

# COSSA WASHINGTON UPDATE

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## SBE ADVISORY COMMITTEE HOLDS FIRST MEETING *HS*

The advisory committee to the Social, Behavioral and Economic Science (SBE) Directorate at the National Science Foundation (NSF) held its first meeting on October 1 and 2. Cora Marrett, Assistant Director for SBE, welcomed the 14 member committee and emphasized the new directorate's opportunities for strengthening research and for building linkages with the other parts of NSF.

Marrett also focused on the structure of the new directorate --- the Division of Science Resource Studies (SRS), the Division of International Programs (INT), and the Division of Social, Behavioral and Economic Research (SBER). This last division, which combines the old Social and Economic Science Division, the Behavioral and Cognitive Sciences Division, and the Studies in Science, Technology and Society program, is not official yet, but is expected to receive approval and begin operating at the start of the new year.

Marrett also made clear that the budgetary situation was not good, since the NSF research appropriation for FY 1993 was below last year's level (see *Update* September 28). Commenting on questions about how the new directorate was operating, Marrett noted that many of the concerns have been allayed, especially the questions regarding the biological and behavioral science interface.

Marta Tienda, Professor of Sociology at the University of Chicago, chair of the advisory committee, noted its role in helping to shape the future of the Foundation by preparing a statement to the Special Commission on the Future of NSF (see *Update*, September 28). She also stressed the dual themes of opportunities and linkages.

NSF Deputy Director Fred Bernthal told the advisory committee members their role was to serve as a "reality check," for the staff. He noted that the recent events -- notably, the work of the Special Commission, recent reports by the House Science Committee and the Senate Appropriations Committee, and the rescissions battle -- indicate

that NSF will have to change to meet the nation's new science and technology needs. As an example of the growing importance of the social sciences in U.S. science policy, Bernthal announced the establishment of an economics subcommittee of the Federal Coordinating Council on Science, Engineering and Technology's Global Change committee.

Charles Brownstein, Director of NSF's Office of Policy and Planning and Executive Secretary to the Commission, discussed the Commission's work. Brownstein declared that the end of the Cold War "had changed everything," and has led to a major reconsideration of the role of NSF. He cited a recent speech by Edward David, former science adviser to Richard Nixon, in which David stated that there may be a 30 percent reduction in federal support for university based research during the coming years. How NSF and universities will respond to such an environment is one of the issues confronting the commission, Brownstein said.

The Advisory Committee examined five aspects of the new directorate in concurrent sessions: two focused on the INT and SRS divisions; the other three focused on initiatives to which SBE contributes to -- Global Change, Cognitive Science, and Advanced Manufacturing. Jim Gibson, Professor of Political Science at the University of Houston, speaking for the group assessing global change declared that although most concluded the initiative had been "reasonably successful" for the social sciences, there were some misgivings about its impact on basic research and the balance between initiatives and the regular research programs. Gibson voiced concern about the need for institutional mechanisms for input on new initiatives and the establishment of criteria to measure the success of these programs.

### INSIDE UPDATE...

- 1993 Appropriations Bills Signed into Law
- Sources of Research Support: National Institutes of Health

Jill Larkin, Professor of Psychology at Carnegie Mellon University, spoke for the group examining the Cognitive Science Initiative. She stated that this initiative was concerned with understanding the nature of the human mind and human intelligence. The initiative focused on model building rather than hypothesis testing and was closely tied to computer science, according to Larkin. The initiative also looked at social interaction questions and the mind-brain connection, she added. The group expressed a need to create a presence for cognitive science at undergraduate and graduate institutions.

Dale Compton, Professor of Industrial Engineering at Purdue University, reported for the group examining the advanced manufacturing initiative. Compton noted that the initiative as it now stood was dominated by the engineers and urged that SBE be much more aggressive in defining its role. The problem is "too important to be left to the engineers," he said. Compton believes the problem in U.S. manufacturing is not the lack of technology, but the lack of good managers who understand how to change large organizations, how to motivate people, and how to build work teams. This theme was echoed by Robert Solow, Professor of Economics at MIT, and a member of the advisory committee, to the House Science Committee last Spring. Compton suggested NSF should conduct workshops by people who have led the way for successful transitions at organizations, and cited entities such as Ford and Hewlett-Packard as examples.

The advisory committee concluded its historic first meeting with general discussion of the contribution of the SBE disciplines to NSF and the

nation's science agenda. Committee members expressed the need to design new major initiatives that could generate increased funding for the directorate. The Committee will meet again next spring.

