

CURRICULUM VITAE
RONALD F. CZAJA

Addresses:

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Department of Sociology and Anthropology
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Education:

New England Epidemiology Institute, University of Massachusetts
at Amherst (1984): Scholar-Participant, Epidemiology and Statistics
Certification - Theory and Practice of Epidemiology to Health Services.

Ph.D., Sociology, 1976, University of Illinois at Chicago Circle.
Dissertation: Social and Political Participation of Blacks and Whites
in a Metropolitan Area: A Test of Three Perspectives.

M.A., Sociology, 1969, University of Iowa, Iowa City.
Thesis: Occupational Choice: A Study of Nursing.

B.S., Sociology, Mathematics minor, 1965, Wisconsin State
University, Stevens Point.

Occupational History:

Present Position:

Associate Professor Emeritus, Department of Sociology and Anthropology,
North Carolina State University, July 1, 2008 to date.

Previous Positions:

Assistant Professor, Department of Sociology and Anthropology, North Carolina State University, July 1990 - June 30, 2008.

Assistant Director, Survey Research Laboratory, University of Illinois at Chicago, September 1980 - July 1990.

Research Assistant Professor, Survey Research Laboratory, and Adjunct Assistant Professor of Sociology, University of Illinois at Chicago, December 1976 - July 1990.

Adjunct Assistant Professor, Epidemiology-Biometry Program, School of Public Health, University of Illinois Health Sciences Center, Chicago, January 1980 - August 1983.

Acting Assistant Director, Survey Research Laboratory, University of Illinois at Chicago Circle, September 1979 - August 1980.

Co-Head of Sampling Section, Survey Research Laboratory, University of Illinois at Chicago Circle, April 1977-October 1979.

Research Associate in Sampling and Project Coordinator, Survey Research Laboratory, 1970 - 76.

Visiting Scholar:

Massey University (Palmerston North, New Zealand), College of Business Studies, Department of Marketing, February - December 1997.

Statistician, Intergovernmental Personnel Act Assignment, Office of Research and Methodology, National Center for Health Statistics, February - May 1983.

Publications, Research, Reports and Papers:

2014 Designing Surveys: A Guide to Decisions and Procedures, (Johnny Blair, Ronald Czaja and Edward Blair). Los Angeles, CA: Sage Publishing. [3rd edition]

2005 Designing Surveys: A Guide to Decisions and Procedures, (Ronald Czaja and Johnny Blair). Newbury Park, CA: Pine Forge Press. [1 edition 1996]

Refereed Articles:

2006 "Self-Reports of Police Speeding Stops by Race: Results from the North Carolina Reverse Record Check Survey," (Donald Tomaskovic-Devey, Cynthia Pfaff Wright, Ronald Czaja and Kirk Miller). Journal of Quantitative Criminology 22 (December): 279-97.

2006 "Integrating Sociological Research into Large Introductory Courses: Learning Sociological Content and Research Techniques Together," (Maxine Atkinson, Ronald Czaja and Zachary Brewster). Teaching Sociology 34 (January): 54-64.

2005 "Sampling with Probabilities Proportionate to Size," (R. Czaja). Vol. 7, pp. 4764-70 in Peter Armitage and Theodore Colton, eds. The Encyclopedia of Biostatistics. Chichester. UK: J. Wiley and Sons.

2003 "The Determinants and Consequences of Information Seeking Among Cancer Patients," (Ronald Czaja, Clara Manfredi and Jammie Price). Journal of Health Communication 8 (No. 6, November/December):505-06, 509, 529-62.

1999 "Extending Two Cognitive Processing Scales for Use in a Health Intervention: Need for Cognition and Need for Evaluation," (M. Sherrard and R. Czaja). Vol. 4. pp. 135-42 in European Advances in Consumer Research. B. Dubois, T. Lowrey, L. Shrum and M. Vanhuele, eds. Provo, UT: Association for Consumer Research.

1998 "Probability Proportional to Size Sampling," (R. Czaja). Vol. 5, pp. 3945-51 in P. Armitage and T. Colton, eds. The Encyclopedia of Biostatistics. Chichester, UK: J. Wiley and Sons.

1998 "Improving Cancer Screening in Physician Practices Serving Low-Income and Minority Populations." (C. Manfredi, R. Czaja, S. Freels, M. Trubitt, R. Warnecke, and L. Lacey). Archives of Family Medicine 7 (July/August):329-37.

1998 "Questionnaire Pretesting Comes of Age," (R. Czaja). Marketing Bulletin 9 (May):52-66.

