

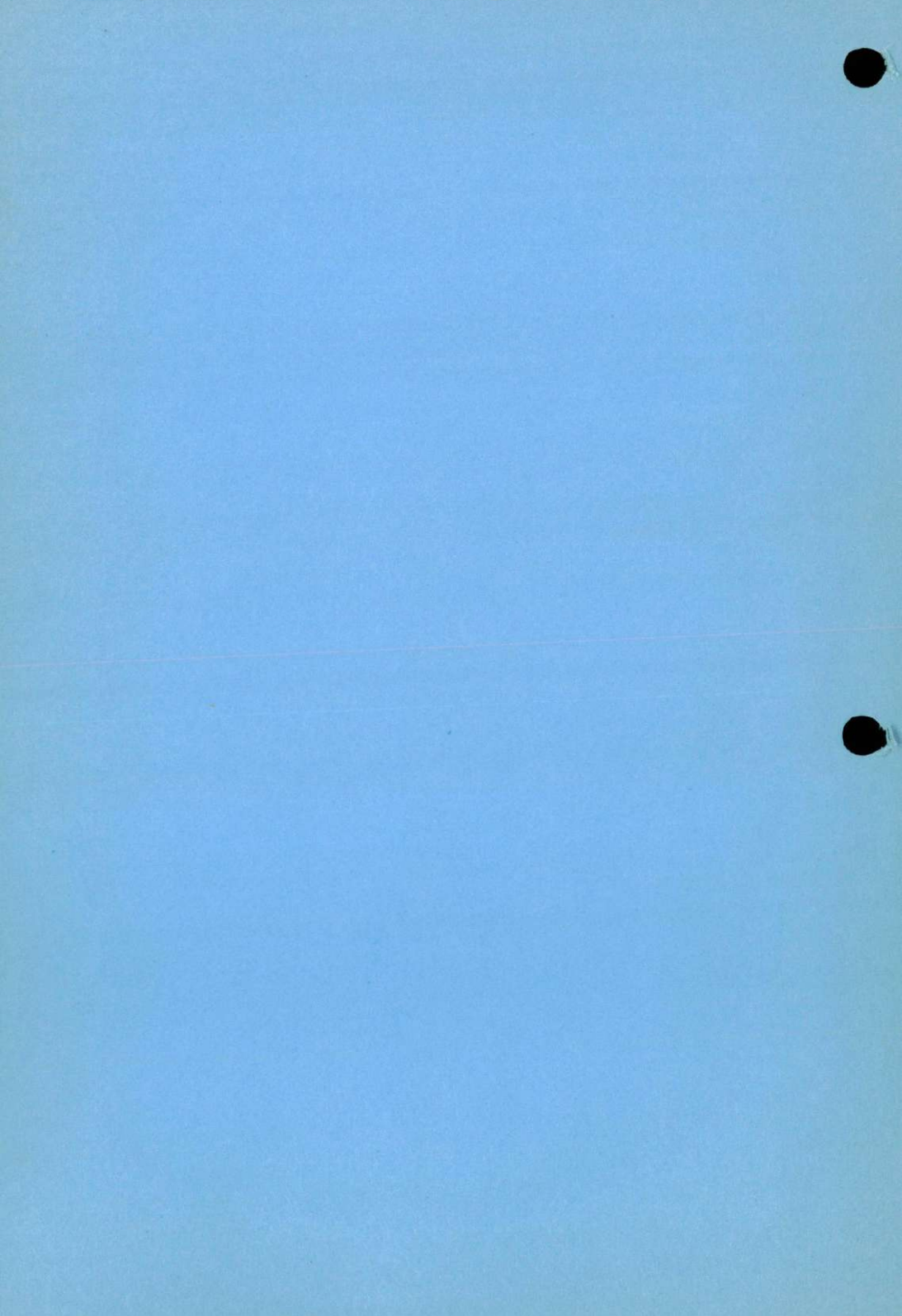
**SEVENTEENTH
ANNUAL
CONFERENCE**
DEDICATED TO
SAMUEL A. STOUFFER

**AMERICAN
ASSOCIATION
FOR
PUBLIC
OPINION
RESEARCH**

**AND
WORLD
ASSOCIATION
FOR
PUBLIC
OPINION
RESEARCH**

**HOTEL SAGAMORE
LAKE GEORGE, N. Y.
MAY 17-20, 1962**

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PROGRAM

1962 CONFERENCE

THURSDAY, May 17

6:00-9:00 P.M.

Lobby Registration

9:30 P.M.

Card Room Get-together Party

FRIDAY, May 18

8:30-10:00 A.M.

