

AAPOR 1979 Conference Program

FIRST PLENARY SESSION:

POLLING, POLITICAL ADVOCACY, AND THE PUBLIC INTEREST

CHAIR: Donald E. Payne, Oxtoby-Smith

SPEAKERS: Harry W. O'Neill, Opinion Research Corporation
Donald A. Hughes, Sears, Roebuck and Co.
Mervin D. Field, Field Research Corporation

NONSAMPLING ERROR

CHAIR: Howard Schuman, University of Michigan

Some Sources and Consequences of False Reporting in Public Opinion Surveys

George Bishop, University of Cincinnati

Stephen E. Bennett, University of Cincinnati

Testing Interviewer Effects in Survey Data

Ed Blair, University of Houston

Assessing Response Validity in National Surveys of Voting Behavior

Michael W. Traugott, University of Michigan

John P. Katosh, University of Michigan

DISCUSSANT: Stanley Presser, University of North Carolina

MULTIPLE CRITERIA OF MEDIA EFFECTS

CHAIR: W. Phillips Davison, Columbia University

Religious Cults, Public Opinion, and the Media

Gillian Lindt, Columbia University

Albert Gollin, Newspaper Advertising Bureau

Family and Media Influences on Children's Political Orientations

Thelma Anderson, Newspaper Advertising Bureau

Don Cesario, Child Research Services

Television and Leisure Time: A New Tomorrow?

John P. Robinson, Cleveland State University

PUBLIC ATTITUDES TOWARD THE POLLS

CHAIR: Sidney Hollander, Hollander, Cohen Associates

Attitudes About Surveys

Charles D. Cowan, Bureau of the Census

Trends in Public Attitudes Toward Survey Research and What We Can Do About Them

Judith S. Corson, Custom Research, Inc.

DISCUSSANT: Lester Frankel, Audits and Surveys

ROUNDTABLES

COCHAIRS: Pearl Zinner, National Opinion Research Center
Corinne Kirchner, American Foundation for the Blind

Informed Consent: Current Status of the Issue

CHAIR: Eleanor Singer, Columbia University
Richard A. Tropp, DHEW

Declining Newspaper Use: Positively, Negatively, or Insignificantly Related to Age?

CHAIR: Philip Meyer, Knight-Ridder Newspapers

Agenda-Setting Influence of Mass Communication

CHAIR: Maxwell McCombs, Syracuse University
William DeGeorge, Syracuse University
James Winter, Syracuse University
Chaim Eyal, Syracuse University

Approaches to Increasing the Accuracy of Data Obtained by Using Questionnaires

CHAIR: Patricia J. Labaw, RL Associates

Referenda as Tests of Public Opinion: Methodological Issues

CHAIR: Gary Nordlinger, Nordlinger Associates
Glenn Newkirk, National Conference of State Legislatures
Richard Smolka, American University

Current Status of Content Analysis

CHAIR: Cecil Baber, The Research Counsel

Pressures Toward Compromising Quality in Social Research

CHAIR: Ann F. Brunswick, Columbia University

Public Opinion and Foreign Policy

CHAIR: Dennis K. Davis, Cleveland State University
John P. Robinson, Cleveland State University

DIDACTIC SESSION: FOCUS GROUP INTERVIEWS:
WHAT THEY ARE AND WHAT THEY ARE NOT

CHAIR: Carole R. Holden, Prudential Insurance Company
SPEAKERS: Bobby J. Calder, Northwestern University
Ronald Bohr, National Analysts

THE REFUSAL PROBLEM

CHAIR: Anitra Rustemeyer, U. S. Bureau of the Census

Understanding and Dealing with the Refusal Problem in Telephone Interviewing

Alfred Tuchfarber, University of Cincinnati
Robert Oldendick, University of Cincinnati

Response Rates and Respondent Resistance: The Case of Mail Surveys

Carol P. Sosdian, Westat, Inc.

