


TWENTY-FIRST ANNUAL CONFERENCE

**AMERICAN ASSOCIATION
FOR PUBLIC OPINION
RESEARCH** and 

**WORLD ASSOCIATION FOR
PUBLIC OPINION RESEARCH**

NEW OCEAN HOUSE • SWAMPSCOTT, MASS.

MAY 5-8 • 1966

PROGRAM—1966 CONFERENCE

THURSDAY, May 5
7:00-9:00 p.m.
Lobby

REGISTRATION

9:30 p.m.
Tiffany Lounge &
Ocean Room

GET-TOGETHER PARTY

FRIDAY, May 6
8:30-10:00 a.m.
Lobby

REGISTRATION

10:00 a.m.-12 noon
Ballroom

FEELINGS TOWARD LIFE IN VARIOUS COUNTRIES

Chairman: KARL GEORG VON STACKELBERG, Emnid Institute, Germany

IRVING CRESPI, *The Gallup Organization*
"Some Observations on the Dimensions of Satisfaction in U. S. and Other Countries"

JOEL FUERST, *Celanese Corporation*
"Unsatisfied Needs in Europe"

DANIEL LERNER, *Massachusetts Institute of Technology*
"Rising Frustration in Underdeveloped Countries"

MARJORIE FISKE LOWENTHAL, *Langley Porter Neuropsychiatric Clinic*
"Isolation and Adjustment in Old Age"

Colonial Room

NON-SURVEY METHODS OF MEASURING CONSUMER BEHAVIOR

Chairman: MALCOLM A. MCNIVEN, E. I. du Pont de Nemours & Company

JOHN LANZETTA, *Dartmouth College*
"Studying Consumer Decisions in the Laboratory"

CLARK LEAVITT, *Leo Burnett Company*
"Comparison of Laboratory Results with Survey Results"

WALLACE H. WALLACE, *Associates for Research*
"New Methods to Evaluate Consumer Behavior in the Laboratory"

FRANCESCO M. NICOSIA, *University of California, Berkeley*
"Simulation of Consumer Decision Processes"

FRIDAY, May 6
1:45-3:45 p.m.
Ballroom

RACE, RIGHTS, AND RIOTS

Chairman: ALBERT D. BIDERMAN, Bureau of Social Science Research

PAUL SHEATSLEY, National Opinion Research Center
"Neighborhood Reactions to a Local Riot"

ELON A. PLACE, Opinion Research of California
"The Watts Riot: Changes in Political Opinions"

Discussants: OSCAR COHEN, Anti-Defamation League of B'nai B'rith
NORMAN HILL, AFL-CIO

Colonial Room

PROGRAM EVALUATION

Chairman: HELEN DINERMAN, International Research Associates

STANLEY PETERFREUND, Douglas Williams Associates
"Evaluating Customer Service Improvement"

DAVID WALLACE, Columbia University
"An 'Objective' Evaluation of Social Action—Or Is It?"

ELIHU KATZ, University of Chicago
"Exchanges with Clients: A Diagnostic Approach to Organizations and Professions"

PERRY LEVINSON, Welfare Administration, DHEW
"A Research Evaluation Model for Social Welfare Programs"

4:00-6:00 p.m.
Ballroom

MASS MEDIA RESEARCH

Chairman: HOWARD MANDEL, National Association of Broadcasters

IRA CISIN, The George Washington University
"Television as a Medium for Testing and Opinion Measurement"

RUTH CLARK, Louis Harris & Associates
"Educational Television: The Unrated Contender"

HERBERT KRUGMAN, Marplan
"Continuing Connections to Television and Magazine Advertising"

RICHARD MAISEL, General Electric Company
"Mass Media: Fact and Fantasy"

FRIDAY, May 6
4:00-6:00 p.m.
Colonial Room

SURVEY METHODOLOGY

Chairman: JACK ELINSON, Columbia University

BARBARA DOHRENWEND, City University of New York
"Social Distance and Interviewer Effects"

PAUL HABERMAN, Columbia University
"Relative Strength of Sex and Marriage on Survey Response"

JOHN MAYER, Community Service Society, New York
"Marital Happiness Appraised by Self, Friends, and Interviewers"

SYLVIA HUNTER, Medical & Health Research Association, New York
"Indigenous Interviewers"

8:30 p.m.
Ballroom

PRIVACY IN BEHAVIORAL RESEARCH

Chairman: BERNARD BERELSON, The Population Council

BENSON SNYDER, Psychiatrist-in-Chief, Massachusetts Institute of Technology

EDWARD BLOUSTEIN, President, Bennington College

ROBERT O. CARLSON, Standard Oil Company of New Jersey

SATURDAY, May 7
10:00 a.m.-12 noon
Ballroom

YOUTH, VALUES, AND POLITICS

Chairman: JUAN LINZ, Columbia University

SEYMOUR M. LIPSET & PHILIP ATBACK, Harvard University
"Political Behavior of Students and Higher Education in the United States"

EMANUEL DEMBY, Motivation Programmers
"Who's Alienated, Youth or Society?"