Lobby Registration

9:00-12:00 NOON

Lounge **WAPOR SESSIONS**

Chairman: CHARLES K. RAMOND, Advertising Research Foundation

Part I: MEDIA RESEARCH IN THE UNITED KINGDOM

HARRY HENRY, *The Sunday Times*
"Press Audience Measurement"

C. G. F. NUTTALL, *The London Press Exchange*
"Television Commercial Audience Measurement"

Part II: ATTITUDE SCALING IN TWO MULTI-COUNTRY SURVEYS

JIRI NEHNEVAJSA, *University of Pittsburgh*
"Anticipation of Cold War Outcomes"

LLOYD FREE, *Institute for International Social Research*
"Hopes and Fears for Self and Country"

10:00-12:00 NOON

Card Room

CAREER PLANNING AND MOBILITY

Chairman: JAMES DAVIS, National Opinion Research Center

SUZANNE KELLER, *Dept. of Psychiatry, New York Medical College, and* MARISA ZAVALLONI, *Research Center for Human Relations, New York University*
"Ambition and Social Class"

STUART CLEVELAND, *Houghton Mifflin Company*
"A Tardy Look at Stouffer's Findings in the Harvard Mobility Project"

HANAN SELVIN, *University of California, Berkeley*
"The Impact of University Experience on Career Plans"

LAURE M. SHARP, *Bureau of Social Science Research, Inc.*
"Early Career Patterns of Recent College Graduates"

Discussant: JACK FELDMAN, National Opinion Research Center

FRIDAY, May 18

10:00-12:00 NOON

Colony Club

NEW PROCEDURES FOR MEDIA SELECTION

Chairman: MELVIN A. GOLDBERG, *Westinghouse Broadcasting Company*

JAMES TYSON, *Simulmatics Corporation*
"Evaluating Media by Computer Simulation of Audience Behavior"

MILTON GODFREY, *C-E-I-R*
"Media Selection and Mathematical Programming"

EDWARD PAPAIZIAN, *Batten, Barton, Durstine & Osborne, Inc.*
"The Hows and Whys of Linear Programming"

JACK GREEN, *J. Walter Thompson Company*
"Reaching the Right People in the Right Homes"

Discussant: RICHARD H. OSTHEIMER, *Life Magazine*

2:00-4:00 P.M.

Colony Club

NEW DEVELOPMENTS IN RESEARCH TECHNIQUES

Chairman: DON CAHALAN, *ARB Surveys—C-E-I-R*

JAMES S. COLEMAN, *The Johns Hopkins University*
"A Model for Consumer Panel Data"

RAYMOND FRANZEN, *Consultant, New York City*
"A New Method for Measuring Socio-Economic Status"

HERBERT E. KRUGMAN, *MARPLAN*
"An Application of Learning Theory to Television Copy Testing"

RICHARD MAISEL, *Consultant, New York City*
"Systematic v. Fragmented Analysis of Surveys: A Case Study"

Lounge

EMERGENCE OF A SUPRA-NATIONAL EUROPEAN COMMUNITY

Chairman: ELMO WILSON, *International Research Associates*

DANIEL LERNER, *Massachusetts Institute of Technology*
"Security, Nationalism, and the Crisis of European Identity"

HELENE RIFFAULT, *Institut Français d'Opinion Publique, Paris, France*
"French Attitudes and the Common Market"

KARL G. VON STACKELBERG, *EMNID Institute, Bielefeld, Germany*
"European Unity and the German Public"

Discussants: LOUIS MOSS, *Central Office of Information, London, England*

ALEX S. EDELSTEIN, *University of Washington*

FRIDAY, May 18

2:00-4:00 P.M.

Card Room

**PERCEPTIONS OF WAR, CATASTROPHE
AND PERSONAL RISK**

*Chairman: RAYMOND BAUER, Harvard Graduate School of
Business Administration*

DAVID K. BERLO, *Michigan State University*
"Perceptions of Threat of Nuclear Attack"

MALCOLM S. MACLEAN, JR., *Michigan State University*
"Q Analysis of Belief Types on Fallout Shelters, and on
Sources of Information"

KURT W. BACK and KENNETH J. GERGEN, *Duke University*
"Personal Life Space and Decisions in Crises"

4:00-6:00 P.M.

Colony Club

AAPOR BUSINESS MEETING

A special feature of the meeting will be a dramatized report
from the Standards Committee, entitled "Researcher and User:
A Project 62 Presentation."

8:30 P.M.

