

*from Sheehey*

SECOND INTERNATIONAL CONFERENCE

*on*

PUBLIC OPINION RESEARCH

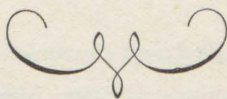
*at*

WILLIAMS COLLEGE

WILLIAMSTOWN, MASS.

**PROGRAM**

September 2-5, 1947



CONFERENCE REGISTRATION DESK, JESUP HALL

Tuesday, September 2nd

2:00— 7:00 P.M.—*Registration and Assignment to Rooms*  
Jesup Hall

7:00—10:00 P.M.—*Opening Dinner* Currier Hall

*Chairman:* CLYDE W. HART, National Opinion Research Center

Welcome by JAMES P. BAXTER, President of Williams College

Introduction of International Delegates

Address by WILLIAM BENTON, Assistant Secretary of State

*"Public Opinion and World Affairs"*

Wednesday, September 3rd

9:00—11:45 A.M.—*Round Table* Jesup Hall

PROBLEMS OF POLLING IN DIFFERENT COUNTRIES

*Chairman:* RENSIS LIKERT, Survey Research Center, Univ. of Michigan

*Respondent Reaction in Different Countries*

HERBERT HYMAN, National Opinion Research Center

*Sampling Problems in Different Countries*

R. J. JESSEN, Iowa State College

*Asking Comparable Questions in Different Countries*

JEAN STOETZEL, Institute Francais d'Opinion Publique

9:00—11:45 A.M.—*Round Table*

Adams Memorial Theatre Studio

PROBLEMS OF STATE AND LOCAL POLLING

*Chairman:* RALPH O. NAFZIGER, University of Minnesota

*How the Local Poll Can Be of Service in Assessing Community Opinion*

ALFRED M. LEE, Wayne University

*How the Local Poll Can Help in Community Research and Planning*

JANE SHEPHERD, Washington Post

*How the Local Poll Can Help in Improving Newspaper Practice*

PAUL H. TRECOTT, Philadelphia Bulletin

2:30—5:00 P.M.—*Round Table*

Jesup Hall

MEASUREMENTS OF INTENSITY AND INFORMATION

*Chairman:* CLAUDE ROBINSON, Opinion Research Corporation

*Measurement by Scaling Technique*

J. STEVENS STOCK, Opinion Research Corporation

*Measurement Through New Types of Interview*

JEROME S. BRUNER, Harvard University

*How Can a Systematic Measurement of Information and Intensity be Made a Part of Polling?*

WILLIAM A. LYDGATE, American Institute of Public Opinion

2:30—5:00 P.M.—*Round Table*

Adams Memorial Theatre Studio

"PSYCHOLOGICAL ERRORS" IN POLLING

*Chairman:* HADLEY CANTRIL, Princeton University

*Psychological Errors in Relation to Research Design*

DANIEL KATZ, Survey Research Center, Univ. of Michigan

*Interviewer Bias: How Serious Is It and What Can Be Done to Reduce It?*

FREDERICK F. STEPHAN, Princeton University

*Criteria for Selection and Training of Interviewers*

DON CAHALAN, National Opinion Research Center

5:00—5:30 P.M.—*Preliminary Business Meeting*

Adams Memorial Theatre

5:30 P.M.—*Reception by President and Mrs. Baxter*

Faculty House

8:00—10:00 P.M.—*Round Table*

Adams Memorial Theatre

NEW FIELDS OF USE FOR OPINION RESEARCH

*Chairman:* SAMUEL A. STOFFER, Harvard University

*Economic Prediction*

LOUIS HARRIS, Elmo Roper

*Labor Relations*

DOUGLAS WILLIAMS, Fred Rudge, Inc.

