

28th Annual Conference

**AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH**

May 17-20, 1973

Grove Park Inn

Asheville, North Carolina

"THE CHALLENGE OF CHANGE"

The responses we are making to the many-faceted changes building in our world today. Our changing problems, methods, orientations . . . our changing view of ourselves as professionals.

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

PROGRAM

THURSDAY, MAY 17

5:00-9:00 p.m.
AAPOR Desk in Lobby

REGISTRATION

6:00-8:30 p.m.
Plantation Room

DINNER

9:30 p.m.
Laurel Room

GET-TOGETHER PARTY (Dutch Treat)

FRIDAY, May 18

7:30-9:00 a.m.
Plantation Room

BREAKFAST

8:00-10:00 a.m.
AAPOR Desk in Lobby

REGISTRATION

9:00-10:00 a.m.
Laurel Room

ON BECOMING A PROFESSION

Current problems facing public opinion research as a profession and some possible steps toward solutions.

JOINT SESSION WITH NATIONAL COUNCIL ON PUBLIC POLLS

Chairman: ROBERT T. BOWER, Bureau of Social Science Research

Discussion:

HOPE LUNIN KLAPPER, New York University
"Recent Demands for New Standards"

RICHARD M. SCAMMON, Elections Research Center
"Politicians' Use of Polls"

"Apropos a Pro AAPOR" -

ALBERT D. BIDERMAN, Bureau of Social Science Research

FRIDAY MORNING

10:15-11:45 a.m.
Green Room

THE ROLE OF PUBLIC OPINION IN THE BACKGROUND OF WAR

Changes in public opinion and their impact on American foreign policy.

Chairman: RALPH K. WHITE, George Washington University

"Measuring Conflict and Cooperation in East-West Relations"
WALTER CORSON, Johns Hopkins SAIS

"The Introversion-Extraversion Syndrome over Four Decades"
LLOYD FREE, Institute for International Social Research

10:15-11:45 a.m.
Laurel Room

OPINION RESEARCH IN TRANSITION

The study of public opinion as process rather than event.

Chairman: NORTON GARFINKLE

"Changing Orientations in Public Opinion Research:
The Dynamic Study of Process"
PAUL F. LAZARFELD, Columbia University

"The Political Process and the Research Process"
MERVIN D. FIELD, Field Research Corporation

"The Marketing Process and the Research Process"
TED DUNN, Benton & Bowles, Inc.

FRIDAY AFTERNOON

11:45 a.m.-1:15 p.m.
Ballroom

BUFFET LUNCH

1:30-2:30 p.m.

OPEN DISCUSSION GROUPS

Open discussion groups will meet for an hour after lunch in the rooms designated below. In order to allow maximum time for the discussion, it would be good if you would eat lunch expeditiously and then go directly to the room designated for the group of your choice.

FRIDAY AFTERNOON

1:30-2:30 p.m.

Green Room

OPEN DISCUSSION GROUPS

1. DEVELOPMENTS IN RESEARCH ABROAD—

DOUGLAS H. MENDEL, Jr., University of Wisconsin—
Milwaukee; Far East Representative, The Roper Center

HELEN DINERMAN, International Research Associates
HELEN M. CROSSLEY, ArchCross Associates
LLOYD FREE, Institute for International Social Research

Grotto Room

2. THE ISSUE OF PAYMENT TO RESPONDENTS: WISE, OR UNWISE?

EVE WEINBERG, National Opinion Research Center

Forest Room

3. ELITE SURVEYS: THEIR INTELLECTUAL PURPOSES, AND SOME PROBLEMS OF DATA COLLECTION

ALLEN H. BARTON, Bureau of Applied Social Research

Cherokee Room

4. THE ROLE OF A COMMITTEE ON SOCIAL CONCERNS

BARBARA KAPLAN LEE, Columbia Broadcasting System

Sunset Room

5. THE NEW FEDERALISM FY'74: THE DEMAND FOR OPINION RESEARCH UNDER THE CURRENT WELFARE POLICY

R. KENNY BURNS, Booz, Allen & Hamilton, Inc.

Bath and
Tennis Room

6. THE TEACHING OF SURVEY METHODS

FRITZ KAFKA, U.S. Bureau of Mines

2:45-4:15 p.m.

Laurel Room

POLITICS, POLLS AND PUBLICS: EMPIRICAL PERSPECTIVES ON THE 1972 PRESIDENTIAL ELECTION

The "new politics" has spawned innovations in the theoretical and empirical orientations to political behavior—particularly as reflected in the emergent youth cohort.

Chairman: HAROLD MENDELSON, University of Denver

"1972 and the American Voter"

IRVING CRESPI, The Gallup Organization, Inc.

