

PROGRAM



Twelfth Annual Conference

on

PUBLIC OPINION RESEARCH

of the

American Association

for Public Opinion Research



The Shoreham Hotel, Washington, D. C.

May 8-11, 1957

PROGRAM

1957 CONFERENCE

WEDNESDAY, MAY 8

- 6:00-9:00 P.M. | Registration (*Main Lobby*)
- 9:00 P.M. | Get-together Party (*Terrace Banquet Room*)

THURSDAY, MAY 9

8:30-10:00 A.M. | Registration (*West Lobby*)

10:00-12:00

Main Ball Room

ROLE OF PUBLIC OPINION IN THE DESEGREGATION CONTROVERSY

Chairman: ROBERT T. BOWER (*Bureau of Social Science Research*)

PRESTON VALIEN (*Fisk University*)

"Desegregation as a Social Process in the South"

HARRY WALKER (*Howard University*) and

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

"Theoretical and Methodological Considerations
in a Case Study of Pupil Adjustment in Desegregation"

Discussants: OTTO KLINEBERG (*Columbia University*)

SAMUEL A. STOFFER (*Harvard University*)

West Ball Room

A CASE HISTORY IN THE COMMUNICATION OF RESEARCH FINDINGS—FROM UNIVERSITY LABORATORY TO COMPANY BOARD ROOM

Chairman: ROBERT N. FORD (*Bell Telephone Laboratories*)

CHARLES Y. GLOCK (*Columbia University*)

DAVID WALLACE (*Edsel Division, Ford Motor Company*)

J. EMMET JUDGE (*Edsel Division, Ford Motor Company*)

Park Room

THE MACHINE REVOLUTION IN THE PROCESSING OF DATA

Chairman: FREDERICK F. STEPHAN (*Princeton University*)

ROGER K. HARTER (*American Telephone & Telegraph Company*)

"Processing Attitude Questionnaires on Univac"

ELI S. MARKS (*National Analysts, Inc.*)

"You Can Do It on a Computer but Should You?"

JAMES MCPHERSON (*U. S. Bureau of the Census*)

"Overcoming Some Weaknesses of Present Data Processing Equipment"

THURSDAY, MAY 9

1:20-3:20 P.M.
Main Ball Room

INTERNATIONAL SURVEY RESEARCH IN DEVELOPED AND UNDERDEVELOPED AREAS

Chairman: LEO P. CRESPI (*United States Information Agency*)

LLOYD FREE (*Institute for International Social Research*)
"Recent Trends and Interrelations in Official,
Elite and General Opinion in Western Europe"

EMILY KRUEGER (*United States Information Agency*)
"The Problem of Initiating Research in Underde-
veloped Areas"

RICHARD MAISEL (*International Research Associates, Inc.*)
"Some Problems of Sampling in Underdeveloped
Areas"

RAYMOND FINK (*Bureau of Social Science Research, Inc.*)
"Training Survey Researchers in Underdeveloped
Areas"

West Ball Room

PUBLIC AWARENESS AND PERCEPTION OF PROBLEMS IN MENTAL HEALTH

Chairman: JOHN A. CLAUSEN (*National Institute of
Mental Health*)

JUM C. NUNNALLY (*Institute of Communications Re-
search, University of Illinois*)
"Communication of Information on Mental
Health: Analysis of the Process of Information
Transmission"

SHIRLEY A. STAR (*National Opinion Research Center*)
"The Place of Psychiatry in Popular Thinking"

GERALD GURIN (*University of Michigan*)
"Public Readiness for Self-Referral for Problems
in Mental Health"

DISCUSSANTS:

JULIUS SCHREIBER (*National Association for Men-
tal Health*)

HAROLD HALPERT (*National Institute of Mental
Health*)

Park Room

TELEVISION RESEARCH AND POLICY

Chairman: LEO BOGART (*McCann-Erickson, Inc.*)

IRVING R. MERRILL (*Michigan State University*)
"Voting Preference and Viewing of TV Campaign
Broadcasts"

CHARLES WINICK (*M. I. T.*)
"Sense and Sensibility: A Study of What Is Cut
from Television Programs"

KURT LANG (*Queens College*)
"Preconceptions of TV: The First Half of a
Before-After Study"

