

AMERICAN ASSOCIATION  
FOR  
PUBLIC OPINION RESEARCH

PACIFIC AMERICAN ASSOCIATION  
FOR  
PUBLIC OPINION RESEARCH

**26th**  
**Annual Conference**

May 19-22, 1971  
Huntington Sheraton Hotel  
Pasadena, California



## 1971 AAPOR-PAAPOR CONFERENCE

### PUBLIC OPINION IN A SOCIETY UNDER PRESSURE

#### WEDNESDAY, May 19

7:00-11:00 P.M. Lobby	REGISTRATION
6:00-8:00 P.M. Crystal Terrace	DINNER
9:00-11:30 P.M. Georgian Room	GET TOGETHER PARTY

#### THURSDAY, May 20

7:30-8:30 A.M. Viennese Room	BUFFET BREAKFAST
8:30-9:30 A.M. Lobby	REGISTRATION
9:00-10:30 A.M. Wentworth Room	SOCIAL INDICATORS

*Chairman: RAYMOND A. BAUER, Harvard University School of Business Administration*

*DONALD SHOUP, Social Science Research Council, New York*  
"Social Indicators: Some Possible Futures"

*PETER J. HENRIOT, Seattle University and Joint Center for Urban Studies, Harvard-MIT*  
"Social Indicators: Some Practical Politics"

THURSDAY, May 20

10:45 A.M.-12:15 P.M.

Wentworth Room

## IMPACT OF SOCIAL RESEARCH ON POLICY DECISIONS

*Chairman: HERBERT I. ABELSON, Response Analysis Corporation*

*JOHN P. ROBINSON, Institute for Social Research, University of Michigan, and Surgeon General's Advisory Committee on Television and Social Behavior*

*NATHAN CAPLAN, University of Michigan and National Advisory Commission on Civil Disorders*

*SANDRA BALL-ROKEACH, Michigan State University and the National Commission on the Causes and Prevention of Violence*

*JOSEPH T. KLAPPER, Columbia Broadcasting System and National Commission on Obscenity and Pornography*

12:30-2:00 P.M.

Viennese Room

## LUNCHEON ROUNDTABLES

*Chairman: WILLIAM L. NICHOLLS II, Survey Research Center, University of California and President of PAAPOR*

*GENE N. LEVINE, Department of Sociology, University of California, Los Angeles*

*"Research on Ethnic and Racial Groups: Problems, Policies, and Plans"*

*KAREN PAIGE, Department of Psychology, University of California at Davis*

*"The Changing Role of Women in Society: Research in Progress and Prospect"*

*THOMAS S. ROBERTSON, Harvard University School of Business Administration*

*"Adolescent Consumer Socialization: The Effects of Mass Media"*

*JOSEPH ZELAN, Survey Research Center, University of California at Berkeley*

*"Equality and Authority in Higher Education: The Study of Student Power and Participation"*

THURSDAY, May 20

2:15-3:45 P.M.  
San Marino Room

**CONSUMERISM: DIRECTIONS AND ISSUES**

*Chairman: ROBERT LAVIDGE, Elrick and Lavidge, Inc.*

RAYMOND A. BAUER, *Harvard University School of Business Administration*

"Perspectives on Consumerism"

JOHN S. COULSON, *Leo Burnett Company, Inc.*

"A Response to Consumerists"

2:15-3:45 P.M.  
Wentworth Room

**ESTABLISHMENT ELITES  
IN A TIME OF CHANGE**

*Chairman: ROBERT E. LEE, IBM Corporation*

VICTOR BEARDSLEY, *American Telephone and Telegraph*

"Community Leadership Groups"

RUTH CLARK, *Daniel Yankelovich, Inc.*

"Top Corporate Leadership"

**THURSDAY, May 20**

**4:00-5:30 P.M.**  
**San Marino Room**

**TRANSITIONS IN THE YOUTH CULTURE:  
A SPECULATIVE FRAMEWORK**

*Chairman: LUIZ SIMMONS, White House Conference on Youth*

"The Real Generation Gap: Speculations on the Meaning and Implications of Youth Activism"

*NATHAN HARE, Publisher, The Black Scholar*  
"The Future of Black Youth"

*BARBETTE BLACKINGTON, American University*  
"Transition in Public Attitudes Regarding Young Women"

*DAVID GOTTLIEB, Pennsylvania State University*  
"Vista, Pepsi and Poverty"

**4:00-5:30 P.M.**  
**Wentworth Room**

**PUBLIC OPINION RESEARCH IN A SOCIETY OF  
CHANGE AND CRISIS:  
A METHODOLOGICAL REVIEW**

*Chairman: HOPE KLAPPER, New York University*

*FRED GOLDNER, Queens College, City University of New York*

"Public Opinion and Survey Research: A Poor Mix"

*ERIC MARDER, Eric Marder Associates*  
"The Five Stages of Survey Research"

**6:00 P.M.**  
**Viennese Room**

**DINNER**

**8:00-10:00 P.M.**  
**Georgian Room**

**MOBILIZING PUBLIC OPINION**

*Chairman: DANIEL YANKELOVICH, Daniel Yankelovich, Inc.*

*LOWELL BECK, Vice President, Common Cause*

*WILLIAM RUDER, Ruder & Finn*

**FRIDAY, May 21**

**7:30-8:30 A.M.**

**Viennese Room**

**BUFFET BREAKFAST**

**9:00-10:30 A.M.**

**Wentworth Room**

**THE SILENT MAJORITY AND SOCIAL ISSUES**

*Chairman:* MERVIN D. FIELD, *The California Poll*  
"Noisy Pluralism vs. The Silent Majority"

WILLIAM BICKER, *Institute of Governmental Studies,*  
*University of California at Berkeley*  
"Welfare: The Issue in Transition"

