

AAPOR

WAPOR

29th Annual Conference

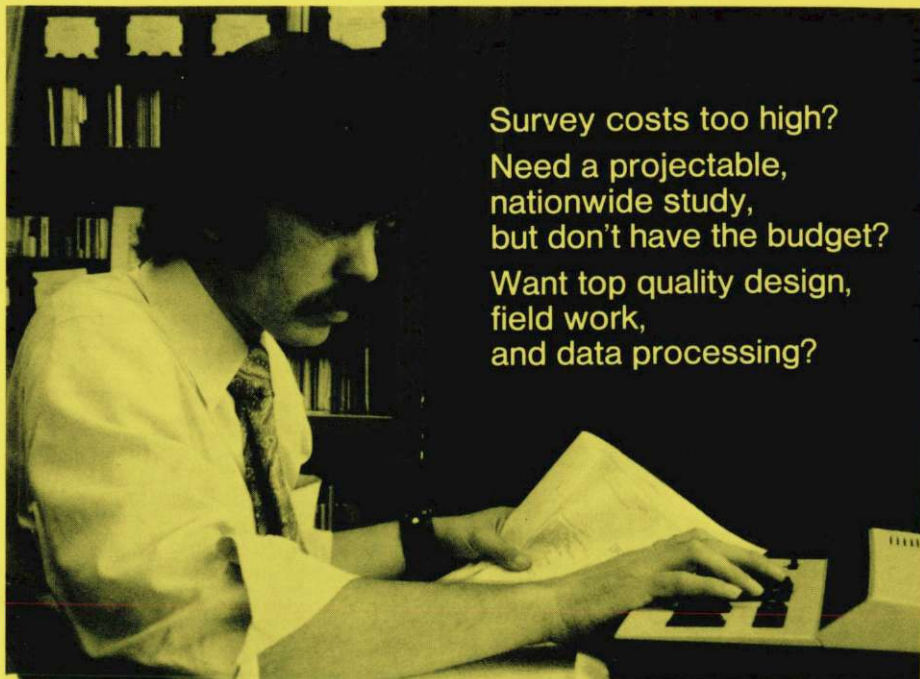
on

**PUBLIC OPINION
RESEARCH**

May 30 — June 2, 1974

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How is Caravan used? Caravan is often used to measure advertising awareness and impact. Product usage and brand acceptance. Market segmentation. Brand switching. Incidence levels. Corporate and brand image. Receptivity to new concepts. Public attitudes, preferences, and behavior. And Caravan is an excellent vehicle to measure trends.

What are Caravan's quality features? It begins with a national probability sample of advanced design. All interviewing is conducted by Opinion Research Corporation's national field staff of trained and experienced interviewers. Rigorous controls, an ORC hallmark, ensure top quality and reliability in all data gathering and processing procedures.

What does Caravan cost? As low as \$750 a question. Low because the cost of the extensive field work is shared among several clients. You save a lot, and you can do research that otherwise wouldn't be affordable.

Limitations? Very little, really. We guarantee to take your question series before each closing date—as long as it isn't in conflict with questions already committed by somebody else: first come, first served. It doesn't happen very often; but to be on the safe side, make your commitment early.

When does the next Caravan leave? In July. The closing date for participation is June 15... to give us time to help you finalize your questions. And to pretest them for you. And to print multiple forms of the questionnaire (to make sure your questions aren't always at the end or the beginning).

If July is too soon, another Caravan leaves in August... and throughout the rest of the year.

(We also conduct Caravan Surveys among teenagers and corporate executives.)

How do I get on a Caravan, or find out more? Phone or write Hank Dursin, Senior Vice President:

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AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

“CONTINUITIES IN PUBLIC OPINION RESEARCH”

Emphasizing systematic perspectives on the nature of our society
and our role both as observers of and participants in that society

