

American Association for Public Opinion Research

Thirty-Eighth Annual Conference

THIS year's AAPOR Conference was held at Buck Hill Falls, Pennsylvania, May 19–22, 1983. In addition to two plenary sessions, and a full program of regular sessions and round tables, the conference included three didactic sessions (one of which was twice the usual length and preceded the opening of the conference); exhibits of publications on survey research, public opinion, and census data; CATI demonstrations; and an old movie on polling ("Magic Town").

Eighty-seven papers were submitted ahead of time, of which 54 (62 percent) were included in some form in the program. Ten papers were added by chairpersons to fill in needed spots and, in one case, create a new professionally relevant session. The rejected papers included at least a few of quite good quality that could not be accommodated because of lack of time in the program.

Attendance at the conference was high and participation seemed as vigorous as ever.

In an unusual move, the AAPOR Awards Committee bestowed three equal awards, including one to a research couple: John W. and Matilda White Riley; Paul K. Perry; Wilbur Schramm. The AAPOR Student Award went to John Zaller, University of California, Berkeley, and there were four Honorable Mentions: Cynthia Fletcher, Iowa State University; John G. Geer, Princeton University; Jon A. Krosnick, University of Michigan; and Bruce Peterson, University of Chicago.

Abstracts of papers presented at the conference can be obtained from AAPOR, Post Office Box 17, Princeton, New Jersey 08540, for \$5.00.

HOWARD SCHUMAN
Conference Chair

THE AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH

PRESENTS THE

AAPOR AWARD
For Exceptionally Distinguished Achievement

TO

PAUL K. PERRY

Paul's dedication to the highest standards of professional performance, his careful application of statistical theory to the practical problems of survey research, and his insistence that ideas be empirically tested led to the excellent record of accuracy compiled by the Gallup Poll under his statistical direction during the 1950's, 1960's and 1970's. This accuracy record contributed significantly to the restoration of public confidence in pre-election polling (and, by extension, in surveys generally) in the aftermath of 1948.

His voting turnout scale, methods for reducing the size of the "undecided" vote, and precinct sample design provided answers to many of the challenges made to the polling profession in the Social Science Research Council report on the 1948 pre-election polls.

Paul's detailed reports in *Public Opinion Quarterly* on the methods he developed for measuring voting preferences have made them available to the profession at-large, so furthering the state of the art.


For his contributions to our profession, we honor him.

AAPOR Award Committee:

Jack Elinson

Helen J. Kaufmann

Seymour Sudman


Burus W. Roper, President

May 21, 1983

Buck Hill Falls, Pennsylvania

THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

PRESENTS THE

AAPOR AWARD

For Exceptionally Distinguished Achievement

TO

JOHN W. RILEY, JR.
and
MATILDA WHITE RILEY

Matilda and Jack symbolize what AAPOR is all about. As teachers of survey research methods, practitioners of public opinion research, and users of survey data in their many publications, they illustrate in themselves the diversity of AAPOR membership.

AAPOR has served as a meeting place for academic, commercial, and government researchers to exchange findings, insights, and methods. Jack and Matilda have had illustrious careers in all three areas.

Both have been vice presidents of profit making organizations. Both have been professors at Rutgers University. Both have served as consultants to government. Both have held high office in the American Sociological Association.

Among the influential publications they have jointly authored or edited are *Sociological Studies in Scale Analysis* and the monumental *Aging and Society*.

For their methodological rigor, their inspirational influence on students and colleagues, their creativity in approaching problems of public opinion research, and for their contributions to our profession ever since it became a profession, we honor them.

AAPOR Award Committee:

Jack Elinson

Helen J. Kaufmann

Seymour Sudman


Burns W. Roper, President

May 21, 1983

Buck Hill Falls, Pennsylvania

THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

PRESENTS THE

AAPOR AWARD For Exceptionally Distinguished Achievement TO WILBUR L. SCHRAMM

For over four decades, Wilbur has been a pioneer in the field of mass communication, an interdisciplinary area to which he has contributed immeasurably.

