

AMERICAN
ASSOCIATION
FOR
PUBLIC
OPINION
RESEARCH

PROGRAM

EIGHTEENTH
ANNUAL
CONFERENCE

MAY 16-19, 1963

HOTEL SAGAMORE
LAKE GEORGE, NEW YORK



PROGRAM

1963 AAPOR CONFERENCE

THURSDAY, MAY 16

6:00-9:00 p.m.
Lobby

REGISTRATION

9:30 p.m.
Card Room

WELCOME. *Informal social hour.*

FRIDAY, MAY 17

8:30-10:00 a.m.
Lobby

REGISTRATION

10:00-12:00 noon
Card Room

PUBLIC OPINION IN COMMUNIST COUNTRIES

The session will treat the role of public opinion in Communist society and the role of the social scientist in its assessment. It will focus on the Soviet Union, with some attention to other Communist Bloc countries.

CHAIRMAN: ROBERT T. BOWER, *Bureau of Social Science Research, Inc.*

PARTICIPANTS:

RALPH K. WHITE, *Special Projects Division, U. S. Information Agency*

"Social Research in the Soviet Bloc"

MAX RALIS, *Radio Liberty*

"Emerging Forms of Public Opinion"

GEORGE FISCHER, *Cornell University*

"The Role of Public Opinion in Soviet Politics"

DISCUSSANT:

SAMUEL L. SHARP, *School of International Service, The American University*

FRIDAY, MAY 17

10:00-12:00 noon
Colony Club

MASS MEDIA AS ENTERTAINMENT: FUNCTIONS AND DYSFUNCTIONS

Panel will examine the socio-psychological functions of mass media-derived entertainment; the positive effects of entertainment beyond respite; the problems faced by the media in providing entertainment; and the processes through which human beings are capable of being entertained.

CHAIRMAN: HAROLD MENDELSON, *School of Communication Arts, University of Denver*

PARTICIPANTS:

THOMAS E. COFFIN, *National Broadcasting Company, Inc.*
"Entertainment and the Sophisticated Viewer"

VICTOR RATNER, *Author*

"Why Apply Nineteenth Century Criteria to a Twentieth Century Phenomenon?"

DAVID MANNING WHITE, *School of Public Relations and Communications, Boston University*

"Mass Culture Revisited"

DISCUSSANT:

BERNARD ROSENBERG, *Department of Sociology, City College of New York*

1:45-3:45 p.m.
Colony Club

MASS MEDIA AND COMMUNICATIONS RESEARCH

The recent hearings of the House Commerce Committee have raised questions regarding current media research. In part, this may present a basic problem of the kinds of measurement employed and the use made of the data. Are the objectives of current media research too limited? Are there other alternatives?

CHAIRMAN: BRUCE W. NEAL, *Bureau of Advertising, American Newspapers Publishers Association*

PARTICIPANTS:

STANLEY E. COHEN, *Advertising Age*

"Washington Looks at Media Research"

BERNARD BERELSON, *Population Council*

"Culture in April: An Exercise in Approximation"

PHILIP H. ENNIS, *Graduate Library School, University of Chicago*

"A Next Step in Communications Research: Computerized Association File"

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

"Experiments in the Evaluation of Mass Communication"

FRIDAY, MAY 17

1:45-3:45 p.m.
Card Room

SOME PROBLEMS AND INNOVATIONS IN METHODOLOGY

The purpose of the session is to emphasize some newer dimensions of opinion research. The first two papers deal with overlooked dynamic aspects of opinion response, and the second two papers deal with ways of fitting survey strategy to the peculiar qualities of the field problem.

CHAIRMAN: HERBERT E. KRUGMAN, *MARPLAN, Inc.*

PARTICIPANTS:

WILLIAM D. WELLS, *Rutgers University*

"The Behavior of Yea-sayers"

ERIC MARDER, *Eric Marder Associates*

"Can Advertising Decrease Product Awareness?"

JOSEPH HOCHSTIM, *California State Department of Public Health*

"A Comparison of Three Information-gathering Strategies"

ROBERT S. WEISS, *Brandeis University*

"Quantitative Methods in a Field Approach: A Study of the Seattle World's Fair"

4:00-6:00 p.m.

Colony Club

ROUND TABLES

THE COST OF RESEARCH

Some of the causes of increasing research costs will be outlined and their consequences considered. Primary emphasis will be on the prediction and control of survey costs.

