

# PROGRAM

*Eleventh Annual Conference on*

## PUBLIC OPINION RESEARCH

*Sponsored by the American Association for  
Public Opinion Research, in Conjunction  
with the World Association for  
Public Opinion Research*

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**The Inn, Buck Hill Falls, Pennsylvania**

*May 24-27, 1956*

# PROGRAM

## 1956 CONFERENCE

### THURSDAY, MAY 24

6:00 - 9:00 P.M.

Registration

9:00 P.M.

Get-together Party  
Canapes

courtesy of American Institute of Public Opinion

### FRIDAY, MAY 25

8:30 - 10:00 A.M.

Registration

10:00 A.M.

#### STUDIES IN POPULAR CULTURE

(East Room)

Chairman: DALLAS W. SMYTHE (*University of Illinois*)  
STANLEY K. BIGMAN (*American University*)

"Demographic and Personality Characteristics of the Readers of Various Comic Strips"

JOHN JOHNSTONE (*Canadian Broadcasting Corporation*)  
and ELIHU KATZ (*University of Chicago*)

"Youth Culture and Popular Music: A Study in the Sociology of Taste"

CHARLES WINICK (*Queens College*)

"The Effects of a Film on its Audience: 'The Man with the Golden Arm'"

HERBERT GANS (*University of Pennsylvania*)

"The Role of the Creator-Audience Relationship in the Creation of the Mass Media Product: An Analysis of Movie Making"

#### COMMUNICATIONS THEORY & OPINION

RESEARCH (South Lounge)

Chairman: MORRIS JANOWITZ (*University of Michigan*)  
KURT W. BACK (*University of Puerto Rico*)

"Communication Without Influence: The Survey Interview as a Model"

HAROLD MENDELSON (*McCann-Erickson, Inc.*)

"Requisites in the Investigation of National Systems of Mass Communications"

MAURICE FARBER (*University of Connecticut*)

"The Role of National Character in Opinion Research"

S. N. EISENSTADT (*Hebrew University*)

"Towards a Sociological Theory of Communication"

Discussants: KURT LANG (*Canadian Br'dcasting Corp.*)  
DAVID RIESMAN (*University of Chicago*)

**1:30 P.M.**

**RESEARCH AS AN INSTRUMENT OF SOCIAL POLICY** (*South Lounge*)

*Chairman:* CLYDE W. HART (*National Opinion Research Center*)

ROBERT T. BOWER (*American University*)  
"Desegregation in the Washington Public Schools"

EVA ROSENFELD (*New York University*)  
"Social Research and Social Action in Prevention of Juvenile Delinquency"

PHILIP M. HAUSER (*University of Chicago*) and

DONALD J. BOGUE (*University of Chicago*)  
"Social Research and Population Policy"

*Discussant:* FREDERICK F. STEPHAN (*Princeton Univ.*)

**COMPARATIVE DETERMINANTS OF POLITICAL OPINION** (*East Room*)

*Chairman:* DANIEL LERNER (*Massachusetts Institute of Technology*)

H. D. LASSWELL (*Yale University*)  
"Opinions Systems in the Political Process"

RAYMOND ARON (*University of Paris*)  
"The Opinion Structure of Postwar France"

W. P. DAVISON (*The Rand Corporation*)  
"The Berlin Airlift - A Case Study"

**3:30 P.M.**

**ROUND TABLE DISCUSSIONS**

*General Chairman:* JOHN MALONEY (*The Reader's Digest*)

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"Towards a Definition of Opinion Leadership"  
(*Card Lounge*)

*Chairman:* ROBERT O. CARLSON (*Standard Oil Company (N.J.)*)

*Panel Members:*

THOMAS RYAN (*Time Magazine*)

ELIHU KATZ (*University of Chicago*)

JAMES M. VICARY (*James M. Vicary Company*)

LOUIS HARRIS (*Elmo Roper and Associates*)

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"Use of Research in Judicial Evidence"  
(*North Exchange*)

*Chairman:* HANS ZEISEL (*University of Chicago*)

*Panel Members:*

RICHARD MAISEL (*Internat'l Research Associates*)

BENJAMIN LIPSTEIN (*Audits and Surveys*)

HARRY KALVEN (*University of Chicago*)

WALTER BLUM (*University of Chicago*)

"Operations Research and the Survey Method" (*Lodge*)  
(*Lodge*)

Chairman: HERBERT KRUGMAN (*Richardson, Bellows,  
Henry & Company, Inc.*)

Panel Members:

JOSEPH E. BARMACK (*Dunlap Associates*)  
ROBERT FROEMKE (*Standard Oil Co. (N.J.)*)  
DONALD N. MICHAEL (*Nat. Science Foundation*)  
WILLIAM C. SCHWARZBEK (*Gen'l Electric Co.*)

