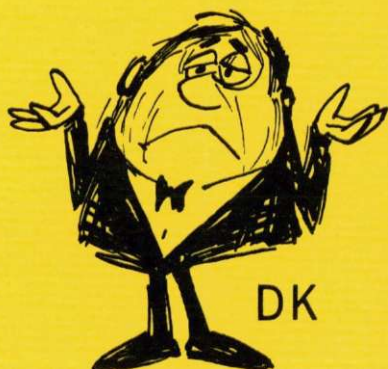


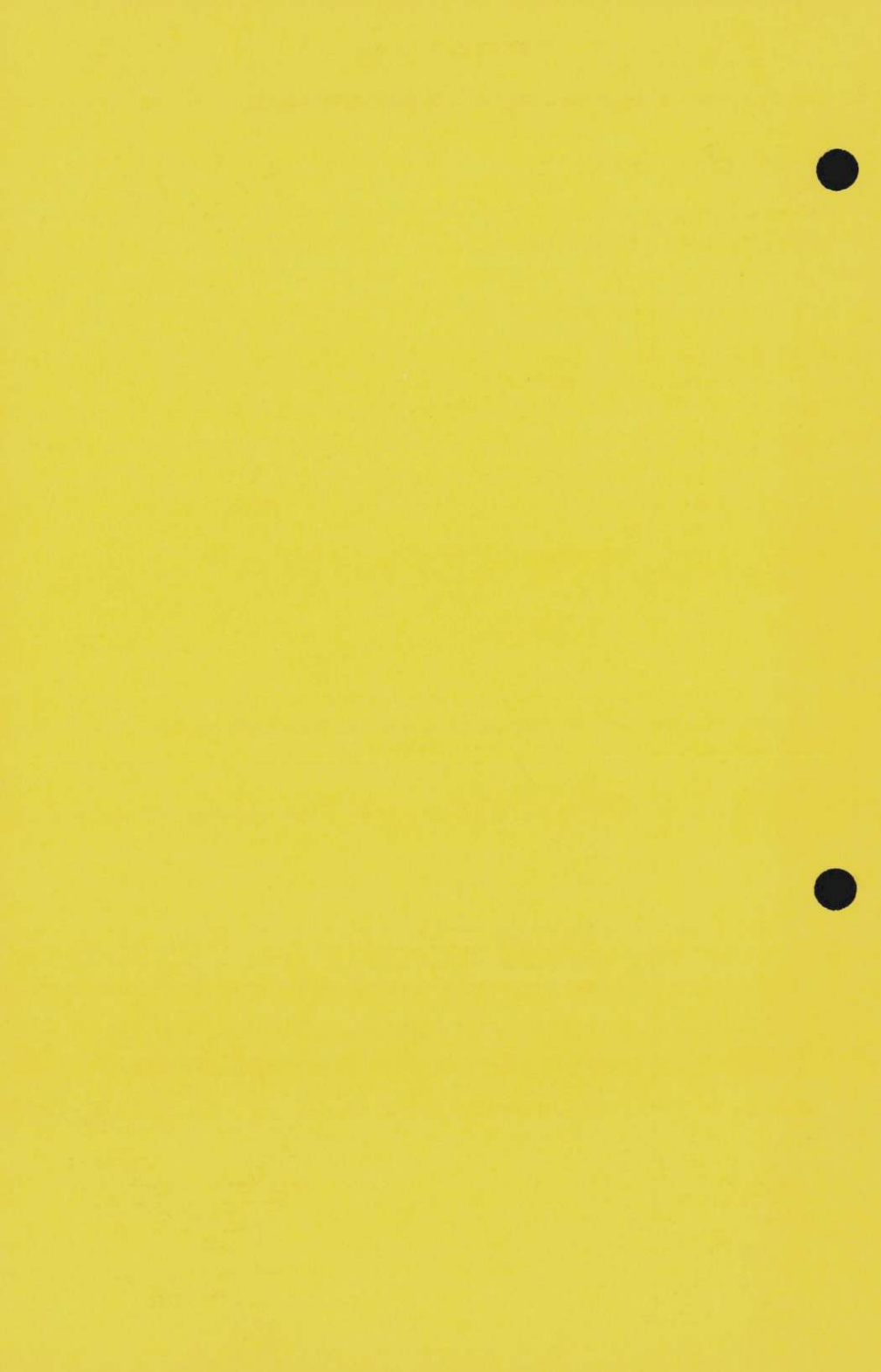


AMERICAN
ASSOCIATION FOR
PUBLIC OPINION
RESEARCH

22nd Annual
Conference

May 18-21, 1967
Hotel Sagamore
Lake George, N. Y.





