

For Mr. Stock  
Please return to  
Helen Deming

# SIXTH ANNUAL CONFERENCE

on

## PUBLIC OPINION RESEARCH

at

PRINCETON UNIVERSITY

Princeton, N. J.

June 22 - 25, 1951

# *PROGRAM*

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

All meetings except the final dinner meeting will be held  
in Frick Chemical Laboratory, Washington Road.

CONFERENCE REGISTRATION DESK, FRICK CHEMICAL LABORATORY

## REGISTRATION AND INFORMATION

The Registration Desk in Frick Chemical Laboratory will be open between 4:30 and 9:00 on Friday, 9:00 and 4:30 on Saturday, 1:00 and 4:30 on Sunday, and between 9:00 and 4:30 on Monday.

Dormitory and Seminary room assignments will be taken care of at the Registration Desk.

Mail and telegrams may be addressed in care of the Conference, Frick Chemical Laboratory, Princeton University, Princeton, N. J. The Conference phone number is Princeton 4243. Calls will be received on this line only when the Registration Desk is open. All messages will be posted on the bulletin board in the lobby of Frick.

Be sure to visit the book exhibit in the lobby of Frick Chemical Laboratory.

## PROGRAM

*Friday, June 22*

4:30-8:30 Registration at Frick Chemical Laboratory

5:30-6:45 Cocktail Party at Princeton Inn given by the Princeton research organizations. (Dinner will be served at the Princeton Inn following the cocktail party for the convenience of those attending.)

8:30

OPENING SESSION

(Frick Auditorium)

Greeting on behalf of the American Association for Public Opinion Research, Julian L. Woodward, President

Greeting on behalf of Princeton University, Dean J. Douglas Brown

## THE HISTORIAN LOOKS AT PUBLIC OPINION RESEARCH

*Chairman:* HANS ZEISEL, The Tea Bureau, Inc.

JOSEPH R. STRAYER, Princeton University. "The Historian's Concept of Public Opinion"

HENRY DAVID, Queens College. "Opinion Research in the Service of Historians"

KARL POLANYI, Columbia University. "Dropping Clues for the Future Historian"

*Saturday, June 23*

9:30 WHAT'S NEW IN COMMUNICATIONS RESEARCH?

(Room 217)

*Chairman:* DAVID WALLACE, National Production Authority

CHARLES E. SWANSON, University of Minnesota. "Recent Developments in Newspaper Research"

STUART C. DODD, Washington Public Opinion Laboratory. "Testing Propaganda Diffusion from Person to Person"

ARTHUR F. LUMSDAINE, Human Resources Research Laboratory, U. S. Air Force. "Experimental versus Survey Techniques in Determining the Effects of Motion Pictures"

BEN GEDALICIA, Department of State. "Radio and Television Research"

9:30 INTERVIEWER BIAS—AND WHAT TO DO ABOUT IT

(Room 115)

*Chairman:* JOE BELDEN, The Texas Poll

HERBERT STEMBER, National Opinion Research Center. "NORC's Study of Interviewer Bias"

JOSEPH HOCHSTIM, Bureau of Labor Statistics. "Interviewer Variance"

LEE WIGGINS, Bureau of Applied Social Research. "Response Bias Among Displaced Persons in Germany"

2:30 PROJECT DIRECTOR MEETS HIS CRITICS

(Room 217)

*Chairman:* HARRY ALPERT, Bureau of the Budget

*Project Director:* JOHN B. LANSING, Consumer Finances Survey,  
Survey Research Center

*Critics:* MARY E. SMELKER, Council of Economic Advisors  
MORRIS H. HANSEN, Bureau of the Census

2:30 THE ROLE OF CONTENT ANALYSIS IN OPINION  
AND COMMUNICATIONS RESEARCH

(Room 115)

*Chairman:* MORRIS JANOWITZ, University of Chicago

ALEXANDER GEORGE, The RAND Corporation. "Content Analysis as a Tool of Strategic Intelligence"

MARIE YAHODA, Research Center for Human Relations. "Content Analysis of Voice of America Broadcasts"

DANIEL LERNER, Stanford University (Joint with HAROLD D. LASSWELL and IPHIEL POOL). "Comparative Analysis of Political Ideologies"

*Discussants:* STEPHEN WITHEY, Survey Research Center

ALBERT BIDERMAN, Illinois Institute of Technology

8:00 RECENT CONTRIBUTIONS TO PUBLIC  
OPINION THEORY

(Frick Auditorium)

*Chairman:* CLYDE W. HART, National Opinion Research Center

HADLEY CANTRIL, Princeton University. "Toward a Better Understanding of Opinion—A Perceptual Demonstration"

PAUL F. LAZARSFELD, Columbia University. "How Latent Structure Analysis Can Help Clarify the Nature of Attitudes"

JOHN AND MATILDA RILEY, Rutgers University. "A Sociological Approach to Communications Research"

Sunday, June 24

1:30 NEW TECHNIQUES IN QUESTIONING  
(Room 217)