**1993 APPROPRIATIONS  
BILLS SIGNED INTO LAW**

The Fiscal Year 1993 appropriations process, a rancorous and lengthy affair, was concluded this week as the appropriations conference reports were approved by Congress and signed into law by the President. What follows is a summary of the FY 1993 appropriations affecting federal support for social and behavioral and science.

**NSF APPROPRIATIONS: EDUCATION RECEIVES  
EXTRA INCREASE** *JK*

The VA-HUD-Independent Agencies appropriations bill was signed by President Bush on October 6. The provisions of the bill were described in the last issue of *Update* (September 28, 1992). At the last minute, the House-Senate conference committee increased funding for the Education and Human Resources Directorate to \$487.5 million, \$8.5 million more than originally reported and a \$22.5 million increase above FY 1992 levels.

This increase includes an extra \$5 million for a new urban systemic initiative, an additional \$5 million (for a total of \$24 million) for the Experimental Program to Stimulate Competitive Research, and \$23 million to continue the graduate traineeship program.

**LABOR, HHS, EDUCATION  
APPROPRIATION BILL SIGNED** *JK*

Despite earlier threats that he would use his veto, President Bush signed the Labor, Health and Human Services appropriations bill on October 6. The House-Senate conference committee had earlier agreed to remove all provisions to which the President had objected to, as well as reducing funding for programs across-the-board by 0.8 percent below the final conference agreement figures.

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Labor

The Bureau of Labor Statistics received \$275 million in new federal funds for FY 1993, a \$7 million increase over last year. The fate of the National Longitudinal Survey of Labor Market Experiences is still unclear. Research and evaluation at the Employment and Training Administration has fallen to \$8.3 million, \$1.6 million below last year's level.

Health and Human ServicesCenters for Disease Control

The National Center for Health Statistics received \$49.26 million, \$950,000 above the FY 1992 level of \$48.31 million.

National Institutes of Health (NIH)

For the most part, the conferees settled on funding levels at about 3/4 of the difference between House and Senate numbers (the Senate numbers were usually higher), and then took the .8 percent cut. The resulting increase over FY 1992 levels for most NIH institutes is about 1 percent.

NIH overall received \$10.36 billion, \$291.24 million over the FY 1992 level of \$10.07 billion.

**National Institute on Child Health and Human Development:** \$529.82 million, \$10.09 above the FY 1992 level of \$519.72. Sudden Infant Death Syndrome was identified as a high priority research area.

**National Institute on Aging:** \$401.23 million, \$17.62 million above the FY 1992 amount of \$383.61 million.

**National Institute on Alcohol Abuse and Alcoholism:** \$177.28 million, \$5.23 million above the FY 1992 level of \$172.05 million.

**National Institute on Drug Abuse:** \$405.71 million, \$5.97 million over the FY 1992 amount of \$399.73.

**National Institute of Mental Health:** \$585.71 million, \$24.45 million above the FY 1992 level of \$561.255. This relatively greater increase compared to other NIH institutes resulted from a last-minute amendment, championed by Sen. Pete Domenici (R-

NM), to infuse NIMH with additional funds (See Update, Sept. 28, 1992).

Agency for Health Care Policy and Research

**Services Research and Medical Effectiveness Research:** \$128.68 million, an increase of \$8.67 million over FY 1992's level of \$120.01 million. The conferees designated \$1.5 million for the creation of three multidisciplinary rural health services policy and research centers.

Office of the Assistant Secretary for Health

**Office of Family Planning: Adolescent Family Life Program:** \$7.622 million, a \$139,000 cut from the FY 1992 level of \$7.76 million. The cut to AFL demonstrates conflict between Congress and the Administration about this program, which primarily funds demonstration projects related to promoting sexual abstinence among teens.

Administration on Aging

**AOA Research and Training:** \$25.97 million, \$32,000 above the FY 1992 level of \$25.94 million. The conferees included \$500,000 for the establishment of Centers of Applied Gerontology for the training of minority scholars and practitioners in the field of aging.

Office of the Secretary, HHS

**Policy Research:** \$8.19 million, \$3.18 million above the FY 1992 level of \$5.01 million. This seemingly large increase appears every other year, and represents money targeted to poverty research undertaken at the Institute for Research on Poverty at the University of Wisconsin, Madison.