A prodigious scholar, his love of language and talent in creative writing have informed his scholarship to the benefit of countless readers of his work around the world. His trailblazing anthologies, *Mass Communications* and *Process and Effects of Mass Communication*, have set agendas for research that his students and others continue to follow.

He has provided imaginative syntheses of his own ideas with those of others on the organization and functions of print and broadcast media in society and has advanced theory and methodology in the study of communication at all levels — individual, interpersonal, institutional and international.

He has been instrumental in the founding or growth of major university institutes at Iowa, Illinois, Stanford and the East-West Center. His influence as a teacher-scholar has been immense.

For his contributions to our profession, we honor him.

AAPOR Award Committee:

Jack Elinson

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Seymour Sudman


Burns W. Roper, President

May 21, 1983

Buck Hill Falls, Pennsylvania

AAPOR 1983 Conference Program

PRE-CONFERENCE DIDACTIC WORKSHOP:

LATENT VARIABLE MODELS FOR RESPONSE ERRORS IN SURVEY DATA: AN INTRODUCTION TO LINEAR STRUCTURAL RELATIONS (LISREL)

Duane Alwin, University of Michigan

FIRST PLENARY SESSION:

THE IMPACT OF THE POLLS ON THE POLITICAL PARTIES

CHAIR: Albert H. Cantril, Director, Bureau of Social Science Research
Polls and the Partyless Campaign

William J. Crotty, Northwestern University

The PRISM System and Political Research

John Jennings, Claritas, Inc.

DISCUSSANT: Nelson W. Polsby, University of California, Berkeley

MEDIA REPORTING OF SOCIAL SCIENCE

CHAIR: Albert E. Gollin, Newspaper Advertising Bureau

Press Coverage of the 1982 NIMH Report on Television and Behavior

Renee Hobbs, Harvard University

Press Coverage of the 1982 Profile of American Youth Study: The Intersection of Journalism, Social Science Research, and the Pentagon

Lynne Sussman, Harvard University

Social Scientists Cited in the Media

Carol Weiss, Harvard University

DISCUSSANTS: Mark R. Levy, University of Maryland

Zahava D. Doering, Department of Defense

AFFINITY AMONG NATIONS:

PUBLIC OPINION AND FOREIGN POLICY

CHAIR: Bernard Roschco, U.S. Department of State

The Role of the People in Conflict Resolution: Pilot Study on the Falklands/Malvinas Conflict

Archibald M. Crossley and Helen M. Crossley, ArchCross Associates, Inc.

American Attitudes Toward the Middle East Since Israel's Invasion of Lebanon

Alvin Richman, Department of State

Another Look at What Affects Attitudes Toward Foreign Countries

Albert R. Tims, Indiana University and M. Mark Miller, University of Tennessee

DISCUSSANT: Stephen Shaffer, U.S. Information Agency

DIDACTIC SESSION:

THE FUTURE OF COMPUTER-ASSISTED TELEPHONE INTERVIEWING

CHAIR: Diane Colasanto, University of Wisconsin

PANEL:

J. Merrill Shanks, University of California, Berkeley

George Harmon, Marketing and Research Counselors, Inc.

Allan Hochberg, Audits and Surveys, Inc.

Sydney Johnson, Quantime, Ltd.

Charles Palit, Wisconsin Survey Research Laboratory

PUBLIC OPINION AND THE CONSTRUCTION OF SOCIAL REALITY

CHAIR: Jeffrey Moore, Bureau of the Census

Television Polls in Representative Government

C. Anthony Broh, Rutgers University

Perceptions of Public Opinion

Marie Crane, The University of Texas at Austin

The Neo-Nazi "March" in Skokie: An Exploratory Study of Mass Media Influence on Audience Conceptions

Josephine R. Holz, Rutgers University

DISCUSSANT: Elizabeth Martin, Bureau of Social Science Research

RESPONSE RATES TO SURVEYS

CHAIR: Seymour Sudman, University of Illinois at Urbana-Champaign

Effects of an Advance Phone Call in Personal Interview Surveys of the Elderly

Jane W. Bergsten, Michael Weeks, and Fred Bryan, Research Triangle Institute

New Issues in Mail Questionnaire Response Rates

Don A. Dillman, Washington State University

Dan Moore, Pennsylvania State University

Alternative Procedures for Reducing Refusals in Telephone Surveys

Richard Kulka, Jennifer McNeill, and Lynn Guess, Research Triangle Institute

Increasing Informant Cooperation for Random Respondent Selection in a Telephone Survey

