

P R O G R A M



Thirteenth Annual Conference

on

PUBLIC OPINION RESEARCH

of the

American Association

for Public Opinion Research



The Edgewater Beach Hotel, Chicago, Illinois

May 8-11, 1958

PROGRAM

1958 CONFERENCE

THURSDAY, MAY 8

- 6:00-9:00 P.M. | Registration (*The Passagio*)
- 9:00 P.M. | Get-together Party (*West Lounge*)

FRIDAY, MAY 9

- 8:30-10:00 A.M. | Registration (*The Passagio*)
- 10:00-12:00 A.M.
West Lounge
- MAXIMIZING THE UTILIZATION OF SOCIAL RESEARCH**
Chairman: ROBERT N. FORD (American Telephone and Telegraph Company)
- DAVID L. SILLS (*Bureau of Applied Social Research*)
"Research Toward Policy Formation: A Case Study"
- BERTRAND KLASS (*Market Planning Corporation*)
"Marketing Social Research"
- FLOYD C. MANN (*Survey Research Center*)
"Experiments in Feedback"
- ROBERT O. CARLSON (*Standard Oil Company of N. J.*)
"The Research Consumer Meditates on His Motivations"
- Discussant: HARRY V. KINCAID (Stanford Research Institute)*
- South Terrace
- WHITHER MASS COMMUNICATIONS RESEARCH?**
Chairman: JOSEPH T. KLAPPER (General Electric Company)
- KURT LANG (*Queens College*)
"Media Perspectives: The Silhouetting, Refraction and Legitimation of Information"
- BERNARD BERELSON (*University of Chicago*)
"The Present State of Communications Research"
- JOHN W. RILEY, JR. (*Rutgers, The State University*)
"Sociology and Mass Communications Research"
- Discussants: GERHART D. WIEBE (Elmo Roper and Associates) and PAUL F. LAZARSFELD (Columbia University)*

FRIDAY, MAY 9

1:20-3:20 P.M.

West Lounge

THE PRESS AND PUBLIC OPINION

Chairman: LOUIS HARRIS (*Louis Harris and Associates*)

JOSEPH ALSOP (*New York Herald Tribune*)

"Assessing Public Opinion at Home and Abroad"

JOHN KRAFT (*Louis Harris and Associates*)

"Assessing the Newsman's Approach to Measuring Public Opinion"

(Third Speaker to be announced)

South Terrace

SOME RECENT MAJOR ADVANCES IN INTERNATIONAL PUBLIC OPINION POLLING (Joint AAPOR-WAPOR Session)

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

ELMO C. WILSON (*International Research Associates, Inc.*)

"The Problems and Gratifications of Launching a World Poll"

GEORGE GALLUP (*American Institute of Public Opinion*)

"High Speed Surveys of Reactions to Current Issues in World Opinion Centers"

LLOYD A. FREE (*The Institute for International Social Research*)

"Polling Decision-Makers: An Experiment in Political Psychology"

3:30-5:30 P.M.

FIRST ROUND TABLE SESSIONS

General Chairman: ROBERT L. JONES (*University of Minnesota*)

Lincoln Room

"Presentation of Research Results to the General Public"

Chairman: JEREMIAH KAPLAN (*The Free Press*)

Panel Members:

ANGUS CAMPBELL (*Survey Research Center*)

PIERRE MARTINEAU (*Chicago Tribune*)

HARRY SHARP (*Detroit Area Study*)

Berwyn Room

"Qualitative Analysis of Interview Protocols"

Chairman: YORK LUCCI (*Bureau of Applied Social Research*)

Panel Members:

MYRON J. HELFGOTT (*Package Research Institute, Inc.*)

HERBERT KAY (*Walter Landor & Associates*)

BARBARA KAYE (*Market Planning Corp.*)

HAROLD MENDELSON (*Market Planning Corp.*)

FRIDAY, MAY 9

West Lounge

"Studying Attitudes Relating to Sex"

