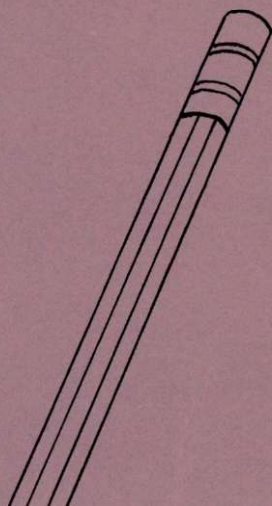
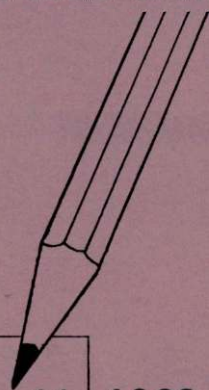


TWENTY-THIRD ANNUAL CONFERENCE

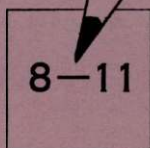


AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

AND
WORLD ASSOCIATION FOR
PUBLIC OPINION RESEARCH



MAY 8-11 1968



MIRAMAR HOTEL • SANTA BARBARA, CALIFORNIA

PROGRAM

1968 AAPOR-WAPOR CONFERENCE

WEDNESDAY, May 8

7:00-9:00 p.m.
Lobby

REGISTRATION

9:30 p.m.
Gold Room

GET-TOGETHER PARTY

THURSDAY, May 9

8:30-9:30 a.m.
Lobby

REGISTRATION

✓ 9:30-11:45 a.m.
Santa Barbara
Room

POLLS AND THE NEW POLITICS

CHAIRMAN: MERVIN D. FIELD, *The California Poll*

IRVING CRESPI, *The Gallup Organization*

"The Political Functions of Public Opinion Polls in the United States"

HARRY ASHMORE, Pulitzer Prize-winning newspaper editor and former Editor-in-Chief of the Encyclopedia Britannica

"The Changing Role of the American Political Parties"

JOHN L. PERRY, Former White House staff member and former Deputy Undersecretary of Commerce, currently a Fellow at the *Center for Democratic Institutions*

"Polling: The Self-Fulfilling Prophecy and the Bandwagon Effect"

THURSDAY, May 9

12:30-1:45 p.m
Dining Room

ROUNDTABLES

The numbers on the tables in the dining room are keyed to the numbers below. The tables without numbers are for people who would rather talk about something else.

Wives and guests are welcome roundtable participants as they are at all meetings.

1. "Societal Expression: Opinions, Propaganda, and Communications"
CHAIRMAN: CHRISTOS N. APOSTLE, *Nowland Organization*
2. "Panels and Matched Samples - When to and When Not to"
CHAIRMAN: REUBEN COHEN, *Opinion Research Corporation*
3. "How to Dispense with Statistical Tests of Survey Data - and Make Mistakes"
CHAIRMAN: WILLIAM L. DUNN, JR., *Philip Morris Inc.*
4. "The Publication of Opinion Research Data"
CHAIRMAN: HAZEL ERSKINE, *Public Opinion Quarterly*
5. "How an Editor Maintains a Dialogue with His Readers"
CHAIRMAN: FRANK FURBUSH, *Meredith Publishing Company*
- ✓ 6. "How Can Opinion Research Contribute to the Resolution of the Urban Crisis?"
CHAIRMAN: HAROLD MENDELSON, *University of Denver*
7. "The Infinite Regress in Opinion Research"
CHAIRMAN: EUGENE NEWSOM, *Mid-South Opinion Surveys*
8. "New Approaches to the Measurement of Attitude Change"
CHAIRMAN: HOPE S. ROMAN, *Post-Keyes-Gardner Inc.*
9. "A Fresh Look at Selective Exposure of Audiences"
CHAIRMAN: JAMES SWINEHART, *University of Michigan*
10. "Problems in Evaluating Consumer Reactions to Advertising: Lessons from the AAAA Study"
CHAIRMAN: STEPHEN A. GREYSER, *Harvard Business School*

THURSDAY, May 9

2:00-3:45 p.m.
Montecito Room

UNUSUAL APPROACHES TO SURVEY RESEARCH

CHAIRMAN: MARTEN J. BROUWER, *University of Amsterdam*

SAMUEL LUBELL, *Columbia University*
"New Techniques for Measuring, Analysing, and Reporting Social Change"

WILLIAM STEPHENSON, *University of Missouri*
"Application of Q to the Assessment of Public Opinion"

ERIC MARDER, *Eric Marder Associates, Inc.*
"The Diagnostic Problem in Survey Research: Is It Possible to Find Out Reasons Why?"

DISCUSSANTS: KEVIN ATHAIDE, *Dimensions for Decisions*
EMANUEL DEMBY, *Motivational Programmers, Inc.*

Gold Room

THE CONSUMER: RESEARCH FACT OR FICTION?

