

27th Annual Conference

**AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH**

**WORLD ASSOCIATION
FOR PUBLIC OPINION RESEARCH**

May 18-21, 1972

Marlborough-Blenheim Hotel

Atlantic City, New Jersey

CONTINUITY IN PUBLIC OPINION RESEARCH

This theme is intended to emphasize public opinion research as a continuous process. Continuity may be seen in several ways:

- Historical development of the field so that the present is seen and the future foreseen in the light of the past.
- The interaction through time of policy questions with research planning and results.
- Studies, continuing through time, such as socio-economic indicators, panels and tracking studies, or "follow-up" studies and longitudinal research.
- That research be planned with the benefit of cumulative knowledge learned from research done at a previous time.

While this perspective is being stressed this year, the theme does not apply to all sessions.

CONTINUITY IN PUBLIC OPINION RESEARCH

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

PROGRAM

THURSDAY, MAY 21

5:00-9:00 p.m.
Marlborough Lobby

REGISTRATION

6:00-8:30 p.m.
Rose Room and
Blue Room

DINNER

9:00 p.m.
West Solarium

GET-TOGETHER PARTY (DUTCH TREAT)

FRIDAY, MAY 22

7:30-11:00 a.m.
Rose Room and
Blue Room

BREAKFAST

8:00-10:00 a.m.
Marlborough Lobby

REGISTRATION

9:00-10:30 a.m.
Wedgewood Room

PUBLIC OPINION IN PERSPECTIVE

Chairman: W. PHILLIPS DAVISON, Columbia University

"Policy Impacts of Opinion Research"

HAROLD D. LASSWELL, City University of New York

"Some Perspectives on Opinion and Policy"

DANIEL LERNER, Massachusetts Institute of Technology

10:45 a.m.-12:15 p.m.
Wedgewood Room

EFFECTS OF TELEVISION ON SOCIAL AND POLITICAL BEHAVIOR

Chairman: HAROLD MENDELSON, University of Denver

"Why Information Campaigns Can Succeed"

HAROLD MENDELSON, University of Denver

"Research on the Effects of Television Violence:
Yesterday, Today and Tomorrow"

JOSEPH T. KLAPPER, C.B.S., Inc.

"Mass Media and Political Behavior"

SIDNEY KRAUS, University of Massachusetts

FRIDAY AFTERNOON

12:30-2:30 p.m.
Rose Room and
Blue Room

BUFFET LUNCH AND OPEN DISCUSSION GROUPS

Sign-up sheets for the Friday and Saturday Open Discussion Groups will be posted on the bulletin board near the Registration Desk in Marlborough Lobby. Participants will meet informally for lunch at tables identified by the letter of the group. After lunch the groups will move to various comfortable locations and then start their sessions.

A. THE TELEVISION VIOLENCE ISSUE

JOHN P. ROBINSON, Survey Research Center,
University of Michigan

B. PROBLEMS SEEKING CONTRACT RESEARCH WITH THE FEDERAL GOVERNMENT

LAURE M. SHARP and ALBERT D. BIDERMAN,
Bureau of Social Science Research, Inc.

C. METHODOLOGICAL PROBLEMS IN CONTINUING SURVEYS

ANN BRUNSWICK and PATRICIA COLLETTE,
School of Public Health and Administrative Medicine,
Columbia University

D. MONITORING ELECTION RETURNS

ROBERT D. COURSEN, Minneapolis Star and Tribune

E. ACCESS TO SURVEY RESEARCH LITERATURE

RICHARD C. ROWSON, Praeger Publishers, Inc.
NAOMI ROTHWELL, U.S. Department of Commerce
BENJAMIN LIPSTEIN, S.S.C. & B. Inc.

F. THE FUTURE STRUCTURE OF THE RESEARCH BUSINESS

ARTHUR KOVER, Cornell University

2:45-4:15 p.m.
Wedgewood Room

HAVE WE CHANGED OUR MINDS ABOUT PROBABILITY SAMPLING?

Chairman: ALFRED E. GOLDMAN, National Analysts, Inc.

