

FOURTH ANNUAL CONFERENCE

*on*

PUBLIC OPINION RESEARCH

*at*

CORNELL UNIVERSITY

Ithaca, New York

**PROGRAM**

June 19-22, 1949

The Conference is sponsored by the American Association for Public Opinion Research. This is the second annual meeting of the Association.



CONFERENCE REGISTRATION DESK, PRUDENCE RISLEY HALL

All Conference Sessions in Willard Straight Hall

## Sunday, June 19

4:30—6:30 P.M.—*Registration and Assignment to Rooms*

Conference Registration Desk in lobby of Prudence Risley Hall.

6:00—7:15 P.M.—*Dinner*

The Willard Straight Hall Cafeteria will be open to serve meals to those attending the Conference.

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

Willard Straight Memorial Room

*Chairman:* ELMO C. WILSON, President of AAPOR

Welcome to members of AAPOR

President EDMUND E. DAY, Cornell University

*Address:* "Public Opinion Research and the Science of Politics"

STUART A. RICE, Assistant Director of the U. S. Bureau of the Budget and President of the International Statistical Institute.

## Monday, June 20

9:30 A.M.—12:00 M.—*Round Table*

Willard Straight Hall Memorial Room

HOW CAN WE STUDY THE FORMATION OF PUBLIC OPINION?

*What methods can be applied to the study of opinion dynamics?  
The contributions of recent research to this problem.*

*Chairman:* RENSIS LIKERT, University of Michigan

*Participants:*

DAVID RIESMAN, Yale University

HELEN DINERMAN, International Public Opinion Research, Inc.

BREWSTER SMITH, Harvard University

ROBERT KAHN, University of Michigan

2:00—4:30 P. M.—*Round Table*

Willard Straight North Room

THE APPLICATION OF OPINION RESEARCH TO PROBLEMS OF HIGHER  
EDUCATION

*Measuring the public relations of higher education: the College and  
the Public*

*Evaluation of the impact of higher education on students*

*Chairman:* JOHN W. RILEY, JR., Rutgers University

*Participants:*

FREDERICK F. STEPHAN, Princeton University

JULIAN L. WOODWARD, Elmo Roper

H. H. REMMERS, Purdue University

2:00—4:30 P.M.—*Round Table*

Willard Straight East Lounge

NEW PERSPECTIVES ON THE PROBLEM OF INTERVIEWING

*What are the possible sources of interviewer bias?*

*What do we actually know about what happens on the doorstep?*

*What can we do to reduce error in the interviewing process?*

*Chairman:* HERBERT HYMAN, National Opinion Research Center

*Participants:*

SAMUEL H. FLOWERMAN, American Jewish Committee

CORNELIUS DUBOIS, Cornelius DuBois and Co., Inc.

J. STEVENS STOCK, Opinion Research Corporation

5:00—6:00 P. M.—*Tea*

Willard Straight Hall

The Department of Sociology and Anthropology and the Department of Psychology of Cornell University will be hosts to members of AAPOR.

8:00—10:00 P.M.—*Round Table*

Willard Straight Hall Memorial Room

CONSTRUCTIVE STEPS IN THE MEASUREMENT OF POLITICAL OPINION

*What we have learned from the experience of the last election*

*Election prediction and public policy*

*New techniques of measurement*

*Chairman:* BERNARD BERELSON, University of Chicago

*Participants:*

ARCHIBALD CROSSLEY, Crossley, Inc.

GEORGE GALLUP, American Institute of Public Opinion

ELMO ROPER

Tuesday, June 21

7:30—9:30 A.M.—*WAPOR Breakfast*

Willard Straight Cafeteria

Members of the World Association for Public Opinion Research attending the Conference will meet informally at a table in the Cafeteria. The group, under the chairmanship of Stuart Dodd, will hear reports of WAPOR committees and a report on international polling conducted during the past year. They will also discuss "Theoretical and Practical Problems of Public Opinion Research from the International Viewpoint."