PROGRAM

THURSDAY EVENING, MAY 30

5:00-9:00 PM **REGISTRATION**

6:00-8:30 PM **DINNER**

9:30 PM **GET-TOGETHER PARTY (Dutch Treat) - Card Room**

MIDNIGHT **WEENIE ROAST - Colony Club**

FRIDAY MORNING, MAY 31

7:30-9:30 AM **BREAKFAST**

8:00-10:00 AM **REGISTRATION**

FRIDAY MORNING, MAY 31, 9:00-10:15 AM

Colony Club

PUBLIC OPINION AND BUYING BEHAVIOR IN THE BLACK COMMUNITY

Chair: LIONEL BARROW, JR., University of Wisconsin-Milwaukee

"The Current Social and Economic Status of Blacks in the U.S."
NAMPEO MCKENNY, U.S. Bureau of the Census

"Researching the Black Community—Some Practical Considerations"
JOHN TISDALE, Sigma Research

"Buying Behavior Among Black Males"
LEWIS L. DOUGLASS, *Black Enterprise*

Empire Room

PROBLEMS FACING OUR PROFESSION: A DISCUSSION

AAPOR, along with other associations, confronts the problem of maintaining research standards consistent with growing ethical concerns and legal restrictions.

Chair: ROBERT BOWER, Bureau of Social Science Research

"On Activities in the American Statistical Association"
LESTER FRANKEL, President-elect, *American Statistical Association*

"On the Approach of the American Psychological Association"
MIRIAM KELTY, Administrator of the Office of Scientific Affairs, *American Psychological Association*

"On Legal Perspectives"
JACQUES FEUILLAN, Deputy Director, *The Legal Action Research Project*

Card Room (JOINT WAPOR/AAPOR SESSION)

METHODOLOGICAL OPEN DISCUSSION

Chair: ELISABETH NOELLE-NEUMANN, Institut Für Demoskopie Allensbach, West Germany

Session 1. Secondary Analysis

Discussion Leaders: YVAN CORBEIL, Centre Recherche Opinion Publique, Canada
KURT LANG, State University of New York at Stony Brook

Short Papers: GERHARD SCHMIDTCHEN, University of Zurich
JOCHEN HANSEN, Institut Für Demoskopie Allensbach

FRIDAY MORNING, MAY 31, 10:30-12:00 AM

Colony Club

RACE RELATIONS: IS BEING UNPREJUDICED THE NEW CONFORMITY?

Chair: MICHAEL RAPPEPORT, Opinion Research Corporation

"The Congruence of Black-White Behavioral Expectations"
BOBBY J. CALDER and AL GOLDMAN, National Analysts

"The Changing Climate of Discrimination Within the Corporation"
KEN SCHWARTZ, Opinion Research Corporation

"Racial Attitudes of Whites in Politics and Education"
IRVING CRESPI, The Gallup Organization

"Patterns of White Racial Beliefs and Attitudes"
SUSAN HESSELBART, Florida State University

"Racial Prejudice as a Function of the Explanation of Racial Differences"
CHARLES GLOCK, University of California at Berkeley

Empire Room (JOINT WAPOR/AAPOR SESSION)

USE OF SURVEY RESEARCH BY POLICY MAKERS

Chair: ALLEN BARTON, Bureau of Applied Social Research

"Business Executives' Use of Market Research"
JOEL BAUMWOLL, J. Walter Thompson Co.

"Government Executives' Use of Social Science Research"
NATHAN CAPLAN, Center for Research on the Utilization of Scientific Knowledge, University of Michigan

"The Use and Abuse of Social Research: A View from a Minority Organization"
ROBERT HILL, National Urban League

"Opinion Research and Policy Makers in Yugoslavia"
BOGDAN DENITCH, Bureau of Applied Social Research

Card Room (JOINT WAPOR/AAPOR SESSION)

METHODOLOGICAL OPEN DISCUSSION

Session 2. Question Wording

Discussion Leaders: ELISABETH NOELLE-NEUMANN, Institute Für
Demoskopie Allensbach, West Germany
NORMAN BRADBURN, National Opinion Research
Center

Short Papers: BERTRAM GOLD, Scientific Surveys Corporation
ALVIN RICHMAN, United States Information Agency
KI-TAEK CHUN, University of Michigan
GLORIA HAMILTON, Bureau of Social Science Research

FRIDAY AFTERNOON, MAY 31

NOON-1:30 PM **BUFFET LUNCH**

NOON-2:15 PM **ROUNDTABLE DISCUSSION GROUPS** (To begin at lunch and continue in rooms to be announced.)