- 1996 "Collecting Survey and Medical Records Data to Measure Intervention Outcomes in Medical Practices Serving Urban Minorities," (R. F. Czaja, Clara Manfredi, and R. B. Warnecke). Pp. 209-14 in Richard B. Warnecke (ed.), Health Survey Research Methods. Hyattsville, MD: National Center for Health Statistics.
- 1994 "Factors Associated With Response Rates in A National Survey of Primary Care Physicians." (J. A. Parsons, R. B. Warnecke, R. F. Czaja, J. Barnsley, and A. Kaluzny). Evaluation Review 18 (6):756-766.
- 1994 "Respondent Strategies for Recall of Crime Victimization Incidents," (R. F. Czaja, J. Blair, B. Bickard, and E. Eastman). Journal of Official Statistics 10 (3):257-276.
- 1994 "Preferences of Community Physicians for Cancer Screening Guidelines," (Ronald Czaju, Stephanie L. McFall, Richard B. Warnecke, Leslie Ford, and Arnold D. Kaluzny). Annals of Internal Medicine 120(7):602-608.
- 1993 "Cancer Patients' Search for Information: A Comparison of Patients Who Called the CIS and Other Cancer Patients." (Ronald Czaja, Clara Manfredi, Jammie Price, Marianne Buis and Rosie Janiszewski). Journal of the National Cancer Institute 14:93-104.
- 1993 "Cancer Patients' Utilization of Treatment Related Information Received from the Cancer Information Service," (Clara Manfredi, Ronald Czaja, Marianne Buis and David Derk). Cancer 71 (No. 4, February):1326-37.
- 1992 "Public Opposition to Genetic Engineering." (Thomas Hoban, Eric Woodrum and Ronald Czaja). Rural Sociology 57 (No. 4, Winter):476-93.
- 1992 "Response Effects in a Network Survey." (Ronald F. Czaja, Deborah H. Trunzo and Patricia N. Royston). Sociological Methods & Research 20 (No. 3, February):340-66.
- 1992 "User Interactions with the PDQ Cancer Information System," (Debora Shaw and Ronald Czaja). Bulletin of the Medical Library Association 80 (No. 1, January):29-35.
- 1990 "Using Network Sampling in Crime Victimization Surveys," (Ronald Czaja and Johnny Blair). Journal of Quantitative Criminology 6 (No. 2, July):185-206.
- 1988 "Using Network Sampling for Rare Populations: An Application to Local Crime Victimization Surveys," (Ronald Czaja and Johnny Blair). American Statistical

Association Proceedings on Survey Research Methods. 38-43.

- 1987-88 "Asking Sensitive Behavioral Questions in Telephone Interviews," (Ronald F. Czaja). International Quarterly of Community Health Education 8 (No. 1):23-32.
- 1986 "Reporting Bias and Sampling Errors in a Survey of a Rare Population Using Multiplicity Counting Rules," (Ronald F. Czaja, Cecelia B. Snowden and Robert J. Casady). Journal of the American Statistical Association 81 (June):411-19.
- 1984 "Locating Patients with Rare Diseases Using Network Sampling: Frequency and Quality of Reporting." (Ronald Czaja, Richard Warnecke, Elizabeth Eastman, Patricia Royston, Monroe Sirken and Diane Tuteur). Pp 311-24 in Charles F. Cannell and Robert M. Groves (eds.). Health Survey Research Methods. Ann Arbor: Institute for Social Research.
- 1983 "An Evaluation of Counting Rules in a Network Survey--Estimating Prevalence Rates of Rare Events." (Cecelia B. Snowden and Ronald F. Czaja). American Statistical Association Proceedings on Survey Research Methods. 102-5.
- 1982 "Locating a Special Population Using Random Digit Dialing." (Johnny Blair and Ronald Czaja). Public Opinion Quarterly 46 (Winter):585-90.
- 1982 "Respondent Selection in a Telephone Survey: A Comparison of Three Techniques," (Ronald Czaja, Johnny Blair and Jutta P. Sebestik). Journal of Marketing Research 19 (August):381-85.
- 1981 "Completeness of Enumeration of Persons with Cancer in Health Surveys," (M. Sirken, P. Royston, D. Bercini, R. Czaja and E. Eastman). American Statistical Association Proceedings on Social Statistics. 223-27.
- 1980 "Pilot of the National Cost of Cancer Care Survey," (M. Sirken, P. Royston, R. Warnecke, E. Eastman, R. Czaja and D. Monsees). American Statistical Association Proceedings on Survey Research Methods. 579-84.