Education

Graduate fellowships wound up receiving a 1.8 percent reduction from FY 1992 funding. Final figures include: Harris Graduate Fellowships (including Public Service) \$20.4 million; Javits Fellowships \$7.86 million; Graduate Assistance in Areas of National Need \$27.5 million; and Minority Participation in Graduate Education \$5.8 million. Legal Training for the Disadvantaged received \$3.0 million, slightly less than last year. Law School

Clinical Experiences increased its funding to \$9.9 million, a \$1.9 million increase over FY 1992.

The Fund for the Improvement of Postsecondary Education (FIPSE) received a significant increase from \$15 million in FY 1992 to \$26.8 million in FY 1993. The increases are for new programs authorized by the Higher Education Act including: Eisenhower Leadership Program (\$3.5 million); a training in early childhood education and violence counseling program (\$5 million); and a new international education exchange program with the European Community (\$2.5 million). The conferees also agreed that FIPSE should give high priority to expand model programs dedicated to advancing minority Ph.D. and faculty development.

The new law provided \$35.5 million for the domestic programs of Title VI International Education programs, a \$1.7 million increase over last year. The new funds will allow for the establishment of a new language resource center. It also provides \$500,000 for a National Resource Center on Africa to be located at a consortia of Historically Black Colleges and Universities. Overseas programs received \$5.8 million, a slight decrease from last year. Foreign language and area studies fellowships were allotted \$12.8 million, \$0.2 million less than FY 1992.

Education Research was appropriated \$74.1 million, a \$3.1 million increase over FY 1992. Field initiated research was reduced to \$888,720 from the \$966,000 in FY 1992, as the increases were reserved for the national research centers and the regional laboratories. The National Center for Education Statistics was allotted \$48.9 million, about halfway between the House's large increase and the Senate's significant decrease. The final figure provides a small \$1.6 million increase over FY 1992. The conference report notes that this increase provides sufficient funds to carry out the interagency agreement between NCES and the NSF to provide additional questions and an appropriate sample size for the Panel Survey on Income Dynamics to measure educational processes and other developmental behavior of Hispanic, Black and non-Hispanic white children. The National Assessment of Educational Progress' final appropriation was \$29.4 million, a half-million dollar decrease from FY 1992. Research libraries received \$5.8 million, slightly below last year's level.

The United States Institute of Peace received \$10.9 million for FY 1993, 0.8 percent below FY 1992 funding.

#### COMMERCE, JUSTICE, STATE APPROPRIATIONS BILL BECOMES LAW *mb*

On October 6 President Bush signed into law the Commerce, Justice, State appropriations bill.

The National Institute of Justice was given \$22.9 million, a decrease from its current \$23.7 million. The Bureau of Justice Statistics will also experience a decrease in funding from \$22.1 million in FY 1992 to \$21.3 million for FY 1993. The Office of Juvenile Justice and Delinquency Prevention's appropriation was increased from \$72.5 million in FY 1992 to \$77.0 million. While this office largely serves training and technical assistance roles, it does support some social science research.

Salaries and expenses at the Bureau of the Census were funded at \$123.9 million, a \$1.4 million reduction from FY 1992. For periodic censuses and programs the Census Bureau, the Congress appropriated \$173.3 million, an \$8.3 million increase over FY 1992. The conference agreement includes \$13 million for the 2000 Census Research and Development Office and the report language urges this office to direct its resources toward a more cost-effective census design which would lead to more accurate results than the 1990 census. The report notes that research has shown that reducing the number of questions on the census can increase response rates, and urges the Census Bureau to examine alternative means of data collection, adding that cost should be a major consideration in evaluating alternatives.

The Economic and Statistical Analysis program at the Department of Commerce received \$39.3 million, a \$1.5 million reduction from FY 1992. The conferees noted that this amount was insufficient to meet its requirements. The conference report noted the likelihood that ESA may be forced to move, and included provisions to increase funding for ESA to cover such costs.

The bill discontinued funding for the research and evaluation programs at the Economic Development Administration.

The Russian, Eurasian, and Eastern European Research and Training Program at the Department of State received \$9.7 million, with \$4.7 million

coming from the Commerce, Justice, State bill and \$5 million from the Foreign Operations bill. FY 1992 funding for this program, which is focused primarily on social, political, economic, and historical issues, was \$4.7 million.

Educational and cultural exchange programs at the U.S. Information Agency fared well this year. The conference report funded these programs at \$223.4 million for FY 1993, a \$29.2 million increase over FY 1992. More specifically, the International Visitor Program received an additional \$1.8 million, the Near and Middle East Research and Training Program received its initial appropriation of \$3 million, and the conferees included \$9.2 million for the general enhancement of USIA's exchange programs.