CHAIRMAN: JACOB J. FELDMAN, *National Opinion Research Center*

PARTICIPANTS:

IRVING ROSHWALB, *Audits and Surveys Company, Inc.*

"On the Problems Entailed by Clients' Wanting to Have their Cake and Eat It Too"

CHARLES S. MAYER, *Amos Tuck School of Business Administration, Dartmouth College*

"Pretesting the Cost Implications of Alternate Field Interviewing Plans through Computer Simulation"

SEYMOUR SUDMAN, *National Opinion Research Center*

"Reducing the Cost of Surveys"

Card Room

COMPARATIVE SURVEY RESEARCH

This round table will focus primarily on methodological problems of conducting comparative cross-cultural studies using survey procedures.

CHAIRMAN: CHARLES Y. GLOCK, *Survey Research Center, University of California*

PARTICIPANTS:

ROBERT ALFORD, *Survey Research Laboratory, University of Wisconsin*

ROY E. CARTER, JR., *University of Minnesota*

MAURICE L. FARBER, *University of Connecticut*

JIRI NEHNEVAJSA, *University of Pittsburgh*

ITHIEL DE SOLA POOL, *Massachusetts Institute of Technology*

FRIDAY, MAY 17

4:00-6:00 p.m.
Academy
Award Room

DATA ARCHIVES—PROBLEMS AND PROMISE

The speakers will describe existing facilities and outline plans to establish further archives and to achieve worldwide accessibility to their resources. Topics of discussion will include retrieval systems and the potential of archives for changing social research.

CHAIRMAN: ERWIN K. SCHEUCH, *Harvard University*

PARTICIPANTS:

BURNS W. ROPER, *Elmo Roper Associates*

"The Roper Public Opinion Research Center"

PHILIP CONVERSE, *University of Michigan*

"A Network of Topical Archives in the United States"

PHILIP STONE, *Harvard University*

"Suggestions for a General System of Information Retrieval in the Social Sciences"

KARL W. DEUTSCH, *Yale University*

"The Impact of Data Archives on Research"

ERWIN K. SCHEUCH, *Harvard University*

"Archives in Europe"

8:30 p.m.
Music Hall

RESEARCH FOR PUBLIC POLICY DECISIONS

Public officials will discuss the areas and ways in which public opinion research helps them, the areas in which it does not, and the areas in which it presumably could.

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

PARTICIPANTS:

ADAM YARMOLINSKY, *Office of the Secretary of Defense*

"Confessions of a Non-User"

LAUNOR CARTER, *Department of the Air Force*

"Survey Results and Public Policy Decisions"

DISCUSSANTS:

W. PHILLIPS DAVISON, *Council on Foreign Relations*

LLOYD A. FREE, *Institute for International Social Research*

Midnight
Colony Club

BUFFET—"On the House"

SATURDAY, MAY 18

10:00-12:00 noon
Colony Club

RESEARCH FOR BUSINESS DECISIONS

Papers will discuss how marketing research information fits into management decisions: how the potential contribution of research is evaluated before it is undertaken, and how it is used when completed.

CHAIRMAN: MORRIS W. GOTTLIEB, *Arthur D. Little, Inc.*

PARTICIPANTS:

MORRIS W. GOTTLIEB, *Arthur D. Little, Inc.*

"Information, Economics, and Marketing Decisions"

BUD SHERAK, *Market Facts, New York*

"Management of Research"

JACK LANDIS, *Marketing Evaluations*

"Tracing Consumer State-of-Mind"

SATURDAY, MAY 18

10:00-12:00 noon
Card Room

HISTORICAL STUDIES OF PUBLIC OPINION

How can studies of public opinion phenomena in the past contribute to our understanding of present day public opinion? Can insights and techniques of contemporary social research contribute to the analysis of historical events involving public opinion?

CHAIRMAN: W. PHILLIPS DAVISON, *Council on Foreign Relations*

PARTICIPANTS:

GEORGE S. ROSENBERG, *Bureau of Social Science Research*
"Public Opinion and Rare Events"

WALTER E. SIMONSON, *Gruneau Research Companies, Ltd.*
"The Mississippi Elections of 1851"

SIGMUND DIAMOND, *Columbia University*
"Some Early Uses of the Questionnaire"

ALEX S. EDELSTEIN, *University of Washington*
"Lessons from the Marshall Plan Information Program"

1:45-3:45 p.m.
Colony Club

IMPLICATIONS OF DECISION THEORY FOR APPLIED SOCIAL RESEARCH

This session will present developments in decision theory which may be of crucial importance to the future of public opinion research.

CHAIRMAN: CHARLES K. RAMOND, *Advertising Research Foundation*

PARTICIPANTS:

PAUL E. GREEN, *Wharton School, University of Pennsylvania*
"Practical Applications in Applied Research"

HOWARD RAIFFA, *Graduate School of Business Administration, Harvard University*
"Reporting of Scientific Information"

4:00-6:00 p.m.
Meeting Room "A"

ROUND TABLES ON BOOKS

The Book: *The Mental Patient Comes Home*; by Howard Freeman and Ozzie Simmons.