"A Developmental Analysis of Political
Communication Behavior in the Young Voter"

GARRETT J. O'KEEFE, University of Denver

"Mass Communication in Political Socialization
Among College Students"

CHARLES K. ATKIN, Michigan State University

FRIDAY AFTERNOON

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

THE COMMUNITY AS CLIENT

Are changes in professional roles, relationships, and activities called for, in carrying out research when the community is client?

Chairman: ANN F. BRUNSWICK, Columbia University
School of Public Health

"A Framework for Policy-Oriented Research in the Community"
JONATHAN A. SLESINGER, University of Wisconsin-Milwaukee

"Professional Dilemmas of the Community Researcher"
NATHALIE FRIEDMAN, Bureau of Applied Social Research

"After Feedback, What?"
GERALD SPARER, Office for Health Affairs, OEO

"A Bridge Over Troubled Waters: New Roles for Old Researchers"
ANN F. BRUNSWICK and JACK ELINSON, Columbia
University School of Public Health

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

POLITICAL ADVERTISING

Recent data bearing on the role of level-of-involvement in the advertising process.

Chairman: RICHARD B. WIRTHLIN, Decision Making Information

"Political Advertising: Penetration, Involvement and Voter Reaction"
THOMAS E. PATTERSON and ROBERT D. McCLURE, Syracuse
University

"Involvement and Political Advertising Effectiveness"
MICHAEL L. ROTHSCHILD and MICHAEL L. RAY, Stanford
University

"Sources and Impact of Political Information in the 1972 Election"
F. GERALD KLINE, University of Michigan

FRIDAY AFTERNOON

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

PROGRESS IN DEVELOPMENT OF SOCIAL INDICATORS

How does survey research data fit in the social indicator area? Differences in objective and subjective indicators and courses of action.

Chairman: JOHN F. MALONEY, Consultant

"From Self-Report to Social Report: Uses of Survey Data in Social Indicators"

NICHOLAS ZILL and ROBERT PARKE, Center for Coordination of Research on Social Indicators, SSRC

"On the Correspondence Between Subjective and Objective Social Indicators"

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

"Three Decades of Experience with Social Indicators. Are They Useful in Forecasting?"

JOSEPH R. GOEKE, Opinion Research Corporation

FRIDAY EVENING

6:30-8:30 p.m.
Ballroom

DINNER Hawaiian Luau, Buffet

9:00 p.m.
Laurel Room

THE LAW AS OUR CLIENT

Public opinion research is becoming increasingly important to the law. The ensuing problems are examined here from the viewpoint of both lawyer and researcher.

Chairman: HANS ZEISEL, University of Chicago Law School

RICHARD FOSTER, Assistant Director for General Litigation,
Bureau of Consumer Protection, Federal Trade Commission

"The Lawyer Looks at Surveys"

RONALD L. ENGEL, Kirkland and Ellis

"Fighting for Surveys in the Court"

JULIUS G. GETMAN, University of Indiana Law School

SATURDAY, MAY 19

7:30-9:00 a.m.
Plantation Room

BREAKFAST

8:30-9:30 a.m.
AAPOR Desk
in Lobby

REGISTRATION

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

PROBLEMS OF THE RESEARCHER IN AN APPREHENSIVE WORLD

Developing techniques for coping with suspicion, hostility and sensitive questioning areas.

Chairman: MATT HAUCK, Survey Research Laboratory,
University of Illinois

"Practices of Research Organizations in Surveys of the Poor"
CAROL H. WEISS, Bureau of Applied Social Research

"Randomized Response: A Data-Gathering Device for Sensitive Questions"
DANIEL G. HORVITZ, University of North Carolina

"Techniques for Reducing Respondent Hostility"
CELIA HOMANS, National Opinion Research Center

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

SOCIAL AUDIT OF THE CORPORATION

Public opinion research applied to corporate responsibilities.

Chairman: IRVING CRESPI, The Gallup Organization, Inc.

"The Social Audit as a Public Issue"
IRVING CRESPI, The Gallup Organization, Inc.

"Corporate Social Responsibility . . . From the Viewpoint of One
Opinion Researcher in One Corporation"
JOHN L. CURRY, AT&T

"Corporate Responses to the Challenges of Consumerism"
JOHN B. GRAGNOLA, Allstate Insurance Company

"Learning To Do the Social Audit"
RAYMOND A. BAUER, Harvard Graduate School of Business
Administration

SATURDAY MORNING

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

CHANGING ROLES OF WOMEN AND MEN

Women's roles are changing (men's too); how do we study them and what are we learning?