Funded Research:

Extramural

1991-95 Prescribe for Health in Urban Minorities Primary Care Physician Practices, Co-Principal Investigator, National Cancer Institute, \$1,689,400.

A study to design, implement, and evaluate an intervention that will increase and then maintain the use of early cancer detection protocols among primary care physicians whose patients are mostly low-to-moderate-income blacks and Hispanics.

1992-93 Family Structure, Function and Health, Co-Principal Investigator, National Center for Health Statistics, \$17,640.

The purpose of this research is to identify and evaluate the reliability and validity of questionnaire items for measuring family structure and functioning for possible use in the National Health Interview Survey in 1996.

1987-90 Information-Seeking Behavior of Cancer Patients, Co-Principal Investigator, National Cancer Institute, \$125,000.

A study to develop a model of cancer patient information-seeking behavior from the Cancer Information System and other sources and of how such behavior fits within patient-physician relationships.

1985-89 Evaluation of the PDQ System, Principal Investigator, National Cancer Institute, \$799,000.

A study to evaluate the technical performance and state of diffusion of NCI's Physician Data Query (PDQ) system, a computerized database containing state-of-the-art treatment strategies for cancer.

1985-88 Evaluating Network Sampling for Local Victimization Surveys, Co-Principal Investigator, National Institute of Justice, \$165,000.

A study to determine the feasibility and cost-effectiveness of using network sampling in the conduct of local victimization surveys.

1985-87 Patient Management Guidelines and the Use of Electronic Mail as a Method of Improving Communication in Cancer Control for Small Urban and Rural Areas, Principal Investigator, Illinois Cancer Council, \$6,400.

A study to investigate the acceptance and usage of computer technology by physicians and to assess whether ease of contact by computer increases

communication between physicians.

- 1982 Pilot Project to Develop Telephone Methodology to Investigate Risk Factors Associated with Trophoblastic Disease, Principal Investigator, Illinois Cancer Council, \$5,000.

A pilot project to develop a telephone questionnaire that investigates factors that may cause trophoblastic disease and to pilot test the questionnaire on a sample of cases, controls, and their spouses/partners.

- 1979-82 Household Network Surveys of Cancer Care Costs: A Research Pilot Study, Co-investigator, National Center for Health Statistics, \$910,000.

A series of four experiments to test the feasibility of applying network sampling in a national household survey to estimate the direct and indirect costs of cancer.

- 1967-68 Practical Nursing in Iowa, Co-Investigator, Research Coordinating Unit, Iowa Department of Public Instruction and U.S. Office of Education.

A study of the developments, trends and status of practical nursing in Iowa.

Intramural

- 1993 Information Seeking Behavior: A Study of Cancer Patients, North Carolina State University Faculty Research and Professional Development Grant, \$4,995.

The objectives of this research are to refine a model of cancer patient information-seeking behavior which examines factors influencing patients to seek cancer information, how information seeking behavior fits within patient physician relationships and how patients use the information.

- 1991-92 Information-Seeking Behavior of Cancer Patients, Principal Investigator, North Carolina State University Biomedical Research Support Grant, \$5,275.

Analysis of data from a previous study to test a model of cancer patient information-seeking behavior adapted from the Health Belief model and a health education model and to examine how such behavior affects physician-patient relationships.

Monographs and Reports:

- 1990 Information Seeking Behavior of Cancer Patients, (Clara Manfredi and Ronald Czaja). Final report submitted to the National Cancer Institute, Division of Cancer Prevention and Control, under Grant No. R01 CA45924. Chicago: Illinois Cancer Council.
- 1989 Adoption of PDQ System by Community Physicians, (Clara Manfredi, Ronald Czaja and Gwendolyn Nyden). Final report prepared for the National Cancer Institute, Division of Cancer Prevention and Control, under Contract No. NO1-CN-55459. Chicago: Survey Research Laboratory, University of Illinois.
- 1989 Combined Technical Assessment and Survey of Current Users of the PDQ System, (Debora Shaw, Ronald Czaja and Gwendolyn Nyden). Final report prepared for the National Cancer Institute, Division of Cancer Prevention and Control, under Contract No. NO1-CN-55459. Chicago: Survey Research Laboratory, University of Illinois.
- 1989 Evaluation of the PDQ System: Overall Executive Summary, (Ronald Czaja, Clara Manfredi, Debora Shaw and Gwendolyn Nyden). Final report prepared for the National Cancer Institute, Division of Cancer Prevention and Control, under Contract No. NO1-CN-55459. Chicago: Survey Research Laboratory, University of Illinois.
- 1989 Evaluating Network Sampling in Victimization Surveys, (Ronald Czaja and Johnny Blair). Report prepared for the Classification, Prediction, Methodology Development Program, National Institute of Justice. Chicago/Urbana: Survey Research Laboratory, University of Illinois.
- 1982 Household Network Surveys of Cancer Care Costs: A Research Pilot Study, (Richard B. Warnecke, Ronald Czaja, Elizabeth Eastman, Michael Cox, Andrew Montgomery and Mary Lou White.) Final report prepared for the National Cancer Institute and the National Center for Health Statistics under Contract No. 233-79-2081. Chicago: Survey Research Laboratory, University of Illinois.
- 1981 Develop Methodology for Two National Surveys: Initial Phase Two Report. Coverage. (Ronald Czaja, Johnny Blair, Luane Kohnke-Aguirre and Roger Tourangeau). Prepared for Department of Health and Human Services under Contract No. HHS-100-80-0159. New York: National Opinion Research Center.
- 1981 Develop Methodology for Two National Surveys: Initial Phase Two Report,

