

PROGRAM



Fifteenth Annual Conference

on

PUBLIC OPINION RESEARCH

American Association for
Public Opinion Research
and
World Association for
Public Opinion Research



The Hotel Traymore, Atlantic City, New Jersey

May 5-8, 1960

PROGRAM

1960 AAPOR-WAPOR CONFERENCE

THURSDAY, MAY 5

6:00-9:00 P.M.	Registration
9:00 P.M.	
Traymore Room	Get-together Party

FRIDAY, MAY 6

8:30-10:00 A.M.	Registration
10:00-12:00 A.M.	
Traymore Room	IMAGE OF AMERICA ABROAD <i>Chairman: LEO P. CRESPI (United States Information Agency)</i> "Some Observations on the Concept of 'Image'" <i>HUGH J. PARRY (United States Information Agency)</i> "The Image and Reciprocal Image in Western Europe and Japan" <i>HENRY WOLPERT (Opinion Research Corporation)</i> "Company and Brand Images in the European Common Market" <i>RALPH K. WHITE (United States Information Agency)</i> "The Soviet Image of America" <i>FRANCIS S. BOURNE (United States Information Agency)</i> "The Celluloid Image"
Rose Room	PUBLIC OPINION PRESSURES ON EDUCATION TODAY <i>Chairman: PHILIP COOMBS (The Ford Foundation)</i> <i>MISS TERRY FERRER (Education Editor, New York Herald Tribune)</i> <i>JOHN H. FISHER (Teachers College, Columbia University)</i> <i>NEAL GROSS (Harvard University)</i>
2:00-4:00 P.M.	
Traymore Room	INTERVIEWING THE RELUCTANT RESPONDENT <i>Chairman: ROBERT T. BOWER (Bureau of Social Science Research)</i> <i>HAROLD ALKSNE (New York Academy of Medicine)</i> "Interviewing the Narcotics Addict" <i>ALBERT D. BIDERMAN (Bureau of Social Science Research)</i> "Interviewing Problems in Military Intelligence" <i>WARDELL B. POMEROY (Institute for Sex Research, Indiana University)</i> "Interviewing on Sexual Behavior" <i>KURT BACK (Duke University)</i> "Comments on Interviewing the Reluctant Respondent, with Special Reference to Birth Control Interviewing"

FRIDAY, MAY 6

Belvedere Room
(11th floor)

ELECTION STUDIES ABROAD

Chairman: FREDERICK W. WILLIAMS (*Gibbons, Griffin & Williams*)

WILLIAM GREGORY (*Social Surveys [Gallup Poll] Ltd., London, England*)

"The 1959 British Election Forecast"

S. A. SPENCER (*Robot Statistics, Manila, P. I.*)

"Special Problems in Predicting the 1959 Manila Election"

* GERHARD BAUMERT (*DIVO, Frankfurt/Main, Germany*)

"The Influence of Different Field Procedures on Predictive Accuracy as Shown in the 1957 German Election Polls"

Rapporteur: GORDON M. CONNELLY (*United States Information Agency*)

Rose Room

NEW DEVELOPMENTS IN ADVERTISING AND MARKET RESEARCH

Chairman: CHARLES K. RAMOND (*Advertising Research Foundation*)

Panel Theme: "Attitude Measurements as Predictors of Sales"

WILLIAM D. WELLS (*Benton & Bowles and Rutgers University*)

"Readiness to Buy"

CORNELIUS DUBOIS (*Foote, Cone & Belding*)

"The Story of Brand 'XL': How Consumer Attitudes Affected Its Market Position"

HORACE A. SCHWERIN (*Schwerin Research Corporation*)

"Competitive Preference - Does It Predict Consumer Action?"

Discussants: MALCOLM A. MCNIVEN (*E. I. du Pont de Nemours and Company, Inc.*)

ROBERT C. SORENSEN (*This Week Magazine*)

ERIC MARDER (*Eric Marder and Associates*)

5:00-6:30 P.M.

Club Room (10th floor)

WAPOR BUSINESS MEETING

8:30-10:30 P.M.

Traymore Room

TWO WAYS OF COVERING THE 1960 U. S. ELECTION

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

SAMUEL LUBELL (*Samuel Lubell Associates, Inc., & Columbia University*)

ELMO ROPER (*Elmo Roper and Associates*)

LOUIS HARRIS (*Louis Harris and Associates*)

SATURDAY, MAY 7

10:00-12:00 A.M.

Skyline Terrace (8th floor)

RESEARCH IN HEALTH & MEDICAL CARE

Chairman: JACK ELINSON (*Columbia University School of Public Health and Administrative Medicine*)

BERNARD KUTNER and GERALD GORDON (*Albert Einstein College of Medicine*)

"Seeking Care for Cancer"

LOUIS KRIESBERG and BEATRICE R. TREIMAN (*National Opinion Research Center*)

"Why People Go to Dentists"

EDWARD A. SUCHMAN and SYLVIA GILLIAM (*New York City Department of Health*)

"How People Go About Seeking Medical Care"

PAUL B. CORNELY, M.D. and STANLEY K. BIGMAN (*Howard University College of Medicine*)

"Cultural Considerations in Changing Health Attitudes"

Discussant: IRA H. CISIN (*California Department of Public Health*)

Rose Room

THE INTERVIEWER SPEAKS UP

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

Panel of Part-time Interviewers:

HELEN BAGBY (*Elmo Roper and Associates*)

LILLIAN BRAWER (*Free lancer*)

RUTH JAMISON (*Bureau of Social Science Research*)

RENEE WILE (*Marplan, Inc.*)

Discussant: CHARLES H. STEMBER (*Rutgers University*)

Traymore Room

THE MASS MEDIA AND POPULAR CULTURE

Chairman: ELIHU KATZ (*University of Chicago*)

BERNARD BERELSON (*Bureau of Applied Social Research, Columbia University*)

"The Great Debate on Cultural Democracy"

Commentators: ERIC LARRABEE (*American Heritage Magazine*)
"Journalism: Toward the Definition of a Profession"

HERBERT J. GANS (*University of Pennsylvania*)

"Pluralist Esthetics and Sub-Cultural Programming"

HAROLD L. WILENSKY (*University of Michigan*)

"Social Structure, Popular Culture, and Mass Behavior: Some Implications for Research"

SATURDAY, MAY 7

2:00-4:00 P.M.