Chairman: JEANNE CLARE RIDLEY, Georgetown University

"Studying Sex Roles: Research Issues"

LEILA ROSEN YOUNG, Georgetown University

"Women's Attitudes Toward Careers: Measuring Choice and Change"

ELIZABETH M. ALMQUIST, North Texas State University

SHIRLEY S. ANGRIST, Carnegie Mellon University

"Barriers to the Employment of Women"

THOMAS W. MCKENNA, Westat, Inc.

JAMES SHERIDAN, AT&T

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

BETTER WAYS OF MEASURING CHANGE ITSELF

Can we predict tomorrow's changes by understanding what made today's changes possible?

Chairman: EMANUEL H. DEMBY, Motivational Programmers, Inc.

"Anticipated Futures: A Methodological Approach to Using More than Social Indicators in Forecasting the Future"

RICHARD MAISEL, New York University

"Looking Forward Backward: A Number of Sociological, Psychological and Marketing Changes Could Have Been Predicted. Some Were, Some Were Not- and Why"

EMANUEL H. DEMBY, Motivational Programmers, Inc.

SATURDAY AFTERNOON

12:15-1:15 p.m.
Ballroom

BUFFET LUNCH

1:30-2:30 p.m.

OPEN DISCUSSION GROUPS

Open discussion groups will meet for an hour after lunch in the rooms designated below. When you finish lunch go to the room listed for the group of your choice.

Green Room

1. CAN THE OPINION RESEARCHER BE AN HONEST EXPERT AS AN ADVERSARY IN LEGAL CASES?

ROBERT C. SORENSEN, Warner Communications, Inc.
SELMA MONSKY, West Coast Community Surveys
N. ROBERT HEYER, Field Research Corporation

Grotto Room

2. HUMANIZING THE QUESTIONNAIRE

JOAN FREDRICKS, Joan Fredricks Marketing Research, Inc.
MANUEL N. MANFIELD, Coordinated Research
Interviewing Service, Inc.
ROBERT BEZILLA, Benson & Benson, Inc.
BRUCE MEYERS, Benton & Bowles, Inc.

Forest Room

3. RELATIONSHIPS BETWEEN THE RESEARCH SCIENTIST AND THE DATA-GATHERING ORGANIZATION

JOHN A. MICHAEL, Bureau of Applied Social Research
PEARL ZINNER, National Opinion Research Center
ESTHER FLEISHMAN, National Opinion Research Center
ALLEN H. BARTON, Bureau of Applied Social Research

Cherokee Room

4. COMMUNICATIONS POLICY AND THE GOVERNMENT

GLADYS ENGEL LANG, State University of New York at Stony Brook
PAUL M. DOUGLAS, Videoconference Networks, Inc.

Sunset room

5. THE MEASUREMENT OF SATISFACTION

MICHAEL RAPPEPORT, Response Analysis Corporation
HENRY J. ANNA, University of Cincinnati

Bath and
Tennis Room

6. MAIL SURVEYS: CAN SEGMENTATION AND EXPERIMENTATION IMPROVE THEM?

JAGDISH N. SHETH, University of Illinois
A. MARVIN ROSCOE, Jr., AT&T
TERRY L. TALBERT, Atlanta Regional Commission

SATURDAY AFTERNOON

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

MANAGING SOCIAL CHANGE: SOME PUBLIC ATTITUDES

The public's awareness of changes flowing from new developments in science and technology and its views on how to manage them

Chairman: G. RAY FUNKHOUSER, Field Research Corporation

"What We Don't Understand About Public Understanding of Science"

G. RAY FUNKHOUSER, Field Research Corporation

"Public Opinion on the Computerizing of America"

RONALD E. ANDERSON, University of Minnesota

"Who Should Control the New Technologies: The Public's Views"

DANIEL METLAY, University of California, Berkeley

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

RECENT DEVELOPMENTS IN ANALYTIC TECHNIQUES

How to put people into groups and how to describe relationships—some new analytic methods having both academic and commercial applications.

Chairman: RONALD GATTY, Baruch Graduate Center, CUNY

"Methods of Finding Clusters and Networks of Influence in Large-Scale Data"

CHARLES KADUSHIN and RICHARD ALBA, Columbia University

"Segmentation Analysis: Methods of Escaping Some Past Limitations"

RONALD E. FRANK, University of Pennsylvania

Discussion by the panelists of respective merits and uses of each technique plus appropriate cautions and limitations. Audience questions and comments invited.