ROBERT LEVINE, *Rand Corporation, Santa Monica*  
"The Silent Majority: Some Logical Contradictions"

*Discussant:* ANTHONY DAY, *Director of Editorial Pages,*  
*Los Angeles Times*

**9:00-10:30 A.M.**

**Georgian Room**

**PUBLIC OPINION RESEARCH AND THE MEDIA**

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

"The Television Generation and the New Research  
Needs"

SCOTT WARD, *Marketing Science Institute and Harvard*  
*University School of Business Administration*

"Studies of Effects of Television Advertising on  
Children and Adolescents"

**10:45 A.M.-12:15 P.M.**

**Wentworth Room**

**PRE-ELECTION SURVEYS: HINDSIGHT  
AND OUTLOOK**

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

"Implications of the 1970 British Fiasco"

PAUL K. PERRY, *The Gallup Organization*  
"The Turnout Problem"

CHARLES M. KINSOLVING, JR., *Bureau of Advertising A.N.P.A.*  
"Political Polling in a Primary: Sampling Attrition  
and Turnout Prediction"

LAWRENCE BOWEN, *School of Journalism and Mass*  
*Communications, University of Wisconsin*

"How Voters React to Electronic Political  
Advertising"

FRIDAY, May 21

10:45 A.M.-12:15 P.M.

Georgian Room

## HOW CAN THE PUBLIC OPINION PROFESSION AND COMMON CAUSE WORK TOGETHER

*Chairman: BARBARA LEE, Social Research Division,  
Columbia Broadcasting System*

12:30-2:00 P.M.

Viennese Room

## BUFFET LUNCH ROUNDTABLES

*Chairman: WILLIAM L. NICHOLLS II, Survey Research  
Center, University of California and President  
of PAAPOR*

LEO CRESPI, *United States Information Agency*  
"Public Opinion and the Population Crisis"

HELEN CROSSLEY, *Research Consultant*  
"Honesty with Respondents and Interviewers"

WILLIAM J. PAISLEY, *Communications Research Institute,  
Stanford University*  
"Non-Experiment Causal Inference"

FRANCESCO NICOSIA, *University of California at Berkeley*  
"Buying Decision Processes by Consumers and  
Organizations"

FRIDAY, May 21

2:15-3:45 P.M.

Wentworth Room

## THE DRUG SCENE: CURRENT RESEARCH

*Chairman: DONALD KANTER, Department of Marketing,  
University of Southern California*

JOSEPH SMITH, *Oxtoby-Smith, Inc.*

Additional speakers to be announced.

2:15-3:45 P.M.

San Marino Room

## NEW DIRECTIONS FOR SURVEY RESEARCH METHODS

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

WILLIAM A. BELSON, *Survey Research Centre, London  
School of Economics and Political Science*  
"New Perspectives on Traditional Research Methods"

R. RICHARD RITTI, *Pennsylvania Field Research Laboratory,  
The Pennsylvania State University*  
"Drawing Actionable Inference from Survey Data"



**FRIDAY, May 21**

**4:00-6:00 P.M.**  
Wentworth Room

**PRESIDENTIAL ADDRESS—BUSINESS MEETING**

RICHARD H. BAXTER, *St. Regis Paper Company*. President,  
*American Association for Public Opinion Research*  
"A New Goal for AAPOR"

**6:30-7:30 P.M.**  
Pool Area

**COCKTAIL PARTY (DUTCH TREAT)**

**7:30 P.M.**  
Viennese Room

**BANQUET**

**SATURDAY, May 22**

**7:30-8:30 A.M.**  
Viennese Room

**BUFFET BREAKFAST**

**9:30-11:00 A.M.**  
Wentworth Room

**CHANGING IDEALS, VALUES AND BELIEFS**

*Chairman:* EMMANUEL DEMBY, *M.P.I.*  
"The Shock of *Future Shock*"

STEPHEN PITTEL, *Haight-Ashbury Research Project*  
"The Shock is Now"

ALVIN TOFFER, *author, "Future Shock"*  
(Taped Interview)

**9:30-11:00 A.M.**  
San Marino Room

**STUDENT AWARD PAPERS**

*Chairman:* HAROLD H. KASSARJIAN, *University of California at Los Angeles*

*Judges:* N. ROBERT HEYER, *Field Research Corporation*

WILLIAM J. PAISLEY, *Stanford University*

THOMAS S. ROBERTSON, *Harvard University*

Papers To Be Announced

**SATURDAY, May 22**

**11:00 A.M.-12:45 P.M.**

**Wentworth Room**

**SOCIAL RESEARCH TECHNIQUES IN DEFINING HEALTH PROBLEMS**

*Chairman: RAYMOND FINK, Health Insurance Plan of Greater New York*

**RAYMOND FINK, SAM SHAPIRO and CONRAD ROSENBERG,**  
*Health Insurance Plan of Greater New York*

*"Social Research Technique in the Study of Poverty and Non-poverty Groups in Multiphasic Health Testing"*

**GERALD SPARER and LOUISE OKADA,** *Office of Economic Opportunity*

*"Health Functioning Differentials in Eight Poverty Neighborhoods"*

**JORGE SEGOVIA and JACK ELINSON,** *Columbia University School of Public Health and Administrative Medicine*

*"What Physicians Think About Physicians in Argentina"*

**1:00 P.M.**

**Garden Room**

**PACIFIC CHAPTER BUSINESS MEETING LUNCHEON**

*WILLIAM L. NICHOLLS II, President of PAAPOR*

**1:00 P.M.**

**Crystal Terrace**

**LUNCHEON FOR NON-PAAPOR MEMBERS**



## American Association for Public Opinion Research

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JOSEPH T. KLAPPER, Local Arrangements
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