

PROCEEDINGS OF THE FORTY-SECOND ANNUAL CONFERENCE OF THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

PUBLIC OPINION RESEARCH IN THE INFORMATION AGE

The 1987 conference in Hershey, Pennsylvania, was attended by 414 registrants and about 100 guests. A total of 82 papers were presented at 22 regular sessions, not counting plenary and round-table sessions. These papers came from a pool of 130 submitted or recruited papers.

Sixty-five percent of the presenters were from academic positions, a ratio somewhat higher than the membership but not seriously disproportionate in view of the greater motivation that an academic career provides for sharing of findings.

The AAPOR Award for exceptionally distinguished achievement was made jointly to Seymour Sudman and Norman M. Bradburn. Winner of the Student Paper Award was Jacqueline Scott of the University of Michigan, with honorable mention to Stephen Ayidiya of the University of Akron and Pamela Campanelli, University of Michigan. The two award committees were chaired by Ronald Milavsky and Garth Taylor, respectively.

Several administrative innovations were tested at this conference:

1. The conference committee was divided into two sections, one meeting in New York and one in Chapel Hill, a plan designed to broaden geographical representation and to increase the variety of ideas.
2. To encourage student participation, the Association paid the hotel expenses of persons who helped with registration and book exhibits.
3. Contemporary desktop publishing technology was used to produce an easier-to-read program and an accompanying pocket agenda. Sylvana Smith, an M.A. student at the University of North Carolina, designed and produced both documents. Advertising space was sold in the program. Computer-printed large-type name badges were also introduced, and a computer program kept the log of registrants.

4. The principal sessions were tape-recorded, and the tapes were made available for sale at the conference and by mail to interested persons who were unable to attend. Tapes may be purchased from J. P. Lilley and Son, Inc., P.O. Box 3035, Harrisburg, PA 17105.

Charles D. Cowan oversaw site selection and conference arrangements. Robert S. Lee organized the software exhibits, and Phyllis Endreny ran the book exhibit. Diana Druker kept everyone organized.

Copies of the program, including abstracts, are available from AAPOR, P.O. Box 17, Princeton, NJ 08540, for \$5 each.

PHILIP MEYER

Conference Chair

THE AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH

PRESENTS THE

AAPOR AWARD

For Exceptionally Distinguished Achievement

TO

Seymour Sudman

AND

Norman M. Bradburn

These two scholars have profoundly influenced what all of us think about and do as survey researchers. Their major collaborative efforts—*Response Effects in Surveys* (1974), *Improving Interview Method and Questionnaire Design* (1979), and *Asking Questions* (1982)—have significantly advanced our knowledge of survey methodology.

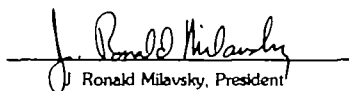
This body of work was fashioned from the unique strengths of each. One combines a deep knowledge of the logic of social inquiry with a sense of the practical and the efficient, the other has a profound interest in and knowledge of the principles of human cognition and emotion. Their partnership has produced both applied knowledge and its theoretical grounding—results which will enrich public opinion research for years to come.

We are indebted to them for making access to this knowledge a pleasurable experience by virtue of their gentleness of spirit, their optimism, and their wit—qualities that shine through all their writings.

This award recognizes the high standards that our two colleagues have set for the field. Their work exhibits the excellence toward which we all strive.

AAPOR Award Committee

Allen H. Barton
Rena Bartos
Deborah R. Hensler
Elizabeth Martin
Howard Schuman
Laure M. Sharp



Ronald Milavsky, President

May 16, 1987

Hershey, Pennsylvania