1. From Design to Analysis: An Experimental Project
JOAN FREDRICKS, Joan Fredricks Marketing Research
RICHARD BREHL, Brehl and Associates Marketing Research
ROBERT BEZILLA, Benson and Benson
2. TV Violence Research: What's Been Happening?
GERHARD HANNEMAN, University of Southern California
3. New Perspectives on the Audiences for Mass Media
JAMES JACKSON, University of Michigan
JOHN DIMLING, National Association of Broadcasters
HERSCHEL SHOSTECK, Herschel Shosteck Associates
THOMAS McPHAIL, Carleton University
ROBERT JANES, University of Maryland
4. New Directions in Alcoholism Theory and Research
MARGUERITE LEVY, Queens College, CUNY
RICHARD E. BOYATZIS, McBer & Co.
MELVIN COHEN, Hillside Division, Long Island Jewish-Hillside Medical Center
ROSS FISHMAN, New York City Bureau of Alcoholism Services
RILEY REGAN, National Council on Alcoholism Education
WALTER REICHMAN, Baruch College, CUNY
DON CAHALAN, University of California at Berkeley
5. Researching Social Networks
DONALD WARREN, University of Michigan
EVERETT ROGERS, University of Michigan
JAMES DANOWSKI, Michigan State University
6. Political Aspects of World Shortages
LUCY WEBSTER, United Nations
7. AAPOR Activities in "Social Concerns"
LAURE SHARP, Bureau of Social Science Research
8. The Pattern of Consumer Attitudes and Behavior
T. CHAKRAPANI and A. EHRENBERG, London Business School
9. Is a Fair Trial Possible with a Free Press?
ALICE PADAWER-SINGER, Columbia University
10. Introducing Subjective Quality-of-Life Measures into Regional Planning
EUGENE GRIGSBY, School of Architecture and Urban Planning, University of California at Los Angeles

FRIDAY AFTERNOON, MAY 31, 2:30-4:00 PM

Empire Room

CHANGING ATTITUDES TOWARD AMERICAN BUSINESS

Chair: CECIL BABER, The Research Counsel

“Deteriorating Attitudes toward American Enterprise—Causes and Concerns”
THOMAS W. BENHAM, Opinion Research Corporation

“Determinants of Attitudes toward the American Corporation: Is It Growing Sophistication or the Volatile Public Issues?”
RICHARD BAXTER, The Roper Organization

“Attitudes toward Business and Other American Institutions”
WILLARD RODGERS and LLOYD JOHNSTON, Survey Research Center,
University of Michigan

“How the Power Elite’s Attitudes toward Business are Changing”
ROGER SEASONWEIN, Roger Seasonwein Associates

Discussants: JOHN IRWIN, Exxon Corporation
CHARLES RAMOND, Marketing Control

Colony Club

ASSESSING CABLE TELEVISION: STATUS REPORTS AND CURRENT RESEARCH ON ITS POTENTIAL IMPACT

Chair: PAUL HIRSCH, University of Chicago

“New Directions in Telecommunications Research: Experiments in Progress and on the Drawing Boards”
PETER CLARKE, University of Michigan

“Current Issues in CATV Development: Two-Way Communication, New Program Potential, and Public Access”
ROBERT C. SORENSEN, Warner Communications

“Cable’s Prospects for Social Science Research and for Growth”
JOHN ADLER, Adtel, Ltd.

“Cable Television as an Agent for Social Change: Long-Term and Near-Term Projections”
GERHARD HANNEMAN, University of Southern California

“What if the Mass Audience Did Fragment? Alternative Scenarios for the New Pluralism”
PAUL HIRSCH, University of Chicago

Discussants: LEO BOGART, Newspaper Advertising Bureau
RICHARD MAISEL, New York University

Card Room (JOINT WAPOR/AAPOR SESSION)

METHODOLOGICAL OPEN DISCUSSION

Session 3. Research Design and Measurement

Discussion Leaders: SEYMOUR SUDMAN, Survey Research Center,
University of Illinois
NAOMI ROTHWELL, U.S. Bureau of the Census

Short Papers: THOMAS HOOD, University of Tennessee
F. REID CREECH, Educational Testing Service
PAUL SCIPIONE, Response Analysis Corporation