Laure M. Sharp, Bureau of Social Science Research

The Effect of Incentives on Response Rates in the National Longitudinal Survey of Educational Effects

Donald A. King, Research Triangle Institute

NEEDS ASSESSMENT AT THE CITY, STATE, AND NATIONAL LEVELS:
ALTERNATIVE APPROACHES

- CHAIR: Corinne Kirchner, American Foundation for the Blind
Conceptual Issues in Needs Assessment
 Susan Maizel Chambré and Joyce Packer Bialik, New York City Human Resources Administration
Needs Assessment, Scientific Research, and Program Evaluation: Their Differences and Similarities
 Ronald Muttall, Boston College
Needs Assessment at the Federal Level
 Jeffrey Koshel, The Urban Institute
 DISCUSSANT: Melinda Upp, Social Security Administration

STUDIES OF CONSUMER AND PUBLIC SATISFACTION

- CHAIR: Donald E. Payne, Oxtoby-Smith
Consumer Satisfaction with Survey Incentives
 Robert Steen, Fleishman-Hillard, Inc.
The Roles of Information in Consumer-Oriented Communication
 G. Ray Funkhouser, National Analysts
America's Most Important Problem: A Trend Analysis, 1946-76
 Tom W. Smith, National Opinion Research Center

NONSURVEY APPROACHES TO MEASURING OPINION AND BEHAVIOR

- CHAIR: Ruth Scheer, Abt Associates
Community Case Studies: An Exploratory Approach to Opinion Research
 Walter K. Lindenmann, Hill and Knowlton, Inc.
The Use of Focus Groups in Political Research
 Wm. Michael Denney, University of Texas at Austin
 J. Stephen Hendricks, University of Texas at Austin
How Body Rhythms Influence Opinion
 Ronald Gatty, City University of New York
 Judith Mack, City University of New York
 DISCUSSANT: James J. Vanecko, U. S. Office of Education

THE PUBLIC TALKS BACK

- CHAIR: John L. Curry, American Telephone and Telegraph Co.
QUBE as a Tool for Public Opinion
 Julius Litman, QUBE
Talking Back on the Telephone
 Roger Percy, R. D. Percy and Company
Viewers Talk Back to Television
 André De Verneil, Peter D. Hart Research

SECOND PLENARY SESSION:

POLLS IN THE LEGAL AND REGULATORY PROCESS

- CHAIR: Eve Weinberg, Policy Research Corporation
 SPEAKERS: Wallace Snyder, Federal Trade Commission
 Hans Zeisel, University of Chicago

THE TAX REVOLT

- CHAIR: William Spinrad, Adelphi University
Television and the Origins of Proposition 13:
Did the Nightly News Make the Tax Revolt Inevitable?
 Lee B. Becker, Ohio State University
 Jeffrey W. Fruit, Ohio State University
Tax Revolt: The California Data
 I. A. Lewis, The Roper Organization, Inc.
The Tax Revolt and the 1978 Election
 Warren Mitofsky, CBS News
 DISCUSSANT: William Spinrad, Adelphi University

PUBLIC OPINION—THE EDITORS MEET THE READERS

- CHAIR: Bernard Roshco, U. S. Department of State
 Eleanor Singer, Editor, *Public Opinion Quarterly*
 George Gerbner, Editor, and Marsha Siefert, Associate Editor,
Journal of Communication
 David Gergen, Managing Editor, *Public Opinion*

MAIL SURVEYS

- CHAIR: Gloria Shaw Hamilton, Westat, Inc.
Repeated Mail Surveys of a Population of Educational Institutions
 Cynthia Forbes, Westat, Inc.
Is a Copy of the Questionnaire Necessary in a Second Mailing:
Experimental and Nonexperimental Results
 Thomas A. Heberlein, University of Wisconsin
 Robert Baumgartner, University of Wisconsin
Beyond the Total Design Method
 Don A. Dillman, Washington State University

ROUNDTABLES

- Alternative Approaches to the Study of Television Violence*
 CHAIR: Peter V. Miller, University of Illinois at Urbana-Champaign
 Paul M. Hirsch, University of Chicago
Current Trends in Outdoor Recreation and Other Leisure Activity
 CHAIR: Geoffrey C. Godbey, Pennsylvania State University
 John P. Robinson, Cleveland State University
 Michael Smith, University of Salford (England)
Follow-up Studies Among Drug Abusers
 CHAIR: Stanley M. Zdep, Opinion Research Corporation
 Mary W. Kilkenny, Opinion Research Corporation
 Rose Mary Schwartz, Opinion Research Corporation
Factors Affecting the Quality of Data: Questions for Systematic Review
 CHAIR: Stephanie Scharf, National Opinion Research Center
 Barbara A. Bailar, Bureau of the Census

Looking Toward 1980 and Beyond: The Revolution in Public Opinion Polling for the Media

CHAIR: Sheldon R. Gawiser, NBC News
G. Evans Witt, Associated Press
Joel Schurkin, Philadelphia Inquirer
Kathleen Frankovic, CBS News

Planning the 1985 Mid-Decade Census: What's at Stake for Survey Researchers?

