

25th Annual Conference

AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH

WORLD ASSOCIATION
FOR PUBLIC OPINION RESEARCH

May 21-24, 1970
Hotel Sagamore
Lake George, New York

ADDITIONAL ROUNDTABLE

The following roundtable has been added to those listed in the program and will meet, along with those listed at noon in the dining room on Friday.

America In Crisis: What Can

We As Researchers Do?

Chairman: Barbara Lee, Columbia Broadcasting System, Inc.

APPENDIX A - CONTINUED

The following schedule has been added to those listed in the previous and will read, along with those listed in the previous as follows:

Appendix A - Schedule 1

Appendix A - Schedule 2

Appendix A - Schedule 3

The Interaction Between Method and Theory

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH-
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

MAY 21-24, 1970

THURSDAY, MAY 21

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

FRIDAY, MAY 22

8:30-9:30 a.m. Lobby	REGISTRATION
9:30-11:45 a.m. Empire Room	THE IMPACT OF THE SURVEY METHOD ON THEORY Chairman: ALLEN BARTON, <i>Bureau of Applied Social Research, Columbia University</i> ROBIN WILLIAMS, <i>Cornell University</i> , "Sociology and the Survey Method" ALBERT HART, <i>Columbia University</i> , "Economics and Marketing and the Survey Method" NORMAN BRADBURN, <i>National Opinion Research Center</i> , "Psychology and the Survey Method"

FRIDAY AFTERNOON

12:00-1:30 p.m. Dining Room	LUNCHEON ROUNDTABLES (Limited participation. Advance registration required.) REUBEN COHEN, <i>Response Analysis Corporation</i> , "Sampling Error, Tests of Significance, Confidence Limits—or What?"
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FRIDAY AFTERNOON (Continued)

12:00-1:30 p.m.
Dining Room

WILLIAM E. ARNOLD, *Case Western Reserve University*, "Direct Behavioral Observation"

ALBERT D. BIDERMAN, *Bureau of Social Science Research*, "Law and Order As A Public Issue"

JUAN LINZ, *Yale University*, "The Future For Multi-National Studies (WAPOR)"

STANLEY K. BIGMAN, *The Washington Center For Metropolitan Studies*, "Legislative and Policy Use Of Survey Research"

LEE ADLER, *Flouton, Adler Associates*, "Implications of Cultural Change For Marketing: Cashing In On The 'Cop Out'"

EMANUEL H. DEMBY, *Motivational Programmers, Inc.*, "Psychographics: *cum* or *versus* Demographics?"

RICHARD WILLIAMS, *Response Analysis Corporation*, "Interviewer Recruitment and Training"

EUGENE TELSER, *Elrick and Lawidge, Inc.*, "Ethnomethodology, Psycholinguistics, and Marketing Research"

NAOMI D. ROTHWELL, *Bureau of the Census*, "Access To 1970 Census Data"

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

COMMUNICATIONS THEORY REVISITED

Chairman: HAROLD MENDELSON, *University of Denver*

HERBERT E. KRUGMAN, *General Electric Company*, "EEG Aspects Of Low Involvement: Implications for the McLuhan Hypothesis"

CLARK LEAVITT, *Leo Burnett Company*, "Classic Models Of Communications Effects and Innovations In These Models"

BRUCE H. WESTLEY, *University of Kentucky*, "Communications Process Models and the Planned Change Process"

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

PUBLIC OPINION DATA AND OTHER REALITIES: AN HISTORICAL PERSPECTIVE

Chairman: HERBERT ABELSON, *Response Analysis Corporation*

ALFRED HERO, *World Peace Foundation*, "Public Opinion Versus Legislative and Executive Action On Foreign Policy"

MICHAEL RAPPAPORT, *Opinion Research Corporation*, "Changing Demographic Structure of Public Opinion"

DANIEL YANKELOVITCH, *Daniel Yankelovitch, Inc.*, "Youth And Youth Culture"

Discussant: ELMO ROPER, *Roper Research Associates*

FRIDAY AFTERNOON (Continued)

1:45-3:45 p.m.
Colony Club

OPINION AND MARKET RESEARCH IN DEVELOPING NATIONS (WAPOR SESSION)

Chairman: PHILIP K. HASTINGS, *Williams College and The Roper
Public Opinion Research Center*

FRED G. BURKE, *State University of New York at Buffalo*, "Some
Grass Root Attitudes Affecting Political and Social Integration
in East Africa"