#### INTERIOR AND RELATED AGENCIES BILL FUNDS SMITHSONIAN AND HUMANITIES PROGRAMS *mb*

The Interior and Related Agencies appropriations bill was signed into law by the President on October 5.

Salaries and expenses at the Smithsonian Institution were appropriated \$298.0 million for FY 1993, an increase of 16.8 million over FY 1992. Specific figures for research were unavailable at this time.

The Woodrow Wilson International Center for Scholars was funded at \$6.3 million for FY 1993; FY 1992 appropriations were \$5.7 million.

For FY 1993, grants and administration at the National Endowment for the Humanities were funded at \$152.5 million, an increase over the FY 1992 level of \$150.7 million.

#### LEGISLATIVE APPROPRIATIONS BILL FINALIZED *mb*

On October 6 the Legislative Appropriations bill became law.

For salaries and expenses of the Congressional Research Service, the conferees appropriated \$57.3 million, an increase over the \$56.6 million for FY 1992. The Office of Technology Assessment was funded at \$21.0 million, the same amount as last year.

#### NIAAA WORKING GROUP EXAMINES EFFECTS OF MASS MEDIA ON ALCOHOL USE AND ABUSE *JA*

The Prevention Research Branch of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) convened a Working Group on the Effects of the Mass Media on the Use and Abuse of Alcohol on September 24-25 in Washington. The purpose of the meeting was to explore current understanding of the effects of the mass media on alcohol initiation and high risk use, as well as to critically examine research methodologies on which these understandings are based.

The Working Group brought together authors of commissioned papers and discussants, all of whom were among the leading scholars in alcohol, communications, and marketing research, as well as leaders in several social science disciplines. The meeting was organized and moderated by Susan Martin, a sociologist on the staff of the Prevention Research Branch of NIAAA.

#### Alcohol in a Cultural Context

The session began by placing the question of alcohol advertising in its cultural context. George Gerbner, from the Annenberg School for Communication at the University of Pennsylvania, described this context as "storytelling," mostly by "global conglomerates with something to sell." The point, he stated, is that there is an imbalance in the amount of resources dedicated to selling goods and services versus those available to educate citizens and consumers. This allows the mass media to define the meaning of drinking. Gerbner noted that 80 percent of programs in prime time have drinking behavior, and that drinking is portrayed as a way of resolving problems, of "lubricating social conflicts." He remarked that when drinking is portrayed as excessive it is usually made funny rather than tragic. Gerbner suggested that new emphasis on health promotion and disease prevention by the federal government may be the new "cultural frontier" on which we should wage a "cultural environmental movement" against such an imbalanced perspective.

Continuing the discussion of the cultural context of alcohol advertising, Joseph Gusfield, professor of sociology at the University of California, San Diego raised the question, How is it that media effects on alcohol behavior is a topic of discussion to begin with? He asserted that evidence suggests that the effects of alcohol advertising may

be overstated. Relative to other countries, the U.S. is moderate in consumption and more restrictive about access to alcohol, said Gusfield. Nevertheless, he suggested that we may be paying so much attention to the problem of alcohol and alcohol advertising as a diversion from the basic conflict between anti-alcohol and pro-alcohol cultures, both endemic in American society. This prevents us from addressing the real question, which is, What are appropriate levels and contexts for alcohol use? Gusfield criticized the current focusing on consumption as the measure of alcohol use and abuse, and suggested instead that we concentrate on drunkenness, since this (rather than consumption, *per se*) is what concerns people. We must view drunkenness as an event which takes place in certain cultural contexts, he concluded.

#### Research Methods to Assess Effectiveness

The remainder of the meeting focused on advertising strategies and research methods used to assess their effectiveness and impact on behavior. Esther Thorson, from the Department of Communications at the University of Wisconsin, described four shortcomings of research on the effects of advertising. These include: failure to employ a number of sophisticated theories about how advertising works; failure to look at intervening variables; not taking into account the role of strategic planning in advertising; and not looking at the range of cultural meanings possible in ads. Thorson noted that content analysis, the methodology often employed for advertising analyses, usually employs categories that are "limited in their understanding of cultural myths and their exploitation by advertisers."

#### Need for Affirmation Discussed

The need to focus on intervening variables -- that is, factors that intervene between advertising and negative health outcomes -- was underscored by Jerome Williams, from the Department of Marketing at Pennsylvania State University. He said it is possible, for example, that behavior leads to seeking out ads for support and affirmation, rather than the other way around. Among youth, peer pressure might lead to drinking, which might then lead to looking for advertisements that reaffirm the behavior, suggested Williams.

