

THE UNIVERSITY OF MICHIGAN

Regents Communication

**Adopted by the Regents
April 19, 2012**

ACTION REQUEST

Subject: Report of Faculty Retirement

Action Requested: Adoption of Retirement Memoir

Roger Tourangeau, Ph.D., research professor in the Survey Research Center, Institute for Social Research, retired from active faculty status on December 31, 2011.

Professor Tourangeau received his B.A. degree from Cornell University in 1973 and his Ph.D. degree from Yale University in 1979. From 1978-80, he was an assistant professor at Connecticut College. He served on the staff of the National Opinion Research Center (NORC) from 1980-89, was vice president of CODA, Inc. from 1989-91, then returned to NORC in 1991 as a research vice president and senior scientist. In 1997, he joined The Gallup Organization. Professor Tourangeau joined the University of Michigan faculty as a senior research scientist (now research professor) in 2000.

Professor Tourangeau is well known for his methodological research on the impact of different modes of data collection and on the cognitive processes underlying survey responses. He is the lead author of *The Psychology of Survey Response* (2000), a classic reference book that examines the processes through which survey respondents answer questions. His research interests involve the cognitive bases for answers to survey questions, applied sampling, the impact of the mode of data collection on the accuracy of the information collected, web surveys, and methods for improving survey questionnaires.

Professor Tourangeau has been acting director (2006) and associate director (2007-08) of the Michigan Program in Survey Methodology, and also served as director of the Joint Program in Survey Methodology, sponsored by the University of Maryland and the University of Michigan (2001-08, 2009-11). He was elected a Fellow of the American Statistical Association in 1999. In 2002, he received the Helen Dinerman Award for his work on the cognitive aspects of survey methodology, the highest honor given by the World Association for Public Opinion Research. In 2005, he received the American Association for Public Opinion Research (AAPOR) Innovators Award. He was chair of the Survey Research Methods Section of the American Statistical Association in 2006, and has served on the AAPOR executive council three times.

The Regents now salute this distinguished faculty member by naming **Roger Tourangeau research professor emeritus**.

Requested by:



Sally J. Churchill, J.D.

Vice President and Secretary of the University

April 2012