

FIFTH ANNUAL CONFERENCE

on

PUBLIC OPINION RESEARCH

at

LAKE FOREST COLLEGE

Lake Forest, Illinois

June 15-20, 1950

PROGRAM

The Conference is sponsored by the American Association for Public Opinion Research and the World Association for Public Opinion Research. This is the third annual meeting of each of these Associations.



CONFERENCE REGISTRATION DESK, ADMINISTRATION BUILDING

REGISTRATION AND INFORMATION

The Registration Desk in the Administration Building will be open at all times during the Conference, beginning at noon on Thursday, June 15.

Room assignments will be taken care of at the Registration Desk.

Mail, telegrams, and telephone calls may be addressed in care of the Conference, Administration Building, Lake Forest College, Lake Forest, Illinois.

Information about recreational and other entertainment facilities at the College and in Lake Forest and Chicago will be available at the Registration Desk.

Be sure to visit the book exhibit outside the Auditorium in the Administration Building.

NOTE

All meetings, except one of the two on Monday afternoon and on Tuesday morning, June 19 and 20, will be held in the Auditorium, Administration Building.

THURSDAY AFTERNOON ----- JUNE 15, 2:00-4:30
THURSDAY EVENING ----- JUNE 15, 7:45-10:00
FRIDAY MORNING ----- JUNE 16, 9:30-12:00

CONFERENCE ON REGIONAL AND LOCAL POLLS

Under Auspices of
AAPOR RESEARCH DEVELOPMENT COMMITTEE

Chairman: BERNARD BERELSON, University of Chicago

Participants: Representatives of Regional and Local Polls

A "resource panel," available to the Conference, will include

PAUL F. LAZARSFELD, Columbia University

RAYMOND FRANZEN, Research Consultant, New York City

CHARLES E. SWANSON, University of Minnesota

STUART C. DODD, University of Washington

LAWRENCE E. BENSON, American Institute of Public Opinion

SHIRLEY A. STAR, National Opinion Research Center

ROBERT BOWER, American University

LOUIS H. BEAN, U. S. Department of Agriculture

(All members of the Association who are interested are invited to attend the conference on regional and local polls.)

FRIDAY AFTERNOON—JUNE 16, 2:00-4:30

DETERMINANTS OF POLITICAL BEHAVIOR

Chairman: ELMO C. WILSON, International Public Opinion Research, Inc.

"Report on the Elmira 1948 Campaign Research Project"

DAVID GLEICHER and ALICE KITT, Columbia University

"Proposed 1950 Election Studies: Plans Developed in the Conference on Regional and Local Polls"

BERNARD BERELSON, University of Chicago

Panel Discussants: HERBERT HYMAN, National Opinion Research Center

JOHN DEAN, Cornell University

FRIDAY EVENING—JUNE 16, 7:45-9:45

PROCESSES OF OPINION FORMATION

Chairman: WILLIAM ALBIG, University of Illinois

"The Social Psychology of Opinion Formation"

EUGENE HARTLEY, City College, New York City

"Opinion as a Process in Society"

BURTON R. FISHER, Survey Research Center

Panel Discussions: HERBERT HYMAN, National Opinion Research Center

AVERY LEISERSON, University of Chicago

HARRY ALPERT, U. S. Bureau of the Budget

SATURDAY MORNING—JUNE 17, 9:30-12:00

PROJECT DIRECTOR MEETS HIS CRITICS

Chairman: JULIAN L. WOODWARD, Elmo Roper

Project I: The BAS Study of the "Psychological Impact of Newspaper and Radio Advertisements"

Project Director: PAUL F. LAZARSFELD, Columbia University

Critics: OSCAR KATZ, Columbia Broadcasting System

RENSIS LIKERT, University of Michigan

Project II: The 1949 Crowell-Collier Automotive Survey

Project Director: ARCHIBALD CROSSLEY, Crossley, Inc.

Critics: RAYMOND J. JESSEN, Iowa Statistical Laboratory

H. DEL EVERETT, JR., Ford Motor Company

SATURDAY AFTERNOON—JUNE 17, 2:00-4:30

UTILIZATION OF RESEARCH: I.

Chairman: ROBERT F. ELDER, Boston, Massachusetts

“Utilization in the British Government”

MARK ABRAMS, Research Services, Ltd.

“Utilization by Advertising Agencies”

HANS ZEISEL, McCann-Erickson, Inc.