Diane O'Rourke and Johnny Blair, University of Illinois at Urbana-Champaign

DISCUSSANT: Owen Thornberry, Jr., National Center for Health Statistics

RESEARCH ON POLICY ISSUES

CHAIR: Charles D. Cowan, Bureau of the Census

The Suburban Movement to Limit Growth: Consensus or Coalition?

Mark Baldassare, University of California, Irvine

A Comparison of Media Use Measures: The Relationship of Four Measures of Media Use to Economic Knowledge and Discussion

J. David Kennamer, Virginia Commonwealth University

The Case for "Quick and Dirty" Research: A Federal Government Model

Alan S. Meyer, U.S. Dept. of Health and Human Services

DISCUSSANT: George S. Rothbart, Center for Policy Research

ROUND TABLE SESSIONS

Academic vs. Firehouse: A Methodological Comparison in Two Election Surveys

Sue Dowden and John Robinson, University of Maryland

Barry Sussman, Washington Post

Television Drama and Statistical Reality: Should They Mesh?

Hope Lunin Klapper, New York University

Quentin Anderson, Columbia University

Round Table for Planning a Coordinated Research Effort to Trace the Agendas for the 1984 Elections

Maxwell McCombs, Syracuse University

Gladys Engel Lang and Kurt Lang, State University of New York at Stony Brook

Implications of an Aging Population: Training Interviewers to Work with the Elderly (Videotape presentation)

Audrey McDonald, Mathematica Policy Research, Princeton

Survey Findings on the New Technologies: Attitudes on the Impact of Computers

Greg Martire, Yankelovich, Skelly and White

Paul Lazarsfeld's Research Strategies: Some Lessons for Today

Ann Pasanella, Center for the Social Sciences, Columbia University

POLITICAL IDEOLOGY AND PUBLIC OPINION

CHAIR: Allen H. Barton, Columbia University

The Age of Limits: Political and Class Consequences

David B. Brinkerhoff and Lynn K. White, University of Nebraska

Social Conservatism, New Republicans, and the 1980 Elections

Jerome L. Himmelstein, Amherst College

Jim McRae, University of South Carolina

Tolerance, Intolerance, and Left-Right Ideology: A Latent Class Analysis of Tolerance for Nonconformity in the American Public

Allan L. McCutcheon, University of Delaware

DISCUSSANT: Richard Christie, Columbia University

TRAINING SURVEY RESEARCHERS FOR BUSINESS: ARE UNIVERSITIES
PRODUCING WHAT BUSINESS NEEDS?

CHAIR: Helen Kaufmann, Clairol, Inc.

PANEL:

G. Ray Funkhouser, Rutgers Graduate School of Management

Lawrence D. Gibson, General Mills, Inc.

Robert M. Groves, University of Michigan

Donald A. Hughes, Sears, Roebuck and Co.

QUESTION ORDER AND CONTEXT EFFECTS

CHAIR: George F. Bishop, University of Cincinnati

Question Order Effects and the Measurement of Candidate Preference in the 1982 Connecticut Elections

Irving Crespi, Irving Crespi Associates

Dwight Morris, The New York Times

Question Order Effects and the Sense of Well-Being

McKee J. McClendon and David J. O'Brien, The University of Akron

Measuring Local Policy Opinions: Question Order and Wording Effects

Susan A. Stephens and John Hall, Mathematica Policy Research

The Self-Anchoring Striving Scale Question Series—The Impact of Not Asking Open-Ended Questions

Leonard A. Wood, The Gallup Organization

DISCUSSANT: Robert W. Oldendick, University of Cincinnati

SECOND PLENARY SESSION:

SPEAKING YOUR MIND WITHOUT ELECTIONS, SURVEYS, OR SOCIAL
MOVEMENTS

CHAIR: Norman H. Bradburn, National Opinion Research Center

SPEAKER: Charles H. Tilly, Theodore M. Newcomb Professor of Social Science, Departments of Sociology and History, University of Michigan

