



AMERICAN
ASSOCIATION FOR
PUBLIC OPINION
RESEARCH

24 th Annual
Conference

May 16-19, 1969
Hotel Sagamore
Lake George, N. Y.



PUBLIC OPINION IN AN ERA OF CONFRONTATION

Program

1969 AAPOR CONFERENCE

FRIDAY, MAY 16

6:00-9:00 p.m. Lobby	REGISTRATION
9:30-11:00 p.m. Colony Club	GET-TOGETHER PARTY (Dutch Treat)
12:00 midnight Colony Club	MIDNIGHT BREAKFAST

SATURDAY, MAY 17

8:30-9:30 a.m. Lobby	REGISTRATION
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9:00-noon Lounge	PRESENTATION OF AWARD-WINNING PAPERS FOR STUDENT RESEARCH ON PUBLIC OPINION
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COMMITTEE ON AWARDS:

CHAIRMAN: WILLIAM PAISLEY (*Institute of Mass Communications, Stanford University*)

MEMBERS:

KURT BACK (*Duke University*); GEORGE GERBNER (*Annenberg School of Communications, University of Pennsylvania*);
HERBERT MENZEL (*New York University*)

First Place:

DAVID KNOKE (*University of Michigan*)
"The Political Consequences of Economic Class Inconsistencies"

Second Place (Tie):

CHARLES ATKIN (*University of Wisconsin*)
"The Influence of Pre-Election Poll Information on Political Preferences"

DRURY SHERROD (*Stanford University*)
"A Balance Theory Approach to Candidate Perception"

Honorable Mentions:

DOUGLAS HALL (*Stanford University*)
"Political Partisanship: An Unobtrusive Field Experiment"

KENT ANDERSON (*Stanford University*)
"A Hierarchical Decision Model for Questionnaire Analysis and Interpretation"

JONATHAN KELLEY (*University of California at Berkeley*)
"Dress as Non-Verbal Communication"

Selected non-winning student papers will also be read at the session.

SATURDAY MORNING (continued)

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

THE POLITICAL YEAR THAT WAS: 1968

CHAIRMAN: HERBERT ABELSON (*Response Analysis Corporation, Princeton, N. J.*)

WARREN J. MITOFSKY, (*CBS News Election Unit*)
"Who Voted for Wallace?"

THOMAS E. COFFIN and SAMUEL TUCHMAN (*NBC*)
"The Influence of TV Election Broadcasts in a Close Election"

ERNEST DICHTER (*Institute for Motivational Research, Inc.*)
"Personality Characteristics of Undecided Voters"

JOHN ROBINSON (*Survey Research Center, University of Michigan*)
"How Reactions to Chicago Affected the 1968 Vote"

Card Room

RESPONSES TO STUDENT PROTEST

CHAIRMAN: YVAN CORBEIL (*Centre de Recherches sur L'Opinion Publique—C.R.O.P., Inc., Montreal, Canada*)

JOSEPH SPAETH (*NORC, Chicago*)
"Public Reactions to College Student Protests"

STEPHEN COLE (*State University of New York at Stony Brook and BASR, Columbia*) and HANNALORE ADAMSONS (*BASR, Columbia*)
"The Columbia Crisis: Determinants of Faculty Opinion and Behavior"

EMANUEL DEMBY (*Motivational Programmers, Inc., New York City*)
"All the Lonely People"

RICHARD WIRTHLIN (*Brigham Young University*)
"Public Reaction to Student Protest: The California Case"

STUART C. DODD (*University of Washington*)
"Feedback Polls for Stabilizing Change in Human Systems"

12:00-2:00 p.m.

Cocktails and buffet luncheon

2:00-4:00 p.m.
Card Room

THE ISSUE OF OBSCENITY AND PORNOGRAPHY IN CONTEMPORARY MEDIA

CHAIRMAN: CHARLES WINICK (*City University of New York*)

EDWARD SAGARIN (*City College of New York*)
"Obscenity in the Underground Press"

DAVID SONENSCHNEN (*TRACOR, Austin, Texas*)
"Sex and Love in the Romance Magazines"

DAVID MANNING WHITE (*Boston University*)
"The Case History of a Film Banned in Boston: The Killing of Sister George"

Discussant: W. CODY WILSON (*President's Commission on Obscenity and Pornography*)

SATURDAY AFTERNOON (continued)

Coffee Shop

CAPAC: AN EXAMPLE OF A MULTI-STUDY

Continuing Audit of Public Aspirations and Concern is designed as a research system for answering a wide variety of questions. The session focuses on three uses to which CAPAC has been applied.