Colony Club

**GENERAL SESSION: DISCUSSION OF THE BOOK
BY SAMUEL A. STOUFFER, SOCIAL RESEARCH TO
TEST IDEAS**

*Chairman: CLYDE W. HART, Director Emeritus, National Opin-
ion Research Center*

PHILIP M. HAUSER, *University of Chicago*

HERBERT H. HYMAN, *Columbia University*

Midnight

Colony Club

BUFFET—"On the House"

SATURDAY, May 19

10:00-12:00 NOON

Lounge

URBAN PLANNING AND PUBLIC OPINION

*Chairman: ROBERT GUTMAN, Urban Studies Center, Rutgers
University*

SCOTT A. GREER, *Center for Metropolitan Studies, Northwest-
ern University*
"The Rational Model, the Sociological Model, and
Metropolitan Reform"

PAUL N. BORSKY, *National Opinion Research Center*
"Metropolitan Growth and Motivations for Charitable
Giving"

DAVID POPENOE, *Urban Studies Center, Rutgers University*
"The Planner and the Problem of Values"

*Discussant: HERBERT J. GANS, Institute of Urban Studies Uni-
versity of Pennsylvania*

SATURDAY, May 19

10:00-12:00 NOON

Colony Club

CHANGING POLITICAL MOOD OF THE COUNTRY

Chairman: ELMO ROPER, Elmo Roper and Associates

JOE BELDEN, Belden Associates

"How Close is the South to a Two-Party System?"

ALEX S. EDELSTEIN, University of Washington

"Since Bennington: Evidence of Change in Student Political Behavior"

MERVIN D. FIELD, Field Research Corporation

"The Impact of the John Birch Society on California Politics"

DONALD STOKES, Survey Research Center, University of Michigan

"Constituency Mood and Congressional Response"

Card Room

ON THE THEORY OF COMMUNICATION AND INFLUENCE

Chairman: FREDERICK STEPHAN, Princeton University

TALCOTT PARSONS, Harvard University

"On the Concept of Influence"

STUART DODD, University of Washington

"Three Basic Laws of Communication Processes"

Discussants: RAYMOND A. BAUER, Harvard Graduate School of Business Administration

JAMES S. COLEMAN, The John Hopkins University

2:00-6:00 P.M.

ROUND TABLES (Rooms to be announced)

Round tables will start at 2:00, 3:00 and 4:00 P.M. with the possibility that each session may last as long as two hours. The author of the indicated book for each round table will be present.

2:00 P.M.

STUDIES OF ATTITUDE CHANGE

Chairman: ROBERT R. LINDSEY, Batten, Barton, Durstine & Osborne, Inc.

The Book: Education and Attitude Change

Author: CHARLES H. STEMBER, Rutgers University

Participants: REUBEN COHEN, Opinion Research Corporation

HENRY L. DURSIN, General Electric Company

MARGUERITE F. LEVY, The Equitable Life Assurance Society of the United States

DARRELL LUCAS, New York University

NORMAN H. PERLSTEIN, Brooklyn Jewish Center

SATURDAY, May 19

2:00 P.M.

STUDIES OF FERTILITY AND POPULATION TRENDS

Chairman: JACK ELINSON, *Columbia University School of Public Health*

The Book: *Family Growth in Metropolitan America*

Author: CHARLES WESTOFF, *Office of Population Research*
(*co-authors not expected to attend*)

Participants: VIOLA W. BERNARD, *Columbia University, Division of Community Psychiatry*

IRA H. CISIN, *California Department of Public Health*

W. PARKER MAULDIN, *Population Council*

ELEANOR BERNERT SHELDON, *Russell Sage Foundation*

HOWARD R. STANTON, *Puerto Rican Department of Health and Welfare*

PROBLEMS OF ANALYSIS

Chairman: HANS L. ZETTERBERG, *Columbia University*

The Book: *The Rhetoric of Science*

Author: ROY FRANCIS, *University of Minnesota*

Participants: ALLEN H. BARTON, *Bureau of Applied Social Research, Columbia University*

LINTON FREEMAN, *Syracuse University*

ROBERT MCGINNIS, *Cornell University*

Discussion from the floor: SHIRLEY A. STAR, *The Johns Hopkins University*

3:00 P.M.

MASS MEDIA RESEARCH

Chairman: LEO BOGART, *American Newspaper Publishers Association*

The Book: *Television in the Lives of Our Children*

Authors: WILBUR SCHRAMM, *Stanford University* (*unable to attend*)

JACK LYLE, *University of California, Los Angeles*

EDWIN B. PARKER, *University of Illinois*

Participants: THOMAS E. COFFIN, *National Broadcasting Company*

JOSEPH T. KLAPPER, *General Electric Company*

IRVING R. MERRILL, *University of California Medical Center, San Francisco*

SATURDAY, May 19

3:00 P.M.

