

file AAPOK

**SEVENTH**



**ANNUAL**

**conference**

**on PUBLIC OPINION RESEARCH**

at Vassar College, Poughkeepsie, N.Y.

June 13-16, 1952

**program**

The Conference is sponsored by the American Association  
for Public Opinion Research.

*This is the Fifth Annual Meeting of the Association*



**CONFERENCE REGISTRATION DESK**

**CUSHING HALL**

# registration and information

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The Registration Desk in Cushing Hall 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. Tickets for meals on the campus may be purchased at this Desk.

Mail and telegrams may be addressed in care of the AAPOR Conference, Vassar College, Poughkeepsie, New York. The Conference phone number is Poughkeepsie 2800—Extension 32. Calls will be received on this line only when the Registration Desk is open.

# program

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*Friday, June 13*

**4:30-8:00 REGISTRATION AT CUSHING HALL**

**8:00 OPENING SESSION (Blodgett Hall)**

Greeting on behalf of the American Association for Public Opinion Research, BERNARD BERELSON, President

Greeting on behalf of the World Association for Public Opinion Research, JACK MALONEY, President

Greeting on behalf of Vassar College, DEAN MARION TAIT

## PRACTICAL APPLICATIONS OF PUBLIC OPINION POLLS TO POLITICS

- Chairman:** BERNARD BERELSON, The Ford Foundation  
DAVID J. RIESNER, Secretary of The New York Republican  
County Committee  
BERTRAM C. GROSS, Research Director of the Democratic  
National Committee  
ALFRED DEGRAZIA, Brown University

▶ *Saturday, June 14*

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**9:30**            **STUDIES OF POLITICAL BEHAVIOR  
IN 1952 – PLANS AND PROBLEMS  
(Blodgett Hall)**

- Chairman:** CLYDE W. HART, National Opinion Research Center  
GEORGE H. GALLUP, American Institute of Public Opinion  
ELMO ROPER, Elmo Roper Company  
ARCHIBALD CROSSLEY, Crossley, Incorporated

**2:30**            **OPINION SURVEYS AMONG  
WORKERS (The Aula)**

- Chairman:** DANIEL BELL, Fortune Magazine and Columbia University  
DILMAN M. K. SMITH, Opinion Research Corporation –  
“Selecting an Appropriate Survey Approach for Employee  
Opinion Studies”  
SOL BARKIN, Textile Workers Union, “A Labor View”

- Discussant:** ALVIN W. GOULDNER, Standard Oil of New Jersey and  
Antioch College

**2:30**

**PROGRESS IN RESEARCH ON  
MENTAL HEALTH (Blodgett Hall)**

**Chairman:** HARRY ALPERT, Bureau of the Budget

ROBERT H. FELIX, M.D., Director of National Institute of Mental Health. "The Role of Surveys in Advancing Knowledge in Field of Mental Health"

MARIE JAHODA, New York University. "An Appeal to Research on Community Factors Influencing Mental Health"

JULIAN WOODWARD, Public Opinion Research. "The Louisville Mental Health Study"

**Discussants:** HERBERT GOLDHAMER, The Rand Corporation

THOMAS A. C. RENNIE, M.D., Payne Whitney Clinic, Cornell Medical College

**8:00**

**PSYCHOLOGICAL WARFARE AND  
INTELLIGENCE RESEARCH (Blodgett Hall)**

**Chairman:** LEO LOWENTHAL, International Broadcasting Service

Professor HAROLD D. LASSWELL, Yale Law School. "Psychological Policy Research in Relation to Total Strategy"

Doctor GEORGE PETTEE, Operations Research Office, Johns Hopkins University. "Intelligence Research and Psychological Warfare"

Professor DANIEL LERNER, Stanford University. "Neutralism—Politics Without Opinion"

**Discussant:** Professor PAUL F. LAZARSEFELD, Columbia University

**8:00**

**WORLD ASSOCIATION FOR  
PUBLIC OPINION RESEARCH—TECHNIQUE  
IN INTERNATIONAL POLLING (The Aula)**

**Chairman:** LARRY BENSON, American Institute of Public Opinion

DR. STUART C. DODD, Washington Public Opinion Laboratory. "Testing Message Diffusion: The Relative Retention of Graphic and Verbal Symbols"

DR. PETER R. HOFSTAETTER, Catholic University of America. "The Dynamics of Don't Know Responses"

DR. URIEL G. FOA, The Israel Institute of Applied Social Research. "Practical Advantages of New Scaling Techniques"

DR. JAN STAPEL, Dutch Institute of Public Opinion. "A New Approach to Scaling Methods"

## *Sunday, June 15*

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**9:30** Trip to Franklin D. Roosevelt Library. Dr. Herman Kahn, the Director of the Library, has laid out an interesting program, including a report on research now in progress, bearing on public opinion during the Roosevelt era.

