



Contact: Meghan McGowan
Policy and Program Specialist
The Federation of Behavioral, Psychological and
Cognitive Sciences
MMcGowan@fbpcs.org
Phone: (202) 336-5920
Fax: (202) 336-5812
750 First Street, NE, Suite 905
Washington, DC 20002
Email: federation@fbpcs.org
<http://www.fbpcs.org>

Press Release

For Immediate Release

Federation Announces Norman M. Bradburn, Ph.D. as Interim Executive Director

Washington, DC: The Board of the Federation of Behavioral, Psychological, and Cognitive Sciences is pleased to announce Norman M. Bradburn, Ph.D. as Interim Executive Director. "We are both privileged and honored to have such a distinguished scientist fill the role of Executive Director," said Leaetta Hough, Ph.D., Federation President. Dr. Bradburn will remain in this post while a search for a permanent, full-time Executive Director ensues. (Dr. Barbara Wanchisen, the current Executive Director of the Federation, has accepted a position at the National Academies to begin at the end of this month. Information on the search for the full-time position is forthcoming, and nominations are being accepted by writing to federation@fbpcs.org.)

Norman M. Bradburn, the Tiffany and Margaret Blake Distinguished Service Professor Emeritus, serves on the faculties of the Harris School, the Department of Psychology, the Graduate School of Business, and the College at the University of Chicago. He is a former provost of the University (1984-1989), chairman of the Department of Behavioral Sciences (1973-1979), and associate dean of the Division of the Social Sciences (1971-1973). From 2000-2004, he was the assistant director for Social, Behavioral and Economic Sciences at the National Science Foundation. Bradburn is currently a senior fellow at the National Opinion Research Center (NORC). Associated with NORC since 1961, he has been director of NORC and president of its Board of Trustees.

A social psychologist, Bradburn has been at the forefront in developing theory and practice in the field of sample survey research. He has focused on psychological well-being and assessing quality of life, particularly through the use of large-scale sample surveys; non-sampling errors in sample surveys; and research on cognitive processes in responses to sample surveys. His book, *Thinking About Answers: The Application of Cognitive Process to Survey Methodology* (co-authored with Seymour Sudman and Norbert Schwarz; Jossey-Bass, 1996), follows three other publications on the methodology of designing and constructing questionnaires: *Polls and Surveys: Understanding What They Tell Us* (with Seymour Sudman; Jossey-Bass, 1988); *Asking Questions: A Practical Guide to Questionnaire Construction* (with Seymour Sudman; Jossey-Bass, 1982; 2nd edition with Brian Wansink, 2004) and *Improving Interviewing Method and Questionnaire Design* (Jossey-Bass, 1979).

Bradburn serves on the board of directors of the Chapin Hall Center for Children. He was chair of the Committee on National Statistics of the National Research Council/National Academy of Sciences (NRC/NAS) from 1993 to 1998, and is past president of the American Association of Public Opinion Research (1991-1992). Bradburn chaired the NRC/NAS panel to advise the Census Bureau on alternative methods for conducting the 2000 Census. The report, published as *Counting People in the Information Age*, was presented to the Census Bureau in October 1994. He was a member of the NRC/NAS panel to review the National Assessment of Educational Progress and the panel to assess the 2000 Census. He is currently one of the domain chairs for the Key National Indicators Initiative at the National Academies of Sciences. Bradburn was elected to the American Academy of Arts and Sciences in 1994. In 1996, he was named the first Wildenmann Guest Professor at the Zentrum für Umfragen, Methoden und Analysen in Mannheim, Germany.

###

The Federation of Behavioral, Psychological and Cognitive Sciences is a dues-supported coalition of over 50 Member Organizations, Academic Affiliates, and Corporate Affiliates. The Federation represents the interests of scientists who conduct research in the areas of behavioral, psychological, and cognitive sciences, focusing our efforts on advocacy and education. For information about the Federation, visit the website at www.fbpcs.org.