

# THIRD INTERNATIONAL CONFERENCE

*on*

## PUBLIC OPINION RESEARCH

*at*

EAGLES MERE, PA.

# PROGRAM

September 12-15, 1948

The Conference is sponsored jointly by The American Association for Public Opinion Research ("AAPOR") and the World Congress on Public Opinion Research ("WCPOR"). Both organizations hold their first annual meetings during the Conference.



CONFERENCE REGISTRATION DESK, LAKESIDE HOTEL

DC



## Sunday, September 12

4:00— 6:00 P.M.—*Registration and Assignment to Rooms*

Conference Registration Desk in Lakeside Hotel Lobby.

Room assignments at Crestmont and Lakeside Hotels.

6:00— 7:00 P.M.—*Dinner*

Hotel rates are on the American plan and those attending the Conference should take their meals at the hotel (Lakeside or Crestmont) where they are registered.

8:00—10:00 P.M.—*Opening Session of the Conference*

Eagler Theatre

*Chairman:* CLYDE W. HART, President of AAPOR

Introduction to the Third International Conference

JEAN STOETZEL, President of WCPOR

*Address:* "The United Nations and Public Opinion"

BENJAMIN A. COHEN, Assistant Secretary-General for Public Information, the United Nations

*Five-minute Statements on "Frontiers of Public Opinion Research"*

LIEF HOLBAEK-HANSEN, Oslo, Norway

LOUIS MOSS, London, England

ROY MORGAN, Australian Public Opinion Polls

Two others from the United States

Monday, September 13

9:30 A.M.—12:00 M.—*AAPOR Round Table*

Crestmont Lobby

EXPERIENCES WITH PROBABILITY SAMPLING IN PRIVATE AGENCIES, I

*Sampling designs in current use or in prospect*

*Compromises necessary to execute these designs*

*Type of research on which the designs have been used*

*Chairman:* PHILIP MCCARTHY, Cornell University

*Participants:*

RUSSELL H. COLLEY, A. S. Bennett Associates

RAYMOND FRANZEN, New York City

ROE GOODMAN, Survey Research Center, University of Michigan

9:30 A.M.—12:00 M.—*AAPOR Round Table*

Lakeside Lobby

OPINION RESEARCH AS AN AID TO PUBLIC RELATIONS PRACTICE

*To what extent is the public relations art as currently practiced based on scientific knowledge?*

*On what public relations problems would more scientific knowledge be helpful?*

*What can public opinion research contribute to effective public relations practice? What has it contributed already?*

*Chairman:* ALBERT FREIBURG, The Psychological Corporation

*Participants:*

FREDERICK PALMER, Earl Newsom and Company

CAROLYN CRUSIUS, Elmo Roper

LE BARON FOSTER, Opinion Research Corporation

2:00—4:30 P.M.—AAPOR Round Table

Crestmont Lobby

EXPERIENCES WITH PROBABILITY SAMPLING IN PRIVATE AGENCIES, II

*Administrative problems encountered with national probability samples*

*Cost experiences with probability samples*

*Interviewing problems with pre-designated respondents*

*Chairman:* J. STEVENS STOCK, Opinion Research Corporation

*Participants:*

MATHILDA WHITE, Market Research Company of America

WILLIAM SIMMONS, Alfred Politz Research, Inc.

PAUL SHEATSLEY, National Opinion Research Center

2:00—4:30 P.M.—AAPOR Round Table

Lakeside Lobby

NEW DEVELOPMENTS IN INDUSTRIAL RELATIONS RESEARCH

*What are the problems on which systematic research is being done, or is needed?*

*What is the nature and achievement of current in-plant research with questionnaires and formal interviews?*

*Are there important labor relations problems which the present employee polls do not get at?*

*Are there any new approaches that appear promising?*

*Chairman:* LEO NEJELSKI, Nejelski and Company

*Participants:*

RALPH MASON, Standard Oil Company of New Jersey

NATHAN MACCOBY, Survey Research Center, University of Michigan

PAUL F. GRABBE, American Telephone and Telegraph Company

2:00—4:30 P.M.—*AAPOR Round Table*

Crestmont West Parlor

EXPERIENCES AND PROBLEMS OF INTERNATIONAL OPINION SURVEYS

*Chairman:* ELMO WILSON, International Public Opinion Research

*Participants:*

ERIC STERN, Foreign Opinion and Market Research

ALFRED MCCLUNG LEE, Wayne University

LAWRENCE E. BENSON, International Association of Public Opinion  
(Gallup) Institutes

7:30—10:00 P.M.—*AAPOR Panel Discussion*

Eagler Theatre

STANDARDS IN PUBLIC OPINION RESEARCH

*What position should AAPOR take on the standards code prepared  
by six market research organizations in New York City?*

*On what elements of public opinion survey practice are group-  
maintained standards desirable?*

*How can standards be made effective without regimentation?*

*Chairman:* PHILIP HAUSER, Chairman of the Standards Committee  
of AAPOR

Members of the Panel:

LELAND DEVINNEY, Rockefeller Foundation

FREDERICK E. STEPHAN, Princeton University

ROBERT WILLIAMS, Elmo Roper

PERCIVAL WHITE, Market Research Company of America

Tuesday, September 14

9:30 A.M.—12:00 M.—*AAPOR Round Table*

Crestmont Lobby

PUBLIC OPINION RESEARCH IN THE SERVICE OF THE LOCAL COMMUNITY

*How can opinion survey techniques be made useful to community social service agencies, planning bodies, and local government officials?*