FRIDAY AFTERNOON, MAY 31, 4:15-5:45 PM

Empire Room

STRESS AND CHANGE IN THE AMERICAN POLITICAL SYSTEM

Chair: ALBERT GOLLIN, Bureau of Social Science Research

“Belief Systems, Party Identification and Voting”

KRISTI ANDERSEN and JOHN PETROCIK, National Opinion Research Center

“The Potential Impact of Impeachment on Respect for the Presidency”

WILLIAM R. BOWERMAN, University of Kansas

PHILIP MEYER, Knight Newspapers

“Presidential Prestige and Influence on Mid-Term Elections”

SAMUEL KERNELL, University of Minnesota

“The Dynamics of Support for Political Authority: The Impact of Watergate”

PAUL M. SNIDERMAN, W. RUSSELL NEUMAN, JACK CITRIN, HERBERT

McCLOSKEY and MERRILL SHANKS, Survey Research Center, University of California at Berkeley

“Changes in the Structure and Content of American Electoral Behavior”

WARREN E. MILLER, Center for Political Studies, University of Michigan

Colony Club

JOB ENRICHMENT: WHAT ARE THE ISSUES?

Chair: ROBERT N. FORD, Drake-Beam and Associates

“Job Enrichment; Some Future Trends?”

BASIL WHITING, Ford Foundation

“Job Enrichment; What’s Being Sold and What’s Being Bought”

DAVID A. WHITSETT, Drake-Beam and Associates

“Work Attitudes and Productivity”

DANIEL YANKELOVICH and RAYMOND A. KATZELL, New York University

“Worker Satisfaction: A Classic Case in the Analysis of Variance”

IVAR BERG, Columbia University

Card Room (JOINT WAPOR/AAPOR SESSION)

METHODOLOGICAL OPEN DISCUSSION

Session 4. Improving Relations with our Respondents

Discussion Leaders: JOHN SCOTT, Survey Research Center, University of Michigan

MERVIN FIELD, Field Research Corporation

FRIDAY EVENING, MAY 31

5:45-6:30 PM **PRESIDENTIAL RAP - Card Room**

A forum in which to raise and discuss issues facing AAPOR with the supreme potentates of the association.

6:30-8:30 PM **DINNER**

9:00 PM **PLENARY SESSION - Empire Room**

UNDERSTANDING AMERICA

Chair: EMANUEL H. DEMBY, Motivational Programmers Inc.

“What is Happening?”

NELSON FOOTE, Hunter College

“Some Social Consequences of Wars on the American Public”

ROBERT SMITH, University of California at Santa Barbara

“Understanding America”

EMANUEL H. DEMBY, Motivational Programmers Inc.

MIDNIGHT **CHINESE BUFFET - Colony Club**

SATURDAY MORNING, JUNE 1

7:30-9:30 AM **BREAKFAST**

8:30-9:30 AM **REGISTRATION**

SATURDAY MORNING, JUNE 1, 9:00-10:15 AM

Empire Room (WAPOR SESSION)

SOCIAL INDICATORS AND THE QUALITY OF LIFE: INTERNATIONAL DEVELOPMENTS

Chair: JAMES SPENCE, Social and Community Planning Research, London

"The Quality of Working Life"

MARK ABRAMS, Social Science Research Council, London

"Multi-National 'Satisfaction' Studies"

IRVING CRESPI, The Gallup Organization

"Social Indicator Studies in France"

JEAN STOETZEL, French Institute of Public Opinion, Paris

"Social Indicators: Cross-National Comparisons"

ALAIN DE VULPIAN, COFREMCA

"The Eleven-Country Youth Survey"

KATSUYUKI HAWAZAMA, Nippon Research Center

Colony Club

THE USES OF TELEVISION

Chair: W. PHILLIPS DAVISON, Columbia University

"Children's Perceptions of Television as a Function of Cognitive Stage"

HOPE LUNIN KLAPPER, New York University

"Television Exposure and Use of Proprietary or Illegal Drugs"

J. RONALD MILAVSKY, BERTON PENKOWSKY, and HORST STIPP, National Broadcasting Company

"Public Service Advertising on Television: Origins and Content"