DISCUSSANTS: James Beniger, Princeton University

Leo Bogart, Newspaper Advertising Bureau

VALIDITY OF SELF-REPORTS

CHAIR AND DISCUSSANT: Tom W. Smith, National Opinion Research Center

Reliability in Large-Scale Household Surveys: The Case of the Annual Housing Survey
Andrew A. Beveridge, Queens College of the City University of New York and
Columbia University*Measuring Reporting Accuracy of Criminal Victimization Through Record Checks*

Peter V. Miller, Northwestern University

Robert M. Groves, University of Michigan

Correlated Response Errors in a Panel Study of Voting

Stanley Presser and Michael Traugott, University of Michigan

Sociodemographic Characteristics, Perceived Normative Threat, and Response Falsification for Survey Topics with High Social Desirability

Kenneth Rosow, Eric Marder Associates, Inc.

WHAT HAVE THE MEDIA DONE FOR (OR TO) US LATELY?

CHAIR: Philip Meyer, University of North Carolina

The Effect of Media on Voters' Considerations in Congressional Elections

Roy L. Behr, Yale University

Impact of Television on High School Academic Achievement

Gary D. Gaddy, University of North Carolina at Chapel Hill

Using the Media for Crime Prevention

Harold Mendelsohn, University of Denver

DISCUSSANT: Evans Witt, Associated Press

THE GENDER GAP IN RECENT ELECTIONS

CHAIR: Kathleen Frankovic, CBS News

Candidates' Images in a Mayoral Race: Of Feminism, Racism, and Ghosts of the Past

Doris A. Graber, University of Illinois at Chicago

The Gender Gap in the 1982 Elections

Arthur H. Miller and Oksana Malanchuk, University of Michigan

Beyond the Gender Gap: Working Women and the 1982 Election

Kurt Schlichting and Peter Tuckel, Fairfield University

DISCUSSANTS: Doty Lynch, Lynch Research, Inc.

Adam Clymer, The New York Times

POLLING ON CONTROVERSIAL ISSUES

CHAIR: David L. Sills, Social Science Research Council

Corporate Executives, Environmental Activists, and the Public

Riley E. Dunlap, Washington State University

Kathy Bloomgarden, Research and Forecasts, Inc.

Black Support for Affirmative Action Programs

Cardell K. Jacobson, Brigham Young University

Forensic Psychiatry: Public Opinion Following the Hinckley Verdict

Dan Slater and Valerie P. Hans, University of Delaware

DISCUSSANT: Donald R. DeLuca, The Roper Center

DIDACTIC SESSION:

USING PRODUCTS FROM THE 1980 CENSUS

Kathy Gostomski, Philadelphia Regional Office, Bureau of the Census

Tim Jones, Field Division, Bureau of the Census

OPINION FORMATION AND CHANGE

CHAIR AND DISCUSSANT: Lorna Opatow, Opatow Associates, Inc.

Opinion Formation, Social Interaction and Other Influences on Consumer Purchase Behavior

Martin Beilinson, Clairol Appliance Division, Bristol-Myers Co.

The Formation of Public Opinion on Complex Issues: The Case of Nuclear Energy

Stephen Cole and Robert Fiorentine, State University of New York at Stony Brook

Opinion Formation and Change Among the Elderly: Implications for the Current Public Opinion Theory and Methods

Don D. Smith and Greg Olson, University of Iowa

The Role of Elites in Shaping Public Opinion (AAPOR Student Paper Award)

John Zaller, University of California, Berkeley

ROUND TABLE SESSIONS

Reflections on the History of Survey Research in America

Don Cahalan, University of California, Berkeley

Television Viewing and Psychographics: A Step Beyond Demographics

Gene Cooper, American Broadcasting Company

Communicating with the Ill

Susan Evans and Peter Clarke, Annenberg School of Communications, University of Southern California

New Strategies for the Use of Focus Groups for Social Scientists and Survey Researchers

Linda Kaboolian and William A. Gamson, University of Michigan

Finding the Needle in the Haystack: Application of New Sampling Techniques to Finding Rare Populations

Mark A. Schulman, Schulman, Ronca and Bucuvalas, Inc.