GEORGE GAITHER, *International Research Associates, Inc.*, "Latin
American Research on Attitudes Toward the Free Enterprise
System"

MICHEL HOFFMANN, *MARCOMER*, "Research in Several French
and English-Speaking African Nations"

Discussants: HELEN CROSSLEY, *ArchCross Associates*
ALBERT GOLLIN, *Bureau of Social Science Research*

4:00-5:30 p.m.
Empire Room

TOWARD RESPONSIBILITY IN THE REPORTING OF OPINION SURVEYS

Chairman: SIDNEY HOLLANDER, *Sidney Hollander and Associates*

HONORABLE LUCIEN NEDZI, *Congressman 14th District Michigan*,
"Will Legislation Help?"

PHILIP MEYER, *Russell Sage Foundation*, "Journalist: Friend or
Foe?"

MERVIN FIELD, *Field Research Corporation*, "Response: The Re-
searcher's View"

FRIDAY EVENING

8:30-10:30 p.m.
Empire Room

TOWARD A THEORY OF PUBLIC OPINION

Chairman: ROBERT S. LEE, *International Business Machines*

Participants: M. BREWSTER SMITH, *University of Chicago*
"A Psychologist's Perspective"

AMITAI ETZIONI, *Columbia University*
"A Sociologist's Perspective"

SIDNEY VERBA, *University of Chicago*
"A Political Scientist's Perspective"

12:00 Midnight
Colony Club

CHINESE SMORGASBORD

SATURDAY, MAY 23

8:30-9:30 a.m.
Academy Award Room

WAPOR BUSINESS MEETING
Open meeting, attendance requested.

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

TRACKING SOCIAL CHANGE

Chairman: RAYMOND A. BAUER, *National Goals Research*

RICHARD MAISEL, *New York University*, "Social Indicators: The Measurement of Well-Being"

VICTOR BEARDSLEY, *AT&T*, "Monitoring the Environment Through Community Leaders"

LAWRENCE BLOOMBERG, *Bureau of the Budget*, "Social Indicators: Their Past, Present, and Future"

HOWARD BAUMGARTEL, *University of Kansas*, "A Survey Approach to Measuring the Penetration of Modern Management Practices in India"

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

CONSUMER ATTITUDES AND BUYING INTENTIONS AS AIDS TO MARKETING FORECASTING AND GOVERNMENT POLICIES (WAPOR SESSION)

Chairman: GORDON HEALD, *London Business School*

GORDON HEALD, *London Business School*, "The Use of Consumer Attitude and Buying Intention Data As An Aid To Government Policy Making"

WIM DE JONGE, *Netherlands Institute of Public Opinion*, "Price Expectations and Time To Buy"

JAY SCHMIEDESKAMP, *University of Michigan*, "Understanding Why Consumer Attitudes and Expectations Change"

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

NEW DIRECTIONS IN ELECTION RESEARCH

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

ROBERT C. SORENSEN, *The Sorensen Group, Inc.*, "Social Invention In Political Polling: An Urban Case History"

SAMUEL LUBELL, *Samuel Lubell Associates*, "The Hidden Crisis in American Politics: The Meaning of the Nixon Coalition"

WILLIAM KLECKA, *Northwestern University*, "The Use of Political Generations in Studying Political Change"

DEREK URWIN, *Strathclyde College and Yale University*, "Persistence and Change in Western Party Systems, 1945-1968"

SATURDAY AFTERNOON

12:00-1:00 p.m. | BUFFET LUNCHEON

1:15-3:00 p.m. | STUDENT AWARD PAPERS

Card Room

Committee Chairman: KURT BACK, *Duke University*

Members: BRUCE P. DOHRENWEND, *Columbia University*

LAURIE M. SHARP, *Bureau of Social Science Research*

WILLIAM PAISLEY, *Stanford University*

First Place: CHARLES K. ATKIN, *University of Wisconsin*, "Reassessing Two Alternative Explanations of *de facto* Selective Exposure"

Second Place: GARY A. MAUSER, *University of California—Irvine*, "A Structural Approach to Predicting Patterns of Electoral Substitution"

Third Place: PHILIP PALMGREEN, *University of Kentucky*, "A Daydream Model of Communication: The Effect of Daydreaming on Method Reception and Comprehension"

1:15-3:00 p.m.

