Floyd J. “Jack” Fowler Jr., Ph.D.
AAPOR AWARD
for Exceptionally Distinguished Achievement

Dr. Floyd J. “Jack” Fowler Jr. belongs to the honorable tradition of scholar-practitioners. He is one of the original and most productive survey methodologists conducting research on survey interviewing. His research into interviewer-respondent interaction has led the profession to a better understanding of the nature and sources of error in interviewer-administered surveys. He has particularly focused his methodological work during the past 30 years on question design and evaluation. He also has focused on the cognitive bases of the survey response process, and has contributed to identifying problematic question formats using behavior coding and other techniques. He also has contributed to the profession’s understanding of interviewer effects on the question-asking process, which helps interviewer training and other areas.

Jack has produced seminal works designed to disseminate methodological standards of survey research to practitioners, academics, and students throughout the social science research community. His books include Survey Research Methods, Improving Survey Questions, Standardized Survey Interviewing, and Survey Methodology.

He also has contributed greatly to the improvement of data collection in the area of health outcomes and utilization of health care services. Jack’s work here has been groundbreaking, advancing health outcomes research and reflecting his abiding interest in health-related quality of life.

As a founder and longtime director of the Center for Survey Research at the University of Massachusetts—Boston, Jack has shaped an organization devoted to the highest-quality academic survey research. His unswerving dedication to “making truth” by utilizing and refining the methodological tools of survey research has been the basis of a lifetime of outstanding contributions to the fields of public opinion and survey research.

Like his mentor, Charlie Cannell, Jack’s modesty and unassuming demeanor belie the enormous positive effect his work and talent have made to our profession. He has passed on his commitment to survey quality and his knack for balancing the art and the science of survey measurement to several grateful generations of social science researchers.

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