*Chairman:* WILLIAM LYDGATE, American Institute of Public Opinion  
J. STEVENS STOCK, Bureau of Labor Statistics. "Some Systematic Experiments in Questioning"  
FILMORE SANFORD, American Psychological Association. "Projective Techniques in Opinion Surveys"  
JAMES M. VICARY. "Indirect Methods of Questioning"  
STANLEY L. PAYNE, Special Surveys, Inc. "Variable or Standardized Questions"

1:30 OPINION AND COMMUNICATIONS RESEARCH IN  
NATIONAL DEFENSE  
(Room 115)

*Chairman:* JOHN W. MACMILLAN, Office of Naval Research  
DWIGHT CHAPMAN, Research and Development Board, Department of Defense. "Military Research Needs"  
FREDERICK W. WILLIAMS, Human Resources Research Institute, The Air University. "Special Needs of the Air Force"  
HARRY ALPERT, Bureau of the Budget. "Civilian Mobilization Needs"  
EDWARD K. MOSS, Defense Production Administration. "Special Needs of the DPA"

4:00 ANNUAL BUSINESS MEETING, AMERICAN  
ASSOCIATION FOR PUBLIC OPINION RESEARCH  
(Frick Auditorium)

8:00 PRESIDENTIAL SESSION  
(Frick Auditorium)

*Chairman:* PAUL F. LAZARSELD, Past-president, AAPOR  
*Guest Speaker:* FOY D. KOHLER, Chief, International Broadcasting Division, State Department. "Public Opinion Inside the Iron Curtain"  
*Presidential Address:* JULIAN L. WOODWARD. "Public Opinion Research, 1951-1970: A Slightly Irreverent History"

*Monday, June 25*

9:30                    SPECIAL SAMPLING PROBLEMS  
(Room 217)

*Chairman:* SOL DUTKA, Dun and Bradstreet

CHARLES Y. GLOCK, Bureau of Applied Social Research. "Some Operational Problems of Panel Sampling"

RAYMOND FRANZEN. "Short-cuts in Sampling"

ARNOLD KING, National Analysts, Inc. "Problems of Rural Sampling"

9:30    CONTRIBUTIONS OF OPINION RESEARCH TO  
         PSYCHOLOGICAL WARFARE  
(Room 115)

*Chairman:* W. PHILLIPS DAVISON, The RAND Corporation

DANIEL LERNER, Stanford University. "Some Theoretical and Historical Aspects of Psychological Warfare Research"

ELMO C. WILSON, International Public Opinion Research, Inc. "An Exposition of Three Types of Psychological Warfare Research"

LEO LOWENTHAL, Department of State. "Opinion Research and the Voice of America"

JOSEPH M. STYCOS, Bureau of Applied Social Research. "Communications Research in Underdeveloped Countries"

11:30 Exhibits by Princeton Research Organization. Campus buildings open to visitors

2:30 REPORT ON REGIONAL ELECTION STUDIES, 1950

(Room 217)

*Chairman:* BERNARD BERELSON, University of Chicago  
WILLIAM N. MCPHEE, Research Services, Inc.  
JOSEPH BATCHELDOR, Washington Public Opinion  
Laboratory  
WILLIAM LONGMAN, Central Surveys  
SIDNEY GOLDFISH, The Minnesota Poll  
PAUL F. LAZARSFELD, Columbia University  
ROSS BEILER, University of Miami

2:30 ATTITUDE RESEARCH AND BUSINESS NEEDS

(Room 115)

*Chairman:* CLAUDE ROBINSON, Opinion Research Corporation  
W. HOWARD CHASE, General Foods Corporation  
GORDON A. HUGHES, General Mills  
ALBERT FRIEBERG, Psychological Corporation  
DILMAN M. K. SMITH, Opinion Research Corporation

7:00 Dinner party (informal) at Nassau Tavern followed by light  
entertainment (no speeches), music and dancing

*Tuesday, June 26*

Those attending the conference may enjoy tennis, golf, and other  
recreational facilities on Tuesday.

# AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

*President:* JULIAN L. WOODWARD

*Vice-President (President-Elect):* BERNARD BERELSON

*Secretary-Treasurer:* MATILDA WHITE RILEY

## Executive Council

### *Committee Chairmen*

BERNARD BERELSON (Research Development)

W. PHILLIPS DAVISON (Conference)

WILLIAM A. LYDGATE (Publications)

PAUL SHEATSLEY (Nominations)

J. STEVENS STOCK (Standards)

DAVID WALLACE (Public Relations)

### *Members-at-Large*

ARCHIBALD CROSSLEY

PAUL F. LAZARFELD

PAUL STEWART

HANS ZEISEL

### *Editor*

ROBERT BOWER

### *Committee on Local Arrangements*

ARCHIBALD CROSSLEY, *Chairman*

LAWRENCE E. BENSON

HADLEY CANTRIL

GEORGE E. COLE

NANCY C. COOLEY

RALPH M. HAGEN

ARTHUR L. KEISER

M. STARR NORTHROP

FREDERICK F. STEPHAN