

*20<sup>th</sup>  
Annual Conference  
Program*

*American Association for Public Opinion Research  
Hotel Griswold                      May 13-16, 1965                      Groton, Conn.*



# THURSDAY, MAY 13

4:30-9:00 p.m.

Lobby

REGISTRATION

9:30 p.m.

Silver Room

"WELCOME" PARTY

# FRIDAY, MAY 14

8:30-10:00 a.m.

Lobby

REGISTRATION

10:00 a.m.-12 noon

Paul Revere Room

THE INFLUENCE OF MASS COMMUNICATIONS ON PUBLIC EVENTS

The mass media, especially television, not only report current events, but in various ways contribute to them. Thus, for example, it is frequently asked whether the very fact of comprehensive and simultaneous coverage of major events, such as elections, affect the further development and conclusion of these events. Not only public opinion but public action of significance to the public opinion researcher, is crystallized and given impetus by the phenomenon of media reporting.

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

JOSEPH W. GOEKE, *Opinion Research Corporation*  
"Public Reaction to Pre-Election Polls"

Ballots and Broadcasts: Reports of Two Interrelated Studies

HAROLD MENDELSON, *University of Denver*

"Exposure to Election Broadcasts and Terminal Voting Decisions"

KURT LANG, *University of the State of New York at Stony Brook*

GLADYS ENGEL LANG, *Research Foundation of the University of the State of New York*

"The Impact of Expectations and Election Day Perceptions on Voting Behavior"

Griswold Room

THE USE AND ABUSE OF BEHAVIORAL SCIENCE BY MANAGEMENT

The rapid increase in the use of behavioral scientists in a corporate environment has led to several problems. Many of these arise because of the difference in attitude toward interaction processes between executives and behavioral scientists. This session will discuss various attempts to solve these problems.

CHAIRMAN: MICHAEL H. HALBERT, *Marketing Science Institute*  
"The Open Mouth and Closed Mind"

JULES ROTH, *Temple University*  
"Creative Listening"

RAYMOND BAUER, *Harvard University*

"The Problem is Easy—It's the Solution That's Hard"

KENNETH ROGERS, *Nassau Community College*

"The Vicissitudes of the Market Researcher's Role"

# FRIDAY, MAY 14

1:45-3:45 p.m.  
Paul Revere Room

## PUBLIC OPINION OUTSIDE OF THE UNITED STATES

Some views of public opinion in countries in which the United States has considerable interest, with special emphasis on the role of elites and political ideology.

CHAIRMAN: CHARLES WINICK, *New York City*

DOUGLAS E. PIKE, *Massachusetts Institute of Technology*  
"Communications Techniques Used by the Communists in Vietnam"

GENE SOSIN, *U.S. Division, Radio Liberty*  
"Communications to Soviet Elites"

RALPH K. WHITE, *George Washington University*  
"The Semantics of Socialism and Capitalism"

Griswold Room

## THE PROBLEM OF IDENTITY

The stage is set in the social sciences for a great drama of ideas. A new and basic philosophy of man is developing from three sources: Existentialism, the "third force" in psychology, and psychoanalysis. A noted representative of each of these groups will discuss the concept of identity and how it illuminates the need for a new philosophy of social science.

CHAIRMAN: DANIEL YANKELOVICH, *Daniel Yankelovich, Inc.*

WILLIAM C. BARRETT, *New York University*

ISIDOR CHEIN, *New York University*

LEON SHAPIRO, *Boston Psychoanalytic Institute and Clinical Psychiatry, Tuft's Medical School*

4:00-6:00 p.m.  
Griswold Room

## SOCIAL RESEARCH AND THE RACIAL CRISES

This session brings together social scientists engaged in research and others engaged in social action. Research case histories will be contrasted with questions regarding the utilization and utility of research at a time of revolutionary social change.

CHAIRMAN: LEO BOGART, *Bureau of Advertising, American Newspaper Publishers' Association*

JOHN A. MORSELL, *National Association for the Advancement of Colored People*  
"Do We Need Research in the Civil Rights Movement?"

KENNETH J. LENIHAN, *National Association of Broadcasters*  
"Flash' Research: Case Histories—Two Contrasting Approaches"

BAYARD RUSTIN, *A. Philip Randolph Foundation*  
"The Spectrum of Social Action Groups in the Current Crises"

DAVID ROGERS, *New York University*  
"Obstacles to Change in New York Public Schools"

RAYMOND E. WOLFINGER, *Stanford University*  
"Why Did California Vote Down Fair Housing?"

FRIDAY, MAY 14

4:00-6:00 p.m.  
Paul Revere Room

METHODOLOGY IN SURVEY RESEARCH

This session presents four papers concerned with various important aspects of methodology in survey research. Methodological experiments are the principal concern of three of the papers, while the fourth will present some interesting applications of the use of computers in the Behavioral Sciences.