THE MEDIA AND THE MESSAGE: HOW WILL THE NEW TECHNOLOGY AFFECT MASS COMMUNICATIONS?

CHAIR: W. Russell Neuman, Massachusetts Institute of Technology

The Impact of the New Media Technologies on Media Use and Leisure Time Allocation

Lee Becker and R. Warwick Blood, Ohio State University

Will Electronic Text Influence the Organization of Public Knowledge?

John Carey, New York University

Psychological Characteristics of High-Definition Television

Herbert E. Krugman, Herbert E. Krugman & Associates

DISCUSSANT: Paul Kramer, Warner Communications

BEHAVIORAL ANALYSIS OF RESPONDENT MOTIVATION

CHAIR: Judith Tanur, State University of New York at Stony Brook

Some Effects of Requesting Active Commitment from Survey Respondents

Edward Blair, E. Laird Landon, Jr., and Valerie Veth, University of Houston

An Experiment on the Effectiveness of Confidentiality Assurances

Diane Colasanto, University of Wisconsin

Results of the 1980 Applied Behavior Analysis Survey, or What People Do with Their Census Forms

Theresa DeMaio, Bureau of the Census

DISCUSSANT: Eleanor Singer, Columbia University

TV OR NOT TV: WHAT IS THE QUESTION?

CHAIR: John Robinson, University of Maryland

The Public Looks at Television: 1960, 1970 and 1980

Robert Bower, Bureau of Social Science Research

Some Experimental Evidence of the Long-Range Impact of Television in Great Britain

Bernie Gunter, Independent Broadcasting Authority

Living Without Television

Charles Winick, City University of New York

DISCUSSANT: Michael Gurevitch, University of Maryland

PERFORMANCE OF THE POLLS IN THE 1982 ELECTIONS: WHAT HAVE WE LEARNED

CHAIR: Everett C. Ladd, The Roper Center

The Illinois Experience

Richard Day, Richard Day Research, Inc.

The California Experience

Mervin D. Field, The Field Institute

The New Jersey Experience

Cliff Zukin, The Eagleton Poll, Rutgers University

DISCUSSANT: Warren J. Mitofsky, Election & Survey Unit, CBS News

Annual Advisory AAPOR Business Meeting

The annual business meeting was held on May 21, 1983, with Burns W. Roper, retiring president and meeting chair, presiding. Activities and accomplishments during the past year were reviewed by Council members and committee chairs.

Secretary-Treasurer—Eve Weinberg reported that AAPOR continues to enjoy good fiscal health, with a net worth just under \$95,000. Income was up over the previous year due primarily to a gain realized on the sale of Treasury Notes. Expenses were also higher than the previous year, resulting in a deficit for the year of \$7,247, somewhat lower than anticipated and budgeted. AAPOR's deficit for the 1982–83 fiscal year was budgeted as a reasonable expenditure of funds to better serve the membership. The establishment of a permanent home for AAPOR archives at the University of Chicago was the major reason for the current deficit.

The Secretariat continues to provide efficient services, and special thanks are due to Diana Druker, who has been the friendly helper in all our endeavors. Special thanks also go to Horst Stipp, retiring Recording Secretary, and to Ann Peterman and others at Response Analysis Corporation who were extremely helpful in facilitating AAPOR's many mailings. Beth Eastman of the Survey Research Laboratory of the University of Illinois Chicago Circle Campus has agreed to act as Recording Secretary for the coming year.

Nominations—Seymour Sudman reported on the results of the election and thanked all candidates. Results of the order bias experiment conducted as part of the election this year were not yet available, but will be published in the *Newsletter* when they are compiled.

Standards—Barbara Bailer reported on the status of two cases currently under review, and the steps taken by the Standards Committee. In Case 1 the Preliminary Review Committee recommended, and Council approved, proceeding with a full investigation of alleged violations. An Evaluation Committee, appointed by Standards Committee Chair, presented its written report to Council. The alleged violator now has an opportunity to respond formally before a final decision is made by Council in September.

