

# PROGRAM

## NINTH ANNUAL CONFERENCE

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# Public Opinion Research

**HOTEL BERKELEY-CARTERET**

**Asbury Park, New Jersey**

**April 22-25, 1954**

*The Conference is sponsored by the*  
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
*and the*  
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

## CONFERENCE REGISTRATION

Palm Court

Friday, April 23	9:00 A.M. — 4:30 P.M.
Saturday, April 24	9:00 A.M. — 4:30 P.M.
Sunday, April 25	9:00 A.M. — 12:00 Noon

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## P R O G R A M

THURSDAY, APRIL 22

9:00 P.M. "GET-ACQUAINTED" PARTY, sponsored by the  
American Institute of Public Opinion.  
(Oval Lounge)

FRIDAY, APRIL 23

9:00 A.M. REGISTRATION (Palm Court — Mezzanine Floor)  
11:00 A.M. OPINION FORMATION (North Solarium)

Chairman: Daniel Katz, University of Michigan.

Herbert Kelman, Johns Hopkins University.

"A Discussion of Three Processes of Opinion Change  
Through Social Influence."

Gerald Gurin, Survey Research Center.

"The Role of Secondary Groups in Opinion Forma-  
tion."

Elihu Katz, Bureau of Applied Social Research.

"Opinion Anchorage in Small Groups."

William McPhee, Bureau of Applied Social Research.

"The Exchange of Preferences in Social Groups."

Jackson Toby, Rutgers University.

"Using the Reference Group Concept in Questionnaire  
Research."

Maurice L. Farber, University of Connecticut.

"Political Aggression: Psychoanalytic, Situational and  
Sociological Determinants."

11:00 A.M. PROGRESS IN METHODS (Hunt Suites B and C)

Chairman: Joseph E. Bachelder, Gallup & Robinson.

James M. Vicary, James M. Vicary Co.  
"Measuring Psycho-seasonal Trends."

Harry Henry, Market Information Services, Ltd.  
"Reliability of Question Development."

Jan Stapel, The Netherlands Institute of Public  
Opinion.  
"The Stapel Scalometer."

Eric Marder, International Research Associates, Inc.  
"A Decision-Time Attitude Scale."

Louis Guttman, The Israel Institute of Applied Social  
Research.  
"New Developments in Scaling."

2:30 P.M. THE FIRST ROUND-TABLE SESSIONS

(Location to be Posted)

Organizer: Raymond A. Robinson, The Crowell-Collier Publish-  
ing Co.

Note: Groups will be restricted in size in order to en-  
courage fuller participation in the discussions.

1. Interviewer Selection, Training and Supervision.  
Chairman — Paul B. Sheatsley, National Opinion  
Research Center.
2. Better Results from Mail Surveys.  
Chairman — J. T. Miller, Meredith Publishing Co.

3. Sampling Developments.  
Chairman — Frederick F. Stephan, Princeton University.
4. Television Research.  
Chairman — Ben Gedalecia, Batten, Barton, Durstine & Osborn.
5. Advertising Readership and Copy Testing.  
Chairman — Cornelius DuBois, Geyer Advertising, Inc.
6. Propaganda Analysis.  
Chairman — Gerhart Saenger, New York University.
7. Popular Appeals in Mass Communications.  
Chairman — Mills Shepard, Consultant in Editorial and Advertising Research.
8. Consumer and Voter Panels.  
Chairman — Paul F. Lazarsfeld, Columbia University.
9. Opinion Research in Public Relations and Personnel Problems.  
Chairman — William A. Lydgate, Earl Newsom & Company.
10. Scaling Techniques.  
Chairman — Louis Guttman, The Israel Institute of Applied Social Research.
11. Motivation Research.  
Chairman — Wallace H. Wulfeck, William Esty Company.

8:30 P.M. PROJECT DIRECTOR MEETS CRITIC (Crystal Terrace)

Chairman: Gerhart D. Wiebe, CBS-Radio

Project: Health Expenditures Study Conducted for the Health Information Foundation by the National Opinion Research Center.

Project Directors:

Odin Anderson, Health Information Foundation.  
J. J. Feldman, National Opinion Research Center.