CHAIRMAN: ROBERT B. CUNNINGHAM, *American Telephone and Telegraph Company*

REUBEN COHEN, *Opinion Research Corporation*

"The Position-Effects Problem: Under What Conditions? How Big?"

J. E. KEITH SMITH, *Mental Health Research Institute, University of Michigan*

"Some On-Line Uses of Computers in the Behavioral Sciences"

JOHN L. COLOMBOTOS, *Columbia University School of Public Health and Administrative Medicine*

"The Effects of Personal vs. Telephone Interviews on Prestige-Enhancing Answers"

NAOMI D. ROTHWELL, *Construction Statistics Division, Bureau of the Census*

"Measurements of Error in Surveys of Residential Alterations and Repairs—A Case Study in Applied Research"

8:30 p.m.  
Griswold Room

CHANGES IN PUBLIC OPINION AND ATTITUDES BETWEEN GENERATIONS

A review of significant changes in opinions and attitudes held by the public on the same or similar issues, and on social, economic and cultural phenomena, between the last and present generation. The review covers the time span since systematic public opinion polling began in the 1930's.

CHAIRMAN: PAUL B. SHEATSLEY, *National Opinion Research Center*

ELMO ROPER, *Elmo Roper & Associates*

"Long-Run Changes in Political Attitudes"

STUART CHASE, *Author and Economist*

"American Values—A 30-Year Perspective"

# SATURDAY, MAY 15

9:30-11:30 a.m.  
Paul Revere Room

## PUBLIC OPINION AND HISTORY

Modern research methods can sometimes lead the historian to new insights about public opinion in past times. Conversely, historical studies of public opinion may suggest new dimensions to the researcher of today. This session aims to stimulate a fruitful dialogue between past and present.

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

GILBERT SHAPIRO, *Washington University*

"Public Opinion in the Revolutionary Process: A Quantitative study of the *Cahiers de Doléances* of 1789"

ALAN CASSELS, *University of Pennsylvania*

"Some Reflections on Mussolini's Cult of Public Opinion"

WARREN E. MILLER, *University of Michigan*

"Interrelationships Between Historical and Survey Data"

KURT W. BACK and JUDITH SARAVAY, *Duke University*

"Today's Social Research for Tomorrow's History: Who and How"

DISCUSSANTS: MARTIN ALBAUM, *Prudential Life Insurance Co.*  
PAUL F. LAZARFELD, *Columbia University*

Griswold Room

## POLLS AND THE POLITICAL PROCESS

After thirty years of systematic polling related to elections and other political events, what do we know about surveys and the political process? How does political polling vary according to the nature of the political event, for example, the primary election campaign vs. the national campaign? What changes in usage of political surveys have taken place since the mid-'30s? This session looks at these questions from diverse perspectives: from that of the researcher, the user, the political reporter.

CHAIRMAN: BURNS W. ROPER, *Elmo Roper and Associates*

GEORGE GALLUP, *American Institute of Public Opinion*

"Polls and the Political Process—Past, Present and Future"

JOHN F. KRAFT, *John F. Kraft, Inc.*

"The Special Problem of Political Polls in Local and Primary Elections"

CHARLES P. FARNSLEY, *U.S. Congressman from Kentucky, former Mayor of Louisville*

"Polls as a Tool of Government"

EARL MAZO, *New York Times*

"A Political Reporter Looks at Political Polls"

# SATURDAY, MAY 15

1:15-3:15 p.m.  
Paul Revere Room

## PERSPECTIVES AND DEVELOPMENTS IN COMMUNICATIONS RESEARCH

This session presents three provocative papers, two of which are concerned with current research, and one with a new perspective in studying "mass communication."

CHAIRMAN: HOWARD MANDEL, *National Association of Broadcasters*

GERHART D. WIEBE, *Boston University*

"A Model for Mass Communications"

WILLIAM D. WELLS, *Rutgers University*

"Choice-Making After Conflicting Communications"

CLARK LEAVITT, *Leo Burnett Company*

"Verbal Response to Communications"

Griswold Room

## TRENDS IN AMERICAN SOCIETY HAVING SIGNIFICANCE TO PUBLIC OPINION RESEARCH

Certain trends are observable that can, probably will have impact on the content and methods of opinion, market, and advertising research in the years ahead. Changing technology, shifts in population characteristics, new modes of living and media behavior, and altered work patterns—all contribute to the need for assessing present research concepts and practices.