Rose Room

WIDENING RESEARCH FRONTIERS

Chairman: HARRY HENRY (*McCann-Erickson Advertising, Ltd., London, England*)

RAYMOND FINK (*California Department of Public Health*)
"Survey Research in the Kingdom of Laos"

Mlle. HELENE RIFFAULT (*Institut Francais d'Opinion Publique, Paris, France*)
"Surveying in West Africa"

LINCOLN ARMSTRONG (*International Research Associates, Inc., New York City*)
"Technical Surveying Problems in India"

Discussants: LUCIAN W. PYE (*Center for International Studies, Massachusetts Institute of Technology*)

LLOYD A. FREE (*Institute for International Social Research, Princeton, New Jersey*)

Rapporteur: MISS BARBARA KAPLAN (*International Research Associates, Inc., New York City*)

Traymore Room

STATUS OF TELEVISION-RADIO RESEARCH TODAY

Chairman: ARCHIBALD M. CROSSLEY (*Crossley S-D Surveys, Inc.*)

THOMAS E. COFFIN (*National Broadcasting Company*)
"Progress to Date"

DONALD B. ARMSTRONG (*McCann-Erickson, Inc.*)
"How Agencies Use Television and Radio Research"

RICHARD PAIGE (*Colgate Palmolive Company*)
"Advertisers' Point of View"

MELVIN H. GOLDBERG (*Westinghouse Broadcasting Company*)
"The Public Image of Television"

Skyline Terrace (8th floor)

RESEARCH INTO CLIMATES OF OPINION

Chairman: DAVID L. SILLS (*Bureau of Applied Social Research, Columbia University*)

JAMES A. DAVIS (*National Opinion Research Center*)
"Group Climates and the Survival of Small Discussion Groups"

MARTIN L. LEVIN (*The Johns Hopkins University*)
"Social Climates and Political Socialization"

JOHN MICHAEL (*Bureau of Applied Social Research, Columbia University*)
"High School Climates and College-Going Plans"

Discussant: JAMES S. COLEMAN (*The Johns Hopkins University*)

SATURDAY, MAY 7

4:30-6:30 P.M.

Rose Room

AAPOR BUSINESS MEETING

7:00 P.M.

Traymore Balcony

COCKTAILS

8:00 P.M.

Traymore Room

AAPOR-WAPOR BANQUET

9:00 P.M.

Traymore Room

PRESIDENTIAL SESSION

HERBERT H. HYMAN (*Columbia University*)
"Reflections on Reference Groups"

Presentation of Julian L. Woodward Award by President Hyman

SUNDAY, MAY 8

10:00-12:00 A.M.

ROUND TABLE SESSIONS

Mandarin Room

"Current Status of Telephone Surveys"

Chairman: HAROLD MENDELSON (*Psychological Corporation*)

A. W. HARDING (*C. E. Hooper & Company*)

IRVING CRESPI (*The Gallup Organization*)

DON CAHALAN (*ARB Surveys, Inc.*)

RICHARD MAISEL (*Consultant*)

MALCOLM MCNIVEN (*E. I. du Pont de Nemours & Company*)

Rose Room

"Current Developments in Sampling"

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

FREDERICK F. STEPHAN (*Princeton University*)

ROY CARTER (*University of Minnesota*)

VINCENT MACHI (*J. M. Mathes, Inc.*)

WILLIAM G. MADOW (*Stanford Research Institute*)

JOSEPH WAKSBERG (*Bureau of the Census*)

TV Room

"Public Opinion Theory"

Chairman: HERBERT E. KRUGMAN (*Raymond Loewy Associates*)

PAUL N. BORSKY (*National Opinion Research Center*)

W. PHILLIPS DAVISON (*The Rand Corporation*)

MAURICE L. FARBER (*University of Connecticut*)

KURT LANG (*Queens College*)

ERIC MARDER (*Eric Marder and Associates*)

SUNDAY, MAY 8

Studio Room

"Neglected Opportunities in Secondary Research Analysis"

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

HELEN M. CROSSLEY (*United States Information Agency*)

LESLIE G. MOELLER (*School of Journalism, State University of Iowa*)

ITHIEL DE SOLA POOL (*Massachusetts Institute of Technology*)

ROBERT WILLIAMS (*Audits and Surveys, Inc.*)

Submarine Room

"Public Opinion and the Aged"

Chairman: FRANK A. PINNER (*Michigan State University*)

HAROLD L. SHEPPARD (*Wayne State University*)

MISS SELMA MONSKY (*National Opinion Research Center*)

CHARLES ROLL (*The Gallup Organization*)

Traymore Room

"Application of Computers and of New Data Processing Techniques in Opinion Research"

Chairman: SIDNEY BINDER (*National Analysts, Inc.*)

WILSON C. SWIGART (*A. C. Nielsen Company*)

REUBEN COHEN (*Opinion Research Corporation*)

JOHN A. SONQUIST (*Survey Research Center*)

GEORGE HELLER (*Bureau of the Census*)

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