Additivity, (Johnny Blair, Ronald Czaja, Luane Kohnke-Aguirre and Roger Tourangeau). Prepared for Department of Health and Human Services under Contract No. HHS-100-80-0159. New York: National Opinion Research Center.

- 1973 Perception of Crime on Mass Transportation: A Report on Methodology. Report to the City of Chicago, Department of Public Works.
- 1968 Practical Nursing in Iowa: A Profile, (Ronald F. Czaja, Elizabeth Kerr and Dale Petersen). Iowa City: University of Iowa Press.

Book Reviews:

- 2000 Cognition and Survey Research by Monroe Sirken, Douglas Herrmann, Susan Schechter, Norbert Schwarz, Judith Tanur and Roger Tourangeau. [incomplete citation]
- 1987 Elementary Survey Sampling (3rd ed.) by Richard L. Scheaffer, William Mendenhall and Lyman Ott. Journal of the American Statistical Association 82 (December):1185-86.
- 1981 Designing Sensible Surveys by Donald C. Orlich. Research in Nursing and Health 4:223-24.

Papers Read at Meetings:

- 2003 "Data Analysis Module for Introductory Sociology: Do Blacks Earn Less Than Whites and Why?," (R. Czaja). American Sociological Association meetings, Atlanta, GA, August.
- 2003 "Can Performing Data Analyses Teach Students Both Content and Research Skills?," (M. Atkinson, R. Czaja and Z. Brewster). Southern Sociological Society meetings, New Orleans, LA, April.
- 1999 "Extending Two Cognitive Processing Scales for Use in a Health Intervention: Need for Cognition and Need for Evaluation." (M. Sherrard and R. Czaja). Association for Consumer Research. Jouy-en-Josas, Cedex France, June /July.
- 1998 "Replication and Extension of Two Cognitive Processing Scales: Need for Cognition and Need for Evaluation," (M. Sherrard and R. Czaja). Association for Consumer Research. Montreal, October.

- 1997 "Improving Health Promotion Outcomes Through Tailored Message Structure," (M. Sherrard, R. Czaja, and R. Strar). Australia-New Zealand Marketing Educators Conference, Melbourne, AU, December.
- 1997 "Influences in Consumer Acceptance of Biotechnology," (Thomas Hoban, Eric Woodrum, Cathy Zimmer, and Ronald Czaja). Southern Sociological Society, New Orleans, LA, April.
- 1995 "Collecting Survey and Medical record Data to Measure Intervention Outcomes in Medical Practices Serving Urban Minorities," (Ronald Czaja, Clara Manfredi and Richard Warnecke). Sixth Conference on Health Survey Research Methods, Breckenridge, Colorado, June.
- 1993 "Cancer Screening Rates in Urban Minority Primary Care Physician Practices," (Loretta Lacey, Clara Manfredi, Ronald Czaja and Sally Freels). American Public Health Association, San Francisco, October.
- 1991 "Factors Associated with Response Rates by Primary Care Physicians in a National Survey." (Richard Warnecke, Ronald Czaja, Karen Burke, Janet Barnsley, Christine Horak, Arnold Kaluzny and Leslie Ford). American Association for Public Opinion Research, Phoenix, May.
- 1990 "Respondent Strategies for Recall of Crime Victimization Incidents," (Ronald Czaja, Johnny Blair and Barbara Bickart). International Conference on Measurement Errors in Surveys, Tucson, November.
- 1990 "Information Seeking-Behavior of Cancer Patients." (Clara Manfredi and Ronald Czaja). Sixth National Cancer Communications Conference, Washington, January.
- 1988 "Using Multiplicity Sampling for Rare Populations," (Ronald Czaja and Johnny Blair). American Statistical Association, Invited Paper, New Orleans, August.
- 1987 "Network Sampling Applied: How to Identify Rare Groups such as Crime Victims and Missing Children." Chicago Chapter of American Statistical Association, Chicago, October.
- 1987 "Using Network Sampling for Local Victimization Surveys." (Johnny Blair and Ronald Czaja). Midwest Sociological Society. Chicago, April.