"Sample Design: 36-inch or 24-inch Yardstick"
SIDNEY ROSLOW and LAWRENCE ROSLOW, The Pulse, Inc.

"Drawing Inference from Non-Probability Samples"
RICHARD MAISEL, New York University

Discussants: JEROME D. GREENE, Marketmath, Inc.
BENJAMIN TEPPING, Bureau of the Census

FRIDAY AFTERNOON

2:45-4:15 p.m.
Atlantic Room

ADVERTISING AND MASS COMMUNICATIONS: POLICIES AND PERSPECTIVES

Chairman: DONALD L. KANTER, University of Southern California

"Views on the Social Role and Impact of Advertising"

JOHN G. MEYERS, University of California at Berkeley

"Government Policy and Public Services Advertising"

DONALD L. KANTER, University of Southern California

2:45-4:15 p.m.
East Solarium

WAPOR: INTERACTION OF RESEARCH AND GOVERNMENT POLICY

Chairman: KURT W. BACK, Duke University

"Prospects for a World Fertility Survey"

J. TIMOTHY SPREHE, A.I.D.

Discussants: SAMUEL BAUM, Bureau of the Census

DAVID MUTCHLER, A.I.D.

MICHAEL HOFFMAN, MARCOMER (Paris)

4:30-6:00 p.m.
Atlantic Room

LARGE-SCALE CONTINUING STUDIES IN EDUCATION

Chairman: EUGENE L. HARTLEY, University of
Wisconsin—Green Bay

"The Extent and Uses of Survey-Type Testing in
American Schools"

THOMAS P. HOGAN, University of Wisconsin—Green Bay

"Survey of Current Research in Higher Education"

DAVID E. DREW, American Council on Education

4:30-6:00 p.m.
Wedgewood Room

THE OBJECTIVITY OF NEWS COVERAGE

Chairman: LEO BOGART, Bureau of Advertising, ANPA

"All I Know is What I See in the Media"

G. RAY FUNKHOUSER, Pennsylvania State University

"Who Shall Watch the Watchmen?"

BEN H. BAGDIKIAN, The Washington Post

"Does News Form Overpower News Content?"

NORMAN ISAACS, Graduate School of Journalism,
Columbia University

FRIDAY EVENING

6:00-8:30 p.m.
Rose Room and
Blue Room

DINNER

FRIDAY EVENING

8:30 p.m.

THE EUROPEAN ORIGINS OF PUBLIC OPINION RESEARCH: A PANEL DISCUSSION

Chairman: PAUL F. LAZARSFELD, Columbia University

MARK ABRAMS, Social Science Research Council

PAUL F. LAZARSFELD, Columbia University

JEAN STOETZEL, The Sorbonne and Institut Francais d'Opinion
Publique

An overview: "Signposts Along the Way"

ALBERT E. GOLLIN, Bureau of Social Science Research

GILLIAN M. LINDT, American University

SATURDAY, MAY 20

7:30-11:00 a.m.

Rose Room and
Blue Room

BREAKFAST

8:00 a.m.

Chevy Chase Room

WAPOR BUSINESS MEETING (Breakfast will be served)

PHILIP K. HASTINGS, President of the World Association
for Public Opinion Research

8:30-9:30 a.m.

Marlborough Lobby

REGISTRATION

9:00-10:30 a.m.

East Solarium

WAPOR: RESEARCH ON FAMILY PLANNING

Chairman: KURT W. BACK, Duke University

"The Survey Method in Family Planning Research and Evaluation:
The Case of Pakistan"

ISMAIL SIRAGELDIN, Johns Hopkins University

Discussants: ZAHAVA D. BLUM, Johns Hopkins University

GHAZI M. FAROOQ, Economic Growth Center,
Yale University

9:00-10:30 a.m.

