fellow and Director, Institute of Economics, Academia Sinica)	
13:00-14:20 (80mins)	<p><b>Design and Implementation of Small Statistical Area for Survey Research (in Chinese)</b></p> <p>Bor-Wen Tsai (Associate Professor, Department of Geography, National Taiwan University; Joint-appointment Associate Research Fellow, Center for Geographic Information Science, RCHSS, Academia Sinica)</p> <p>Ming-Daw Su (Professor, Department of Bioenvironmental Systems Engineering, National Taiwan University)</p> <p>Hsueh-Cheng Chou (Associate Professor, Department of Geography, National Taiwan Normal University)</p> <p>Ji-Ping Lin (Associate Research Fellow, Center for Survey Research, RCHSS, Academia Sinica; Joint-appointment Associate Professor, Department of Sociology, National Chengchi University)</p>
	<p><b>Application of Dasymetric Method for Reconstructing Population Distribution Pattern from Spatial Aggregated Data (in Chinese)</b></p> <p>Mei-Chun Lin (Ph. D. Candidate, Department of Bioenvironmental Systems Engineering, National Taiwan University)</p> <p>Ming-Daw Su (Professor, Department of Bioenvironmental Systems Engineering, National Taiwan University)</p>
	<p><b>Application and Limitation of Spatial Analysis at the “Chun-Li” Geographic Unit (in Chinese)</b></p> <p>Hsueh-Cheng Chou (Associate Professor, Department of Geography, National Taiwan Normal University)</p> <p>Bor-Wen Tsai (Associate Professor, Department of Geography, National Taiwan University; Joint-appointment Associate Research Fellow, Center for Geographic Information Science, RCHSS, Academia Sinica)</p> <p>Ming-Daw Su (Professor, Department of Bioenvironmental Systems Engineering, National Taiwan University)</p> <p>Ji-Ping Lin (Associate Research Fellow, Center for Survey Research, RCHSS, Academia Sinica)</p>
	<p><b>Using Geographically Weighted Regression Model to Measure the Neighborhood Effect of Urban Green Area Amenity Value (in Chinese)</b></p> <p>Cheng-Jui Chen (Lecture, Department of Landscape Architecture, Chinese Cultural University)</p> <p>Wei-Jean Song (Assistant, Department of Landscape Architecture, Chinese Cultural University)</p>
	<p><b>Discussion</b></p>

14:20-14:40 (20mins)	<b>Break (Poster Session)</b>	
14:40-16:00 (80mins)	<b>Thematic Speech: An Overview of Cultural Mechanisms that may be Associated with Survey Response and Nonresponse</b>	
	<b>Chair:</b> Mick P. Couper (Research Professor, Survey Research Center, University of Michigan)	
	<b>Speaker:</b> Timothy P. Johnson (Director, Survey Research Laboratory, College of Urban Planning and Public Affairs, University of Illinois at Chicago)	
	<b>Discussant:</b> Wei-Jun Jean Yeung (Research Professor, Department of Sociology; Senior Research Scientist, Center for Advanced Social Science Research, New York University)	
16:00-16:20 (20mins)	<b>Break (Poster Session)</b>	
16:20-17:40 (80mins)	<b>Session VII Empirical Study in Survey Research</b>	
	<b>Chair:</b> Yung-tai Hung (Professor, Institute of Political Science, National Taiwan University)	
	16:20-16:35	<b>Taiwanese Preferred Solutions for Potential Insolvency of Their National Health Insurance System and Factors Associated with Their Preferences</b>
		Likwang Chen (Associate Investigator, Center for Health Policy Research and Development, National Health Research Institutes) Tony-Yi Huang (Associate Professor, Department of Public Administration, National Chengchi University) Don-Yun Chen (Associate Professor, Department of Public Administration, National Chengchi University) Nai-Chi Teng (Research Assistant, Center for Health Policy Research and Development, National Health Research Institutes) Lynn Chu Huang (Research Assistant, Center for Health Policy Research and Development, National Health Research Institutes) Chih-Cheng Hsu (Associate Investigator, Center for Health Policy Research and Development, National Health Research Institutes) Wei-Chih Yang (Research Assistant, Center for Health Policy Research and Development, National Health Research Institutes)
16:35-16:50	<b>The Relation between Senior High School Teachers' Attendance of In-service Education and the Distance Factor based on High School Temporary Curriculum Guidelines of 2006</b>	
	Lung-Hsing Kuo (Director, Center for Teacher Career Professional Development, National Kaohsiung Normal University) Hung-Jen Yang (Director, Center for Instructional & Learning Technology National Kaohsiung Normal University)	

	16:50-17:05	<b>Surveying Civil Servants in Taiwan - Challenges and Reflections from an NSC Sponsored Project (in Chinese)</b>
		Naiyi Hsiao (Assistant Professor, Department of Public Administration, National Chengchi University) Tong-yi Huang (Associate Professor, Department of Public Administration, National Chengchi University) Don-yun Chen (Associate Professor, Department of Public Administration, National Chengchi University) Chia-ying Lu (Doctoral Student, Department of Public Administration, National Chengchi University)
	17:05-17:20	<b>Evaluating Different Educational Individual's Marriage Opportunity by a Simulation Matching Method through Mate Selection Website (in Chinese)</b>
		Jung Fu Chang (Assistant Professor, Department of Social Education, National Taipei Education University) Ya-An Cheng (Graduate Student, Department of Social Education, National Taipei Education University) Cong Jun Chen (Graduate Student, Department of Social Education, National Taipei Education University)
	17:20-17:40	<b>Discussion</b>
17:40-17:50 (10mins)	<b>Close Ceremony</b>	
	<b>Chair:</b> Ly-Yun Chang (Director and Joint-appointment Research Fellow, CSR, RCHSS, Academia Sinica)	