CHAIRMAN: RICHARD H. BAXTER, *Associated Merchandising Corporation*

NELSON FOOTE, *General Electric Company*

"The Worth of Time"

LAURE M. SHARP and AL BIDERMAN, *Bureau of Social Service Research*

"Changing Concepts of Career and Working Life"

MELVIN A. GOLDBERG, *John Blair and Company*

"The New Communications Revolution"

JOHN KISHLER, *Young & Rubicam, Inc.*

"Emerging Attitudes and Values of Teenagers with Some Implications for the Future"

# SATURDAY, MAY 15

3:30-4:15 p.m. Griswold Room	SPECIAL SESSION FOR REPORTS BY EXECUTIVE COUNCIL COMMITTEES CHAIRMAN: HERBERT E. KRUGMAN, <i>Marplan</i> REPORT BY DON CAHALAN, <i>George Washington University,</i> <i>Chairman of Special Committee on Recruitment and</i> <i>Training.</i> REPORT BY JOSEPH T. KLAPPER, <i>Columbia Broadcasting System,</i> <i>Inc., Chairman of Special Committee to Study AAPOR</i> <i>Membership's Attitudes and Characteristics.</i>
4:15-5:30 p.m. Griswold Room	AAPOR BUSINESS MEETING
6:30 p.m. Paul Revere Room	NO-HOST COCKTAIL PARTY: REMINISCENCES AND DISPLAY OF MEMORABILIA OF EARLIER AAPOR CONFERENCES CHAIRMAN OF "Nostalgia": ANNE SCHUETZ ZANES
7:30 p.m. Colony Room	AAPOR BANQUET AND PRESIDENTIAL SESSION CHAIRMAN: RAYMOND A. BAUER, <i>Harvard School of Business</i> <i>President-Elect, AAPOR</i> PRESIDENTIAL ADDRESS: HERBERT E. KRUGMAN, <i>Marplan</i> "The Impact of Television Advertising" PRESENTATION OF 1965 AAPOR AWARD

---

## Conference Committee

RICHARD BAXTER, *Chairman*  
DON CAHALAN  
BOB CARLSON  
PHIL DAVISON  
CHARLES WINICK  
ANNE ZANES  
HERB KRUGMAN, *ex-officio*  
PAUL SHEATSLEY, *ex-officio*  
JOE KLAPPER, *local arrangements*



# SUNDAY, MAY 16

10:00 a.m.-12 noon  
Paul Revere Room

## ROUNDTABLE: THE DIMENSIONS OF ATTITUDES; PROBLEMS AND PROSPECTS

A discussion of the discreet components of attitudes, their mutual interrelations, their connection with broader psychological processes (such as the cognition, the organization of attitude hierarchies), and their place in the theory of opinion formation and change.

CHAIRMAN: PHILIP H. ENNIS, *University of Chicago*

EUGENE HARTLEY, *City College of the City University of New York*

"Attitude Components in Retrospect"

PHILIP H. ENNIS, *University of Chicago*

"The Intensity and Saliency of Attitudes: Two Methods of Attitude Mobilization"

DISCUSSANTS: MILTON J. ROSENBERG, *Dartmouth College*  
NORMAN MILLER, *University of Chicago*

Griswold Room

## ROUNDTABLE: THE INTERVIEWING PROBLEM: SOME PRACTICAL RECOMMENDATIONS FOR IMPROVEMENT

Many researchers feel that interviewing is one of the most crucial problems now facing research. This session is based on the premise that both researchers and field crews want to develop some industry-wide minimum standards and practices for field work. Each participant will present a brief description of certain fieldwork problems, plus some specific, concrete, practical recommendations for achieving a solution. Topics will include new systems for paying and motivating field crews, methods for upgrading interview quality, instituting new verification techniques, setting standards for field supervisor performance, and client-side problems in buying and evaluating fieldwork.

CHAIRMAN: HERBERT KAY, *Herbert Kay Research*

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

LESTER FRANKEL, *Audits & Surveys Company*

ERWIN FISHMAN, *Foote, Cone & Belding, Inc.*

ALVIN A. ACHENBAUM, *Grey Advertising Agency, Inc.*

RICHARD BREHL, *Marketing Impact Research, and Marketing Research Trade Association*

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Officers and Executive Council

1964-1965

*President*

HERBERT E. KRUGMAN  
MARPLAN

*Vice President*

RAYMOND A. BAUER  
Harvard University

*Secretary-Treasury*

PAUL B. SHEATSLEY  
National Opinion Research Center

*Past President*

CHARLES Y. GLOCK  
Survey Research Center  
University of California

*Nominations and Membership*

JOSEPH T. KLAPPER  
Columbia Broadcasting System, Inc.

*Conference*

RICHARD BAXTER  
Associated Merchandising Corp.

*Research Development*

MARJORIE FISKE LOWENTHAL  
Langley Porter  
Neuropsychiatric Clinic

*Standards*

BRUCE NEAL  
Ford Motor Co.

*Public Relations*

ROME G. ARNOLD  
Rome Arnold & Co.

*Publications*

PHILIP K. HASTINGS  
Roper Public Opinion Research Center

*Councilmen-at-large*

DON CAHALAN  
George Washington University  
SIDNEY HOLLANDER, JR.  
Sidney Hollander Associates  
HERBERT I. ABELSON  
Opinion Research Corp.

*Editor*

BABETTE KASS  
Babette Kass Creative Research