PROGRAM

1967 AAPOR CONFERENCE

THURSDAY, MAY 18

7:00-9:00 p.m. Lobby	REGISTRATION
9:30 p.m. Colony Club	GET-TOGETHER PARTY
12:00 midnight Indoor Pool	WIENIE ROAST

FRIDAY, MAY 19

8:30-9:30 a.m. Lobby	REGISTRATION
9:30-11:45 a.m. Empire Room	<p>VARIATIONS IN THE APPLICATION OF THEORY TO ATTITUDE AND OPINION RESEARCH</p> <p>Case studies in methodology and application of theory to applied research.</p> <p>CHAIRMAN: HAROLD MENDELSON, <i>University of Denver</i></p> <p>KURT W. BACK and HALLIMAN H. WINSBOROUGH, <i>Duke University</i> "Population Policy: Opinions and Actions of Governments"</p> <p>STUART C. DODD, <i>University of Washington</i> "The Likability Theory for Predicting Probable Acts of Man"</p> <p>ROBERT N. FORD, <i>American Telephone and Telegraph Company</i> "A Newer Approach to Job Motivation: Improving the Work Itself"</p> <p>DANIEL YANKELOVICH, <i>Daniel Yankelovich, Inc.</i> "The Differences in Methodology of Successful Research Oriented to Gathering Knowledge and of Successful Research Oriented to Decision-Making and Change"</p>
Card Room	<p>INTERVIEWING: SPECIAL SITUATIONS AND PROBLEMS</p> <p>CHAIRMAN: HANAN C. SELVIN, <i>University of Rochester</i></p> <p>HOWARD M. BAHR, <i>Bureau of Applied Social Research</i> "Interviewing on Skid Row"</p> <p>DEAN HARPER, <i>University of Rochester</i> "The Effect of Interviewer Impressions on Interview Data"</p> <p>DEAN I. MANHEIMER and GLEN D. MELLINGER, <i>Langley Porter Neuropsychiatric Institute</i> "The Psychotropic Pill-Taker—Will He Talk?"</p> <p>EVE WEINBERG, <i>National Opinion Research Center</i> "Respondent Effect—The Sex Education of the Interviewer"</p>

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

POLLING AND THE POLITICAL PROCESS

A discussion of the growing use of political polls in election campaigns and use of polling data to influence government activities and public opinion.

CHAIRMAN: ANGUS CAMPBELL, *University of Michigan*

Participants:

THOMAS W. BENHAM, *Opinion Research Corporation*

MERVIN D. FIELD, *Field Research Corporation*

ROBERT E. LANE, *Yale University*

OLIVER A. QUAYLE III, *Oliver Quayle Company, Inc.*

Card Room

SOCIO-MEDICAL RESEARCH IN SENSITIVE AREAS

This session will focus on psycho-social factors relating to cancer etiology and detection focusing on problems of obtaining public cooperation for screening and interviewing about sex behavior and cancer.

CHAIRMAN: JACK ELINSON, *Columbia University*

RAYMOND FINK, SAM SHAPIRO and JOHN LEWIS, *Health Insurance Plan of Greater New York*

"The Reluctant Participant in A Breast Cancer Screening Program"

OSCAR J. KAPLAN, *San Diego State College*

"Cervical Pap Smear Penetration"

I. D. ROTKIN, *Kaiser Foundation*

"Adolescent Socio-Sexual Behavior and Cancer"

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

PREDICTING PURCHASING BEHAVIOR: ALCHEMY OR SCIENCE?

This session is being jointly sponsored by the Division of Consumer Psychology of the American Psychological Association and AAPOR. The usual focus at AAPOR is on verbal behavior per se. This session differs in that it focuses more on the relationship between verbal behavior and subsequent non-verbal actions.