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

AAPOR BUSINESS MEETING

SATURDAY EVENING

7:00-8:00 p.m.
Sunset Terrace

COCKTAIL HOUR (Dutch Treat)

8:00 p.m.
Ballroom

BANQUET AND PRESIDENTIAL ADDRESS

"Public Opinion and Social Change"

SIDNEY HOLLANDER, Jr., Sidney Hollander Associates
President, American Association for Public
Opinion Research

Presentation of Student Award

HENRY BARBERA, City College, CUNY
Winner: PAUL J. PLACEK, Vanderbilt University
for his paper entitled: "Using Direct Mailing
as a Catalyst in the Diffusion Process:
The Case of Family Planning"

Presentation of AAPOR Award

10:00 p.m.
Sunset Terrace

PRESIDENTIAL RECEPTION

SUNDAY, MAY 20

7:30-9:30 a.m.
Plantation Room

BREAKFAST

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

KINOSTATISTICS

New techniques in the kinetic presentation of social statistics.
With a movie illustrating them.

Chairman: BARRY M. FEINBERG, Bureau of Social
Research

Discussants: UGO TORRICELLI, Torricelli Productions
CHARLES P. VENUS, General Electric
Computer Animation Laboratory

SUNDAY MORNING

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

PUBLIC SERVICE ADVERTISING AND ITS ASSESSMENT

New data on the contributions and limitations of public service advertising to social causes and concerns.

Chairman: JAMES W. SWINEHART, University of Michigan
School of Public Health

"Assessing Drug Education Programs"
JOAN RITTENHOUSE, National Research Council,
National Academy of Sciences

"Anti-Smoking Advertising Campaigns: Obstacles and Results"
DANIEL HORN, National Clearinghouse for Smoking and Health

"Mass Media Advertising and Contraceptive Use"
J. RICHARD UDRY, University of North Carolina
School of Public Health

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

LIFE STYLES, VALUES AND PSYCHOGRAPHICS: A RE-EXAMINATION

Where are they going . . . What can they tell us?

Chairman: HELEN J. KAUFMANN, Clairol, Inc.

"Psychographics-Personality Measures-Life Styles:
Where Are They Heading?"

WILLIAM D. WELLS, Graduate School of Business,
University of Chicago

"The Marketing of Consumer Products-What Can We Expect
From Psychographics?"
RUTH ZIFF, Benton & Bowles, Inc.

"Value Orientations and Persuasive Communication"
M. DEAN HAVRON, Human Sciences Research, Inc.

SUNDAY MORNING

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

HEALTH RESEARCH IN DRUG AND ALCOHOL USE

A review of current research on the use and distribution of legal and illicit drugs and alcohol.

Chairman: HERBERT I. ABELSON, Response Analysis Corporation

"Drug Abuse and the Professions: Center Stage or Sideshow?"
ALBERT E. GOLLIN and CATHERINE B. JUDD,
Bureau of Social Science Research

"Acquisition of Prescription Psychotherapeutic Drugs Through Non-Medical Channels"

HUGH J. PARRY, ELIZABETH L. McSPADDEN, and IRA H. CISIN,
George Washington University; MITCHELL B. BALTER, NIMH;
DEAN I. MANHEIMER, Institute for Research in Social Behavior;
GLEN D. MELLINGER, Langley Porter Neuropsychiatric Institute

"An Overview of Legal and Illicit Drug Use"

HERBERT I. ABELSON, Response Analysis Corporation

"Drinking, Drugs and Death"

PAUL W. HABERMAN, Columbia University School of
Public Health
MICHAEL M. BADEN, Office of Chief Medical
Examiner, New York City

12:30-2:00 p.m.
Ballroom or
Plantation Room
(To be announced)

LUNCH AND FAREWELLS

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

OFFICERS AND EXECUTIVE COUNCIL 1972-1973

<i>President</i>	Sidney Hollander, Jr.
<i>Vice-President</i>	Harold Mendelsohn
<i>Secretary-Treasurer</i>	Don Cahalan
<i>Past President</i>	W. Phillips Davison
<i>Nominations and Membership</i>	Richard H. Baxter
<i>Conference</i>	Thomas E. Coffin
<i>Research Development</i>	Eugene L. Hartley
<i>Standards</i>	Hope Lunin Klapper
<i>Public Relations</i>	Ann F. Brunswick
<i>Publications</i>	Laure Sharp
<i>Councilmen-at-large</i>	John F. Maloney Helen Dinerman Ira H. Cisin
<i>Co-editors</i>	Kurt W. Back Philip A. Harding

1973 CONFERENCE COMMITTEE

Thomas E. Coffin, Chairman	
Emanuel H. Demby	Helen R. Roberts
Ronald Gatty	Charles Winick
N. Robert Heyer	

Joseph T. Klapper, Local Arrangements
Euthemia Matsoukas, Administrator
Hanna Benzwie, Assistant Administrator

Kurt W. Back, Student Awards