Colony Club

NEW DIRECTIONS IN ANALYTICAL MODELS

Chairman: RONALD GATTY, *Baruch College, City University of New York*

RUSSELL HALEY, *Grudin/Appel/Haley, Inc.*, "Marketing Implications of Selective Perception"

S. GERALD KLINE, *School of Journalism and Communication, University of Minnesota*, "Communication Theory and Non-Metric Models"

LEONARD S. KOGAN, *Center for Social Research, City University of New York*, "Multivariate Methods and Social Psychological Theory"

3:15-5:15 p.m.

Colony Club

BLACKS IN AMERICA TODAY: POLITICS, EDUCATION AND CONSUMER BEHAVIOR

Chairman: JOHN MORSELL, *NAACP*

EDITH ARLEN, *Social Research, Inc.*, "Social Psychological Themes in Negro Life Styles"

WALTER REICHMAN and MARGUERITE LEVY, *College Discovery Program—CUNY*, "The Academic Motivation of Special Program Students and Regular Matriculants in Community Colleges of The City University of New York"

ROBERT T. RILEY and THOMAS F. PETTIGREW, *Harvard University*, "Sources of White Support for Hatcher, Stokes, and Bradley"

BARBARA HEYNES, *University of Chicago*, "The Trend in Black Voting Participation"

SATURDAY AFTERNOON (Continued)

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

RECENT RESEARCH IN INTERVIEWING

Chairman: PAUL SHEATSLEY, *National Opinion Research Center*

REGINA LOWENSTEIN, *Columbia University, School of Public Health and Administrative Medicine*, "Effect of Interaction of Interviewers and Respondents On Health Surveys"

FAN CALLOWAY, *National Opinion Research Center*, "Interviewers Wanted: No Experience Necessary—Some College Preferred"

ANDRE LAURENT, *University of Michigan, Survey Research Center*, "Memory and Information Retrieval In The Interview"

Discussant: MANUEL N. MANFIELD, *M. N. Manfield Associates, Inc.*

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

AAPOR BUSINESS MEETING

Open meeting, attendance requested.

SATURDAY EVENING

6:45-7:45 p.m.
Porch (weather
permitting) or
Card Room

COCKTAIL PARTY—on the house

8:00 p.m.
Dining Room

AAPOR BANQUET AND PRESIDENTIAL SESSION

ADRI BAKKER, "Greetings from WAPOR"

ROBERT BOWER, "Institutional Settings of Public Opinion Research"

Presentation of AAPOR Award

12:00 Midnight

WIENIE ROAST

SUNDAY, MAY 24

10:00-12:00 Noon
Card Room

NEW PERSPECTIVES IN CROSS-CULTURAL RESEARCH

Chairman: JOHN P. ROBINSON, *National Institute of Mental Health*

DONALD HAYTHORNE, *Department of Community Medicine, University of Alberta* and CHARLES CANNELL, *Survey Research Center, University of Michigan*, "Cross-National Differences in Reported Health Behavior"

SUNDAY (Continued)

10:00-12:00 Noon
Card Room

RICHARD BRISLIN, *Institute of Defense Analysis, Arlington Virginia*,
"Cross-Cultural Attitude Measurement"

ALEXANDER SZALAI, *United Nations Institute for Training and
Research—UNITAR*, "The Timing of Everyday Activities in
Twelve Countries"

FREDERICK WAISANEN and HIDEYA KUMATA, *Department of Com-
munications, Michigan State University*, "Functional Literacy
In Comparative Perspective"

Discussant: JUAN LINZ, *Department of Sociology, Yale University*

10:00-12:00 Noon
Colony Club

YOUTH IN AMERICA TODAY: POLITICS, CIGARETTES AND DRUGS

Chairman: GLADYS LANG, *Bureau of Applied Social Research, Co-
lumbia University*

MICHAEL MAIDENBERG, *Detroit Free Press*, and PHILIP MEYER,
Russell Sage Foundation, "The Berkeley Arrestees: Five Years
Later"

SEYMOUR LIEBERMAN, *Lieberman Research Inc.*, "The Teenager
Looks at Cigarette Smoking"

ERIC JOSEPHSON and ANNE ZANES, *Columbia University, School of
Public Health and Administrative Medicine*, "Adult Perception
of Youthful Drug Behavior"

ANN F. BRUNSWICK, *Columbia University, School of Public Health
and Administrative Medicine*, "The Black Adolescent: Some of
His Self Attitudes and Expectations of Life"

Discussant: LAURIE SHARP, *Bureau of Social Science Research*

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