DAVID L. PALETZ, Duke University

"Developing and Evaluating a Television Series on Health"

JAMES SWINEHART, Childrens Television Workshop

KEITH MIELKE, Indiana University

Card Room

NEW FRONTIERS IN DATA COLLECTION METHODS

Chair: LEONARD A. LoSCIUTO, Institute for Survey Research, Temple University

"Computer-Based Coding: System Design and Experimental Results"

TERRENCE DAVIDSON, Institute for Social Research, University of Michigan

"The Efficiency, Biases and Problems of Random Digit Dialing Samples"

WILLIAM KLECKA and ALFRED TUCHFARBER, University of Cincinnati

"Training Interviewers by Telephone: Does It Work?"

RICHARD B. VANDERVEER, Institute for Survey Research, Temple University

"The Standardization of Survey Background Items"

NICHOLAS ZILL, SSRC Center for Social Indicators

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SATURDAY MORNING, JUNE 1, 10:30-12:00 AM

Empire Room

PROGRESS IN SOCIAL INDICATORS

Chair: ROBERT PARKE, SSRC Center for Social Indicators

"Participation and Alienation: Detroit, from the 1950's to the 1970's"
BETSY FISCHER, University of North Carolina

"Tolerance of Atheists and Communists: A Replication of Stouffer 18 Years Later"
JAMES DAVIS, National Opinion Research Center

"Measuring Changes in Social Values: The Yankelovich Monitor"
SARAH HORACK, Daniel Yankelovich, Inc.

"Behavioral and Environmental Causes of Subjective States: Results from the Continuing National Survey"
JAMES MURRAY, National Opinion Research Center

Colony Club

TV NEWS: ITS INTRUSION INTO POLITICAL LIFE

Chair: GLADYS ENGEL LANG, State University of New York at Stony Brook

"Determinants and Effects of Exposure to Mass Media Messages about the Agnew Affair"
CHARLES ATKINS and BYRON REEVES, Michigan State University

"Political Knowledge: A Comparison of the Impact of Print and Broadcast News Media"
W. RUSSELL NEUMAN, University of California at Berkeley

"The Media, the Parties and the Wallace Vote"
MICHAEL ROBINSON, Catholic University
CLIFFORD ZUKIN, Ohio State University

"The Agnew Resignation: Mass Media Exposure and Reality Construction"
DENNIS DAVIS and JAE-WON LEE, Cleveland State University

Discussant: SIDNEY KRAUS, Cleveland State University

Card Room

NEW DEVELOPMENTS IN DATA ANALYTIC TECHNIQUES

Chair: CHARLES GLOCK, University of California at Berkeley

"Some Practical Uses of Multiple Discriminant Analysis"
FRANCO NICOSIA, University of California at Berkeley
ROBERT DUNKEL, Envirotech Systems, Inc.

"Preference of Relevant Others and Individual Choice Models: An Application of Conjoint Measurement"
YORAM WIND, University of Pennsylvania

"Marketing Applications of Geometric Modeling"
BENJAMIN LIPSTEIN and PETER TRENHOLME, SSC&B

"An Empirical Analysis of the Theory of Stochastic Preference and Brand Switching"
FRANK BASS, Purdue University

"CONSUMENOID: Behavior Change Without Stochastics or Information Change"
WILLIAM MORAN and ALAN RENDA, Lever Brothers

SATURDAY AFTERNOON, JUNE 1

NOON-1:15 PM **BUFFET LUNCH**

NOON-2:15 PM **WAPOR BUSINESS MEETING**

ROUNDTABLE DISCUSSION GROUPS (*To begin at lunch and continue in rooms to be announced.*)

