


NINETEENTH ANNUAL CONFERENCE

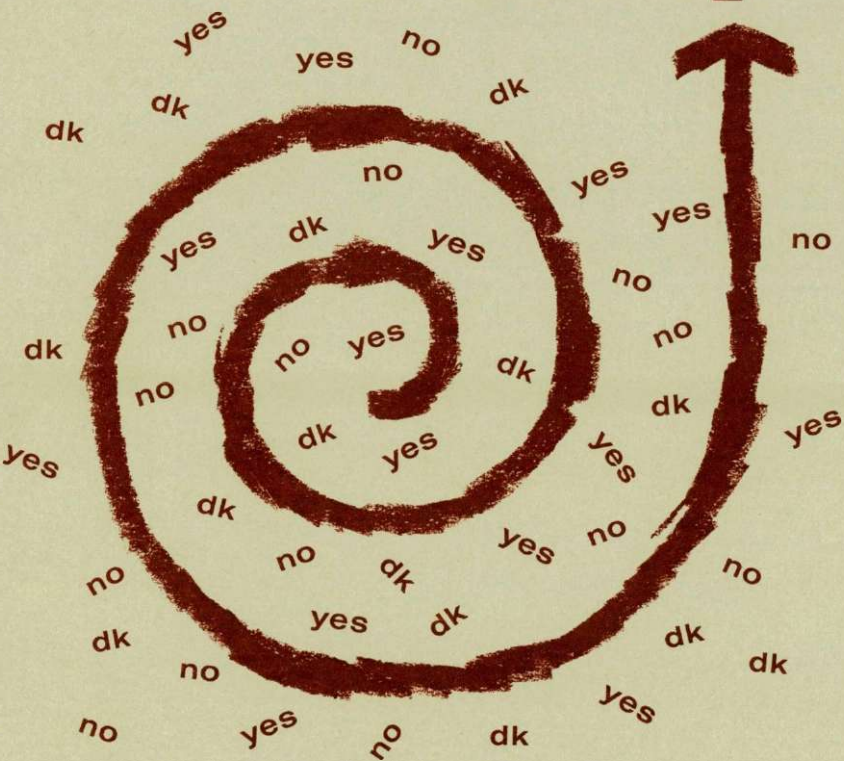
**AMERICAN ASSOCIATION
FOR PUBLIC OPINION
RESEARCH and** 

**WORLD ASSOCIATION FOR
PUBLIC OPINION RESEARCH**

SHERATON ELMS HOTEL • EXCELSIOR SPRINGS, MO.

MAY 7-10 • 1964

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PROGRAM — 1964 CONFERENCE

THURSDAY, May 7

6:00-9:00 P.M.

Lobby

Registration

9:30 P.M.

South Wind Lounge

Social Hour

FRIDAY, May 8

8:30-10:00 A.M.

Lobby

Registration

10:00 A.M.-12 NOON

Emerald Ballroom

COMPARATIVE PUBLIC OPINION (JOINT AAPOR-WAPOR SESSION)

*Chairman: PHILIP E. CONVERSE, Survey Research Center,
University of Michigan*

GABRIEL ALMOND, Stanford University

*"Some Second Thoughts on *The Civic Culture*"*

*ROBERT T. BOWER and ALBERT GOLLIN, Bureau of Social
Science Research, Inc.*

"U. S. Foreign Aid and Processes of Development"

FREDERICK W. FREY, Massachusetts Institute of Technology

"Comparative Opinion in Modernizing Nations"

KARL G. VON STACKELBERG, EMNID Institut, Germany

*"Communications and Reactions on World Politics in
Asia"*

Discussant: ERWIN SCHEUCH, Harvard University

Jolly Room

LOCAL POLITICS AND LOCAL ISSUE SURVEYS

*Chairman: DWAIN MARVICK, University of California at Los
Angeles*

EDWARD M. LEVINE, Illinois Institute of Technology

*"The Impact of Reform and Rationality in the Sub-
urban Political Process"*

*HARRY SCOBLE, University of California at Los Angeles, and
ROBERT ALFORD, University of Wisconsin*

*"Issues, Participation and Power in Four Wisconsin
Cities"*

NORBERT WILEY, Marquette University

"Class and Local Politics in Three Communities"

RAYMOND WOLFINGER, Stanford University

"A Mobilization Theory of Ethnic Voting"

MARSHALL GOLDSTEIN, University of Oregon

*"The Role of the Mass Media in Community Political
Change"*

FRIDAY, May 8
1:45-3:45 P.M.
Emerald Ballroom

SAMPLE SURVEYS AND POPULATION CONTROL
(JOINT AAPOR-WAPOR SESSION)