This point was also made by Jane Brown, from the School of Journalism and Mass Communication at the University of North Carolina, Chapel Hill, whose qualitative research explores the influence of

advertising on the creation of identity among adolescent girls. She agreed that content analysis is useful for monitoring trends, but argued that it can't tell us what people actually do with content. Brown argued that researchers must pay more attention to selectivity, i.e., which particular media specific audiences select for consumption, and receptivity, i.e., how audiences use messages. Multiple interpretations are possible, some positive and some negative, and the process of interpretation and incorporation is continuous, she concluded.

Other participants discussed problems with various measures and methods of assessing media effects. For example, Lorraine Collins, of the Research Institute on Alcoholism in Buffalo, New York, criticized the use of "intention to drink" as a measure of behavior, especially among youth. Not only is this an inaccurate measure of real behavior, she said, but it implies a harmful outcome is inevitable. This is not necessarily true, said Collins, since moderate alcohol consumption not only is legal, but also appears to be unharmed. Agreeing with Gusfield, she asserted that the problem is with alcohol abuse, not with drinking *per se*, and said that prevention efforts ought to focus on educating children about the risks of excessive consumption.

Another methodological issue was addressed by Henry Saffer, of the National Bureau of Economic Research in New York, who examined research on the relationship between aggregate advertising expenditures and total alcohol consumption. He reported that most such econometric research showed no effect. However, said Saffer, studies of advertising bans and counter-advertising demonstrated reduced abuse.

**For more information about this Working Group meeting, contact Susan Martin, Prevention Research Branch, National Institute on Alcohol Abuse and Alcoholism, Parklawn Building, 5600 Fishers Lane, Rockville, MD 20857; telephone: 301-443-1677.**

**SOURCES OF RESEARCH SUPPORT:** *RC***NATIONAL INSTITUTE ON AGING  
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COSSA provides this information as a service and encourages readers to contact the agency for further information or application materials. Additional application guidelines and restrictions may apply.

**WOMEN'S HEALTH OVER THE LIFECOURSE: SOCIAL AND BEHAVIORAL ASPECTS**

The National Institute on Aging (NIA), the National Institute of Child Health and Human Development (NICHD), and the National Institute of Mental Health (NIMH) invite qualified researchers to submit applications for research to investigate social and behavioral aspects of women's health during adulthood. In line with increasing calls for additional research on traditionally ignored women's health issues, the NIA, the NICHD, and the NIMH are targeting the following areas of social and behavioral aspects of women's health and aging for more in-depth examination:

- Improved health life expectancy, psychological adjustment, and quality of life
- Women's health behaviors, especially in the context of family, work, and community
- Labor force participation over the lifespan and its relationship to well-being, health, and mortality
- Minorities, special populations and cross-national research

**Application Procedure:** Applicants are to use the research grant application form PHS 398 and PHS 416-1 for Individual Fellowships, available at the applicant's institutional business office and from the Office of Grants Inquiries, Division of Research Grants, NIH, Westwood Building, Room 240, Bethesda, MD 20892, (301)496-7441. The PHS 398 application and five legible copies must be mailed to the above address.

**Review Process:** Applications will be assigned to the appropriate group in accordance with the usual PHS peer review procedures. The review criteria are the traditional considerations underlying scientific merit.

**Award Criteria:** Applications will compete for available funds with all other applications. The following will be considered in making funding decision:

- Quality of the proposed project as determined by peer review
- Availability of funds
- Program balance among research areas of the announcement

**Deadlines:** This is an ongoing RFA; deadline dates are every February 1, June 1, and October 1.

**Contact:** Direct inquiries regarding programmatic issues to:

Marcia Ory, Ph.D., Behavioral and Social Research program, NIA, Gateway Building, Room 2C234, Bethesda, MD 20892, (301) 496-3136.

Nancy Moss, Ph.D., Demographic and Behavioral Sciences Branch, NICHD, 6100 Executive Blvd., Room 8B13, Bethesda, MD 20892, (301) 496-1174.

Mary Ellen Oliveri, Ph.D., Personality and Social Processes Research Branch, Division of Basic Brain and Behavioral Sciences, NIMH, Parklawn Building, Room 11C-10, 5600 Fishers Lane, Rockville, MD 20857, (301) 443-3942.

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