CHAIRMAN: RICHARD MAISEL (*New York University*)

ROBERT S. WEISS (*Harvard Medical School*)

"The Identification and Study of Life Situations"

JAMES LAUE (*U. S. Department of Justice, now
Harvard Medical School*)

"Application of the Research by the U. S. Government"

JAMES BACHARACH (*Trendex*)

"Methodology of the Study"

RICHARD MAISEL (*NYU*)

"Isolating the Impact of Major Events on Public Mood and Ideology: Reaction to the Democratic Convention and the Accompanying Civil Disorders in Chicago"

Lounge

IS OUR METHODOLOGY RELEVANT TO THE TIMES?

CHAIRMAN: RICHARD S. HALPERN (*Coca-Cola, Europe*)

JOSEPH SALEH (*Columbia Pictures Corp.*)

"Some Observations on Measuring Public Opinion in a Rapidly Changing Society"

ERIC JOSEPHSON (*Columbia University School of Public Health and Administrative Medicine*)

"Resistance to Social Surveys: Sources, Forms, Significance"

G. RAY FUNKHOUSER and NATHAN MACCOBY (*Stanford University*)

"The Role of a Poll in Resolving a University Crisis"

Discussants:

RON GATTY (*City University of New York*)

SHIRLEY A. STAR (*Research Consultant, Berkeley, California*)

Academy Award Room

DRUGS, TELEVISION, INTEGRATION: TOPICS OF THE TIMES

CHAIRMAN: SIDNEY HOLLANDER (*Sidney Hollander Associates, Baltimore*)

HUGH PARRY (*George Washington University*)

"Primary Levels of Under-Reporting the Use of Psychotropic Drugs With and Without Visual Aids"

HOPE KLAPPER (*New York University*)

"Did Anyone Do Anything That Would Be Wrong for You to Do? Children's Perceptions and Moral Evaluations of Television Programs"

STANLEY BIGMAN (*Washington Center for Metropolitan Studies*)

"White and Negro Experiences, Attitudes and Perceptions of Living in Racially-Mixed Housing"

SATURDAY LATE AFTERNOON

4:00-5:45 p.m.
Academy Award Room

SPECIAL SESSION ON TRAINING STUDENTS FOR SURVEY METHODOLOGY

CHAIRMAN: ALLEN H. BARTON (*Columbia University*)

Speakers:

ELIZABETH NOELLE-NEUMANN (*Institut für Demoskopie
Allensbach, Germany*)

MORRIS AXELROD and JACK FOWLER (*Joint Center for Urban
Studies, Harvard—MIT*)

Discussion from floor invited

Lounge

OPEN MEETING ON AAPOR/APA EARLY INTERNSHIP PROGRAM

CHAIRMAN: HERBERT KRUGMAN (*General Electric*)

6:00 p.m.
Porch (weather
permitting) or
Card Room

Free Cocktail Party

7:00-8:30 p.m.

Dinner

9:00 p.m.
Empire Room

PUBLIC OPINION RESEARCH AS A PUBLIC OPINION ISSUE

Moderator:

PAUL B. SHEATSLEY (*NORC, Chicago*)

Participants:

LEO BOGART (*Bureau of Advertising, A.N.P.A.*)

BURNS ROPER (*Roper Research Associates*)

PHILLIP MEYER (*Washington Bureau, Knight Newspapers, Inc.*)

Participation from floor invited.

12:00 midnight
Pool

Chinese Smorgasbord

9:30-11:30 a.m.
Academy Award Room

**PUBLIC OPINION, GOVERNMENTAL COMMISSIONS,
AND SOCIAL POLICY**

CHAIRMAN: KURT LANG (*State University of New York
at Stony Brook*)

PAUL N. BORSKY (*Columbia University School of Public Health
and Administrative Medicine*)

"The Use of Social Surveys in Policy Decisions on the
Sonic Boom"

FRED SCHINDELER and C. MICHAEL LANTHIER (*Institute for
Behavioral Research, York University, Toronto*)

"Participatory Democracy in Canada: Paths for
Survey Research"

ROBERT SHELLOW (*Office of Public Safety, Washington, D. C.*)

"Social Scientists and Social Action from Within
the Establishment"

Discussant:

ALBERT BIDERMAN (*Bureau of Social Science Research,
Washington, D.C.*)

Lounge

A LOOK AT THE FUTURE THROUGH INTERNATIONAL EYES

CHAIRMAN: ROBERT BRICTSON (*Systems Development Corporation,
Santa Monica, California*)

JIRI NEHNEVAJSA (*University of Pittsburgh*)

"Czech Intelligentsia Look at the Future of Czechoslovakia"

GENE LEVINE (*U.C.L.A.*)

"A Case Study in International Comparative Research: Some
Perils, Problems and Results"

ROBERT BRICTSON

"Expectations of Colombian Elites Toward Education"

Discussant:

GRANT S. McCLELLAN (*Current Magazine, Goddard College*)

