

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

PROCEEDINGS OF THE SEVENTEENTH ANNUAL CONFERENCE

The 1962 AAPOR Conference was held from May 17 to 20 at the Hotel Sagamore on Lake George, New York. The entire Conference was dedicated to the memory of Samuel A. Stouffer. At a special general session, Stouffer's former colleagues, Clyde W. Hart, Philip M. Hauser, and Herbert H. Hyman, discussed his recently published collected papers, *Social Research to Test Ideas*. Moreover, the books discussed in the nine round-table sessions were selected as reflecting Stouffer's principal professional interests.

The Conference was organized into eleven formal sessions in addition to the nine round-table meetings already mentioned, and one session sponsored by WAPOR. John W. Riley, Jr., delivered his presidential address at the annual banquet. At that time also, the newly created AAPOR Award was presented to Angus Campbell of the University of Michigan. (A description of the new award and the citation of Professor Campbell are reported at the beginning of these Proceedings.)

The abstracts included here were prepared by the authors of papers presented at the formal sessions. Summaries of the discussion that took place at round-table meetings and at some of the formal sessions were written by their chairmen or by persons whom they designated. A résumé of the annual Business Meeting is also included.

The editor wishes to thank all of those who participated in the preparation of this report.

PATRICIA KENDALL
Editor

PROCEEDINGS OF THE SEVENTEENTH CONFERENCE ON PUBLIC OPINION RESEARCH

Contents

INTRODUCTORY NOTE, by Patricia Kendall 44²

THE AAPOR AWARD 45⁰

Abstracts of Papers and Round-Table Discussions

WAPOR SESSIONS 45²

Chairman: Charles K. Ramond, Advertising Research
Foundation

CAREER PLANNING AND MOBILITY 45²

Chairman: James Davis, National Opinion Research Center

AMBITION AND SOCIAL CLASS, Suzanne Keller, New York
Medical College, and Marisa Zavalloni, Research Center
for Human Relations, New York University

A TARDY LOOK AT STOUFFER'S FINDINGS IN THE HARVARD
MOBILITY PROJECT, Stuart Cleveland, Houghton Mifflin
Company

THE IMPACT OF UNIVERSITY EXPERIENCE ON OCCUPATIONAL
PLANS, Hanan C. Selvin, University of California,
Berkeley

EARLY CAREER PATTERNS OF RECENT COLLEGE GRADUATES,
Laure M. Sharp, Bureau of Social Science Research,
Washington, D.C.

NEW PROCEDURES FOR MEDIA SELECTION 45⁷

Chairman: Melvin A. Goldberg, Westinghouse Broadcasting
Company

COMPUTER SIMULATION AS AN AID TO MEDIA SELECTION,
James Tyson, Simulmatics Corporation

MEDIA SELECTION BY MATHEMATICAL PROGRAMMING,
Milton L. Godfrey, C-E-I-R, Inc.

REACHING THE RIGHT PEOPLE IN THE RIGHT HOMES, Jack R.
Green, J. Walter Thompson Company

NEW DEVELOPMENTS IN RESEARCH TECHNIQUES 460

Chairman: Don Cahalan, ARB Surveys-C-E-I-R

A NEW MODEL FOR ANALYZING CONSUMER PANEL DATA,
James S. Coleman, The Johns Hopkins University

A NEW METHOD FOR MEASURING SOCIO-ECONOMIC STATUS,
Raymond Franzen, Certified Statistics Associates

AN APPLICATION OF LEARNING THEORY TO TV COPY TESTING,
Herbert E. Krugman, Marplan

A SYSTEMATIC ANALYSIS OF A CORPORATE IMAGE SURVEY,
Richard Maisel, Consultant, New York City

EMERGENCE OF A SUPRA-NATIONAL EUROPEAN COMMUNITY 463

Chairman: Elmo Roper, Elmo Roper and Associates

SECURITY, NATIONALISM, AND THE CRISIS OF EUROPEAN
IDENTITY, Daniel Lerner, Massachusetts Institute of
Technology

FRENCH PUBLIC OPINION AND THE UNIFICATION OF EUROPE,
Hélène Riffault, Institut Français d'Opinion Publique,
Paris