Chairman: GERHART D. WIEBE (*Elmo Roper and Associates*)

Panel Members:

KURT W. BACK (*University of North Carolina*)
EUGENE GILBERT (*Gilbert Youth Organization*)
JEAN OWEN (*Elmo Roper and Associates*)
FLORENCE A. RUDERMAN (*Bureau of Applied Social
Research*)
J. MAYONE STYCOS (*Cornell University*)
JEAN K. SZALOCZI (*National Analysts, Inc.*)

South Terrace

"The Use of Libraries of Public Opinion Data"

Chairman: PHILIP K. HASTINGS (*Williams College*)

Panel Members:

ROBERT O. CARLSON (*Standard Oil Company of N. J.*)
SIDNEY GOLDISH (*Minneapolis Star & Tribune*)
ELMO ROPER (*Elmo Roper and Associates*)
SAMUEL A. STOUFFER (*Harvard University*)

American Room

"The Use of Public Opinion Research as Legal Evidence"

Chairman: HANS ZEISEL (*University of Chicago*)

Panel Members:

DON CAHALAN (*W. R. Simmons and Associates*)
SIDNEY HOLLANDER JR. (*Sidney Hollander Associates*)
PHILIP B. KURLAND (*University of Chicago*)
PAUL F. LAZARSFELD (*Columbia University*)
DR. NOELLE-NEUMANN
VAN W. SMART (*Food and Drug Administration*)

8:30 P.M.
Ballroom

AUTHORS MEET THE CRITICS—A PREVIEW

Chairman: SAMUEL A. STOUFFER (*Harvard University*)

The Book: *The Academic Mind*

The Authors: PAUL F. LAZARSFELD (*Columbia University*)
and WAGNER THIELENS, JR. (*Bureau of Applied
Research*)

The Critics: MORTON GRODZINS (*University of Chicago*)
GERHART D. WIEBE (*Elmo Roper and Associates*)

SATURDAY, MAY 10

9:30-11:30 A.M.

East Lounge

REFERENCE GROUPS AND THE DEVELOPMENT OF PRODUCT IMAGES

Chairman: SAMUEL P. HAYES, JR. (*Foundation for Research on Human Behavior*)

THOMAS R. KEMM (*W. R. Simmons and Associates*)
"Objective and Subjective Social Status in Relation to Beverage Choice"

EVELYN WALDMAN (*Helena Rubinstein*)
"As Others See Us—A Study of Brand Images in the Lipstick"

GEORGE M. BEAL (*Iowa State College*) and EVERETT ROGERS (*The Ohio State University*)
"The Communication Process in the Purchase of New Products: An Application of Reference Group Theory"

ERIC MARDER (*Kenyon and Eckhardt, Inc.*)
"A Model for Determining the Persuasive Power of Different Components of a Product Image"

South Terrace

DESEGREGATION RESEARCH: A CURRENT REPORT

Chairman: JOHN MORSELL (*National Association for the Advancement of Colored People*)

BEN GAFFIN (*Ben Gaffin and Associates, Inc.*)
"A Cross-Section of White and Negro Views on the Race Problem"

CHARLES H. PARRISH (*University of Louisville*)
"Studies of Desegregation in Process"

EDWARD A. SUCHMAN (*Cornell University*)
"Hypotheses and Prospects for Opinion Research in Desegregation"

Discussant: EDWIN J. LUKAS (*American Jewish Committee*)

1:20-3:20 P.M.

SECOND ROUND TABLE SESSIONS

General Chairman: ROBERT L. JONES (*University of Minnesota*)

West Lounge

"Is Probability Sampling Overdone?"

