

PROGRAM



Fourteenth Annual Conference

on

Public Opinion Research

of the

AMERICAN ASSOCIATION

for

PUBLIC OPINION RESEARCH



Hotel Sagamore, Lake George, N. Y.

May 14-17, 1959

PROGRAM

1959 CONFERENCE

THURSDAY, MAY 14

6:00-9:00 P.M.

Lobby

Registration

9:30 P.M.

Card Room

Get-together Party

FRIDAY, MAY 15

8:30-10:00 A.M.

Lobby

Registration

10:00-12:00 A.M.

Colony Club

THE NATURE AND IMPLICATIONS OF CURRENT
ATTITUDES TOWARD SCIENCE AND SCIENTISTS

Chairman: DONALD N. MICHAEL (Dunlap and Associates)

LEWIS DEXTER (*Bureau of Social Science Research*)

"The Images Held by Officials Concerning Public Opinion About Science and Scientists"

STEPHEN B. WITHEY (*Survey Research Center*)

"Public Opinion About Science and Scientists"

BERNARD BARBER (*Columbia University*)

"The Expert, the Informed, and the Ignorant: The Implications of Public Opinion About Science and Scientists"

Discussant: MICHAEL AMRINE (American Psychological Association)

Card Room

PROBLEMS AND CONTRIBUTIONS OF RESEARCH
IN UNDERDEVELOPED AREAS

Chairman: DANIEL LERNER (Massachusetts Institute of Technology)

HAROLD D. LASSWELL (*Yale University*)

"Integrating Surveys with Comprehensive Research and Policy"

CLELLAN S. FORD (*Yale University*)

"Surveying Methods and Studies of Social Structure"

BRUCE LANNES SMITH (*Michigan State University*)

"A Case: Current Research Potentials in Indonesia"

PAUL NEURATH (*Queens College*)

"Social Research in Social Action: An Indian Example"

Discussant: FRANK BONILLA (International Research Associates, Inc.)

FRIDAY, MAY 15

1:20-3:20 P.M.

Colony Club

THEORETICAL PERSPECTIVES FOR OPINION RESEARCH

Chairman: GERHART D. WIEBE (*Elmo Roper and Associates*)

HERBERT E. KRUGMAN (*Raymond Loewy Associates*)
"Personality, Public Opinion and Social Change"

ALEX INKELES (*Harvard University*)
"Occupation as a Reference Group"

CHARLES Y. GLOCK (*University of California*)
"Reference Group Theory and Survey Research"

Card Room

INNOVATIONS AND ADVANCES IN THE 1960 CENSUS OF POPULATION AND HOUSING

Chairman: FREDERICK F. STEPHAN (*Princeton University*)

CONRAD TAEUBER (*Bureau of the Census*)
"Planning to Meet the Demand for Census Information"

MORRIS HANSEN (*Bureau of the Census*)
"Major Improvements and Innovations in Census Procedures"

Discussant: LESTER R. FRANKEL (*Audits and Surveys Co., Inc.*)

3:30-5:30 P.M.

ROUND TABLE SESSIONS

General Co-chairmen: HOWARD MANDEL, J. STEVENS STOCK

Colony Club

"Research on the Corporate Image"

Chairman: JOSEPH C. BEVIS (*Opinion Research Corp.*)

Panel Members:

BURLEIGH GARDNER (*Social Research, Inc.*)

DONALD KANTER (*Tatham-Laird, Inc.*)

WILLIAM H. DINSMORE (*General Electric Co.*)

Game Room

"Special Techniques of Interviewing"

Chairman: HOWARD MANDEL (*Batten, Barton, Durstine & Osborn*)

Panel Members:

DON CAHALAN (*ARB Surveys, Inc.*)

SELMA F. MONSKY (*National Opinion Research Center*)

JOHN L. CURRY (*American Telephone & Telegraph Co.*)

HERBERT I. ABELSON (*Opinion Research Corp.*)

FRIDAY, MAY 15

TV Room

"New Methods of Data Processing"

Chairman: J. STEVENS STOCK (*J. Stevens Stock Research Co.*)

Panel Members:

PHILIP THOMPSON (*Market Research Corp. of America*)

ROBERT HOPP (*Robert Hopp Associates*)

ROBERT SOMERS (*Bureau of Applied Social Research*)

Lounge

"The Phenomenology of Public Opinion"

Chairman: ITHIEL DE SOLA POOL (*Center for International Studies*)

Panel Members:

HUGH J. PARRY (*U.S. Information Agency*)

LOUIS HARRIS (*Louis Harris & Associates*)

HAROLD R. ISAACS (*Center for International Studies*)

Card Room

"Research on Problems of Desegregation"

Chairman: SAMUEL A. STOFFER (*Harvard University*)

Panel Members:

JOHN FENTON (*American Institute of Public Opinion*)

THOMAS PETTIGREW (*Harvard University*)

ROY E. CARTER, JR. (*University of Minnesota*)

Academy
Award Room

"Ethical Responsibilities of the Researcher"

Chairman: LEO BOGART (*Revlon, Inc.*)

Panel Members:

ERIC MARDER (*Kenyon & Eckhardt, Inc.*)

DAVID L. SILLS (*Bureau of Applied Social Research*)

RICHARD H. BAXTER (*Cunningham & Walsh, Inc.*)

BRUCE W. NEAL (*W. R. Simmons & Associates*)

HAROLD MENDELSON (*The Psychological Corporation*)

8:30-10:30 P.M.