CHAIRMAN: JOEL N. AXELROD, *Xerox Corporation*

SOL DUTKA, *Audits and Surveys, Inc.*

"Attitude and Awareness as Predictors of Purchasing Behavior"

JACK B. LANDIS, *Marketing Evaluations, Inc.*

"A New Way to Forecast Sales Based on Consumer Attitude and Awareness Data"

ERIC MARDER, *Eric Marder Associates, Inc.*

"Attitudes as Predictors of Purchasing Behavior"

FRIDAY, MAY 19

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

(Continued)
PUBLIC OPINION IN SOUTH VIETNAM

Recent surveys of knowledge and beliefs of the Vietnamese people.

CHAIRMAN: CHARLES RAMOND, *Columbia University*
ROBERT SULLIVAN, *United States Information Agency*
"Problems of Public Opinion Measurement in Vietnam"
LEE M. WIGGINS, BELLE WIGGINS and MARY RAMOND, *The Simulmatics Corporation*
"Some Opinions and Attitudes of Saigon Women"
HERBERT I. ABELSON, *Opinion Research Corporation*
"The CBS Survey of Public Opinion in South Vietnam"

8:30 p.m.
Empire Room

THE EFFICACY OF PUBLIC OPINION IN 1967

Unfolding perspectives on the power of public opinion to influence events such as the Vietnam involvement and the deterioration of cities.

CHAIRMAN: RICHARD MAISEL, *CBS News*

Participants:

HENRY COHEN, *New York City Human Resources Administration*
EDMUND K. FALTERMAYER, *Fortune magazine*
NELSON N. FOOTE, *General Electric Company*

11:00 p.m.
Colony Club

DANCING AND MIDNIGHT CHINESE SMORGASBORD

Later
Choral Room

NOCTURNAL SINGING

SATURDAY, MAY 20

9:30-11:45 a.m.
Empire Room

MASS MEDIA IN FLUX

A discussion of the current developments and possible futures of the media of mass communication with particular reference to television.

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

MELVIN GOLDBERG, *John Blair & Company*
"AM, FM, CATV, Satellites and Other Sexy Opportunities"

LOUIS HAUSMAN, *Assistant to the U. S. Commissioner of Education*
"MEND: Media, Education, and Nurturing Our Diversities"

JOHN P. ROBINSON, *University of Michigan*
"Television and Leisure Time: Yesterday, Today, and (Maybe) Tomorrow"

9:30-11:45 a.m.
Colony Club

(Continued)

CRIMINAL VICTIMIZATION: ESTIMATES BY THE SURVEY METHOD

A new approach to the study of the incidence of crime, involving cross-sectional surveys, will be reported by the directors of three studies recently conducted for the President's Crime Commission. The session will deal with methodological problems in this new survey area, as well as with findings of the studies.

CHAIRMAN: LLOYD E. OHLIN, *Associate Director of the President's Commission on Law Enforcement and Administration of Justice*

ALBERT D. BIDERMAN, *Bureau of Social Science Research*
"Experiments with Survey Methods in the Washington Victimization Study"

ALBERT J. REISS, *University of Michigan*
"Victimization Surveys in Boston and Chicago"

PHILLIP H. ENNIS, *National Opinion Research Center*
"A National Survey of Criminal Victimization"

Card Room

COMPUTER-ASSISTED ANALYSIS OF SURVEY DATA

Discussions of computer applications that have already been used to advance the analysis of survey data beyond the stage of the educated eyeball.

CHAIRMAN: PETER APTAKIN, *Service Bureau Corporation*

JOHN A. SONQUIST, *University of Michigan*
"Finding Variables That Work"

JACOB COHEN, *New York University and Abacus Associates, Inc.*
"Inverse Factor Analysis of Survey Data"

JEANNE GULLAHORN and JOHN T. GULLAHORN, *Michigan State University*
"A Comparison of Multivariate Procedures for Survey Data Analysis"

1:00-3:00 p.m.
Empire Room

A RETROSPECT AND SOME AFTER-THOUGHTS ON ATTITUDES AND ATTITUDE CHANGE

Published by the Sherifs in 1965, *Attitude and Attitude Change* sets forth a new approach to the definition and measurement of attitude. Unlike previous approaches which seek to identify an attitude as a point on some continuum, the new approach treats an attitude as a range of acceptable and unacceptable views. The added dimensions of this approach permit analysis of resistance or susceptibility to change, and bypass some of the problems which in other approaches have sometimes created apparent inconsistencies between expressed attitudes and overt behavior.