- 1984 "The Art of Asking Questions," (Ronald Czaja and Wendy Kreitman). Illinois Public Health Association, Chicago, April.
- 1983 "An Evaluation of Counting Rules in a Network Survey--Estimating Prevalence Rates of Rare Events," (Cecelia B. Snowden and Ronald F. Czaja). American Statistical Association, Toronto, August.
- 1983 "Telephone Interviews and Asking Sensitive Questions." National Center for Health Statistics, Hyattsville, Md., May.
- 1982 "Locating Patients with Rare Diseases Using Network Sampling: Frequency and Quality of Reporting,"(R. Czaja, R. Warnecke, E. Eastman, P. Royston, M. Sirken and D. Tuteur). Fourth Conference on Health Survey Research Methods, Washington, D.C., May.
- 1981 "Completeness of Enumeration of Persons with Cancer in Health Surveys," (M. Sirken, P. Royston, D. Bercini, R. Czaja and E. Eastman). American Statistical Association, Detroit, August.
- 1981 "Use of a 'Seeded' Sample for Case-Control Studies," (Richard B. Warnecke, Ronald Czaja, Johnny E. Blair and Monroe G. Sirken). Society for Epidemiologic Research, Snowbird, Utah, June.
- 1980 "Pilot of the National Cost of Cancer Care Survey," (M. Sirken, P. Royston, R. Warnecke, E. Eastman, R. Czaja and D. Monsees). American Statistical Association, Houston, August.

Editorial and Review Activity:

1992-94 Associate Editor, Journal of Health and Social Behavior.

Periodic Reviewer for:

Journal of American Statistical Association

Journal of the National Cancer Institute

Journal of Official Statistics

Southern Rural Sociology

Midwest Sociological Quarterly

Public Opinion Quarterly
Social Science Quarterly

Research Consultant Activities:

Proposal Reviewer - Special Emphasis Panel on Health Literacy, Center for Scientific Review, NIH, November 8-9, 2007.

Proposal Reviewer - Social Sciences, Nursing. Epidemiology and Methods (SNEM-1) Integrated Review Group, Center for Scientific Review, NIH, June 2001 - Oct. 2005.

Proposal Reviewer - Special Emphasis Panel on Community Prevention and Control, National Cancer Institute, NIH, March 1994, November 1994, February 1996.

Proposal Reviewer - CAHPS, Agency for Health Care Policy and Research, NIH, August 1995.

Proposal Reviewer - Cancer Control Project for Farm Population, National Institute for Occupational Safety and Health, NIH. September 1993.

Proposal Reviewer - "Cancer Information Research Consortium Program Project," AMC Cancer Research Center, February, 1992.

Consultant, National Eye Health Education Program, Survey Task Force, National Eye Institute, June 1990 - December 1993.

Master's Level Certification Examination Committee, American Sociological Association, March 1989 - February 1992.

Consultant, Gas Research Institute. Office of Technical Communications, July 1989 - December 1989.

Consultant, Cancer Information Service Evaluation Task Force, National Cancer Institute. October 1988 – July 1996.

Consultant, Cancer Communications Network Program Review Group, National Cancer Institute, April 1987.

Consultant, Evaluation Working Group for the Cancer Prevention Awareness Program, Office of Cancer Communications, National Cancer Institute, June 1983 - May 1985.

Consultant, Cancer Communications Network Program Review Group, Division of Cancer Prevention and Control, National Cancer Institute, March 1. 1984.

Consultant, Evaluation Task Force for the Cancer Communication Network, Health Promotion Sciences Branch, National Cancer Institute, March 1983 - December 1985.

Consultant, "Chicago Safe Schools Project." Department of Research and Evaluation. Chicago Board of Education, September 1979 - June 1981.

Professional Memberships:

American Association for Public Opinion Research - current

American Public Health Association - former

American Sociological Association - former

American Statistical Association - former

Southern Sociological Society - former

Courses Taught:

SOC 300: Research Methods (undergraduates)

SOC 505: Medical Sociology

SOC 744: Health Behavior and Interventions

SOC 711: Graduate Research Methods

SOC 712: Advanced Survey Research Methods