

PROGRAM

Tenth Annual Conference on

PUBLIC OPINION RESEARCH

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

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Hotel Loraine and University of Wisconsin

Madison, Wisconsin April 13-16, 1955

Conference Headquarters and Registration
HOTEL LORAINE, MADISON, WIS.
Phone: ALpine 6-0231

The Conference registration desk will be on the mezzanine floor
of Hotel Loraine

PROGRAM

Wednesday, April 13

- 6-9 P.M. Registration
9:00 P.M. Get-together party sponsored by the American Institute of Public Opinion

Thursday, April 14

- 8:30 A.M. Registration
- 10:00 A.M. DEVELOPMENTS IN COMMUNICATION RESEARCH (Crystal Room)
- Chairman: Herbert Hyman, Columbia University and National Opinion Research Center
Stuart Dodd, University of Washington
"Project Revere—Experimental Studies of Communication"
Stanley K. Bigman, Bureau of Social Science Research, The American University
"Public Opinions and Public Reaction to a Newspaper Merger"
Malcolm MacLean, School of Journalism, University of Wisconsin
"Research on Educational Television"
Herbert Menzel, Bureau of Applied Social Research, and Elihu Katz, University of Chicago
"Social Relations and the Flow of Scientific Information"
- 10:00 A.M. NEW AREAS OF OPINION RESEARCH I: RESEARCH ON INSTITUTIONS (Main Dining Room)
- Chairman: Charles Y. Glock, Bureau of Applied Social Research, Columbia University
Samuel Blizzard, Pennsylvania State University
"Problems of Conducting Research in a Theological Seminary"
Natalie Rogoff, Bureau of Applied Social Research, Columbia University
"Patterns of Training in Medicine"

Leo Bogart, McCann-Erickson, Inc.
"A Study of 'Operating Assumptions' in the U. S.
Information Agency"

Seymour M. Lipset, Columbia University
"Research in the Politics of a Trade Union"

1:30 P.M. FIRST ROUND TABLE SESSIONS

General Chairman: Paul Sheatsley, National Opinion
Research Center

1. *Pre-Election Polls: 1954 and 1956* (Room 201)
Chairman: Sidney S. Goldish, The Minnesota Poll
Joe Belden, The Texas Poll
"The Lessons of 1954"
Henry Kroeger, The Iowa Poll
"Evaluative Techniques in Closely Contested
Elections"
Robert Heyer, The California Poll
"What We Say in Pre- and Post-Election Poll
Reports"
Louis Harris, Elmo Roper and Associates
"Use and Relation of Attitude Research and Analysis
of Election Data in Political Research"
Emery H. Ruby, The Gallup Poll
"Gallup Poll Plans for the 1956 Presidential
Election"
2. *Employee Relations* (Room 203)
Chairman: Robert Kahn, Survey Research Center,
University of Michigan
Herbert Krugman, Richardson, Bellows, Henry and
Co., Inc.
"Utilization of Research Findings"
M. Starr Northrup, Opinion Research Corporation
"Some Factors That Receive Consistently Low
Ratings"
Stanley Peterfreund, Douglas Williams Associates
"Uses of Attitude Surveys in Employee Relations"
Elmo Roper, Elmo Roper and Associates
Donald Wray, Institute of Labor and Industrial Re-
lations, Univ. of Illinois.
3. *How Research is Used By an Industry* (Room 301)
Chairman: Robert O. Carlson, Standard Oil Company
(N.J.)
H. B. Miller, Department of Information, American
Petroleum Institute
"Utilizing Research in Planning an Information
Program"

Joseph C. Bevis, Opinion Research Corporation
"Orienting an Information Program through
Research"

Burleigh Gardner, Social Research, Inc.
"Defining Significant Publics Through Research"

Charles Y. Glock, Bureau of Applied Social Research,
Columbia University

"Evaluating an Industry's Information Program"

Eugene H. Jacobson, Survey Research Center, Uni-
versity of Michigan

"Discerning the Motivation and Function of Volun-
teer Workers in an Industry Information Program"

4. *Copy Testing* (Room 303)

Chairman: John F. Maloney, Readers Digest

George H. Gallup, Gallup-Robinson, Inc.

"New Directions in Copy Testing Research"

John S. Coulson, Leo Burnett Company

"Limitations of Copy Testing Research"

Kay Shetdon, Grant Advertising Company

"Contributions of Copy Testing Research"

Richard Manville, Richard Manville Research

"New Trends in Copy Testing"

Gladys Hinners, McCann-Erickson, Inc.

"Pretesting Techniques"

5. *Scaling* (Room 401)

Chairman: Ira Cisin, Human Resources Research
Office, George Washington University

Informal group discussion:

First session—*Techniques*

Second session—*Applications*

6. *Problems in Interviewing* (Room 403)

Chairman: Don Cahalan, Bureau of Social Science
Research, the American University

Charles Cannell, Survey Research Center, University
of Michigan

"Interviewer Effect and the Subject Matter of
Questions"

Dorothy D. Corey, Facts Consolidated

"The Relationship Between the Marketing Research
Firm and Its Clients"

Annemarie F. Crocetti, National Opinion Research
Center

"Adapting Training Devices From Other Fields to
Interviewer Training"

Jacob J. Feldman, National Opinion Research Center
"The Situational View of the Interview"

Howard Mandel, New York State Division of Veterans' Affairs

"The Recruitment, Training, and Supervision of Field Interviewers—Preview of a Study"

Elvina Molgren, Molgren Interviewing Service

"Standards in Training and Supervision of Field Staffs"

Louis Olivieri, New York State Employment Service

"Interviewer Recruitment in a Large City"

7. *Public Relations Research* (Room 501)

Chairman: Walter Barlow, Opinion Research Corp.