“Utilization by Large Corporations”

LEO BOGART, Standard Oil Company of New Jersey

Discussants: LEO LOWENTHAL, U. S. Department of State

JOHN W. RILEY, Rutgers University

SUNDAY MORNING—JUNE 18, 10:00-12:30 (WAPOR)

**METHODOLOGICAL PROBLEMS IN POLLING
LISTENERS AND CONSUMERS**

Chairman: ASHER LEE, British Broadcasting Corporation

Listener Polls

ROBERT SILVEY, British Broadcasting Corporation

Consumer Polls

F. ZWEIG, University of Manchester

H. D. WILLCOCK, *The Social Survey*

Discussants: ROBERT N. WADSWORTH, Cadbury Brothers, Ltd.,
England

SUNDAY AFTERNOON—JUNE 18, 2:00
ANNUAL BUSINESS MEETING OF WAPOR

SUNDAY AFTERNOON—JUNE 18, 3:30
ANNUAL BUSINESS MEETING OF AAPOR

SUNDAY EVENING—JUNE 18, 8:00-10:00
PRESIDENTIAL SESSION

Chairman: CLYDE W. HART, National Opinion Research Center

“On the Relation of Academic and Commercial Research in
Public Opinion”

ELMO ROPER (by invitation of the President)

“Obligations of 1950 Pollsters to the 1984 Historian”

PAUL F. LAZARFELD, President

MONDAY MORNING—JUNE 19, 9:30-12:00

UTILIZATION OF RESEARCH: II.

Chairman: FORREST CLEMENTS, U. S. Bureau of Agricultural Economics

“Judicial Use of Opinion Data”

FRANK R. KENNEDY, University of Iowa

“Use of Opinion Data by Regulatory Commissions”

DALLAS W. SMYTHE, University of Illinois

“Infiltration of the Research Approach in an Action Agency”

SAMUEL H. FLOWERMAN, American Jewish Committee

“Opinion Research and the Democratization of Japan”

HERBERT PASSIN, General Headquarters Staff,
Office of the Supreme Commander, Japan

Discussants: H. SCHUYLER FOSTER, U. S. Department of State
NORMAN C. MEIER, University of Iowa

MONDAY AFTERNOON—JUNE 19, 2:00-4:30

Section A. Lounge, Lois Durand Hall.

RESEARCH ON SCALING TECHNIQUES

Chairman: STUART C. DODD, University of Washington

“Scaling the Motivating Factors in Buying Behavior”

JANE SHEPARD, U. S. Bureau of Agricultural Economics

“Multiple Factors and Latent Structure”

WILFRED GIBSON, University of Chicago

“Use of Scaling in the Measurement of Response to Opportu-
nities”

RAYMOND FRANZEN, Statistical Consultant, New York City

Discussants: J. STEVENS STOCK, U. S. Bureau of Labor Statistics
JOSEPH R. HOCHSTIM, Opinion Research Corpora-
tion

Section B. Auditorium, Administration Building.

RESEARCH WITH SURVEY TECHNIQUES

Chairman: PAUL B. SHEATSLEY, National Opinion Research Center

"Intelligence Testing on the Doorstep"

WILLIAM LYDGATE, American Institute of Public Opinion

"Relations between the Consumption of a Product and the Attitudes Consumers Have Toward It"

PAUL STEWART, Stewart, Dougall and Associates

"The Hofstra Study: A Measure of Effectiveness in Television Advertising"

THOMAS COFFIN, National Broadcasting Company

"Problems of International Communications Research"

GEORGE WISE, Columbia University

Discussants: HANS ZEISEL, McCann-Erickson, Inc.

DAVID RIESMAN, University of Chicago

MONDAY EVENING—JUNE 19, 8:00-10:00

RESEARCH IN INDUSTRIAL MORALE

Chairman: LEO NEJELSKI, Nejelski and Company, Inc.

"Labor Morale in a Mass Production Industry"

ROBERT DUNHAM, Ford Motor Company

"Research on Industrial Morale: Method and Findings"

DANIEL KATZ, University of Michigan

Panel Discussion of Research Problems in this Area:

Readers of the foregoing papers and

ROBERT FORD, American Telephone and Telegraph Company

MARK BENNEY, London School of Economics

TUESDAY MORNING—JUNE 20, 9:30-12:00

Section A. Auditorium, Administration Building

RESEARCH IN COMMUNICATIONS

Chairman: HARRY H. GOULD, *This Week* Magazine

"Television: Its Possible Effects on Competitive Media"

BEN GEDALECIA, American Broadcasting Corporation

"The Study of the Accumulative Audience of Life"

A. EDWARD MILLER, *Life* Magazine

"New Developments in Copy Research"

GEORGE GALLUP, Gallup and Robinson

Discussants: WILLIAM A. REYNOLDS, Batten, Barton, Durstine and Osborn, Inc.

ASHER LEE, British Broadcasting Corporation

Section B. Lounge, Lois Durand Hall.

PUBLIC OPINION AND INTERNATIONAL SECURITY (WAPOR)

Chairman: THEODORE LENTZ, Washington University

Report on the Barometer of International Security

STUART C. DODD, University of Washington

KAARE SVALASTOGA, University of Denmark

Discussants: WOLFHART MUELLER, Frankfurt, Germany

PROFESSOR AUBERT, University of Oslo

TUESDAY NOON—JUNE 20, 12:00
LUNCHEON OF WAPOR EXECUTIVE COUNCIL

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