Critics: J. Stevens Stock, Alfred Politz Research, Inc.  
Franz Goldmann, M.D., Harvard University.

### SATURDAY, APRIL 24

9:30 A.M. THE SECOND ROUND-TABLE SESSIONS

(Location to be Posted)

Organizer: Raymond A. Robinson, The Crowell-Collier Publishing Co.

Topics are those listed under the Friday 2:30 P.M. Session.

12:00 Noon LUNCHEON MEETING OF THE INTERNATIONAL COMMUNICATIONS COMMITTEE. (Hunt Suites B and C)

Chairman: Leo Lowenthal, United States Information Agency.

2:00 P.M. PROBLEMS IN THE UTILIZATION OF RESEARCH.

(Oval Lounge)

Chairman: W. Phillips Davison, the RAND Corporation.

Milton Graham, The Brookings Institution.  
"Adjusting the Research Process to the Requirements of Utilization."

Leo Bogart, McCann-Erickson, Inc.  
"The Utilization of Magazine Readership Studies."

Martin Kriesberg, U. S. Department of Agriculture.  
"Utilization of the Agriculture Department's Surveys in Marketing."

Burns W. Roper, Elmo Roper.  
"Problems of Communication with Clients."

2:00 P.M. UNUSUAL SOCIAL RESEARCH (Crystal Terrace)

Chairman: Hans Zeisel, University of Chicago.

Charles Y. Glock, Bureau of Applied Social Research.  
"Survey of a Church."

Harry Kalven, Jr., University of Chicago.  
"Ford Project on Law and Social Behavior."

Seymour Martin Lipset, Columbia University.  
"An Analysis of the 1860 Presidential Elections."

Judith Blake, Columbia University, and Joseph Sty-  
cos, University of Puerto Rico.  
"Fertility Surveys in Puerto Rico."

4:30 P.M. ANNUAL BUSINESS MEETING OF THE AMERI-  
CAN ASSOCIATION FOR PUBLIC OPINION RE-  
SEARCH. (Crystal Terrace)

5:00 P.M. ANNUAL BUSINESS MEETING OF THE WORLD  
ASSOCIATION FOR PUBLIC OPINION RESEARCH.  
(Hunt Suites B and C)

8:00 P.M. PRESIDENTIAL SESSION. (Crystal Terrace)

Chairman: Archibald Crossley, Crossley, Inc.

Presidential Address (WAPOR): Jan Stapel, The  
Netherlands Institute of Public Opinion. "What Do  
We Do in Public Opinion Research?"

Presidential Address (AAPOR): Samuel A. Stouffer,  
Harvard University.  
"Two Way Traffic."

Guest Speaker: Robert K. Greenleaf, American Tele-  
phone and Telegraph Company.  
"Observations on Opinion Research from a Manage-  
ment Point of View."

SUNDAY, APRIL 25

10:00 A.M. EVALUATING CAMPAIGNS AND PROGRAMS  
(Oval Lounge)

Chairman: Elmo C. Wilson, International Research Associates,  
Inc.

Henry W. Riecken, University of Minnesota.  
"Major Steps in Evaluation Studies."

Shirley A. Star, National Opinion Research Center.  
"Determining Goals in Action Research."

Donald V. McGranahan, United Nations.  
"Evaluation in International Programs."

Ralph K. White, United States Information Agency.  
"Interpreting Research Results and Feeding Them  
Into Action Programs."

10:00 A.M. THE USE OF PROJECTIVE TECHNIQUES IN MO-  
TIVATION RESEARCH. (Crystal Terrace)

Chairman: Donald B. Armstrong, Jr., McCann-Erickson, Inc.

Herta Herzog, McCann-Erickson, Inc.  
"The Function of Projective Techniques in Attitude  
Research."

Elizabeth M. Douvan, Survey Research Center.  
"Projective Techniques in A Study of Political Moti-  
vation."

Leo Nejelski, Leo Nejelski & Co., Inc.  
"Projective Techniques Applied to Management Prob-  
lems."

John Kishler, International Research Associates, Inc.  
"A Standardized Projective Technique for Use in Con-  
sumer and Motivation Research."

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