

## ■ ET ALS

### MEETINGS

**ASUO Budget Programs Finance Committee Hearings** will meet tonight from 6:15 to 10 in EMU Century Room F. The following groups are scheduled: 6:15 Returning Students Association; 7:15 Black Student Association; 8:15 Land, Air, Water; and 9 Oregon Commentator. For more information, call 346-0623.

**Academic Advising/PTOT Club** will co-sponsor a meeting today at 3:30 p.m. in 164 Oregon Hall. The meeting is for students who wish to participate in a practicum for physical or occupational therapy spring term. For more information, call 346-3211.

### MISCELLANEOUS

**Outdoor Program** will sponsor a lecture, "Freedom in the Wilderness," tonight at 7:30 in Room 100 Willamette. For more information, call 346-4365.

**Women's Center** will sponsor a campus/community coffee hour tonight at 6 in EMU Suite 3. For more information, call 346-4095.

**Office of International Education and Exchange** will sponsor a colloquium, "Russian Universities from the Russian Point of View," today from 3:30 to 5 p.m. in the Heritage Room of the Bowerman Center, next to Hayward Field. A reception will follow. For more information, call 346-1208.

**Educational Opportunities Program** will sponsor an anxiety workshop today at 2 p.m. in the Koinonia Library at the Koinonia Center, 1414 Kincaid St. For more information, call 346-3232.

**Women's Club** will sponsor a lecture, "Oregon's New Religions (Cults): Past and Future," by professor Mimi Goldman of the Department of Sociology today from noon to 1 p.m. in Gerlinger Hall. Refreshments will be served after the lecture.

## LAB

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Gwartney-Gibbs said, to convince former Vice President for Research John Moseley that this was a viable enterprise. He approved funding and provided an office for the lab.

Then in its second year, the lab generated \$32,000 for eight studies. Since it began three years ago, the lab has now broken the \$200,000 mark, Gwartney-Gibbs said.

Although it may sound like a lot of money, the lab is a not-for-profit enterprise. Gwartney-Gibbs said she charges what each survey costs the lab to do. She doesn't receive any more pay than her usual salary for splitting her time between being a professor and serving as the lab's founding director.

Moreover, Gwartney-Gibbs runs the lab with many ethical considerations. The lab doesn't compete with private enterprises because most of those conduct market research, and the survey research lab does not. Gwartney-Gibbs said she usually only agrees to do surveys if the research will eventually be made public.

Additionally, Gwartney-Gibbs turns away many prospective clients because she said she doesn't think a survey is what they need. Often, she will give other suggestions to these people.

"A survey is not the end-all, be-all," she said. "It's just one of many different tools to gather data."

Currently, the lab has 38 interviewers, half of whom are students. In addition, Gwartney-Gibbs has hired five staff members who help to compile data and do various tasks. All positions are paid "well above minimum wage," Gwartney-Gibbs said.

Interviewers have to pass an extensive training course before they are hired and about half don't make it through the course, she said. She said interviewers are paid highly because it is a skilled position and they should be rewarded for their hard work.

Virtually all interviewing is done over the phone using computerized surveys. The survey research lab is one of the only fully computerized telephone interviewing facilities in the state, Gwartney-Gibbs said.

Many people don't realize how much work goes into creating a survey, Gwartney-Gibbs said. The lab has a three-pronged pretesting procedure to ensure the highest quality, unbiased data.

Although it's hard work, Gwartney-Gibbs said she enjoys creating surveys, something she has been involved with since she graduated from the University of California at Berkeley in 1973.

"It's fun to do," Gwartney-Gibbs said. "I like the craft part of it as much as I like the science part."

The lab's services are available to anyone, provided they have the money and they fit her ethical standards. She said she believes the prices are slightly

## RESEARCH

This is the fourth story in a five-part series on research at the University, the people who make the breakthroughs and how they do it.

■ **MONDAY:** A look at the University's research program

■ **TUESDAY:** A look at research funding and how faculty get it

■ **WEDNESDAY:** A feature on the discoveries made by University faculty

■ **TODAY:** A look at the Oregon Research Survey Labs

■ **FRIDAY:** A feature of the summer research program for faculty

**EDITOR'S NOTE:** The Emerald will continue to feature some of the discoveries made on this campus throughout the rest of this week.


higher than other survey labs because she demands the highest quality.

Much of the data compiled in the survey research lab are archived in the Data Services Laboratory, also in the basement of PLC. Tens of thousands of studies are archived here, Gwartney-Gibbs said. Open to researchers in the University community, the Data Services Lab is a well-tapped resource for students and faculty.


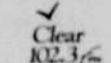
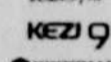

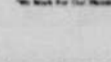
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# Speaking Of Passion.



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Meet the artist, Thur. Feb. 23, 3:30 p.m.  
UO Arena Theater, Villard Hall

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## FINES

Continued from Page 1

Tom Mason, head of the Eugene police department's traffic team, said the high bails were a kind of "double-edged sword."

"The large increases were shocking," Mason said, "even to us as police. But I do think they urge people to be more cautious on the road. However, we have had cases where people would have accepted guilt for a traffic ticket, but because of the high bails, took the case to court."

He said the fines for some traffic infractions are more justified than for others.

"The vast majority of accidents involve speeding as an important contributing factor," he said. "So high fines for speeding, I think, are worthwhile."

The bail for obstruction of the display of license

plates is in the \$500 range, and that fine is harder to justify, he said.

Bails are not necessarily fines, however. Judges can reduce fines for people who explain extenuating circumstances in court or who send a letter with an explanation.

The Eugene municipal court has set up a violations bureau where clerks have the freedom of a judge to reduce bail amounts for first-time offenders and people with clean driving records.

Mason said the police department has taken undue criticism based on the erroneous idea that the police are revenue agents for the state. The department responds to complaints from citizens and data on accident rates, not revenue needs.

Traffic accidents are a serious problem in Eugene, he said. In 1993 more than 3,500 accidents took place in and around the city.

## RUSSIAN

Continued from Page 1

has gained here to the development of internationally recognized degrees in the Russian university system. He hopes that these degrees would be similar in curriculum, credits and exams to U.S. degrees.

Kazakova's research focuses primarily on problems of organization in university administration and the development of cooperative programs among different institutions of higher

education.

Although Kazakova and Silinsky are both studying aspects of American university administration, Silinsky is concerned with imitating the American university system in spite of an already functional system in Russia. He thinks it is important to draw carefully from the most efficient aspects of the administration system, such as the ability to fund the education system in an increasingly difficult economic cli-

mate.


"People in Russia are trying to copy the American model, but Russia has a good tradition of education," Silinsky said.

Krashenninnikov is doing research through the University's Department of Planning, Public Policy and Management. His research interests include public participation, legislation and finance of urban development and residential development in the United States.

Some cultural forum presents an evening of spoken word with

# JIM CARROLL

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