Joseph E. Bachelder, Gallup and Robinson

"Public Relations—A Two-Way Street"

Alberto J. Castelli, International Research Associates

"Research in the Public Relations Problems of American Enterprise Abroad"

Mervin D. Field, Field Research Company

"Evaluating Non-Public Relations Research Efforts for Public Relations Implications"

Albert D. Freiberg, Psychological Corporation

"Research on Attitudes Toward Business and Industry—Various Determinants and Correlates"

J. Douglas McEachron, American Telephone & Telegraph Co.

"Evaluating Public Relations Activities in Terms of Attitude Influence"

8. *International Communication Research* (Room 503)

Chairman: Elmo C. Wilson, International Research Associates

W. Phillips Davison, RAND Corporation

"International Communication and the Berlin Blockade"

Ithiel de Sola Pool, Center for International Studies, M.I.T.

"Domestic and International Influences on Attitudes Toward Foreign Economic Policy"

Dean Manheimer, International Research Associates

"The Effectiveness of the Educational Exchange Program in the Communication of Ideas"

Roy E. Carter, Jr., University of North Carolina

"An Experiment in Value Measurement Among Indian and Filipino Nationals in U.S. Universities"

4:00 P.M. AUTHORS MEET THE CRITICS (Main Dining Room)

Chairman: Louis Harris, Elmo Roper and Associates

Authors: Angus Campbell, Survey Research Center
University of Michigan: *The Voter Decides*
Bernard Berelson, The Ford Foundation
Voting

Critics: Shirley Star, National Opinion Research Center
Richard M. Scammon, Division of Research
for Western Europe, Department of State

4:00 P.M. MOTIVATION RESEARCH I (Crystal Room)

Chairman: Joseph Bachelder, Gallup and Robinson

Panel Members:

Donald Armstrong, McCann-Erickson, Inc.
Paul N. Borsky, National Opinion Research Center
Albert D. Freiberg, Psychological Corporation
George H. Smith, Rutgers University and
Dancer, Fitzgerald and Sample, Advertising

8:30 P.M. MOTIVATION RESEARCH II (Crystal Room)

Chairman: Gerhart D. Wiebe, CBS-Radio

~~"The Impact of Motivational Research on Market Research"~~

3.

Elmo Roper, Elmo Roper and Associates

4.

Charles Winick, Queens College

~~"A Typical Motivational Research Study"~~

1.

Ernest Dichter, Institute for Research in Mass Motivations, Inc.

2

Burleigh Gardner, Social Research, Inc.

Friday, April 15

9:30 A.M. AMERICAN ATTITUDES ON CIVIL LIBERTIES
(Crystal Room)

Chairman: Elmo Roper, Elmo Roper and Associates

Speakers:

Samuel Stouffer, Harvard University
"A Recent Study on Attitudes Toward Civil Liberties"

Paul Sheatsley, National Opinion Research Center
"Critical Analysis of Past Efforts in This Area"

David Riesman, University of Chicago
"Suggestions for Further Research"

9:30 A.M. PUBLIC OPINION RESEARCH AND THE COLD WAR (Main Dining Room)

Chairman: W. Phillips Davison, The RAND Corporation
Raymond A. Bauer, Harvard University
"Sources of Alienation from the Soviet System"
Joseph G. LaPalombara, Michigan State College
"Anti-U.S. Propaganda in Italy"
Ralph K. White, U.S. Information Agency
"Some Problems of Persuasion in the Cold War"
Konrad Kellen, Radio Free Europe
"Opinion Research and Radio Free Europe"

1:30 P.M. SECOND ROUND TABLE SESSIONS
(See Thursday afternoon for subjects and room assignments)

3:30 P.M. NEW AREAS OF RESEARCH II—*Research on the Law* (Main Dining Room)

Chairman: David Riesman, University of Chicago
Ward Bowman, University of Chicago Law School
"The Effects of the Fair Trade Laws"
Fred L. Strodbeck, University of Chicago Law School
"The Jury System: The Experimental Approach"
Hans Zeisel, University of Chicago Law School
"The Jury System: The Survey Approach"

3:30 P.M. DEVELOPMENTS IN METHODOLOGY (Crystal Room)

Chairman: J. Stevens Stock, Alfred Politz Research, Inc.
Paul Lazarsfeld, Center for Advanced Study in the Behavioral Sciences
"The Mutual Effect of a Set of Attitudes Upon Each Other"
Stanley L. Payne, Ben Gaffin and Associates
"A Different Approach to Intensity and Opinion"
Raymond Franzen, Hawaiian Pineapple Co., Ltd.
"Variance Due to Interviewer Differences"

8:30 P.M. PRESIDENTIAL SESSION (Crystal Room)
Presentation of first Julian L. Woodward Memorial Award for exceptionally distinguished achievement.
Remarks by Woodward Award recipient.
Presidential Address—George Gallup

Saturday, April 16

10:00 A.M. ANNUAL BUSINESS MEETING (Crystal Room)
Reports from Committee Chairmen
Announcement of New Officers

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

OFFICERS (1954-55)

George H. Gallup—President

Harry Alpert—Vice-President

Marjorie Fiske—Secretary-Treasurer



EXECUTIVE COUNCIL

Robert T. Bower

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Gerhart D. Wiebe

Sidney S. Goldish

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Herbert H. Hyman

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Samuel A. Stouffer

Charles E. Swanson

Leo Lowenthal

John W. Riley, Jr.



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Scott M. Cutlip

Burton Fisher—Public relations

Bryant Kearn

Robert G. Lindsay

Malcolm S. MacLean

Ralph O. Nafziger—Local arrangements