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"Techniques for World Polls" (*Camp Club*)

Chairman: STUART C. DODD (*University of Washington*)

Panel Members:

GEORGE GALLUP (*The Gallup Poll*)  
LEO P. CRESPI (*U. S. Information Agency*)  
HELEN M. CROSSLEY (*U.S. Information Agency*)  
JOHN MALONEY (*The Reader's Digest*)  
ALBERTO J. CASTELLI (*International Research  
Associates*)

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"How Big Should the Sample Be?" (*South Exchange*)

Chairman: SOL DUTKA (*Audits and Surveys*)

Panel Members:

LESTER FRANKEL (*Alfred Politz Research*)  
W. EDWARDS DEMING (*Washington, D. C.*)

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"Personality Measurement Techniques and the Survey  
Method" (*Library*)

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

Panel Members:

NORBERT FREEDMAN (*McCann-Erickson, Inc.*)  
MARIE JAHODA (*Research Center for Human  
Relations*)  
ELAINE GRAHAM (*Bank Street College of  
Education*)  
DAVID MAYER (*Market Psychology, Inc.*)

5:30 P.M.

WAPOR Business Meeting (*Library*)

8:30 P.M.

**PUBLIC OPINION AND THE 1956 ELECTION**

(*East Room*)

Chairman: ELMO ROPER (*Elmo Roper and Associates*)

Panel Members:

HAROLD GOSNELL (*American University*)  
PAUL LAZARFELD (*Columbia University*)  
SAMUEL STOFFER (*Harvard University*)  
ITHIEL POOL (*M.I.T.*)  
LOUIS HARRIS (*Elmo Roper and Associates*)

9:00 A.M.

**FOUR INDEPENDENT ANALYSES OF TWENTY QUALITATIVE INTERVIEWS** (*East Room*)

*Chairman:* GERHART D. WIEBE (*CBS, Inc.*)

VIRGINIA MILES (*McCann-Erickson, Inc.*)

MYRON J. HELFGOTT (*Ogilvy, Benson & Mather, Inc.*)

HERBERT E. KRUGMAN (*Richardson, Bellows, Henry*)

DAVID L. SILLS (*Bureau of Applied Social Research*)

**CONSUMER BEHAVIOR** (*South Lounge*)

*Chairman:* DAVID WALLACE (*Ford Motor Company*)

J. THOMAS MILLER (*Meredith Publishing Co.*)

"Personality Attributes of Buyers vs. Non-Buyers"

JAMES COLEMAN (*Center for Advanced Study in the Behavioral Sciences*), ELIHU KATZ (*University of Chicago*), and HERBERT MENZEL (*Bureau of Applied Social Research*)

"Social Relationships and Brand-Product Choices"

WENDELL SMITH (*Alderson & Sessions*)

"A Laboratory Approach to Shopping Behavior"

11:00 A.M.

AAPOR Business Meeting (*East Room*)

2:00 P.M.

**RESEARCH IN HEALTH** (*South Lounge*)

*Chairman:* ODIN W. ANDERSON (*Health Inf. Found'n*)

JACOB J. FELDMAN (*National Opinion Research Center*)

"Problems in the Study of Health Attitudes and Practices"

ASHLEY WEEKS (*New York University*)

"Family Spending Patterns Relating to Health"

BENJAMIN J. DARSKY (*University of Michigan*) and

CHARLES A. METZNER (*University of Michigan*)

"Adapting the Principles of Questionnaire Construction and Interviewing to Health Problems"

BEN GAFFIN (*Ben Gaffin & Associates, Inc.*)

"How the American Medical Association Has Used Survey Research"

**OPINION RESEARCH ABROAD WITHOUT THE USE OF SURVEYS** (*East Room*)

*Chairman:* BRUCE L. SMITH (*Michigan State Univ.*)

"Why Non-Survey Types of Research on Opinions and Attitudes Abroad?"