**1:30** **RESEARCHER MEETS THE CRITIC**  
(Blodgett Hall)

**Chairman:** LOUIS HARRIS, Elmo Roper Company

PAUL LAZARFELD, Columbia University, presenting "The Decatur Study"

**Critic:** JACK RILEY, Rutgers University

SAM LUBELL, Columbia University, presenting "The Future of American Politics"

**Critics:** HERBERT HYMAN, Columbia University

MARTIN LIPSET, Columbia University

**3:30** **ANNUAL BUSINESS MEETING—**  
**World Association for**  
**Public Opinion Research (The Aula)**

**4:00** **ANNUAL BUSINESS MEETING—**  
**American Association for**  
**Public Opinion Research (Blodgett Hall)**

**8:00            PRESIDENTIAL SESSION (Blodgett Hall)**

**Chairman:**    JULIAN WOODWARD, Past-president AAPOR

**Guest Speaker:**

NORMAN COUSINS, Editor, *Saturday Review*. "Public Opinion Means Public Policy"

**Presidential Address:**

BERNARD BERELSON, The Ford Foundation. "Democratic Theory and Public Opinion"

**Monday, June 16**

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**9:30            REGIONAL POLL REPORT (The Aula)**

**Chairman:**    BILL MCPHEE, Columbia University

PHILIP ENNIS, Bureau of Applied Social Research. "Contextual Factors in Vote Decision"

ALAN MEYER, Bureau of Applied Social Research "Independent Voter in Politics"

**Discussants:** SIDNEY GOLDISH, The Minnesota Poll

ROSS BEILER, Central Surveys, Inc.

JOSEPH BACHELDER, Washington State Public Opinion Laboratory

WILLIAM LONGMAN, University of Miami

**9:30            INTERNATIONAL COMMUNICATIONS  
RESEARCH (Blodgett Hall)**

**Chairman:**    LEO LOWENTHAL, International Broadcasting Service

Professor PAUL F. LAZARSFELD, Columbia University. "International Communications Research: Welcome New-comer Among the Social Sciences"

DR. RICHARD SHELDON, International Public Opinion Research, Inc. "Problems in International Communications Research Concerned with Communist-Controlled Areas"

DR. CHARLES GLOCK, Columbia University. "The Applicability of Domestic Communications Research to the International Field"

2:30

**PROGRESS IN ADVERTISING RESEARCH  
(The Aula)**

**Chairman:** HERTA HERZOG, McCann-Erickson, Inc.

DONALD B. ARMSTRONG, JR., Director of Research,  
McCann-Erickson.

“Motivational Research in Advertising”

SAMUEL BARTON, Industrial Surveys, Inc. “Appraising  
Media as Markets”

LEIGHTON E. CARTER, Director of Television Research,  
Gallup-Robinson. “Some New Aspects of Copy Research”

DR. LARRY DECKINGER, Director of Research, The Biow  
Company. “Researching a ‘Simple Fact’ on Program  
Ratings”

2:30

**PUBLIC OPINION SURVEYS IN  
LEGAL SITUATIONS (Blodgett Hall)**

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

LESTER WATERBURY, General Counsel for General Foods  
Corporation. “Public Opinion Polls in Civil Law Courts”

THURGOOD MARSHALL, National Association for the Ad-  
vancement of Colored People. “Public Opinion Polls and  
the Law”

*A swimming pool and tennis courts are available on the campus. There is  
also an eight-hole golf course, for use of which a fee will be charged.*

**AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH**

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*President:* BERNARD BERELSON

*Vice-President:* ARCHIBALD CROSSLEY

*Secretary-Treasurer:* HELEN DINERMAN



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