1. Studying the Rich and the Poor
LEWIS MANDELL, Survey Research Center, University of Maine
RICHARD RITTI, Pennsylvania Field Research Laboratory
2. Diffusion of Medical Knowledge
JAMES SWINEHART, Children's Television Workshop
ROBERT ATKYNS, University of Connecticut
RASHID BASHSHUR, University of Michigan
BERNARD PORTIS, University of Western Ontario
3. What's Happened to the Ecology Movement?
DON PERLMAN, University of Manitoba
PAUL KIMMEL, National Academy of Science
4. The Consumer's Need to Know as a Communication Problem
JOAN BLACK, General Electric
RAYMOND BAUER, Harvard University
VALENTINE APPEL, AHF
STEPHEN GREYSER, Marketing Science Institute
JAMES HULBERT, Columbia University
5. The Increasing Knowledge Gap Reconsidered
PHILIP TICHENOR, University of Minnesota
6. The Quality of Life in the Volunteer Army
ROBERT HOLZ, CAROL KEEGAN, DAVID SEGAL and
JOEL SAVELL, U.S. Army Research Institute for the
Behavioral and Social Sciences
7. Computer-Based Coding: A Demonstration
TERRENCE DAVIDSON, University of Michigan
8. On Standardizing Survey Background Questions
NICHOLAS ZILL, SSRC Center for Social Indicators
9. The Impact of Watergate: Short-range and Long-range
STEPHEN HENDRICKS, University of Michigan
WILLIAM SPINRAD, Adelphi University
MICHAEL DENNEY, Daniel Yankelovich, Inc.
ELIZABETH CARROLL, University of Michigan

SATURDAY AFTERNOON, JUNE 1, 2:30-4:15 PM

Empire Room

THE WAY WE WERE, THE WAY WE ARE: SOME "CLASSIC" SURVEYS REVISITED

Chair: CHARLES R. WRIGHT, Annenberg School of Communications, University of Pennsylvania

"The Television Years, 1960-1970"

ROBERT T. BOWER, Bureau of Social Science Research

"National Concerns and Tolerance of Nonconformity: Trends in American Society, 1954-1972"

HARRY CROCKETT, University of Nebraska

CLYDE Z. NUNN, Center for Policy Research

J. ALLEN WILLIAMS, University of Nebraska

"The Enduring Effects of Education: A Case of Old Polls Revisited, 1950-1975"

HERBERT H. HYMAN, Wesleyan University

"'The People's Choice' Revisited"

ROBERT McCLURE and THOMAS PATTERSON, Syracuse University

Colony Club

SURVEYING THE ENERGY CRISIS

Chair: JAMES MURRAY, National Opinion Research Center

"Transportation Policy and Behavioral Surveys"

ALAN E. PISATSKI, U.S. Department of Transportation

"Impact of the Energy Crisis on Consumer Behavior: 1971-74"

JOSEPH GOEKE, Opinion Research Corporation

"Voluntary Conservation and Public Opinion from November 1973 to May 1974"

MICHAEL MINOR, National Opinion Research Center

Discussant: DONALD WARREN, University of Michigan

Card Room (JOINT SESSION WITH THE ASSOCIATION FOR CONSUMER RESEARCH)

MARKETING TO THE BESIEGED CONSUMER

Chair: WILLIAM WELLS, University of Chicago

"The American Consumer—Bothered, Bewildered, and Belligerent"

HARRY O'NEILL, Opinion Research Corporation

"How Different is Today's Consumer?"

JOHN COULSON, Leo Burnett Company

"Marketing Research and Social Relevance—An Unimpressive Case History"

ALAN ANDREASON, University of Illinois at Urbana-Champaign

SATURDAY AFTERNOON AND EVENING, JUNE 1

4:30-6:30 PM **AAPOR BUSINESS MEETING** - *Empire Room*

7:00-8:00 PM **COCKTAIL HOUR (On The House)**

8:00 PM **BANQUET AND PRESIDENTIAL ADDRESS**

Chair: HERBERT ABELSON, Response Analysis Corporation
President-Elect, American Association for Public Opinion
Research

Presidential Address

“Behavioralism, Functionalism and Mass Communications Policy”
HAROLD MENDELSON, University of Denver
President, American Association for Public Opinion
Research

Greetings from the President of WAPOR

WIM J. DE JONGE, Netherlands Institute of Public Opinion

Presentation of Student Award

MATHEW HAUCK, Survey Research Laboratory, University
of Illinois

Winner: D. GARTH TAYLOR, University of Chicago
for: “A Case Study in American Social Change: Party
Identification 1952-72”

Presentation of AAPOR Award

MIDNIGHT **MIDNIGHT BREAKFAST** - *Colony Club*

SUNDAY MORNING, JUNE 2

7:30-9:30 AM **BREAKFAST**

SUNDAY MORNING, JUNE 2, 9:00-10:15 AM

Card Room

ARE PRONOUNCEMENTS ON THE POST-INDUSTRIAL SOCIETY PREMATURE?