EUROPEAN UNITY AND THE GERMAN PUBLIC, Karl Georg
von Stackelberg, EMNID Institute, Bielefeld

COMMENT, Louis Moss, Central Office of Information,
London

PERCEPTIONS OF WAR, CATASTROPHE, AND PERSONAL RISK 468

Chairman: Raymond Bauer, Harvard Graduate School of
Business Administration

PERCEPTIONS OF THREAT AND CIVIL DEFENSE, David K. Berlo,
Michigan State University

Q ANALYSIS OF BELIEF TYPES ON FALLOUT SHELTERS AND ON
SOURCES OF INFORMATION, Malcolm S. MacLean, Jr., and
Thomas Danbury, Communications Research Center, Col-
lege of Communication Arts, Michigan State University

PERSONAL LIFE SPACE AND DECISIONS IN CRISES, Kurt W. Back
and Kenneth J. Gergen, Duke University

PROCEEDINGS OF THE SEVENTEENTH CONFERENCE	445
URBAN PLANNING AND PUBLIC OPINION	471
Chairman: Robert Gutman, Urban Studies Center, Rutgers University	
METROPOLITAN GROWTH AND MOTIVATIONS FOR CHARITABLE GIVING, Paul N. Borsky, National Opinion Research Center	
THE ROLE OF THE PLANNER IN THE PLANNING PROCESS, David Popenoe, Urban Studies Center, Rutgers University	
DISCUSSION	
CHANGING POLITICAL MOOD OF THE COUNTRY	474
Chairman: Elmo Roper, Elmo Roper and Associates	
HOW CLOSE IS THE SOUTH TO A TWO-PARTY SYSTEM?, Joe Belden, Belden Associates	
SINCE BENNINGTON: EVIDENCE OF CHANGE IN STUDENT POLITICAL BEHAVIOR, Alex S. Edelstein, University of Washington	
PUBLIC REACTION TO THE JOHN BIRCH SOCIETY AND ITS IMPACT ON CALIFORNIA POLITICS, Mervin D. Field, Field Research Corporation	
CONSTITUENCY MOOD AND CONGRESSIONAL RESPONSE, Donald E. Stokes and Warren E. Miller, Survey Research Center, University of Michigan	
ON THE THEORY OF COMMUNICATION AND INFLUENCE	480
Chairman: Frederick Stephan, Princeton University	
ON THE CONCEPT OF "INFLUENCE," Talcott Parsons, Harvard University	
FOUR COUNTERING LAWS IN COMMUNICATION, Stuart C. Dodd, Institute for Sociological Research, University of Washington	
COMPUTER SIMULATION OF HUMAN BEHAVIOR	482
Chairman: Ithiel de Sola Pool, Center for International Studies, Massachusetts Institute of Technology	
SIMULATION AND OPERATIONS RESEARCH, Alex Bernstein, Simulmatics Corporation	

SIMULATION OF SOCIAL PROCESSES, Martin L. Levin, The
Johns Hopkins University

SIMULATION IN BUSINESS USING OPINION RESEARCH DATA,
George Fisk, Wharton School of Finance and Commerce

THE USE OF SURVEYS IN SIMULATIONS, Robert P. Abelson,
Yale University

SHIFTS IN VOTING PATTERNS

486

Chairman: David L. Sills, International Encyclopedia of
the Social Sciences

SHIFTS IN ONE SUBURB'S VOTING PATTERNS, David Wallace,
State Charities Aid Association

COMMENT, H. Douglas Price, Columbia University

ATTITUDES TOWARD TECHNOLOGICAL CHANGE

489

Chairman: Richard Maisel, Consultant, New York City

ATTITUDES OF LATIN AMERICAN SUB-ELITES TOWARD TECHNICAL
CHANGE, Paul J. Deutschmann, Programa Interamericano
de Información Popular, San José, Costa Rica

COMMENT, Eric Rhodes, Williams College

AUTOMATION: A STUDY IN PUBLIC AMBIVALENCE, Robert S.
Lee, International Business Machines Corporation

ROUND TABLES ON BOOKS

492

STUDIES OF ATTITUDE CHANGE

492

Chairman: Robert R. Lindsey, Batten, Barton, Durstine &
Osborn, Inc.