Wedgewood Room

THE CHANGING BASES OF ELECTORAL BEHAVIOR

Chairman: ROBERT AGRANOFF, Northern Illinois University

"Political Issues and the Differentiation of Citizenry Parties"
EVERETT C. LADD, JR., Social Science Data Center, University
of Connecticut

"Does Congress Represent the Public on Issues:
The CBS 1970 Pre-Election Polls"

CHARLES H. BACKSTROM, University of Minnesota

SATURDAY MORNING

9:00-10:30 a.m.
Atlantic Room

CORPORATE TRACKING SYSTEMS FOR MANAGEMENT DECISIONS

Chairman: SOL DUTKA, Audits and Surveys, Inc.

"Continuing Consumer Research at Coca-Cola U.S.A."
MALCOLM A. McNIVEN, Coca-Cola Company

"Teeing Off on Tracking"
NICHOLAS J. MAMMANA, A.T.&T.

"Applications of Tracking Data to the Strategic Planning Process"
ROBERT W. PRATT, JR., and DAVID T. CASE, General Electric Co.

9:00 a.m.-12:15 p.m.
West Solarium

SIMULATION GAME DEMONSTRATION: STARPOWER

Chairmen: ARLENE and DANIEL O'LEARY,
Simulation Learning Institute

A demonstration of the game "Starpower" in which a miniature society is created to reveal certain social class dynamics. This simulation is limited to 35 participants. Tickets may be obtained at the desk during the registration period on a first-come, first-served basis. A limited number of observers also can be accommodated.

10:45 a.m.-12:15 p.m.
Wedgewood Room

CHANGING VALUES IN AMERICA

Chairman: RALPH K. WHITE, George Washington University

"Contrasting Approaches to the Measurement of Values"
RALPH K. WHITE, George Washington University

"Values in American Society"
MILTON ROKEACH, York University

10:45 a.m.-12:15 p.m.
Atlantic Room

THE PROBLEM OF DRUG ABUSE: RESEARCH AND POLICY NEEDS

Chairman: MITCHELL BALTER, Psychopharmacology Research
Branch, National Institutes of Mental Health

"A View from the Public Sector"
ALAN I. GREEN, M.D., Special Action
Office for Drug Abuse Prevention

"A View from the Private Sector"
THOMAS E. BRYANT, M.D., Drug Abuse Council

SATURDAY AFTERNOON

12:30-2:30 p.m.
Rose Room and
Blue Room

BUFFET LUNCHEON AND OPEN DISCUSSION GROUPS

Sign up sheets for Open Discussion Groups are located on the bulletin board near the Registration Desk in Marlborough Lobby.

A. RESPONDENT PRIVACY AS A PROBLEM FOR THE PROFESSION

HOPE LUNIN KLAPPER, New York University

B. IMPONDERABLES OF THE 1972 ELECTION

IRVING CRESPI, The Gallup Organization, Inc.

C. METHODOLOGICAL PROBLEMS WITH SOCIAL INDICATORS

WILLIAM L. NICHOLLS, III, Survey Research Center,
University of California at Berkeley

D. PROSPECTS AND PROBLEMS IN INTERNATIONAL COMMUNICATIONS

HENRY BARBERA, City College of CUNY

E. SURVEY SAMPLING IN THE SEVENTIES

ALFRED E. GOLDMAN, National Analysts, Inc.
JEROME D. GREENE, Marketmath, Inc.
BENJAMIN TEPPING, Bureau of the Census

F. SIMULATION GAMES AND HUMAN RELATIONS

OSCAR COHEN, Anti-Defamation League

G. DO RESEARCH RESULTS AFFECT POLICY-MAKING—AND HOW?

CAROL H. WEISS, Bureau of Applied Social Research.