## Poster Session

<p><b>A Study on Leisure Participation, Preference, and Constrains of Students with Mental Retardation in Senior High Schools</b></p>
<p>Shu Hua Chung (Department of Comprehensive Occupational Abilities , National Taichung Agricultural Senior High School)</p> <p>Chi Huei Lin (Professor, Department of Special Education, National Changhua University of Education)</p>
<p><b>A Narrative Analysis of the Research Process of the Gay Studies in Taiwan</b></p>
<p>Ta-Hui Chuang (Ph. D. Student, Graduate Institute of Adult Education at National Kaohsiung Normal University)</p>
<p><b>A Contribution to Survey and Research: Computing the Latent Variable for NP≠P Problems</b></p>
<p>Hsieh-chia Hsieh (Associate Professor, Department of Finance, Hsing-Kuo University)</p> <p>Pei-gin Hsieh (Assistant Professor, Department of Accountancy, National Chung-Cheng University)</p> <p>Thomas-sun Hsieh (Assistant Professor, National Chung-Sun University)</p>
<p><b>Gender Differences and Human Capital on Wage Differentials in Knowledge-Intensive and Labor-Intensive Occupations with Oaxaca Decomposition Analysis</b></p>
<p>Jau-Rong Li (Associate Professor, Department of Business Management, National Kaohsiung Normal University)</p> <p>Chun-Hsien Lee (Assistant Professor, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University)</p> <p>Ya-Mei Kao (Master of Business Administration, Graduate Institute of Human Resource and Knowledge Management, National Kaohsiung Normal University)</p>
<p><b>Creators vs. Vendors: A Study of Fashion Flea Market from the Perspectives of the Designers</b></p>
<p>Lan-Kuei Huang (Assistant Professor, Graduate Institute of Arts Administration and Management, Taipei National University of the Arts)</p> <p>Wang-Jung Hsiung (Secretary, Taipei County Government Cultural Affairs Bureau)</p>
<p><b>The Impact of Product character on cellular phone providers satisfied research - mobile number portability service as moderator</b></p>
<p>Wen-Ruey Lee (Professor, Department of International Business, National Taipei Collage of Business)</p> <p>Shih-Chieh Chen (Lecturer, Department of Business Administration, Tak Ming University of Science and Technology)</p> <p>Hsiang-Heng Chen (Graduate Student, Department and Graduate Institute of International Business, Ming Chuan University)</p>

<b>A Study on The Children’s Color Interpretation of Emotional Cognition</b>
<p>Shuo-Fang Liu (Assistant Professor, Department of Industrial Design at National Cheng Kung University)</p> <p>Ting-Chi Huang (Ph. D. Student, Department of Industrial Design at National Cheng Kung University)</p>
<b>Correlations Among Measures of Handedness, Verbal and Spatial Self-efficacy</b>
<p>Ching-yi Lai (Teacher, Chung Ping Junior High School)</p> <p>Tsang-Ho Ou (Associate Professor, Department of Counseling and Applied Psychology, National Taichung University)</p>
<b>A Study on the Measurement of Individual Cognition in Pluralistic Societies: Application of Information Integration Theory</b>
<p>Ming-shen Wang (Professor, Institute of Public Affairs Management, National Sun Yat-sen University)</p> <p>Yu-tien Huang (Doctoral Student, Institute of Public Affairs Management, National Sun Yat-sen University)</p>

## Members of Conference Committee

1. Ly-Yun Chang (Chair) (Director and Joint-appointment Research Fellow, CSR, RCHSS, Academia Sinica)
2. Ji-Ping Lin (executive secretary) (Associate Research Fellow, CSR, RCHSS, Academia Sinica)
3. Lung-An Li (Joint-appointment Research Fellow, CSR, RCHSS, Academia Sinica)
4. Su-hao Tu (Associate Research Fellow, CSR, RCHSS, Academia Sinica)

## Contact

Claire Hsieh  
CSR, RCHSS, Academia Sinica  
Phone: +886-2-2788-4188 x.506  
Fax: +886-2-2788-1740  
Email: [srcsr@gate.sinica.edu.tw](mailto:srcsr@gate.sinica.edu.tw)

## Maps and Misc Information

1. Academia Sinica e-Map: [http://gissrv5.sinica.edu.tw/campusmap/sinica\\_map\\_english.htm](http://gissrv5.sinica.edu.tw/campusmap/sinica_map_english.htm)
2. Campus Map of Academia Sinica: <http://www.sinica.edu.tw/as/map/asmmap.html>
3. Location of Academia Sinica in Taipei City:  
[http://www.sinica.edu.tw/as/map/Map\\_around\\_AS\(EN\)\\_s.jpg.jpg](http://www.sinica.edu.tw/as/map/Map_around_AS(EN)_s.jpg.jpg)
4. Airport to Academia Sinica Map:  
[http://www.sinica.edu.tw/as/map/Map\\_from\\_airport\\_to\\_AS\(EN\)\\_s.jpg](http://www.sinica.edu.tw/as/map/Map_from_airport_to_AS(EN)_s.jpg)