**Introduction**

The collection of international public opinion data collected by the USIA began in 1952 and extended through 1999. Until recently, these data were difficult to access. With support provided to the Roper Center, in part, by the Library of Congress through the Data-PASS initiative, and through the contributions of the National Archives and Records Administration to the Data-PASS project, these data have been identified, rescued, and made available to the research community. This session will highlight the collection including quantifying the data, describing its content, and the accessibility and usability of these data, as well as, summarize some of the value placed on the collection by the scholarly community.

**Data-PASS**

The Data Preservation Alliance for the Social Sciences (Data-PASS) is a broad-based partnership devoted to identifying, acquiring and preserving data at-risk of being lost to the social science research community. Examples of at-risk data include opinion polls; voting records; large-scale surveys on family growth and income, social network data; government statistics and indices; GIS data measuring human activity; qualitative text, video, and audio records of subject interviews; and other data describing human behavior, society, and institutions. The partners coordinate identification, acquisition, and cataloging of data at risk; develop best practices for data archiving; and create a shared infrastructure and practices for cataloging and preservation.

**National Archives and Records Administration**

The National Archives and Records Administration (NARA) acessions, preserves, and provides access to permanently valuable records created by the U.S. Federal Government. NARA’s holdings include paper (textual), motion picture, still picture, audio, cartographic, microfilm, engineering, architectural, and electronic records, along with some artifacts. In particular, NARA’s Electronic and Special Media Records Services Division (NWME) has custody of data files and other electronic records mostly dating since the 1960s, with some as early as the World War II period. These electronic holdings are as diverse as the activities and interests of the Federal Government and number more than eight million unique files.

**Roper Center for Public Opinion Research**

The Roper Center for Public Opinion Research is one of the world’s leading archives of social science data, specializing in data from surveys of public opinion. The data held by the Roper Center range from the 1930s, when survey research was in its infancy, to the present. With approximately 20,000 studies covering over 120 counties. The Roper Center has three main purposes. First, to acquire and preserve public opinion data and documentation. Second, to make these studies available for secondary analysis. And finally, to provide support in the use of these data.
In the charts above, the number of studies is based on a unique study identifier assigned by USIA (used by NARA) and Roper. The standards for assigning study identifiers are specifically unique to each organization. A study may contain multiple files and/or include multiple countries. USIA may have assigned multiple study numbers to a survey.

**The USIA collections held by the organizations are not identical. NARA's USIA collection is a nearly complete set including the Voice of America series. While the Roper Center's collection, focuses on studies rich in public opinion questions only.**
USIA Statement

The United States Information Agency (USIA) conducted several thousand surveys in scores of countries around the world. While these included many in Western Europe, the agency also gathered survey data from areas in which they were otherwise scarce, among them a number of nations in Southeast Asia and Africa. These surveys focused on views of the United States and its foreign policies but touched on many other topics as well. The USIA often asked identical questions in different countries, providing a valuable resource for comparative analysis.

Public opinion data collection by the United States Information Agency began in 1952, before the National Archives had been established. At that time, the Roper Center archived these studies. Hence, the data collected in the 1950s, 1960s, and the early 1970s have been archived at the Roper Center, while the surveys conducted during the latter part of the 1970s and 1980s have been at the National Archives. Both institutions share the data from the 1990s. This project has enabled each archive to backfill one another’s collection in order to assemble a more complete set of these data at both institutions.
The USIA collections held by the organizations are not identical. NARA's USIA collection is a nearly complete set of these data at both institutions. The latter part of the 1970s and 1980s have been at the National Archives. Both institutions share the data from archives had been established. At that time, the Roper Center archived these studies. Hence, the data collected in the latter part of the 1970s and 1980s have been at the National Archives. Both institutions share the data from archives had been established. At that time, the Roper Center archived these studies. Hence, the data collected in the latter part of the 1970s and 1980s have been at the National Archives. The Data Preservation Alliance for the Social Sciences (Data-PASS) is a broad-based partnership devoted to identifying, acquiring and preserving data at-risk of being lost to the social science research community.

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Introduction

Documentation went from a monthly average of 23.2 files before DataPASS to 81.3 after

Downloads of studies increased after the DataPASS collaboration

Conversion of all paper documentation to electronic formats

Improved metadata records for each study

Converting older data format files to more standard formats

NARA now has 1522 file level titles and descriptions

The collection of international public opinion data collected by the USIA began in 1952 and extended through

Multi-Country

Europe 47%
Asia 29%
North America 10%
South America 7%
Africa 4%
Oceania 2%

World Security Issues
Disarmament
Political Parties and Voting Behavior
Post War
Voice of America (VOA)
Peace Relations
Foreign Policy
United Nations/NATO Role
Israel-Arab Conflict
Foreign Affairs

Snapshots in Time—1950-1999
### Snapshots in Time—1950-1999

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Results of the Project

NARA

Increased USIA Collection by approximately 250 studies
Improved metadata records for each study

NARA now has 1522 file level titles and descriptions

Roper

Increased USIA Collection by approximately 800 studies
Conversion of all paper documentation to electronic formats
Converting older data format files to more standard formats

295 available in ASCII (previously in Column Binary format)
67 available in SPSS (previously in Column Binary format)

Downloads of studies increased after the DataPASS collaboration
Data went from a monthly average of 4.8 files before DataPASS to 9.1 after
Documentation went from a monthly average of 23.2 files before DataPASS to 81.3 after