The book: *Education and Attitude Change*

The author: Charles H. Stember, Rutgers University

Panel:

Reuben Cohen, Opinion Research Corporation

Henry L. Dursin, General Electric Company

Marguerite F. Levy, The Equitable Life Assurance Society
of the United States

Darrell Lucas, New York University

Norman H. Perlstein, Brooklyn Jewish Center

PROCEEDINGS OF THE SEVENTEENTH CONFERENCE	447
STUDIES OF FERTILITY AND POPULATION TRENDS	495
Chairman: Jack Elinson, Columbia University School of Public Health	
The book: <i>Family Growth in Metropolitan America</i>	
The authors: Charles Westoff <i>et al.</i> , Princeton University	
Panel:	
Viola W. Bernard, Columbia University, Division of Community Psychiatry	
Ira H. Cisin, California Department of Public Health	
W. Parker Mauldin, Population Council	
Eleanor Bernert Sheldon, Russell Sage Foundation	
Howard R. Stanton, Puerto Rico Department of Health and Welfare	
PROBLEMS OF ANALYSIS	498
Chairman: Hans L. Zetterberg, Columbia University	
The book: <i>The Rhetoric of Science</i>	
The author: Roy Francis, University of Minnesota	
Panel:	
Linton Freeman, Syracuse University	
Hanan C. Selvin, University of California (Berkeley)	
Shirley A. Star, The Johns Hopkins University	
MASS MEDIA RESEARCH	499
Chairman: Leo Bogart, American Newspaper Publishers Association	
The book: <i>Television in the Lives of Our Children</i>	
The authors:	
Wilbur Schramm, Stanford University	
Jack Lyle, University of California, Los Angeles	
Edwin B. Parker, University of Illinois	
Panel:	
Thomas E. Coffin, National Broadcasting Company	
Joseph T. Klapper, General Electric Company	
Irving R. Merrill, University of California Medical Center, San Francisco	

THE PROBLEM OF CONFORMITY

502

Chairman: Robert S. Lee, International Business Machines Corporation

The book: *Beyond Conformity*

The author: Winston White, Harvard University

Panel:

Joseph Goeke, Opinion Research Corporation

Fred Goldner, International Business Machines Corporation

Murray Hausknecht, Hunter College

Herbert Krugman, Marplan

Robert Weiss, Brandeis University

URBAN STUDIES

504

Chairman: Richard J. McKinlay, National Opinion Research Center

The book: *Images of the American City*

The author: Anselm Strauss, University of California, Berkeley

Panel:

Allen H. Barton, Bureau of Applied Social Research, Columbia University

Ruth Clark, Louis Harris and Associates, Inc.

Richard D. Jaffe, National Opinion Research Center

David Popenoe, Urban Studies Center, Rutgers University

EXPERIMENTAL RESEARCH

506

Chairman: Herbert I. Abelson, Opinion Research Corporation

The book: *The Robber's Cave Experiment*

The author: Muzafer Sherif, University of Oklahoma

Panel:

Robert F. Bales, Harvard University

Abe Judson, Utica College of Syracuse University

Fred L. Strodbeck, University of Chicago

PROCEEDINGS OF THE SEVENTEENTH CONFERENCE	449
TEEN-AGE ATTITUDES AND BEHAVIOR	508
Chairman: H. H. Remmers, Purdue University	
The book: <i>The Adolescent Society</i>	
The author: James Coleman, The Johns Hopkins University	
Panel:	
Sarane Spence Boocock, Rutgers University	
Ann F. Brunswick, National Opinion Research Center	
Herbert H. Hyman, Columbia University	
CONTROL OF HUMAN BEHAVIOR BY SCIENTIFIC MEANS	509
Chairman: Frederick W. Williams, Consultant, New York City	
The book: <i>The Manipulation of Human Behavior</i>	
The editors:	
Albert Biderman, Bureau of Social Science Research	
Herbert Zimmer, University of Georgia Medical Center	
Panel:	
John Maloney, Reader's Digest	
Eric Marder, Eric Marder Associates	
BUSINESS MEETING	510
PRESIDENTIAL SESSION	
REFLECTIONS ON DATA SOURCES IN OPINION RESEARCH,	
President John W. Riley, Jr., Equitable Life Assurance Society of the United States	
The presidential address appears on pp. 313-322.	