CHAIRMAN: ROBERT C. SORENSEN, *Psychology Today Magazine and Communications-Research-Machines, Inc.*

INTRODUCTION: "Is Accountability Passé in Consumer Research"

RONALD GATTY, *City College of the City University of New York*

RUSSELL HALEY, *D'Arcy Advertising Co., Inc.*
"Beyond the Benchmark Survey"

ROBERT PERLOFF, *Purdue University*
"Taste and Offensiveness in Advertising"

F. M. NICOSIA and J. G. MYERS, *University of California, Berkeley*
"The Potential of Latent Class Models for the Study of Cognitive Structures"

DISCUSSANTS: THOMAS S. ROBERTSON, *University of California, Los Angeles*
"From an Interdisciplinary Point of View"

JOEL B. COHEN, *University of Illinois*
"From an Interpersonal Point of View"

4:15
Abelson
Reg desk

THURSDAY, May 9

4:00-5:45 p.m.
Gold Room

THE MEASUREMENT OF SOCIAL BENEFITS

CHAIRMAN: THOMAS R. KEMM, *KBK Associates, Inc.*

GWYN COLLINS, *Arthur D. Little, Inc.*

"Measuring the 'Public' Good"

DONALD L. KANTER, *Carson/Roberts Inc.*

"Monitoring Government Welfare Activities: A
Mass Communications Analogue"

JAMES P. WOODS, JR., *Marathon Oil Company*

"Measuring the Investment Payout of a Manpower
Development Program"

Montecito Room

WORLD AFFAIRS

A meeting dedicated to the memory of ELMO C. WILSON

CHAIRMAN: ERIC DA COSTA, *Indian Institute of Public
Opinion, Ltd.*

ALEXANDER SZALAI, *United Nations Institute for Train-
ing and Research*

"Public Information on the United Nations"

DAVIS BOBROW, *Oak Ridge National Laboratory*

"Americans and World Affairs"

A. S. C. EHRENBERG, *ASKE Research, London*

"The News in May"

DISCUSSANTS: JEAN STOETZEL, *Institut Francais d'Opin-
ion Publique*

LUCY WEBSTER, *Export Market Research,
London*

9:00 p.m.
Santa Barbara
Room

THE ROLE OF VALUES IN PUBLIC OPINION RESEARCH

CHAIRMAN: HERBERT E. KRUGMAN, *General Electric
Company*

SPEAKER: MILTON ROKEACH, *Michigan State University*

DISCUSSANT: WILLIAM J. MCGUIRE, *University of Cali-
fornia, San Diego*

FRIDAY, May 10

9:30—11:45 a.m.
Montecito Room

THE MEANING OF DEATH IN CONTEMPORARY AMERICA

The encounter with death and dying is only beginning to receive recognition as a meaningful variable in the organization of value systems. This symposium will present both a general framework and recent trends related to death, dying, bereavement, and futurity.

CHAIRMAN: RICHARD A. KALISH, *UCLA School of Public Health*

HERMAN FEIFEL, *USC School of Medicine*
"Psychological Aspects of Death"

JOHN W. RILEY, JR., *The Equitable Life Assurance Society of the United States*
"The Sociology of Death and Dying"

ROBERT KASTENBAUM, *Wayne State University*
"Perception of Future Time and Its Effects upon Behavior"

ANSELM L. STRAUSS, *San Francisco Medical Center, University of California*
Reactions and evaluation

Gold Room

THE MEANING OF RESPONSE

CHAIRMAN: F. GERALD KLINE, *University of Minnesota*

WILLIAM A. BELSON, *London School of Economics*
"Respondent Understanding of Survey Questions"

CAROL H. WEISS, *Columbia University*
"Validity of Interviewer Responses of Welfare Mothers"

DISCUSSANTS: LEONORA DE LIMA ANDREWS, *Andrews Research*

HAJIME IKEUCHI, *Tokyo University*

FRIDAY, May 10

12:30-1:45 p.m.
Dining Room

ROUNDTABLES

1. "The Business of Opinion Research"
CHAIRMAN: JOE BELDEN, *The Texas Poll*
2. "Legal Protection for the Researcher"
CHAIRMAN: ANN BRUNSWICK, *Columbia University*
3. "The Utility of Object-Value Models for Opinion Research"
CHAIRMAN: RICHARD F. CARTER, *University of Washington*
- ✓ 4. "Race and the News Media"
CHAIRMAN: OSCAR COHEN, *Anti-Defamation League*
- ✓ 5. "Press Coverage of Vietnam: The Blank Spots"
CHAIRMAN: W. PHILLIPS DAVISON, *Columbia University*
6. "Problems in Communicating Research Findings"
CHAIRMAN: ARTHUR KOVER, *Foote, Cone & Belding*
7. "Measuring Respondent Memory Decay"
CHAIRMAN: DEXTER NEADLE, *Audits & Surveys*
8. "Pop Music and Youth Culture"
CHAIRMAN: JOHN P. ROBINSON, *University of Michigan*
9. "Plans for the 1970 Census"
CHAIRMAN: NAOMI D. ROTHWELL, *Bureau of the Census*
10. "Problems of Conducting Research in Poverty Areas"
CHAIRMAN: EVE WEINBERG, *National Opinion Research Center*