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

PARTICIPATING AUTHOR:

HOWARD FREEMAN, *Florence Heller Graduate School for Advanced Studies in Social Welfare, Brandeis University*

DISCUSSANTS:

ERNEST GRUENBERG, *Columbia University*

DANIEL ROSENBLATT, *New York City Department of Health*

SHIRLEY A. STAR, *Research Consultant, Chicago*

SATURDAY, MAY 18

4:00-6:00 p.m. ROUND TABLES ON BOOKS (Continued)

Academy
Award Room

The Book: *Applications of Methods of Evaluation: Four Studies of the Encampment for Citizenship*; by Herbert H. Hyman, Charles R. Wright and Terence K. Hopkins.

CHAIRMAN: FREDERICK F. STEPHAN, *Princeton University*

PARTICIPATING AUTHORS:

HERBERT H. HYMAN, *Columbia University*; and CHARLES R. WRIGHT, *University of California at Los Angeles*

DISCUSSANTS:

LEON PRITZKER, *Bureau of Census, Washington*

CLYDE W. HART, *National Opinion Research Center*

Colony Club

The Book: *The People Look at Television*; by Gary A. Steiner.

CHAIRMAN: ROBERT N. FORD, *American Telephone & Telegraph Co.*

PARTICIPATING AUTHOR:

GARY A. STEINER, *University of Chicago*

DISCUSSANTS:

GERHART A. WIEBE, *School of Public Relations and Communications, Boston University*

LESTER R. FRANKEL, *Audits and Surveys, Inc.*

RAYMOND FRANZEN, *Certified Statistics Association*

Card Room

The Book: *American Business and Public Policy*; by Raymond A. Bauer, Ithiel de Sola Pool, and Lewis Anthony Dexter.

CHAIRMAN: PETER H. ROSSI, *National Opinion Research Center, University of Chicago*

PARTICIPATING AUTHOR:

RAYMOND A. BAUER, *Harvard Graduate School of Business Administration*

DISCUSSANTS:

JAMES S. COLEMAN, *Department of Social Relations, Johns Hopkins University*

ELI S. MARKS, *Case Institute of Technology*

NORMAN A. BRADBURN, *National Opinion Research Center*

Meeting Room "B"

The Book: *The Corporation and Its Publics*; edited by John W. Riley, Jr. in association with Marguerite F. Levy.

CHAIRMAN: HENRY L. DURSIN, *Harper-Atlantic Sales*

PARTICIPATING AUTHOR:

ROBERT O. CARLSON, *Standard Oil Co. (N. J.)*

DISCUSSANTS:

KENDALL BEATON, *Shell Oil*

RICHARD MAISEL, *General Electric Company*

HAROLD MENDELSON, *University of Denver*

SATURDAY, MAY 18

6:30 p.m. Porch

COCKTAIL PARTY

7:30 p.m.
Main Dining Room

AAPOR BANQUET AND PRESIDENTIAL ADDRESS

CHAIRMAN: CHARLES Y. GLOCK, *President-Elect, AAPOR, Survey Research Center, University of California*

PRESIDENTIAL ADDRESS:

JOSEPH T. KLAPPER, *Columbia Broadcasting System, Inc.*
"The Changing Faces of Communications Research"

Bestowal of the 1963 AAPOR Award

SUNDAY, MAY 19

9:30-11:30 a.m.
Colony Club

PUBLIC COOPERATION WITH MARKET AND OPINION RESEARCH
FIELD INTERVIEWERS

A panel session dealing with problems related to respondent refusal rates, the effect of previous experiences of the respondent on interview rapport, and the problem of local ordinances which handicap interviewing procedures.

CHAIRMAN: RICHARD BAXTER, *Cunningham & Walsh, Inc.*

PANEL OF PARTICIPANTS:

ALVIN SCHWARTZ, *Opinion Research Corporation*

ROME G. ARNOLD, *Rome Arnold & Co.*

JACK BURKE, *National Better Business Bureau, Inc.*

11:30 a.m.-1:00 p.m.
Colony Club

AAPOR BUSINESS MEETING

Conference Committee

RAYMOND A. BAUER, *Chairman*

LEO BOGART

STEPHEN GREYSER

HERBERT E. KRUGMAN

ITHIEL DE SOLA POOL

MATILDA W. RILEY

HANAN C. SELVIN

GERHART D. WIEBE

PAUL BORSKY, *Round Tables on Books*

JOSEPH T. KLAPPER, *ex-officio*

PAUL B. SHEATSLEY, *ex-officio*

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