2:45-4:15 p.m.
Atlantic Room

SIMULATION AND LEARNING: ISSUES AND PERSPECTIVES

Chairman: ROBERT S. LEE, IBM Corporation

"Attitude and Personality Effects of a Three-Day Simulation"
ROBERT S. LEE, IBM Corporation

"Reasonable and Unreasonable Expectations for Simulation Learning"
ERLING SCHILD, SUNY at Stony Brook

SATURDAY AFTERNOON

2:45-4:15 p.m.
West Solarium

CONSUMER ANTICIPATIONS AND EXPECTATIONS

Chairman: ROBERT W. PRATT, Jr., The General Electric Company

"Consumer Anticipations and Consumer Behavior: The Recent Record"
F. THOMAS JUSTER, National Bureau of Economic Research

"The Relationship Between Consumer Intentions and Other Attitudes"
JAY SCHMIEDESKAMP, Survey Research Center,
University of Michigan

2:45-4:15 p.m.
East Solarium

THE PROCESS OF PUBLIC OPINION FORMATION

Chairman: FRED H. GOLDNER, Queens College of CUNY

"Opinion Change in Organizations: Processes and Dynamics"
FRED H. GOLDNER, Queens College of CUNY
R. RICHARD RITTI, Pennsylvania State University
THOMAS P. FERENC, Columbia University

"Elite Opinion Formation and Macro-Sociometry"
CHARLES KADUSHIN, Teachers College, Columbia University

4:30-6:30 p.m.
Atlantic Room

AAPOR BUSINESS MEETING

SATURDAY EVENING

7:00-8:00 p.m.
Ballroom

COCKTAIL HOUR (DUTCH TREAT)

8:00 p.m.
Wedgewood Room

BANQUET AND PRESIDENTIAL ADDRESS

"Social Roles of Opinion Research"
W. PHILLIPS DAVISON, Columbia University
President, American Association for Public Opinion Research

"Greetings from WAPOR"
PHILIP K. HASTINGS, Roper Center, Williams College
President, World Association for Public Opinion Research

Presentation of Student Award
Chairman of Student Award Committee: NELSON FOOTE,
Hunter College, CUNY

Winner: GWEN BELLISFIELD, New York University
for her paper entitled: "Whites' Attitudes toward Racial
Integration and the Urban Riots of the 1960s"

Presentation of AAPOR Award

SUNDAY, MAY 21

7:30-11:00 a.m.
Rose Room and
Blue Room

BREAKFAST

9:30-10:55 a.m.
West Solarium

TRENDS IN U.S. RACIAL ATTITUDES

Chairman: JOHN A. MORSELL, N.A.A.C.P.

"Changing Attitudes of Whites toward Blacks"

ANDREW GREELEY and PAUL B. SHEATSLEY, National Opinion
Research Center

"Changing Attitudes of Blacks toward Whites"

HOWARD SCHUMAN, University of Michigan

9:30-10:55 a.m.
Atlantic Room

NEW USES FOR PURCHASE PANEL DATA

Chairman: RUSSELL I. HALEY, Appel/Haley/Foureizos, Inc.

"New Product Test-Marketing and Segmentation Research"

RONALD FRANK, Wharton School, University of Pennsylvania

"The Experimental Approach to Consumer Dynamics"

ANDREW S. C. EHREMBERG, London Graduate School of
Business Studies

11:05 a.m.-12:30 p.m.
Atlantic Room

YOUTH AND IDEOLOGY

Chairman: RICHARD CHRISTIE, Columbia University

"Youth Looks at the Future"

JERALD G. BACKMAN, University of Michigan

"Dissecting the Generation Gap: Intergenerational and
Interfamilial"

ALICE R. GOLD, Wesleyan University

LUCY N. FRIEDMAN, Columbia University

11:05 a.m.-12:30 p.m.
West Solarium

CAUSAL INFERENCE IN SURVEY ANALYSIS

Chairman: IRA CISIN, George Washington University

"Non-experimental Strategies for Investigating Hypotheses
about Causal Processes in the Ongoing Social Scene"

WILLIAM A. BELSON, Survey Research Centre,
London School of Economics

"Some Unpleasant Facts about the Concept of Cause"

IRA CISIN, George Washington University

12:30-2:00 p.m.
Rose Room and
Blue Room

LUNCH

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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Joseph T. Klapper, Local Arrangements
Euthemia Matsoukas, Administrator

1972 STUDENT AWARDS COMMITTEE

Nelson Foote, Chairman
Doris Jean Chee
Herbert Krugman

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