Chairman: LESTER R. FRANKEL (*Audits and Surveys, Co., Inc.*)

Panel Members:

WILLIAM J. COBB (*W. R. Simmons and Associates*)

CAROL CRUSIUS (*Elmo Roper & Associates*)

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

Berwyn Room

"Public Opinion Research and the 1960 Census"

Chairman: PHILIP HAUSER (*University of Chicago*)

Panel Members:

MORRIS HANSEN (*U. S. Bureau of the Census*)

ROBERT KAHN (*Survey Research Center*)

PETER H. ROSSI (*University of Chicago*)

SATURDAY, MAY 10

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| South Terrace | <p>"Research on Public Reactions to New Advances in Science"</p> <p><i>Chairman:</i> DONALD N. MICHAEL (<i>Dunlap and Associates, Inc.</i>)</p> <p><i>Panel Members:</i></p> <p>LEBARON R. FOSTER (<i>Opinion Research Corporation</i>) ALEXANDER L. GEORGE (<i>The RAND Corporation</i>) SIDNEY HOLLANDER, JR. (<i>Sidney Hollander Associates</i>) STEPHEN WITHEY (<i>Survey Research Center</i>)</p> |
| American Room | <p>"What Kind of Academic Training for Commercial Research?"</p> <p><i>Co-Chairmen:</i> LEO BOGART (<i>McCann Erickson, Inc.</i>) and BURLEIGH GARDNER (<i>Social Research, Inc.</i>)</p> <p><i>Panel Members:</i></p> <p>HARPER W. BOYD (<i>Northwestern University</i>) GEORGE FISK (<i>University of Pennsylvania</i>) JAYE NIEFELD (<i>Keyes, Madden and Jones</i>) HENRY O. WHITESIDE (<i>J. Walter Thompson Co.</i>)</p> |
| Lincoln Room | <p>"What's New in Interviewing Technique?"</p> <p><i>Chairman:</i> NATHAN MACCOBY (<i>Boston University</i>)</p> <p><i>Panel Members:</i></p> <p>RAYMOND A. BAUER (<i>Harvard Business School</i>) CHARLES CANNELL (<i>Survey Research Center</i>) ERWIN SMIGEL (<i>Indiana University</i>) FRED L. STRODTBECK (<i>University of Chicago</i>)</p> |
| 3:30-4:30 P.M. South Terrace | AAPOR Business Meeting |
| 4:30-5:30 P.M. South Terrace | WAPOR Business Meeting |
| 6:00 P.M. West Lounge | Cocktails |
| 7:00 P.M. Ballroom | AAPOR Banquet |
| 9:00 P.M. Ballroom | <p>PRESIDENTIAL SESSION</p> <p>Presidential Address FREDERICK F. STEPHAN (<i>Princeton University</i>) "Must a Researcher Tell the Truth?"</p> <p>Presentation of Julian L. Woodward Memorial Award by President STEPHAN</p> |

SUNDAY, MAY 11

10:00-12:00 A.M.
East Lounge

INNOVATIONS IN RESEARCH METHODOLOGY

Chairman: BEN GEDALECIA (Batten, Barton, Durstine and Osborn)

DARRELL B. LUCAS (*New York University*)
"Innovations—Successes and Failures"

MORRIS JANOWITZ (*University of Michigan*)
"Some Current Work in Re-analysis"

JOSEPH G. SMITH (*Oxtoby-Smith, Inc.*)
"Innovations to Come"

West Lounge

PUBLIC OPINION RESEARCH AROUND THE WORLD
(Joint AAPOR-WAPOR Session)

Chairman: MARK ABRAMS (Research Service Ltd., London, England)

W. LANGESCHMIDT (*Grant Advertising, Johannesburg, South Africa*)
"Problems of Research Among Urban Bantus"

WILLIAM MCPHEE (*Bureau of Applied Social Research*)
"Problem Structure: A Carry-Over From Western Research"

MALCOLM MACLEAN (*Michigan State University*)
"Evaluation of Mass Media in an Italian Commune"

EDWARD A. SUCHMAN (*Cornell University*)
"The Cornell Cross-Cultural Methodology Project"

Discussant: DANIEL LERNER (Massachusetts Institute of Technology)

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NANCY C. COOLEY—*Local Arrangements*