*Minority Group Prejudice*

MARIE JAHODA, American Jewish Committee

*Efficiency of Communications Media*

BERNARD BERELSON, University of Chicago

Thursday, September 4th

9:00 A.M.—12:00 P.M.—*Business Meeting and Discussion of Policy*

Adams Memorial Theatre

Report of the Standards Committee Appointed at Central City

The Committee will present a plan for a new national organization

Action on the Report

Election of Officers

Discussion: *Policies and Program for a New Organization*

What Should be the Nature of the Official Journal

Standards Control by the Organization—The Desirability of an "Approved List" of Polls

12:30 P.M.—2:00 P.M.—*Self-organized Luncheon Groups to Discuss Special Problems*

Currier Hall

2:30—5:00 P.M.—*Panel Discussion*

Adams Memorial Theatre Studio

CODING VALIDITY AND RELIABILITY

Members of the Panel:

ALBERT B. BLANKENSHIP, National Analysts, Inc., *Chairman*

ANGUS CAMPBELL, Survey Research Center, University of Michigan

RICHARD CRUTCHFIELD, Swarthmore College

HANS ZEISEL, McCann-Erickson, Inc.

Discussion Topics:

How Reliable are Present Coding Operations?

Office Coding vs. Field Coding

Relations Between Coding, Study Design, and Analysis

Coding and Analysis of Depth Interview Material

2:30—5:00 P.M.—*Panel Discussion*

Jesup Hall

WHAT IS THE EFFECTIVE PUBLIC OPINION UNIVERSE?

Members of the Panel:

PHILIP M. HAUSER, U. S. Department of Commerce, *Chairman*

HENRY DAVID, Queens College

DAVID B. TRUMAN, Williams College

RICHARDSON WOOD

JULIAN L. WOODWARD, Elmo Roper

Discussion Topics:

What Population Should the Polls Seek to Represent in a National Sample?

Can a Sample to Measure "Leader Opinion" be Constructed?

Can Polls Measure the Effective Support for Pressure Groups?

8:00—10:00 P.M.—*Panel Discussion*

Adams Memorial Theatre

POLLING AND THE POLITICAL PROCESS

Members of the Panel:

STUART CHASE, *Chairman*

ARCHIBALD M. CROSSLEY

GEORGE H. GALLUP

PAUL F. LAZARFELD

ELMO ROPER

Discussion Topics:

What Have Polls Contributed to Democracy?

Possible Dangers of Polls to the Political Process

Should the Government Itself Conduct Polls?

Administrative Use of Polling Materials by Government Agencies

Friday, September 5th

9:00—11:00 A.M.—*Panel Discussion*

Adams Memorial Theatre

SURVEYS OF WORLD OPINION

Members of the Panel:

ELMO C. WILSON, Columbia Broadcasting System, *Chairman*

MARK ABRAMS, Research Services, Ltd. (England)

STUART C. DODD, American University (Beirut, Lebanon)

S. SHEPARD JONES, U. S. Department of State

KAREL NAPRSTEK, United Nations

Discussion Topics:

Is There Such a Thing as "World Opinion?"

Can Public Opinion Surveys Help in the Creation of Public Opinion as Well as in Measuring It?

What Limitations Are Placed on Polling in Different Countries?

What Agencies Can Most Effectively Carry on International Polling?

11:00—12:30 P.M.—*Organization Meeting for an International Association*

Adams Memorial Theatre

*Chairman:* GEORGE H. GALLUP

Report of the Committee on International Organization Appointed at Central City

Action on the Report

12:30 P.M.—*Adjournment of the Conference*

## CONFERENCE COMMITTEES

### *Executive Committee (Appointed at Central City)*

Clyde W. Hart, *Chairman*

GEORGE H. GALLUP

ELMO C. WILSON

SAMUEL A. STOUFFER

JULIAN L. WOODWARD

PAUL B. SHEATSLEY, *Secretary*

### *Sponsoring Committee*

WAHL ASMUSSEN

PAUL F. LAZARFELD

HADLEY CANTRIL

RENSIS LIKERT

ARCHIBALD M. CROSSLEY

ROY MORGAN

STUART C. DODD

CLAUDE ROBINSON

HENRY DURANT

ELMO ROPER

GUILLAUME JACQUEMIJNS

WILFRED SANDERS

DANIEL KATZ

FREDERICK E. STEPHAN, JR.

ARNOLD J. KING

JEAN STOETZEL