Chairman: BERNARD BERELSON, *The Population Council*

RONALD FREEDMAN, *Population Studies Center, University of Michigan*

"Sample Surveys for Family Planning Research in Taiwan"

J. MAYONE STYCOS, *International Population Program, Cornell University*

"Sample Surveys for Family Planning Research in Turkey and Latin America"

LESLIE CORSA, JR., *Bureau of Maternal and Child Health, California Department of Public Health*

"The Place of the Survey in a National Population Program (Pakistan)"

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

RICHARD C. SHELDON, *The Ford Foundation*

Jolly Room

BOOK SYMPOSIUM

Chairman: HEINZ EULAU, *Stanford University*

The Book: *THE FUTURE OF POLITICAL SCIENCE*

Participating Author: HAROLD D. LASSWELL, *Yale University School of Law*

Commentators: ROBERT E. AGGER, *University of Oregon*

JAMES A. ROBINSON, *Northwestern University*

4:00-6:00 P.M.
Jolly Room

BOOK SYMPOSIUM

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

The Book: *HUMAN BEHAVIOR: AN INVENTORY OF SCIENTIFIC FINDINGS*

Participating Authors: BERNARD BERELSON, *The Population Council*

GARY A. STEINER, *University of Chicago*

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

HERBERT E. KRUGMAN, *MARPLAN*

WILLIAM D. WELLS, *Rutgers University*

FRIDAY, May 8
4:00-6:00 P.M.
Emerald Ballroom

**NEW PERSPECTIVES IN RESEARCH METHODS:
PRESENTATION AND CRITIQUE**

Chairman: ERIC MARDER, Eric Marder Associates, Inc.

DONALD KANTER, *Tatham-Laird, Inc.*
"The Method of Conscious Exposure in Measuring
Consumer Responses to Advertisements"

Discussant: GWYN COLLINS, Ford Motor Company

ROBERT B. TEXTOR, *Harvard University*
"The Pattern Search and Table Translation Technique
as Applied to Survey Data"

*Discussant: MALCOLM A. MCNIVEN, E. I. Du Pont de
Nemours and Company*

STUART C. DODD, *University of Washington*
"How to Measure and Change People's Opinions:
A Controlled Experiment with Audience Participation"

6:00-6:45 P.M.
Saffron Room

WAPOR BUSINESS MEETING

8:30 P.M.
Emerald Ballroom

THE NEGRO REVOLUTION

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

LOUIS HARRIS, *Louis Harris and Associates*
"The Negro-White Confrontation"

RAYMOND A. BAUER, *Harvard School of Business*
"Negro Market Behavior as an Index of Identification
with the Larger Society"

ALBERT GOLLIN, *Bureau of Social Science Research, Inc.*
"Attitudes Underlying Participation in the March on
Washington"

SATURDAY, May 9
9:30-11:30 A.M.
Jolly Room

**SURVEY ANALYSIS—
A GLIMPSE OF THE FUTURE**

*Chairman: DAVID GOLD, University of California, Berkeley
and Santa Barbara*

PAUL F. LAZARFELD, *Columbia University*
"Beyond the Elaboration Formula"

ALAN B. WILSON, *Survey Research Center, University of
California, Berkeley*
"Analysis of Multiple Cross-Classifications:
An Equilibrium Model"

WILLIAM MCPHEE, *University of Colorado*
"On the Dynamics of Qualities"

Emerald Ballroom

**THE IMPACT OF THE KENNEDY ASSASSINATION
ON BEHAVIOR AND OPINIONS**

*Chairman: ELMO C. WILSON, International Research
Associates, Inc.*

JACOB J. FELDMAN and NORMAN BRADBURN, *National Opinion
Research Center*
"Public Grief and Public Apathy"

RUTH LEEDS, *Bureau of Applied Social Research, Columbia
University*
"The Business of Television and the Black Week End"

DENNIS W. DOWELL and DAVID O. ARNOLD, *University of
California, Berkeley*
"The Kennedy Assassination: Some Notes on
Cognitive Closure"

ROY E. CARTER, JR., *University of Minnesota*
"Public Response to the Assassination: The First 24
Hours"

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

1:15-3:15 P.M.
Emerald Ballroom

**CONTROVERSIAL ISSUES IN MASS
COMMUNICATION**

*Chairman: JOSEPH T. KLAPPER, Columbia Broadcasting
System, Inc.*

1. *Should Television Be Admitted to the Courtroom?*
Yea: CARL A. SISKIND, *News Director, WIBW Stations*
Nay: ORVILLE RICHARDSON, *President of the Missouri Bar*
2. *Whose Vote Does Television "Get Out"?*
WILLIAM A. GLASER, *Bureau of Applied Social Research,
Columbia University*
3. *The British Broadcasting Corporation: National Theatre
of the Air, or the Nation's Nanny?*
ROBERT SILVEY, *British Broadcasting Corporation*

SATURDAY, May 9
1:15-3:15 P.M.
Jolly Room

SURVEY RESEARCH ON CONTEMPORARY ISSUES

Chairman: ROBERT O. CARLSON, Standard Oil Company (N.J.)