FRIDAY, May 10

2:00—4:00 p.m.
Montecito Room

**RESPONSIBLE NEWS AND RESPONSIBLE PUBLIC
OPINION**

CHAIRMAN: JACK LYLE, *University of California,
Los Angeles*

SPEAKERS: AV WESTIN, Executive Director, *Public
Broadcast Laboratory*

PAUL VEBLER, Editor, *Santa Barbara
News-Press*

DISCUSSANT: MALCOLM MACLEAN, *University of Iowa*

Gold Room

**THE ETHICS AND POLITICS OF MINORITY AND
SEX RESEARCH**

Some of the new implications of social science research including privacy vs. vital data and policy application vs. political sentiment.

CHAIRMAN: EDITH ARLEN, *Social Research, Inc.*

JOAN W. MOORE, *University of California, Riverside*
"Neutrality, Partisanship, and Effectiveness in Minority Research"

HARRY H. L. KITANO, *University of California, Los Angeles*
"Minority Group Research is Different"

WILLIAM L. YANCY, JEROME STROMBERG, MARTIN LIEBOWITZ, *Washington University, St. Louis*
"The Ethics of Descriptive Studies of Lower Class Communities"

WILLIAM SIMON and JOHN GAGNON, *Indiana University*
"Sex, Sensitivity, Security, Seduction"

DISCUSSANT: MAURICE JACKSON, *University of California, Riverside*

FRIDAY, May 10

4:15-6:00 p.m.
Santa Barbara
Room

AAPOR BUSINESS MEETING

Everyone is welcome and urged to attend. This is the one forum each year for members to exchange ideas about matters of professional concern.

Partial agenda:

Reports by AAPOR standing committees to include the following items from the Standards Committee:

- AAPOR "Standards of Disclosure" for political surveys
- Sub-committee study of field validation problems and techniques
- Recent abuses of the survey method for sales canvassing
- Organization of the National Standards Group of Public Opinion Polling Organizations

New business

6:45-7:45 p.m.
Gold Room

COCKTAIL PARTY

8:00 p.m.
Dining Room

BANQUET AND PRESIDENTIAL ADDRESS

CHAIRMAN: ROBERT N. FORD, President Elect AAPOR

PRESIDENTIAL ADDRESS: PAUL B. SHEATSLEY, *National Opinion Research Center*
"AAPOR Times 21"

SATURDAY, May 11

10:00-12:00 noon
Montecito Room

SECOND ANNUAL STUDENT PAPER COMPETITION

CHAIRMAN: WILLIAM J. PAISLEY, *Stanford University*

HONORABLE MENTION

JONATHAN KELLEY, *University of California, Berkeley*
"The Dimensions of Politics"

HONORABLE MENTION

RICHARD YOUNG, *Stanford University*
"The Relationship Between Negro Protest Leaders and Negro Politicians in San Francisco"

FIRST PRIZE

LAWRENCE W. GREEN, *University of California, Berkeley*
"Validity in Family Planning Surveys"

SECOND PRIZE

JOHN S. REED, JR., *Columbia University*
"The Transmission of Party Preference by Identification"

THIRD PRIZE

MARSHALL CHILDS, *Columbia University*
"White Construction of the Negro After the Civil War"

SATURDAY, May 11

Gold Room

**IMPROVING THE QUALITY AND QUANTITY OF
EDUCATION AND STUDENTS IN OUR FIELD**

CHAIRMAN: DON CAHALAN, *The George Washington University*

STEPHEN VIEDERMAN, *NAC-NRC-SSRC Behavioral and Social Sciences Survey Committee*
"Purposes and Scope of the Current Behavioral and Social Sciences Survey"

NATHAN MACCOBY, *Stanford University*
"Developments and Needs in Communications Research Training"

CHARLES E. SWANSON, *New York University and Fresno State College*
"Education for Problem-Solving Under Stress in Marketing and Business"

JOHN W. C. JOHNSTONE, *National Opinion Research Center*
"Developments and Needs in Survey Research Training"

Santa Barbara
Room

WAPOR BUSINESS MEETING

Miramar Room

PAAPOR BUSINESS MEETING

CONFERENCE COMMITTEE

Herbert I. Abelson, *AAPOR Chairman* Martin J. Brouwer, *WAPOR Chairman*

David Gold, *Local Arrangements*

Charles Y. Glock

Robert Heyer

Herbert E. Krugman

Nathan Maccoby

Richard Maisel

Eric Marder

Harold Mendelsohn

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