CHAIR: Marie G. Argana, U. S. Bureau of the Census
Corinne Kirchner, American Foundation for the Blind

What New Members Feel About AAPOR

CHAIR: William C. Eckerman, Research Triangle Institute

RESEARCH ON TELEPHONE SURVEYS

CHAIR: Charles Cowan, U. S. Bureau of the Census
Varieties of Random Digit Dialing Sampling Designs
Michael J. O'Neil, University of Michigan
Studying Interviewer-Respondent Interaction and Other Task Variables Using CATI
Gerald H. Shure, University of California, Los Angeles
An Alternative to RDD Sampling Methods in Small Area Studies
Henry Jay Becker, Johns Hopkins University

ATTITUDE RESEARCH ON CURRENT PUBLIC POLICY ISSUES

CHAIR: D. Garth Taylor, National Opinion Research Center
Attitude of Future Business Leaders toward Quality of Environment: Forces or Products of Change?
R. Richard Ritti, Pennsylvania State University
The Effectiveness of Alternative Information and Education Programs in Increasing Awareness of the Risk from the Use of Playground Equipment
Helen Hall, U. S. Consumer Product Safety Commission
Irving Reid, Howard University
The Public's Changing Sense of Personal Control: Report from a Decade of Research
Matthew Greenwald, American Council of Life Insurance
Harris Schrank, Equitable Life Assurance Society of the U. S.

DIDACTIC SESSION: PANEL ANALYSIS

CHAIR: Kurt Back, Duke University
SPEAKER: Richard Campbell, Duke University

ATTITUDES TOWARD ERA AND ABORTION

CHAIR: June Esserman, Hyatt and Esserman
Trends in the Abortion Issue as Measured by Events, Media Coverage, and Public Opinion Indicators
James R. Beniger, Princeton University
Public Opinion and Legislative Decision-Making: Illinois Considers the Equal Rights Amendment
Harriet H. Imrey, University of Illinois
Richard Day, Richard Day Research

New Trends and Attitudes Toward Women's Issues

Patricia Gurin, Celinda Lake, Aloen Townsend, and Oksanna Malanchuk,
University of Michigan

ISSUES IN SCREENING

CHAIR: Matt Hauck

Screening for Ancestry in the National Survey of Mexican-Descent Households

Carlos H. Arce, University of Michigan

On Finding the Needle in a Haystack: Multiplicity Sampling Procedures

Michelle Fine, Center for Policy Research

George Rothbart, Center for Policy Research

Seymour Sudman, University of Illinois at Urbana-Champaign

The Importance of Wording of Screening Questions

Marvin Berkowitz, American Foundation for the Blind

Carol Suhr, American Foundation for the Blind

OMB AND SURVEY RESEARCH

CHAIR: Jean-Marie Mayas, Lawrence Johnson and Associates

Robert W. Raynsford, Office of Management and Budget

Andrew Brown, Chilton Research Services

Carol Stocking, National Opinion Research Center

THE AGING

CHAIR: Kurt Back, Duke University

Differential Views on the Funding of a Social Services Agency for the Elderly

Stephanie Smith, Indiana University Northwest

Howard Baumgartel, University of Kansas

TV and the Aging: Exposure, Functions, Perceptions, and Self-Concept

Felipe Korzeny, Michigan State University

Kimberly Neuendorf, Michigan State University

Aging and Television: Portrayals in Prime-Time Drama and Conceptions of Social Reality

Nancy Signorielli, University of Pennsylvania

DISCUSSANT: Linda Brookover Bourque, University of California, Los Angeles

NEW RESEARCH ON RESPONSE EFFECTS IN SURVEYS

CHAIR: Mary A. Spaeth, University of Illinois at Urbana-Champaign

Question Order Effects in Measuring Public Confidence in National Institutions

Bertram Gold, Hofstra University

Effects of Interviewer and Respondent Gender Matching vs. Mismatching on Responses to Survey Questions

Paul J. Strasser, National Analysts

Susan A. Stephens, Indiana University

Levels of Conceptualization: Student Paper Award

Eric R. A. N. Smith, University of California-Berkeley

Annual Advisory AAPOR Business Meeting

THE following reports were given by committee chairpersons:

Secretary-Treasurer—Donny Rothwell, reporting for Peggy Weidenhamer, announced that AAPOR financial status, which has been improving for the past few years, continued to do so. Net worth increased from \$30,000 last year to an estimated \$42,000 this year. Special thanks were given to Wayne Parsons for his voluntary work as recording secretary and to Diana Druker for her excellent work in the Secretariat.