In Case 2 Dr. Bailer reported that the Preliminary Review Committee appointed by the Standards Committee Chair has recommended to Council that a full investigation take place. Council approved this recommendation and directed the new Chair of Standards to recommend to Council for approval three individuals to comprise the Evaluation Committee in this case.

In the coming year the Standards Committee will study and recommend to Council possible revisions to the Standards of Disclosure.

Membership and Chapter Relations—Pearl Zinner reported that AAPOR membership held steady at about 1,100. Efforts to increase membership this past year included a mailing to POQ authors of the past three years to encourage them to join AAPOR. A survey of ex-members was conducted by the committee, and preliminary results indicated that a high proportion of those surveyed did not renew primarily because they are no longer interested in the field. Some other reasons for nonrenewal will form the basis for guidelines for future activities of the committee in working on membership retention.

Conference—Howard Schuman reviewed the program, noting close to 90 contributed papers this year of which 54 are on the program. Ten papers were added by chairpersons to fill needed spots and, in one case, create a new professionally relevant session. Sixteen student papers were submitted, and one was awarded the student prize. Allen Barton was thanked for his role as Student Award chair.

Publications and Information—Mary Spaeth reported that the *Newsletter* this year has been edited by Philip Meyer and herself. Conference publicity this year included the following: (1) an invitational letter and information sheet to appropriate departments in universities and colleges in New York, New Jersey, Pennsylvania, Maryland, and Washington, D.C.; (2) press packets to major media from Boston to Washington, D.C.; and (3) conference material packets to chapters for display and distribution. The updated cumulative *POQ* index is "in the computer" and will appear as part of the 1984 subscription series. A special thank-you letter was recently sent along with copies of the Blue Book to the 110 listed organizations.

POQ Editor—Eleanor Singer reported a decline in manuscript submissions—166 in 1982–83, down from 187 in 1981–82, a decline of 11 percent. Quality remains high, however. In 1982–83, 28 manuscripts were accepted, 12 were invited to revise and resubmit, and the others were either rejected or are still under review. Average time for decision on papers sent out for review was 2¼ months. Subscriptions also declined somewhat last year, from 4,981 to 4,659, a decline of 6.5 percent. Individual subscriptions, other than AAPOR members, decreased more sharply, from 615 to 526, a reduction of 14.5 percent. Prices for the next year have not been set. There will be an increase by roughly one-quarter of the subscription price, except for AAPOR members, because the Cumulative Index will be included as a mandatory fifth issue in 1984. Any increase beyond that will be held to a minimum. Thanks were given to Philip Meyer and Mary Spaeth, for

their work on the Cumulative Index in addition to more routine duties, to Philip Harding and Phyllis Endreny, and to the many reviewers whose generous support helped to maintain the quality of the journal.

AAPOR History and Archives—Paul Sheatsley reported that once the archives are turned over to the University of Chicago special collections, processing the materials will take six to nine months. Decisions regarding whether or not access to some of the archives should be restricted still need to be made by Council in response to recommendations from the committee. The history of AAPOR will be guided by an Advisory Editorial Board consisting of all past presidents. Paul Sheatsley was selected as Editor-in-chief to guide the actions of the group toward the goal of a publication.

Site Selection—Charles Cowan reported that a contract for the 1984 conference has been signed with Lake Lawn Lodge near Lake Geneva, Wisconsin. Approximately 400 rooms will be available there, and the cost to participants will be about 10 percent higher than this year. Discount rates will be available, however, for students and children. Mr. Cowan will try to arrange shuttle bus service between Chicago's O'Hare Airport and the Lake Lawn Lodge. He may also try to negotiate discount fares with airlines from the East to Chicago. All 270 rooms at Buck Hill Inn were reserved by conference participants; approximately 100 attendees stayed at other hotels and motels in the area. Jim Fouss has indicated that the lack of sufficient rooms brings into question whether the 1985 conference can be held at Buck Hill Inn. President Roper thanked both Jim Fouss and Chuck Cowan for their fine work in assuring the success of this conference.

Respectfully submitted,
EVE WEINBERG
Secretary-Treasurer