*How can competent research machinery be put at the service of these agencies?*

*Chairman:* RICHARDSON WOOD, New York City

*Participants:*

DEAN MANHEIMER, American Jewish Committee

EDWARD SUCHMAN, Cornell University

HUGH PARRY, Opinion Research Center, University of Denver

9:30 A.M.—12:00 M.—*WCPOR Round Table*

Lakeside Lobby

PROBLEMS OF OPINION POLLS IN THE DIFFERENT COUNTRIES

*Chairman:* ROY MORGAN, Australian Public Opinion Polls

*Participants:*

MAX BARIOUX, Service de Sondages et Statistiques, Paris, France

RAUL GUTIERREZ SERRANO, Havana, Cuba

L. HOLBAEK-HANSEN, Fakta, Oslo, Norway

JORGE MENDEZ MUNEVAR, Bogotá, Colombia

LOUIS MOSS, The Social Survey, London, England



2:00—4:00 P.M.—*AAPOR Panel Discussion*

Crestmont Lobby

ACADEMIC AND NON-ACADEMIC RESEARCH—DISTINCTION AND  
INTER-RELATION

*What ideally should be the distinctive roles of academic and non-academic research agencies in the public opinion research field?*

*Is a cooperative relationship between the two types of agency possible, and if so, what should it be and how may it be achieved?*

*From the standpoint of commercial agencies what are the important problems on which academic researchers ought to be working?*

*From the standpoint of academic agencies what are the criteria in terms of which they would like to accept or reject requests for research service?*

*Chairman:* WILLIAM A. LYDGATE, American Institute of Public Opinion

Members of the Panel:

PAUL STEWART, Stewart, Dougall, and Associates

C. T. SMITH, American Telephone and Telegraph Company

CLYDE HART, National Opinion Research Center

DAVID TRUMAN, Williams College

2:00—4:00 P.M.—*WCPOR Discussion Meeting*

Lakeside Lobby

POSSIBILITIES OF UTILIZATION OF OPINION SURVEYS BY  
INTERNATIONAL ORGANIZATIONS

*Chairman:* BENJAMIN A. COHEN, United Nations

*Participants:*

HADLEY CANTRIL, Princeton University

STUART C. DODD, Washington Public Opinion Laboratory



4:00— 5:00 P.M.—*Annual Business Meeting of AAPOR*  
Crestmont Lobby

*Chairman:* CLYDE HART, President of AAPOR

8:00—10:00 P.M.—*Joint Session of AAPOR and WCPOR*  
*Eagler Theatre*

PROBLEMS OF COMPARABILITY OF OPINION AND ATTITUDE SURVEYS  
IN VARIOUS COUNTRIES

*Chairman:* RENSIS LIKERT, Survey Research Center, University of Michigan

*Participants:*

JEAN STOETZEL, French Institute of Public Opinion

FREDERICK WILLIAMS, ICD Opinion Surveys, OMGUS, Germany

LASZLO RADVANYI, Scientific Institute of Mexican Public Opinion

## Wednesday, September 15

9:30 A.M.—11:30 A.M.—*AAPOR Round Table*

Crestmont Lobby

### CURRENT ACTIVITIES IN MASS COMMUNICATIONS RESEARCH

*Pre-tests as a means of determining the characteristics of audiences—  
and the impact of communications media*

*What are the real motivations of newspaper and magazine reading,  
radio listening, movie-going—and how do they affect opinion  
formation?*

*Can we measure the effect of specific media content on people's  
attitudes?*

*Chairman:* DAVID WALLACE, Time, Inc.

#### *Participants:*

BERNARD BERELSON, University of Chicago

DOUGLAS WILLIAMS, Fred Rudge, Inc.

HERTA HERZOG, McCann-Erickson, Inc.

SAMUEL NORTHCROSS, Audience Research Institute

9:30—12:00 M.—*Annual Meeting of WCPOR*

Lakeside Lobby

*Chairman:* JEAN STOETZEL, President of WCPOR

Reports by the chairmen of the Committees on Professional Ethics and  
Standards, the Constitution, Conferences, Publications

Report of the Executive Secretary

Action on the proposed constitution for WCPOR

Election of officers

12:00 M.—*Adjournment of the Conference*

# 1948 Organization of the American Association for Public Opinion Research

*President:* CLYDE HART

*Vice-President:* ELMO WILSON

*Secretary-Treasurer:* JULIAN L. WOODWARD

*Executive Council Members-at-large:* GEORGE GALLUP, RENSIS LIKERT,  
PAUL LAZARSFELD

## Committees with elected chairmen

*Conference:* LUCIEN WARNER, *Chairman*; Members of the Executive  
Council, *ex officio*

*Standards:* PHILIP HAUSER, *Chairman*, CAROLYN CRUSIUS, ARTHUR  
DOUGALL, LE BARON FOSTER, WILLIAM HURWITZ, HERBERT  
HYMAN, ARNOLD J. KING, JOHN RILEY, JANE SHEPHERD

*Nominations:* DANIEL KATZ, *Chairman*; JACK ELINSON, DAVID  
TRUMAN, DAVID WALLACE, RICHARDSON WOOD

## Committees with appointed chairmen

*Publications:* CORNELIUS DUBOIS, *Chairman*; PHILLIPS DAVISON,  
*Editor*; HARRY GOULD, PAUL SHEATSLEY

*Public Relations:* EUGENE KATZ, *Chairman*; VICTOR RATNER, JEAN  
JOYCE

Officers of the World Congress on  
Public Opinion Research

*President:* JEAN STOETZEL

*Vice-Presidents*

THEODORE LENTZ

MARK ABRAMS

LASZLO RADVANYI

DAVID V. GLASS

JULIAN L. WOODWARD

*Executive Secretary:* FREDERICK WILLIAMS