HYMAN GOLDIN (*Federal Communications Commission*)
"Research and the Regulatory Process in Broad-
casting"

THURSDAY, MAY 9

3:30-5:30 P.M.
Tamerlane Room

THE ANALYSIS OF QUANTITATIVE DATA:
FOUR ANALYSTS ASSESS THE SAME
QUESTIONNAIRE RETURNS

Chairman: HELEN DINERMAN (*International Research Associates*)

REUBEN COHEN (*Opinion Research Corporation*)

BERNARD LEVENSON (*Bureau of Applied Social Research*)

IRVING ROSHWALB (*Audits and Surveys*)

SHIRLEY A. STAR (*National Opinion Research Center*)

Park Room

ROUND TABLE DISCUSSIONS

"The Employee Relations Survey: Is It Public Opinion Research?"

Chairman: HERBERT E. KRUGMAN (*Richardson, Bellows, Henry & Co.*)

Panel Members:

RICHARD BAXTER (*Cunningham & Walsh, Inc.*)

JESS FONTAINE (*General Electric Company*)

SHELDON ZALKIND (*New York University*)

North Room

"Shortcuts in the Everyday Life of the Survey Statistician"

Chairman: RICHARD MAISEL (*International Research Associates*)

Panel Members:

LESTER FRANKEL (*Alfred Politz Research, Inc.*)

ROBERT LEE (*Research Center for Human Relations, N.Y.U.*)

ERIC MARDER (*Kenyon and Eckhardt*)

J. STEVENS STOCK (*J. Stevens Stock Research Co.*)

FRIDAY, MAY 10

9:30-11:30 A.M.
West Ball Room

PUBLIC AND PRIVATE OPINIONS

Chairman: HERBERT C. KELMAN (*National Institute of Mental Health*)

J. W. GETZELS (*University of Chicago*)

"The Method of Paired Direct and Projective Questionnaires in the Study of Public and Private Attitudes: A Report of Some Experiments"

STEWART E. PERRY (*Washington, D.C.*)

"Public Behavior and Private Attitudes in the Fourth Estate: A Case Study of One News Story."

JACK W. BREHM (*Yale University*)

"Some Consequences of Induced Discrepancies Between Public and Private Opinions"

EDGAR H. SCHEIN (*Massachusetts Institute of Technology*)

"Collaboration with the Enemy in Prisoners of War: Implications for Conformity Theory"

Discussant: ERVING GOFFMAN (*National Institute of Mental Health*)

FRIDAY, MAY 10

9:30-11:30 A.M.

(continued)

Club Room

SOME RECENT ADVANCES IN METHODOLOGY

Chairman: PAUL B. SHEATSLEY (*National Opinion Research Center*)

OLIVER A. QUAYLE III (*Elmo Roper and Associates*)
"Two Methods for the Selection of Community Leaders"

DEAN MANHEIMER (*International Research Associates*)
"Improved Methods for the Collection of Household Data"

ITHIEL DE SOLA POOL (*Center for International Studies, MIT*)
"The Prediction of Attitudes of Foreign Travelers"

JOSEPH E. BRADLEY (*Pillsbury Mills, Inc.*)
"Ambiguity as a Variable in the Use of a Projective Technique"

FREDERIC J. MEIER (*National Opinion Research Center*)
"A Fully Automatic Machine Procedure for Guttman Scaling"

Main Ball Room

ROUND TABLE DISCUSSION

"Relations Between Methods of Political Analysts and Polling Procedures"

Chairman: JOHN W. RILEY (*Rutgers*)

Panel Members:

MARK ABRAMS (*Research Services, Ltd., London England*)

LOUIS HARRIS (*Louis Harris & Associates*)

MALCOLM MOOS (*Johns Hopkins University*)

1:20-3:20 P.M.

Main Ball Room

COMMUNICATION THEORY AND MASS MEDIA

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

ROY E. CARTER, JR. (*University of North Carolina*)
"News Source, News 'Gatekeeper' Relationships"

PERCY H. TANNENBAUM (*University of Illinois*)
"The Influence of Certain Message Indices on Communication Effects"

DANIEL LERNER (*Massachusetts Institute of Technology*)
"Communication Systems and Social Systems"

PAUL J. DEUTSCHMANN (*Michigan State University*)
"Perception of Newspaper Headlines and Interests"

FRIDAY, MAY 10

1:20-3:20 P.M.