AMANDO DE MIGUEL, Data S.A., Madrid
"Values of Spanish Youth"

KENNETH N. WALKER, University of Toronto
"Ideology and Value Orientations of Latin American Students"

SATURDAY, May 7
10:00 a.m.-12 noon
Colonial Room

NEW USES OF OPINION RESEARCH

Chairman: DON CAHALAN, The George Washington University

ERIC DA COSTA, Indian Institute of Public Opinion, Ltd.
"Inter-Disciplinary Techniques in Marketing Research"

LARRY H. DIZMANG, National Institute of Mental Health
"Current Research on Suicide"

JOE R. FEAGIN, Joint Center for Urban Studies, Harvard-Massachusetts Institute of Technology
"A Longitudinal Study of Effects of Residential Change on Social Participation"

DOUGLAS WILLIAMS, Douglas Williams Associates
"Utilizing Attitude Surveys in Locating New Plants"

1:30-3:30 p.m.
Ballroom

RESEARCH ON POVERTY

Chairman: HYLAN LEWIS, Howard University

PAUL JACOBS, San Francisco, California
"Living Among the Poor"

HYMAN RODMAN, Merrill-Palmer Institute
"Norms, Conditions, and Actions: A Dynamic Analysis"

CAROLE WEISS, Bureau of Applied Social Research
"Interviewing the Poor: A Preliminary Analysis"

LUTHER JACKSON, Cross-Tell Project
"Communicating About the Poor: Some Dimensions of the Problem"

Colonial Room

OPINION RESEARCH AND FOREIGN POLICY

Chairman: W. PHILLIPS DAVISON, Columbia University

DAVIS B. BOBROW, Oak Ridge Laboratory
"Public Opinion and Defense Policy"

ALEX S. EDELSTEIN, University of Washington
"Some Implications of Theory for the Fertility and Futility of Foreign Policy Communications"

DORIS A. GRABER, University of Illinois
"The Role of Public Demonstrations in the Formulation of U.S. Foreign Policy"

Discussant: ROBERT W. BROWN, International Research Associates

SATURDAY, May 7
1:30-3:30 p.m.
Priscilla Room

**INSTANT RESEARCH:
STUDIES OF CRISES AND DISASTERS**

*Chairman: ALLEN H. BARTON, Bureau of Applied Social
Research*

RICHARD JAFFE, National Opinion Research Center

GEORGE NASH, Bureau of Applied Social Research

SHIRLEY STAR, University of Chicago

3:45-5:00 p.m.
Colonial Room

AAPOR BUSINESS MEETING

5:00-6:15 p.m.
Priscilla Room

WAPOR BUSINESS MEETING

6:30 p.m.
**Ocean Room &
Ballroom**

NEW OCEAN HOUSE COCKTAIL PARTY

7:30 p.m.
Main Dining Room

**PRESIDENTIAL SESSION
BANQUET AND AAPOR PRESIDENTIAL
ADDRESS**

*Chairman: LEO BOGART, President Elect, AAPOR &
President, WAPOR*

PRESIDENTIAL ADDRESS: RAYMOND A. BAUER,
Harvard University
"Social Indicators and Sample Surveys"

Presentation of 1966 AAPOR Award

SUNDAY, May 8
10:00 a.m.-12 noon
Colonial Room

ROUNDTABLE: ELECTION PREDICTION

Chairman: ERWIN K. SCHEUCH, University of Cologne, Germany

PHILLIP ABRAMS, Research Services, Ltd., England

MATTEI DOGAN, Centre d'Etudes Sociologiques, France

BURNS W. ROPER, Elmo Roper & Associates, U.S.A.

HERBERT HYMAN, Columbia University, U.S.A.

Priscilla Room

ROUNDTABLE: POLITICAL PROBLEMS IN INTERNATIONAL SURVEYS

Chairman: ALEX INKELES, Harvard University

JAMES MOSS, U. S. Department of State

H. HART, Steinmetz Institute, Holland

GINO GERMANI, Harvard University

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Irving Crespi

Charles Glock

Jack Elinson

Richard Maisel

Howard Mandel

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Paul Sheatsley, *ex-officio*

Stephen Greyser, *local arrangements*

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