THE PROBLEM OF CONFORMITY

Chairman: ROBERT S. LEE, *International Business Machines Corporation*

The Book: *Beyond Conformity*

Author: WINSTON WHITE, *Harvard University*

Participants: ROBERT WEISS, *Brandeis University*

JOSEPH GOEKE, *Opinion Research Corporation*

MURRAY HAUSKNECHT, *Hunter College*

HERBERT KRUGMAN, *MARPLAN*

FRED GOLDNER, *International Business Machines Corporation*

URBAN STUDIES

Chairman: PETER H. ROSSI, *National Opinion Research Center*

The Book: *Images of the American City*

Author: ANSELM STRAUSS, *University of California, Berkeley*

Participants: RICHARD D. JAFFE, *National Opinion Research Center*

ALLEN H. BARTON, *Bureau of Applied Social Research, Columbia University*

RUTH CLARK, *Louis Harris and Associates, Inc.*

DAVID POPENOE, *Urban Studies Center, Rutgers University*

4:00 P.M.

EXPERIMENTAL RESEARCH

Chairman: HERBERT I. ABELSON, *Opinion Research Corporation*

The Book: *The Robber's Cave Experiment*

Author: MUZAFER SHERIF, *University of Oklahoma*

Participants: ROBERT F. BALES, *Harvard University*

ABE JUDSON, *Utica College of Syracuse University*

FRED L. STRODTBECK, *University of Chicago*

TEEN-AGE ATTITUDES AND BEHAVIOR

Chairman: H. H. REMMERS, *Purdue University*

The Book: *The Adolescent Society*

Author: JAMES COLEMAN, *The John Hopkins University*

Participants: ROSE K. GOLDBSEN, *Cornell University*

SARANE SPENCE BOOCOCK, *Rutgers University*

ANN F. BRUNSWICK, *National Opinion Research Center*

SATURDAY, May 19

4:00 P.M.

**THE CONTROL OF HUMAN BEHAVIOR BY
SCIENTIFIC MEANS**

Chairman: FREDERICK W. WILLIAMS, Consultant, New York City

The Book: The Manipulation of Human Behavior

*Authors: ALBERT BIDERMAN, Bureau of Social Science Research
HERBERT ZIMMER, University of Georgia Medical
Center*

*Participants: LOUIS HARRIS, Louis Harris and Associates, Inc.
JOHN MALONEY, Reader's Digest
ERIC MARDER, Eric Marder Associates*

5:30-6:30 P.M.

**Academy
Award Room**

WAPOR BUSINESS MEETING

6:30 P.M.

Porch

COCKTAIL PARTY

7:30 P.M.

Main Dining Room

**AAPOR BANQUET and
PRESIDENTIAL SESSION**

*Chairman: JOSEPH T. KLAPPER, President-Elect, AAPOR, Gen-
eral Electric Company*

*Presidential Address: JOHN W. RILEY, JR., The Equitable Life
Assurance Society of the United States*

"Reflections on Data Sources in Opinion Research"

WAPOR greetings from President HELEN M. CROSSLEY, Agency
for International Development, delivered by Vice-President
KARL G. VON STACKELBERG, EMNID Institute

Announcement of the 1962 AAPOR Award by President Riley

SUNDAY, May 20

10:00-12:00 NOON

Colony Club

COMPUTER SIMULATION OF HUMAN BEHAVIOR

Chairman: ITHIEL DE SOLA POOL, Center for International Studies, Massachusetts Institute of Technology

ALEX BERNSTEIN, *The Simulmatics Corporation*

"Simulation and Operations Research"

MARTIN LEVIN, *The Johns Hopkins University*

"Simulation of Social Processes"

GEORGE FISK, *Wharton School of Finance, University of Pennsylvania*

"Simulation of Business Decisions"

ROBERT ABELSON, *Yale University*

"The Use of Surveys in Simulations"

Card Room

SHIFTS IN VOTING PATTERNS

Chairman: DAVID L. SILLS, International Encyclopedia of the Social Sciences

OLIVER A. QUAYLE, III, *Louis Harris and Associates, Inc.*

"Shifts in the Northern Negro Vote"

DAVID WALLACE, *State Charities Aid Association*

"Shifts in One Suburb's Voting Patterns"

HARRY M. SCOBLE, *University of Wisconsin*

"Intergenerational Shifts in Party Identification"

Discussant: H. DOUGLAS PRICE, Columbia University

Lounge

ATTITUDES TOWARD TECHNOLOGICAL CHANGE

Chairman: DAVID L. HOLZMAN, International Business Machines Corporation

PAUL J. DEUTSCHMANN, *Michigan State University*

"Attitudes Toward Technical Change of Latin American Sub-Elites"

Discussant: ALEX INKELES, Center of International Affairs, Harvard University

ROBERT S. LEE, *International Business Machines Corporation*

"Automation: A Study in Public Ambivalence"

Discussant: DONALD N. MICHAEL, Peace Research Institute

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Standards

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International Encyclopedia
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NOTES

NOTES



FOR THE 1962 PROGRAM

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The 18th Annual Conference
will be held in May 1963 at
Lido Beach, Long Island, N.Y.