Nominations—Hope Klapper reported on the results of the election and introduced the new council members. She also announced that all by-law revisions passed by margins of 80 percent or more and then expressed gratitude to Laure Sharp and Jack Elinson for preparing the revisions.

Research Development—Ron Milavsky described increased efforts to widen the student paper competition. As proposed last year, the list of schools and departments was enlarged and 600 announcements were sent out. Even so, fewer papers were submitted than last year. He recommended that AAPOR members who are in academic positions encourage student participation in the program. He also described only partially successful efforts to obtain exhibits for the conference on a trial basis and offered to continue the efforts if this year's council is interested.

Membership—William Eckerman stated that the committee was meeting its objectives of keeping old members and attracting new ones. The attrition rate has been about 200 people per year. Despite that, membership has had a net gain of 70 and is now 1,050. The membership committee included 25 people widely disbursed over the country and in differing occupations. Since the membership list has been computerized this year, he recommended study of member characteristics.

Chapter Representative—In William Nicholls's absence the status report was given by William Eckerman. A New York City chapter was added to five existing chapters: Central New Jersey, Washington-Baltimore, Midwest, Southern, and Pacific. There is interest in increasing chapter representation on the council, possibly through rotation of members; in having a better chapter meeting time provided at the annual conference; in adding information about chapter membership to the conference registration forms; and in preparing a document giving advice about how to organize chapters and determining what their IRS status is.

Publications—Ron Gatty reported that Franco Nicosia is near success in finding a publisher for AAPOR readers. He expressed satisfaction with the present POQ publisher, voiced appreciation for Eleanor Singer as its editor, and commended its editorial board. He announced that the cost of POQ subscriptions had been increased but would not again be increased in the coming year. The AAPOR Newsletter is now six years old and puts out three issues a year.

An appeal for extra funds produced \$2,800 from 49 organizations this year. Contributors' names will be listed in the Membership Directory. The list of firms (Blue Book) also provided \$2,100 so that, overall, publications have been financially healthy.

Public Relations—Donna Charron reviewed committee activities including: distribution of news releases about the conference, improvement of graphics, and cooperation with the Standards Committee in distribution of AAPOR's code of ethics and standards. Two other activities which were not completed were consideration of a publication about careers in public opinion research and the preparation of an expanded version of "What Is AAPOR."

Standards—Reuben Cohen gave the report prepared by Don Hughes. Most complaints about standards were about using surveys as a lead into sales pitches. The committee has an agreement with an organization of direct-mail advertisers to stop the practice and should seek a similar agreement with an organization of telephone solicitors. Only one of the complaints about code violation received this year was considered serious enough to send to the preliminary review committee. Robert Lavidge, subcommittee chairperson, has suggested revisions in the code and standards. This recommendation will be reviewed by council and, if approved, submitted to members this year.

Site Selection—Michael Rappeport, who was commended for this year's conference arrangements, announced that 340 people had registered. After discussion, a show of hands indicated that the majority of members present favored the Kings Island, Ohio, site he had selected provisionally for the 1980 conference.

Conference—Seymour Sudman thanked his large and active committee of 23 members, which judged papers and invited speakers. Two-thirds of this year's papers were contributed. Suggestions for next year will be appreciated by the new chairperson.

Editor—Phil Tichenor said that abstracts came in well and apologized for any omissions or misspellings. He suggested that abstracts of roundtable sessions might be included next year with no additional burden and only slight additional cost.

From the Floor—Among the suggestions brought up from the floor were that AAPOR or an AAPOR committee concern itself with a proposed New Hampshire street-corner poll on primary day which would try to anticipate election results; a proposed law to prevent interviewing in Michigan; a recommendation that the mid-decade census be a complete head count rather than a sample survey.

Respectfully Submitted,
N. D. ROTHWELL
for
PEGGY WEIDENHAMER,
Secretary-Treasurer

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PUBLIC OPINION RESEARCH

If you are not yet a member, why not consider joining now?

AAPOR is a professional association of individuals who are both producers and users of survey research. Members come from such fields as sociology, psychology, political science, economics, business administration, public health, communications, and marketing, as well as from government and nonprofit organizations. There are five regional chapters in which to participate in addition to the regularly scheduled national program. A highlight of AAPOR's year is the Annual Conference, where you can sit in on symposia, roundtable sessions, and the presentation of papers on the latest research. Here members meet informally with colleagues and peers from all over the world. Membership also includes a subscription to the Public Opinion Quarterly.

For information on membership categories and application forms, write or call:

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