Coffee Shop

PUBLIC OPINION AND THE CRISIS IN PUBLIC EDUCATION

CHAIRMAN: LAURE M. SHARP (*Bureau of Social Science Research,
Inc., Washington, D.C.*)

RICHARD M. JOHNSON (*State University of New York at Buffalo*)

"Public Schools and Confrontation Politics: The Views of
Urban Blacks and Whites"

JACK SCHWARTZ (*Philadelphia Board of Education*)

"A Community Views Its Schools: The Philadelphia Story"

HARLAND RANDOLPH (*Federal City College, Washington, D.C.*)

"Public Opinion Research: A Form of Community
Participation for Urban Universities"

Discussant:

ROBERT L. CRAIN (*Johns Hopkins University*)

Card Room

MODELS AND THEIR USE

CHAIRMAN: WILLIAM T. MORAN (*Lever Brothers*)

ERIC MARDER (*Eric Marder Associates, Inc.*)

"A Consumer Marketing Model"

J. T. LINTHORST-HOMAN (*Decision Systems, Young and Rubicam*)

"Which End is Up? How to Use Marketing Models"

SUNDAY AFTERNOON

12:00-2:00 p.m.	Cocktails and buffet luncheon
2:00-4:00 p.m. Lounge	CONSUMER BEHAVIOR UNDER CHANGING SOCIAL CONDITIONS CHAIRMAN: HAROLD H. KASSARJIAN (<i>U.C.L.A.</i>) THOMAS S. ROBERTSON (<i>Harvard</i>), DOUGLAS J. DALRYMPLE (<i>Indiana</i>) and MICHAEL Y. YOSHINO (<i>U.C.L.A.</i>) "Purchasing Behavior as an Aspect of Assimilation of Ethnic Minorities" HARRY L. DAVIS (<i>University of Chicago</i>) "A Cross-Cultural Comparison of Family Decision-Making" GEORGE S. DAY (<i>Stanford</i>) "Effects of Advertising on Changes in Brand Attitudes" JOEL B. COHEN (<i>University of Illinois</i>) "Product Choice and Consumer Response: Cognitive Theory vs. Reinforcement Theory"
Card Room	BLACK VS. WHITE: BLACKS AND WHITES? CO-CHAIRMEN: NORMAN PERLSTEIN (<i>Brotherhood-in-Action, New York City</i>) and CHARLES H. STEMBER (<i>Rutgers University</i>) ALBERT GOLLIN (<i>Bureau of Social Science Research, Inc.</i>) "Poor People's Campaign and the March on Washington: The Changing Shape of Racial Protest" LONDON HAYNES (<i>Miami Herald</i>) "Shifts in Public Opinion Following the Assassinations of King and Kennedy" ANN BRUNSWICK (<i>Columbia University</i>) "Generation Differences in Black and White: Young vs. Old" Discussant: CLARENCE FUNNYE (<i>National Committee on Discrimination in Housing, former director CORE</i>)
4:15-5:30 p.m. Colony Club	Business meeting (Attendance requested)
6:30 p.m. Porch (weather permitting) or Card Room	Free cocktail party
7:30 p.m.	AAPOR Banquet and Presidential Address: Robert N. Ford (A. T. & T.) "The Obstinate Employee" Presentation of AAPOR Award
12:00 midnight Pool	Wienie Roast

MONDAY, MAY 19

10:00-12:00 noon | **INFORMAL ROUNDTABLE DISCUSSIONS**

Academy Award Room | **NONINTERVIEW MEASURES OF PUBLIC OPINION**

Organizer: MICHAEL L. RAY (*Stanford University*)

Participants: Other faculty, Stanford University

TV Room | **THE SEDUCTION OF NON-RESPONDENTS OR WHAT IF YOU CAN'T GIVE EVERY INTERVIEWER A COUCH**

Organizer: SEYMOUR SMITH (*Seymour Smith Associates, Inc.*)

GARY SCHMERMUND (*A.T. & T.*)

HENRY SIEGLE (*McGraw-Hill*)

**Card Room
(Section A)** | **THE INFLUENCE OF PUBLIC OPINION POLLS ON LEGISLATORS AND LEGISLATION**

Organizers: SELWYN WAINGROW (*National Clearinghouse for Smoking and Health*) and JAMES W. SWINEHART (*U. of Michigan*)

**Card Room
(Section B)** | **PROBLEMS ENCOUNTERED IN SURVEYS OF ETHNIC COMMUNITIES: BLACK, PUERTO RICAN, JAPANESE-AMERICAN**

Organizer: ROY MALLETT (*Center for Urban Education*)

Participants:

RALPH E. BUNCH (*North Texas State University*)

RAMON RIVERA, JUAN RODRIGUEZ-MUNOZ, ALBERT McGRATH
(*Center for Urban Education*)

KENNETH S. SHERRILL (*Hunter College, City U. of N. Y.*)

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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