Chair: ROLF MEYERSOHN, City University Graduate Center and Herbert H. Lehman College

"Life Ways in Post-Industrial Society"

ARNOLD MITCHELL, Stanford Research Institute

"The Cross-National Analysis of Post-Industrial Politics"

SAMUEL BARNES, Center for Political Studies, University of Michigan

"Society of Leisure or the 'Harried Leisure Class?'"

JIRI ZUZANEK, University of Western Ontario

Discussant: WILLIAM KORNBLUM, City University Graduate School and National Park Service

Empire Room

NEW USES FOR OLD TOOLS: THE DISCOVERY OF PUBLIC OPINION RESEARCH BY OTHER PROFESSIONS

Chair: PHILIP MEYER, Knight Newspapers

"Choosing Jurors in Political Trials"

PHILLIP SHAVER, Columbia University

"Conversational Exhibits"

ROBERT S. LEE, IBM Corporation

"Shaping Legislation at the State and Local Level"

FRAN FARRELL KRAFT, John F. Kraft, Inc.

"Marketing Research for the Independent Voluntary Sector (IVS)"

DAVID HORTON SMITH, Center for a Voluntary Society

Discussant: PAUL SHEATSLEY, National Opinion Research Center

Colony Club

NEW DIRECTIONS IN CONTENT ANALYSIS

Chair: Peter Clarke, University of Michigan

"A System of Cultural Indicators"

GEORGE GERBNER and LARRY GROSS, University of Pennsylvania

"Approaches to Content Analysis of Television News Programs"

DORIS GRABER, University of Illinois at Chicago Circle

SUNDAY MORNING, JUNE 2, 10:30-12:00 AM

Card Room

POT POURRI FOR SURVEY RESEARCH: STUDENT AWARD PAPERS

Chair: MATHEW HAUCK, Survey Research Laboratory, University of Illinois

Judges: ALLEN BARTON, Bureau of Applied Social Research

RONALD GATTY, City University of New York

PHILLIP HARDING, Columbia Broadcasting System

SIDNEY HOLLANDER, JR., Sidney Hollander Associates

Winner: "A Case Study in American Social Change: Party Identification
1952-1972"

D. GARTH TAYLOR, University of Chicago

Second Place: "Bizarre Behavior in the Interview"

MARY P. TOKHEIM, Columbia University

Third Place: "Content Analysis: A Neglected Technique in Sociology"

KEITH WULFF, University of Texas at Austin

Honorable Mention: "Ideology and the American Electorate"

JONATHAN L. BENSON, Ohio State University

Colony Club

PUBLIC OPINION REGARDING SEX ROLES: SOME RECENT EVIDENCE FROM NATIONAL SURVEYS

Chair: GILLIAN LINDT, Columbia University

"Social Psychological Indicators of Women's Status"

KAREN E. PAIGE, Survey Research Center, University of California at
Berkeley and Davis

"Women's Attitudes Towards Women's Roles in Politics"

SANDRA BOUXSEIN, University of Michigan

"Changes in Sex Roles and Attitudes Towards Work"

TERESA LEVITAN, National Institute of Education

ROBERT P. QUINN, University of Michigan

Discussant: CORA MARRETT, National Academy of Sciences

SUNDAY AFTERNOON, JUNE 2

11:45 AM-1:15 PM LUNCH AND FAREWELLS

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Officers and Executive Council

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WORLD ASSOCIATION OF PUBLIC OPINION RESEARCH

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	Elisabeth Noelle-Neumann	(W. Germany)
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<i>Electoral Committee</i>	Helene Riffault	(France)
<i>Conference</i>	Laure Sharp	(U.S.A.)

1974 AAPOR CONFERENCE COMMITTEE

John P. Robinson, *Chair*
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Joan Black, *Coordinator*
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James A. Davis
Gillian Lindt
Francesco M. Nicosia

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