9:30 A.M.—12:00 M.—*Round Table*

Willard Straight East Lounge

NEW AREAS OF OPINION RESEARCH IN OTHER SOCIAL SCIENCES

*Use of the sampling survey of attitudes in the different fields of social science*

*How can the insights of other social scientists be helpful in public opinion polling?*

*Chairman:* LEONARD COTTRELL, JR., Dean, Cornell University

*Participants:*

Anthropology: RHODA METRAUX, Research in Contemporary Cultures, Columbia University

Political Science: CLINTON ROSSITER, Cornell University

Economics: FRANCO MODIGLIANI, University of Illinois

International Relations: STUART DODD, University of Washington

9:30 A.M.—12:00 M.—*Round Table*

Willard Straight North Room

TEACHING, TRAINING, AND PLACEMENT PROBLEMS

*What kinds of trained research personnel do the universities aim to turn out?*

*What kinds of research personnel do commercial firms think they need?*

*How can the two viewpoints be brought together for improving the quality of research personnel?*

*Chairman:* EDWARD H. SUCHMAN, Cornell University

*Participants:*

DWIGHT CHAPMAN, Research and Development Board, U. S. Military Establishment

DILMAN SMITH, Opinion Research Corporation

DON CAHALAN, University of Denver

SHERWOOD DODGE, Foote, Cone and Belding, Inc.

2:00—4:00 P.M.—*Round Table*

Willard Straight North Room

REGIONAL POLLS—THEIR CONTRIBUTION TO THE KNOWLEDGE OF POLITICAL BEHAVIOR

*The experimental possibilities of local research*

*How local studies can contribute to our understanding of national trends*

*Chairman:* PAUL LAZARSFELD, Columbia University

*Participants:*

JOSEPH BELDEN, The Texas Poll

HENRY J. KROEGER, The Iowa Poll

WILLIAM MCPHEE, Research Services, Inc.

ROSS BEILER, University of Miami

2:00—4:00 P.M.—*Round Table*

Willard Straight East Lounge

REPORTS OF CURRENT RESEARCH

*What significant research projects have we under way or recently completed?*

*What is our research program for the future?*

*Chairman:* S. SHEPARD JONES, U. S. Department of State

*Participants:*

MORRIS HANSEN, Bureau of the Census

ANGUS CAMPBELL, Survey Research Center

RAY JESSEN, Iowa Statistical Laboratory

KINGSLEY DAVIS, Bureau of Applied Social Research

CLYDE HART, National Opinion Research Center

TRIENDA MEYERS, Bureau of Agricultural Economics

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

Willard Straight East Lounge

*Chairman:* ELMO C. WILSON, President of AAPOR

8:00—10:00 P.M.—*Panel Discussion*

Willard Straight East Lounge

STANDARDS FOR PUBLIC OPINION RESEARCH

*What stand should the association take on the question of professional standards?*

*The problems involved in implementing standards or "codes of ethics."*

*Chairman:* DANIEL KATZ, University of Michigan, Chairman, Standards Committee of AAPOR.

*Participants:*

Members of the Standards Committee

## Wednesday, June 22

9:30 A.M.—12:00 M.—*Round Table*

Willard Straight East Lounge

### THE UTILIZATION OF SOCIAL RESEARCH IN THE FORMATION OF POLICY

*The role of the social science expert*

*How research findings can best be communicated to the user.*

*Problems of obtaining the maximum utilization of research*

*Chairman:* R. A. ROBINSON, Crowell Collier Publishing Co.

#### *Participants:*

EDWARD DEVEREUX, Columbia University

HANZ ZEISEL, McCann-Erickson

STEPHEN E. FITZGERALD, The Stephen Fitzgerald Co.

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

## 1949 Organization of the American Association for Public Opinion Research

*President:* ELMO C. WILSON

*Vice-President:* HERBERT HYMAN

*Secretary-Treasurer:* JULIAN L. WOODWARD

*Executive Council Members-at-large:* RENSIS LIKERT, PAUL LAZARSFELD,  
ARCHIBALD CROSSLEY, CLYDE HART (*Past-President*)

### Committees with elected chairmen

*Conference:* JOHN W. RILEY, JR.,\* *Chairman*; EDWARD SUCHMAN,  
*Local Arrangements*; Members of the Executive Council, *ex officio*

*Standards:* DANIEL KATZ,\* *Chairman*, CAROLYN CRUSIUS, ARTHUR  
DOUGALL, LEBARON FOSTER, WILLIAM HURWITZ, HERBERT  
HYMAN, ARNOLD J. KING, JOHN RILEY, JR., JANE SHEPARD

*Nominations:* CORNELIUS DUBOIS,\* *Chairman*, FREDERICK E. STEPHAN,  
J. STEVENS STOCK, DAVID TRUMAN, FRANCIS WATERS

### Committees with appointed chairmen

*Publications:* PAUL B. SHEATSLEY,\* *Chairman*; PHILLIPS DAVISON,\*  
*Editor*; HARRY GOULD, BERNARD BERELSON, LEWIS H. BOWEN

*Public Relations:* STEPHEN FITZGERALD,\* *Chairman*; LLOYD BORG,  
SIDNEY GOLDISH, WILLIAM LYDGATE

\*Executive Council member.