(continued)

West Ball Room

MEASUREMENT OF ADVERTISING EFFECTIVENESS

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

CHARLES SWANSON (*Curtis Publishing Company*)

"Meaning Change Versus Intensity Change as Measure of Advertising Effectiveness"

DARYL B. LUCAS (*New York University*)

"Advertising Copy Research: Past, Present and Future"

DAVID MAYER (*Market Psychology, Inc.*)

"Some Quantitative Approaches that can be Made to Measure Advertising Effectiveness"

3:30-5:30 P.M.

Main Ball Room

ROUND TABLE DISCUSSIONS

"Interpretations of the 1956 Elections"

Chairman: HERBERT HYMAN (*Columbia University*)

Panel Members:

ANGUS CAMPBELL (*Survey Research Center, University of Michigan*)

GEORGE GALLUP (*American Institute of Public Opinion*)

ELMO ROPER (*Elmo Roper and Associates*)

West Ball Room

"Techniques of Presentation for Research Results"

Chairman: ROBERT WILLIAMS (*Audits and Surveys Company, Inc.*)

Panel Members:

BENJAMIN LIPSTEIN (*Audits and Surveys Company, Inc.*)

MAJOR RUSSELL H. DAVIS, JR., (*United States Marine Corp Reserves*)

RUDOLPH MODLEY (*Executive Research, Inc.*)

KENNETH W. HAEMER (*American Telephone Telegraph Co.*)

Club Room

TEACHING OF MARKETING AND SOCIAL SCIENCE RESEARCH

Chairman: GEORGE FISK (*University of Pennsylvania*)

D. F. BLANKERTZ (*University of Pennsylvania*)

"Differences and Similarities in Viewpoints of Teachers and Social Science Research Practitioners"

CLYDE HERBERT STEMER (*University of Chicago*)

"The Laboratory Method in Teaching Social Science"

KENNETH ADLER (*University of Chicago*)

"The Communications Research Training Program at the University of Chicago"

R. O. CARLSON (*Standard Oil Company*)

"A Management Perspective on Marketing and Social Science Research Training for Public Relations and Advertising"

FRIDAY, MAY 10

7:00 P.M.

Terrace Banquet Room

AAPOR Banquet

9:00 P.M.

Terrace Banquet Room

Presidential Address

GERHART D. WIEBE "Political Opinion Between Elections"

Presentation of Julian L. Woodward Award by President WIEBE

Introduction of Guest Speaker WILSON W. WYATT by ELMO ROPER

Address by WILSON W. WYATT: "Politics and Public Opinion Research"

SATURDAY, MAY 11

9:00-11:00 A.M.

Main Ball Room

AUTHOR MEETS CRITIC

Chairman: SAMUEL A. STOUFFER (Harvard University)

WILLIAM WHYTE, Author, *The Organization Man* (Fortune Magazine)

WILBERT E. MOORE, Discussant (Princeton University)

West Ball Room

APPLICATION OF SURVEY TECHNIQUES TO THE STUDY OF ORGANIZATIONAL STRUCTURE AND FUNCTIONING

Chairman: ARNOLD S. TANNENBAUM (University of Michigan)

BASIL GEORGOPOULOS (*University of Michigan*)
"The Study of Organizational Effectiveness"

DAVID L. SILLS (*Columbia University*)
"Contrasting Images of the Structure of a National Voluntary Association"

RALPH M. STOGDILL (*Ohio State University*)
"Control and Balance in Group Operations"

SEYMOUR LIEBERMAN (*Kenyon & Eckhart*)
"A Role-Variable Approach to the Study of Complex Organizations"

11:00 A.M.

Main Ball Room

AAPOR Business Meeting

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

OFFICERS (1956-57)

GERHART D. WIEBE—*President*

FREDERICK F. STEPHAN—*Vice-President*

DAVID WALLACE—*Secretary-Treasurer*

EXECUTIVE COUNCIL

HARRY ALPERT

LEO BOGART

ROBERT CARLSON

NANCY COOLEY

MARJORIE FISKE

ROBERT FORD

HERTA HERZOG

DANIEL KATZ—*Conference Chairman*

JOSEPH KLAPPER

ELMO C. WILSON

ROBERT T. BOWER—*Local Arrangements*