

EIGHTH
ANNUAL
CONFERENCE

on

Public Opinion Research

May 15 - 17, 1953



PROGRAM



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

CONFERENCE REGISTRATION

Friday, May 15	Manor Lodge	10:00 A.M. - 4:30 P.M.
Saturday, May 16	Pocono Manor Inn	9:00 A.M. - 4:30 P.M.
Sunday, May 17	Pocono Manor Inn	9:00 A.M. - 12 Noon

Mail and telegrams may be addressed in care of Pocono Manor Inn, Mt. Pocono, Pennsylvania. The phone number is Mt. Pocono 3611.

PROGRAM

FRIDAY, MAY 15

- 10 A.M. REGISTRATION
- 11 A.M. CURRENT RESEARCH (Manor Lodge Auditorium)
- Chairman: Joseph E. Bachelder, University of Illinois
- Preston Valien, Fisk University.
 "Communications Research in India"
- Philip K. Hastings, Williams College.
 "Pittsfield Project — The Independent Voter"
- Charles Swanson, University of Illinois.
 "Predicting Newspaper Readership"
- H. Schuyler Foster, Department of State.
 "Does Press Comment Represent Public Opinion?"
- 11 A.M. THE ROLE OF SURVEYS IN COMMUNITY PLANNING
 (Yellow Room — Lodge)
- Chairman: Louis Harris, Elmo Roper
- William McPhee, Columbia University.
 "Survey Experiences in Denver"
- M. Meyerson, University of Pennsylvania.
 "The Role of Attitude Surveys in City Planning"
- George H. Hallett, Citizens' Union.
 "New York City Looks At Its Problems"

2:30 P.M. PROGRESS IN METHODOLOGY (Yellow Room — Lodge)

Chairman: Samuel A. Stouffer, Harvard University

Edward A. Suchman, Cornell University.

“Methodological Problems in the Use of
Cross-Community Studies in Public Opinion”

Louis Harris, Elmo Roper.

“Use of Scaling Techniques in Election Analysis”

Andrew F. Henry and Edgar F. Borgatta,
Harvard University.

“Problems in the Application of the H-Technique
in Studying Attitudes”

2:30 P.M. MARKETING AND ADVERTISING RESEARCH
(Manor Lodge Auditorium)

Chairman: Joseph Hochstim, Special Surveys

Hans Zeisel, Tea Bureau.

“Syracuse: A Controlled Experiment in Advertising”

Burns W. Roper, Elmo Roper.

“Research on Product Design”

James A. Bayton, Bureau of Agricultural Economics.

“The Acceptability of Food Products”

Discussants: J. Stevens Stock, McCann-Erickson, Inc.

Franklin P. Ryder, Fuller & Smith & Ross, Inc.

5:30 P.M. INFORMAL COCKTAIL HOUR

8:30 P.M. NATIONAL PRE-ELECTION POLLS AND FORECASTS IN
1952: PANEL DISCUSSION EVALUATING THE RESULTS
OF 1952 EXPERIENCE (Manor Hall)

Chairman: Clyde W. Hart, National Opinion Research Center

Panel Participants:

Archibald Crossley, Crossley, Inc.

George H. Gallup, American Institute of Public
Opinion

Elmo Roper, Elmo Roper

SATURDAY, MAY 16

9:30 A.M. SOCIAL PSYCHOLOGY AND OPINION RESEARCH
(Card Room)

Chairman: Herbert Hyman, Columbia University and
National Opinion Research Center

Daniel Lerner, Columbia University.

“Opinion Processes and Social Structure”

Matilda White Riley, Rutgers University.

“Opinion Processes and Group Relations”

Gerhart D. Wiebe, Columbia Broadcasting System.

“Opinions and Behavior Criteria”

9:30 A.M. PUBLIC HEALTH AND MENTAL HEALTH SURVEYS
(Manor Lodge Auditorium)

Chairman: Harry Alpert, National Science Foundation

Harold Nisselson, Bureau of the Census, and
Arthur Weissman, California Dept. of Public Health.

“The Role of Surveys in the Measurement of Morbidity”

John A. Clausen, National Institute of Mental Health.

“Current Community and Population Surveys in the
Field of Mental Health”

Jack Elinson, National Opinion Research Center.

“The Hunterdon County Chronic Illness Survey:
A Five-Stage Study”

Discussant: Andie L. Knutson, Public Health Service

12 Noon LUNCHEON ROUND TABLES (Main Dining Room)

Organizer: Ray Robinson, Crowell-Collier Publishing Co.