KARL W. DEUTSCH (*Mass. Institute of Technology*)

"Indices of National Pre-occupation and International Involvement on the Elite and Mass Level"

J. MAYONE STYCOS (*St. Lawrence University*)

"Initial Problems of Investigation in the Underdeveloped Area"

- JEAN STOETZEL (*Institut Francais d'Opinion Publique*)  
"Recent French Opinion Research Conducted  
Without the Use of Surveys"  
DEAN MANHEIMER (*Internat'l Research Associates, Inc.*)  
"Examples of Non-Formal Research Approaches  
in International Research"

**4:00 P.M.**

**ROUND TABLE DISCUSSIONS**

*General Chairman:* DONALD CAHALAN (*National  
Opinion Research Center*)

"Research Plans for the 1956 Elections" (*Library*)  
*Chairman:* ELMO C. WILSON (*International Research  
Associates, Inc.*)

*Panel Members:*

GEORGE GALLUP (*American Institute of Public  
Opinion*)

SIDNEY GOLDISH (*Minneapolis Star and Tribune*)

LOUIS HARRIS (*Elmo Roper & Associates*)

MARVIN D. FIELD (*Field Research Company*)

"Training of Opinion Research Personnel" (*Lodge*)  
*Chairman:* LESTER P. GUEST (*Penna. State University*)

*Panel Members:*

JOSEPH C. FRANKLIN (*Kenyon & Eckhardt, Inc.*)

HERBERT HYMAN (*Columbia University*)

ROBERT C. NUCKOLS (*Life Insurance Agency  
Management Association*)

WALTER V. MONROE (*National Analysts, Inc.*)

"Checking the Validity of Research Results"  
(*Card Lounge*)

*Chairman:* J. STEVENS STOCK (*J. Stevens Stock  
Research Company*)

*Panel Members:*

ROBERT WILLIAMS (*Audits and Surveys*)

RAYMOND FRANZEN (*Hawaiian Pineapple  
Company*)

JACK ELINSON (*National Opinion Research  
Center*)

LESTER G. FRANKEL (*Alfred Politz Research*)

VINCENT MACHI (*Alfred Politz Research*)

LEE RAINWATER (*Social Research, Inc.*)

"Application of Scaling to Market Research"  
(*Camp Club*)

*Chairman:* LOUIS GUTTMAN (*Center for Advanced  
Study in the Behavioral Sciences*)

*Panel Members:*

MANUEL N. MANFIELD (*National Research  
Services*)

WILLIAM A. REYNOLDS (*Fletcher D. Richards,  
Inc.*)

IRA H. CISIN (*George Washington University*)

JOHN D. MCEACHRON (*American Telephone &  
Telegraph Company*)

**SATURDAY, MAY 26**

"Attitude Formation in Youth" (*South Exchange*)  
Chairman: CHARLES Y. GLOCK (*Bureau of Applied  
Social Research*)

Panel Members:

LOTTE BAILYN (*Harvard University*)  
ROBERT STELZER (*Student Marketing Institute*)  
CHARLES WRIGHT (*Columbia College*)  
GERHART SAENGER (*New York University*)  
JOSEPH T. KLAPPER (*Bureau of Applied Social  
Research*)

"Basic Research: Who Should Pay for It? How Should  
It Be Organized?" (*North Exchange*)

Chairman: DONALD N. MICHAEL (*National Science  
Foundation*)

Panel Members:

LEE M. WIGGINS (*Columbia University*)  
JOHN J. RILEY (*Rutgers University*)  
TRINAH MEYERS (*U. S. Dept. of Agriculture*)  
STANLEY K. BIGMAN (*American University*)

9:00 P.M.

**PRESIDENTIAL SESSION** (*East Room*)

Greetings: LEO P. CRESPI, *President*, WAPOR

Address: HARRY ALPERT, *President*, AAPOR

Presentation of the Julian L. Woodward Memorial  
Award

**SUNDAY, MAY 27**

10:00 A.M.

**TECHNIQUES OF PRESENTATION FOR  
RESEARCH RESULTS** (*East Room*)

Chairman: PIERRE MARTINEAU (*Chicago Tribune*)

VICTOR M. RATNER (*McCann-Erickson, Inc.*)

"Some Principles of Moving Ideas"

JAMES M. VICARY (*James M. Vicary Company*)

"Using a Film to Supplement a Research Report"

HERBERT BRESEMAN (*Life Magazine*)

"Presenting Survey Findings to Different Publics"

**PROPAGANDA AND PEOPLE IN THE  
COLD WAR** (*South Lounge*)

Chairman: JOSEPH T. KLAPPER (*Bureau of Applied  
Social Research*)

GERALD L. STEIBEL (*Radio Free Europe*)

"Translating Area Research Findings Into  
Psych-War Material"

DAVID GLEICHER (*Mass. Institute of Technology*)

"The Personal and Professional Situation of the  
Soviet Military Officer"

IVAN LONDON (*Brooklyn College* and

MIRIAM LONDON (*Inwood Institute*)

"Differential Reactions of Recent and Earlier  
Defectors to Anti-Soviet Propaganda Themes"

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CLYDE W. HART  
JOSEPH KLAPPER — *Local Arrangements*  
LEO LOWENTHAL  
DEAN MANHEIMER

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