Colony Club

TELEVISION AND TV RESEARCH

Chairman: FRANK STANTON (*Columbia Broadcasting System*)

Guest Speaker: HILDE HIMMELWEIT (*London School of Economics*)

"Report on An Inquiry Into Effects of Television"

Presentation by PAUL F. LAZARSFELD of the first Frank Stanton Award for Meritorious Research on the Media of Mass Communications.

Remarks by Stanton Award recipient

MIDNIGHT

Colony Club

Chinese Buffet

SATURDAY, MAY 16

9:30-11:30 A.M.

Colony Club

THE SEMANTIC DIFFERENTIAL: ITS USE AND ABUSE

Chairman: JOSEPH T. KLAPPER (*General Electric Co.*)

PERCY TANNENBAUM (*University of Wisconsin*)
"Selected Applications of the Semantic Differential"

PAUL DEUTSCHMAN (*Michigan State University*)
"The Semantic Differential and Public Opinion Research"

HELEN J. KAUFMAN (*Market Planning Corp.*)
"The Semantic Differential: A Critical Appraisal"

Card Room

NEW MODELS OF POLITICAL BEHAVIOR

Chairman: CLYDE W. HART (*National Opinion Research Center*)

LESTER W. MILBRATH (*Northwestern University*)
"Analyzing Lobbying Through Communication and Decision-Making Models"

DONALD STOKES (*Survey Research Center*)
"Influence Relations in the Political System"

WILLIAM MCPHEE (*Bureau of Applied Social Research*)
"The Uses of a Computer Model of Voting"

Discussant: SHIRLEY A. STAR (*National Opinion Research Center*)

1:30-3:30 P.M.

Colony Club

NEW DEVELOPMENTS IN ADVERTISING MEDIA RESEARCH

Chairman: DARRELL B. LUCAS (*New York University*)

SEYMOUR BANKS (*Leo Burnett Co., Inc.*)
"A Multi-Stage Concept of Media Evaluation"

LESTER R. FRANKEL (*Audits and Surveys Co., Inc.*)
"Can Research Provide the Needed Media Data?"

Discussant: PAUL F. LAZARSFELD (*Columbia University*)

SATURDAY, MAY 16

Card Room

THE CONTRIBUTIONS OF RESEARCH IN THE FIELD OF HEALTH

Chairman: EDWARD A. SUCHMAN (*N. Y. City Dept. of Health*)

MILTON MALONEY (*Columbia School of Public Health and Administrative Medicine*)
"The Physician's Choice of Medical Care"

HOWARD FREEMAN (*Harvard School of Public Health*)
"The Use of the Survey in Mental Illness Research"

PAUL N. BORSKY (*National Opinion Research Center*) and ELIJAH L. WHITE (*U.S. Public Health Service*)
"Factors Affecting the Decision to Volunteer for Physical Examination"

THEODORE WOOLSEY (*U.S. National Health Survey*)
"Opinion Research Aspects of the National Health Survey"

Discussant: JACK ELINSON (*Columbia School of Public Health and Administrative Medicine*)

4:00-5:00 P.M.

Colony Club

BUSINESS MEETING

6:00-7:00 P.M.

Porch

Cocktail Party

7:00 P.M.

Main Dining Room

AAPOR Banquet

9:00 P.M.

Main Dining Room

PRESIDENTIAL SESSION

Presidential Address
DAVID WALLACE (*Bureau of Applied Social Research*)
"A Tribute to the Second Sigma"

Presentation of Julian L. Woodward Memorial Award by President WALLACE

MIDNIGHT

Lake front

Wiener Roast

SUNDAY, MAY 17

10:00-12:00 A.M.

Colony Club

SUMMARY REPORTS BY CHAIRMEN
OF ROUND TABLE SESSIONS

Co-chairmen: HOWARD MANDEL, J. STEVENS STOCK

- 10:00 A.M. JOSEPH A. BEVIS
"Research on the Corporate Image"
- 10:20 A.M. HOWARD MANDEL
"Special Techniques of Interviewing"
- 10:40 A.M. J. STEVENS STOCK
"New Methods of Data Processing"
- 11:00 A.M. ITHIEL DE SOLA POOL
"The Phenomenology of Public Opinion"
- 11:20 A.M. SAMUEL A. STOUFFER
"Research on Problems of Desegregation"
- 11:40 A.M. LEO BOGART
"Ethical Responsibilities of the Researcher"

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