1. Public Opinion and the Social Sciences

Chairman: Leo Lowenthal, Dept. of State

2. Scaling Techniques in Attitude Measurements

Chairman: Matilda Riley, Rutgers University

3. New Developments in International Research

Chairman: Elmo C. Wilson, International Public
Opinion Research, Inc.

SUNDAY, MAY 17

10 A.M. PUBLIC SERVICE ROLES OF REGIONAL AND LOCAL POLLS
(Yellow Room — Lodge)

Chairman: Sidney S. Goldish, The Minnesota Poll
A Workshop Session on Social Aspects of Regional
and Local Poll Operations

Panel Participants:

Mervin Field, The California Poll
George H. Gallup, American Institute of Public Opinion
Henry Kroeger, The Iowa Poll

Discussion Topics:

1. What services do regional and local polls perform and what services could or should be performed?
2. New techniques in regional and local polling.
3. Problems of financial support for regional and local polls; where should responsibility lie?
4. How can regional and local poll findings be collected and disseminated systematically?

10 A.M. CURRENT RESEARCH ON PROBLEMS OF THE COLD WAR:
5 BRIEF REPORTS (Card Room)

Chairman: John W. Riley, Jr., Rutgers University
Gabriel Almond, Princeton University.
"Methodological Aspects of 'The Appeals of
Communism Study'."
Wesley R. Fishel and Herbert Garfinkel,
Michigan State College.
"Communist Ideology in Korean War Atrocity
Propaganda"
Paul W. Massing, Rutgers University.
"Reactions to the Voice in Soviet Propaganda:
A Technical Note on the Anti-Zionist Campaign"
Stanley Bigman, American University.
"Some Methodological Problems in International
Communications Research"

4. Improving the Questionnaire Wording
Chairman: Stanley L. Payne, Special Surveys
5. Progress in Projective Techniques
Chairman: James M. Vicary, James M. Vicary Co.
6. Role of Television in Opinion Formation
Chairman: G. D. Wiebe, C. B. S. Radio
7. Improving the Interviewing Process
Chairman: Herbert Hyman, Columbia University
8. Moulding Political Opinion in the Last Election
Chairman: Louis Bean, Dept. of Agriculture
9. Problems in Measuring Advertising Effectiveness
Chairman: John Maloney, Reader's Digest International Editions
10. Progress in Motivation Research
Chairman: Donald B. Armstrong, Jr., McCann-Erickson, Inc.

2:30 P.M. THE KIBITZER'S HOUR (Manor Hall)

Chairman: Harry Alpert, National Science Foundation

An informal, free-for-all discussion period. All session chairmen, speakers, and discussants are invited to attend and to answer succinctly questions put to them. The Kibitzer's Hour affords an opportunity for expression particularly to those who (a) were interrupted by a Chairman's "Sorry, our time is up"; (b) hit upon brilliant after-thoughts long after the session was over; (c) said something they wished they hadn't and would like to take it back; (d) attended a session where there was scarcely any time for general discussion; (e) didn't have any previous opportunity to put in their "two cents' worth"; (f) have something they would like to get off their chests.

4:00 P.M. BUSINESS MEETING (Manor Hall)

8:00 P.M. PRESIDENTIAL SESSION (Manor Hall)

Chairman: Bernard Berelson, The Ford Foundation
Archibald M. Crossley, Crossley, Inc.,
Presidential Address — "Credo"

Guest Speaker:

Roscoe Drummond, Christian Science Monitor
"A Journalist Looks at a Presidential Election"

Raymond Bauer and David Gleicher,
Harvard University.
"New Approaches to the Study of Soviet
Communications Behavior"

12 Noon LUNCHEON MEETING OF THE SUB-COMMITTEE ON
INTERNATIONAL COMMUNICATIONS RESEARCH
(Private Dining Room)

1:30 P.M. PROJECT DIRECTOR MEETS HIS CRITICS
(Manor Hall)

A MEMORIAL SESSION DEDICATED TO
JULIAN L. WOODWARD

Chairman: Don Cahalan, Human Resources Research Office

The Survey: *The Authoritarian Personality* by T. W.
Adorno, Else Frenkel-Brunswik, Daniel J. Levinson
and R. Nevitt Sanford (Harper and Brothers, 1950)

The Study's Aims and Achievements — R. Nevitt
Sanford, Vassar College

Critics — Paul Sheatsley, National Opinion Research
Center

Marie Jahoda, New York University

Turning the Tables: A criticism of the criticisms —
Else Frenkel-Brunswik, University of California

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