CHAIRMAN: HERBERT E. KRUGMAN, *Marplan*

GUEST AUTHORS: MUZAFER SHERIF and CAROLYN W. SHERIF,
Pennsylvania State University

DISCUSSANT: EUGENE L. HARTLEY, *City College of New York*

SATURDAY, MAY 20

1:00-3:00 p.m.
Card Room

(Continued)
STUDIES OF MASS COMMUNICATION

A series of studies on the effect and nature of mass communications in contemporary America.

CHAIRMAN: WILLIAM D. WELLS, *University of Chicago*

KENNETH J. GERGEN, JEFFREY TRAVERS and MARY GEBHART, *Harvard University*

"The Biography in Popular Literature Revisited"

WILLIAM J. PAISLEY, *Stanford University*

"The AAPOR Conference As a Communication Medium"

DON D. SMITH, *Florida State University*

"International Political Broadcasts: The U. S. Audience and Some Broadcast Effects"

3:15-5:15 p.m.
Empire Room

CONTRIVED SOCIAL ENVIRONMENTS

Case studies in the design and management of social experience as a way to induce attitude and behavior change.

CHAIRMAN: ROBERT S. LEE, *IBM Corporation*

MALCOLM R. WILKEY, *Kennecott Copper Corporation*

"The Big Con: An Analysis of the Not-So-Gentle Art of Swindling"

E. O. SCHILD, *The Johns Hopkins University*

"Games With Simulated Environments: Studies of Learning and Attitude Change as Induced By Simulation Games"

KENNETH POWELL, *IBM Corporation*

"The Education of Presidents: A Discussion of A Designed Seven-Day Immersion Experience for 2,000 Corporation Presidents and Vice Presidents"

Card Room

POPULAR CULTURE

Case studies in popular culture and a discussion of where it is all going.

CHAIRMAN: EMANUEL DEMBY, *Motivational Programmers, Inc.*

ALAN LOMAX, *Columbia University*

"Song Styles: An Indicator of Popular Culture"

CHARLES WINICK, *City College of New York*

"Given Names and Popular Culture"

**ALVIN TOFFLER, *author of THE CULTURE CONSUMERS*, and
BERNARD ROSENBERG, *City College of New York***

"Views on the Future of Popular Culture"

5:30-6:30 p.m.
Card Room

BUSINESS MEETING

6:45-7:45 p.m.
Front Porch

COCKTAIL PARTY

SATURDAY, MAY 20

8:00 p.m.
Main Dining Room

BANQUET AND PRESIDENTIAL SESSION

PRESIDENTIAL ADDRESS: LEO BOGART, *Bureau of Advertising*

"No Opinion, Don't Know, and Maybe No Answer"

11:00 p.m.
Colony Club

DANCING AND MIDNIGHT BREAKFAST

Later
Choral Room

NOCTURNAL SINGING

SUNDAY, MAY 21

10:00-12:00 noon

Academy Award
Room

ROUND-TABLE: LET'S ARGUE ABOUT MARSHALL McLUHAN

CHAIRMAN: GERHART D. WIEBE, *Boston University*

Coffee Shop

ROUND-TABLE: PRIVACY AND RESEARCH

CHAIRMAN: SIDNEY HOLLANDER, JR., *Sidney Hollander Associates*

Television Room

ROUND-TABLE: RECRUITING

CHAIRMAN: RONALD GATTY, *City College of New York*

There will be no panelists on the round-table sessions this year.
The focus will be on group discussion.

Card Room

STUDENT PAPERS

CHAIRMAN: W. PHILLIPS DAVISON, *Columbia University*

The best papers in the recent AAPOR student competition will be presented.

THOMAS D. COOK, *Stanford University*

"Relating Attitude Change to Behavior Change Over Time and As A Function of Underpayment or Overpayment"

KAY K. DEAUX, *University of Texas*

"Effect of Situational Expectations On Anticipatory Lowering of Beliefs and Information Preferences"

G. ROY FUNKHOUSER, *Stanford University*

"Communicating Science to Non-Scientists"

PAUL HIRSCH, *University of Michigan*

"An Analysis of *Ebony Magazine* (1945-1966)"

JOHN A. MICHAEL, *Columbia University*

"Aspirations and Values of Drop-Outs and High-School Graduates"

SANCI MICHAEL, *Columbia University*

"Egalitarian Sentiments: The Differences Between U. S. Communities"

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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1966-67

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