ROBERT S. LEE, International Business Machines Corporation
"Social Attitudes and the Technological Revolution"

RODNEY STARK, Survey Research Center, University of California, Berkeley
"Religious Experience in Contemporary America"

LEO BOGART, Bureau of Advertising, American Newspaper Publishers Association
"Attitudes Toward the Community and the Mass Media in an Inter-urban Setting"

GENE LEVINE, Bureau of Applied Social Research, Columbia University
"Differential Community Reactions to the Fall-Out Shelter Issue"

3:30-4:30 P.M.
Emerald Ballroom

SPECIAL SESSION ON PROBLEMS OF STANDARDS AND ETHICS IN THE PROFESSION

Chairman: JACK ELINSON, School of Public Health and Administrative Medicine, Columbia University (Chairman, AAPOR Standards Committee)

SIDNEY HOLLANDER, JR., Sidney Hollander Associates
"Ethics in Marketing and Opinion Research"

CHARLES WARRINER, American Sociological Association
"The Certification of Social Scientists"

ROME G. ARNOLD, Rome Arnold and Company
"Recommendations for Action by AAPOR"

4:30-5:45 P.M.
Emerald Ballroom

AAPOR BUSINESS MEETING

6:30 P.M.
The Terrace
(weather permitting)
or
Emerald Ballroom

NO-HOST COCKTAIL PARTY

SATURDAY, May 9
7:30 P.M.
Main Dining Room

**AAPOR-WAPOR BANQUET and
PRESIDENTIAL SESSION**

Chairman: HERBERT E. KRUGMAN, MARPLAN, President-Elect, AAPOR

PRESIDENTIAL ADDRESS: CHARLES Y. GLOCK,
University of California, Berkeley
"Images of Man and Public Opinion"

Greetings from WAPOR President,
KARL G. VON STACKELBERG, EMNID Institut, Germany

Presentation of 1964 AAPOR Award

SUNDAY, May 10
9:30-11:30 A.M.
State Suite

**ROUNDTABLE: RELIABILITY OF INTERVIEW
DATA IN HEALTH SURVEYS**

Chairman: WILLIAM L. NICHOLLS, II, Survey Research Center, University of California, Berkeley

RAYMOND FINK, Health Insurance Plan of Greater New York

CHARLES CANNELL, Survey Research Center, University of Michigan

MARGARET OLENDZKI, Welfare Medical Care Project, New York Hospital

ERIC JOSEPHSON, American Foundation for the Blind

BARKEV SANDERS, Division of Community Health Services, Department of Health, Education and Welfare

Saffron Room

**ROUNDTABLE: CIGARETTE SMOKING AND
THE AMERICAN PUBLIC**

Chairman: IRA H. CISIN, George Washington University

DANIEL HORN, U. S. Public Health Service

AARON SPECTOR, National Analysts

STANLEY BIGMAN, U. S. Public Health Service

LORNA OPATOW, Opatow Associates

SUNDAY, May 10
9:30-11:30 A.M.
Jolly Room

**ROUNDTABLE: MASS. COMMUNICATIONS
RESEARCH IN THE SERVICE OF THE PUBLIC**

Chairman: HAROLD MENDELSON, University of Denver

JOHN NAISBITT, *U. S. Office of Education*

SIDNEY HOLLANDER, JR., *Sidney Hollander Associates*

PETER CLARKE, *University of Washington*

RICHARD MAISEL, *General Electric Company*

Juliette Low Room

**ROUNDTABLE: THE ROLE OF POLLS IN THE
ELECTORAL PROCESS**

Chairman: LEO LOWENTHAL, University of California

MERVIN D. FIELD, *Field Research Corporation*

THOMAS W. BENHAM, *Opinion Research Corporation*

SAMUEL LUBELL, *Samuel Lubell Associates*

WILLIAM PRENDERGAST, *Republican National Committee*

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Heinz Eulau

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Mervin D. Field

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Robert Heyer

Raymond A. Bauer, *ex officio*

WAPOR Conference Committee

Joseph R. Hochstim, *Chairman*

Esther S. Hochstim

Glen D. Mellinger

Local Arrangements

Rome G. Arnold, Nancy Cooley, Paul B. Sheatsley

At the Desk

Audrey Williams

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