

American Association for Public Opinion Research

Thirty-Sixth Annual Conference

THE 36th Annual AAPOR Conference was held at the Buck Hill Falls Inn, Pennsylvania, May 28–31, 1981. Over 300 conference registrants filled the inn during the mixed-weather conference. The 14 regular sessions, two plenary sessions, didactic session, 23 roundtables, and concluding panel discussion were all well attended.

Ninety-six papers were submitted for consideration (42 were submitted last year, 70 in 1979, and 90 in 1978). Of the papers submitted, 32 were accepted for the program, along with 17 solicited papers. Unfortunately, some of the topics chosen by the program committee did not receive enough papers to form a session. They were: "plebiscites vs. representative government," "historical analysis of public opinion," "social, political, and class implications of missing respondents," and "organized religion and the opinion process." The last subject, however, was covered in a roundtable with indications that studies on this topic are forthcoming.

This year's AAPOR Award, the highest recognition bestowed by AAPOR for exceptional achievement, was awarded to Lester R. Frankel. The Student Paper Award was presented to Lawrence D. Bobo of the University of Michigan.

Abstracts of papers presented at the conference, with names and addresses of authors, can be purchased for \$4 per set from AAPOR, Post Office Box 17, Princeton, New Jersey 08540.

FRED H. GOLDNER
Conference Chair

THE AMERICAN ASSOCIATION
FOR PUBLIC OPINION RESEARCH

PRESENTS THE

AAPOR AWARD

For Exceptionally Distinguished Achievement

TO

LESTER R. FRANKEL

By his contribution to the theory and practice of sampling, he helped provide the very basis on which our profession and our work are built.

He was among the first to apply probability sampling, when together with the late Steve Stock he developed the first national probability sample used by the U.S. government, for purposes of measuring unemployment.

To this day, the approaches and concepts then developed, continue to live on in the Current Population Survey of the Bureau of the Census, and in other continuing and periodic government series. The CPS in particular continues to furnish much of the population information against which our samples and demographics can be checked between waves of the Decennial Census.

Over the years he has continuously concerned himself with a variety of methodological problems affecting the validity of survey findings. Among issues in which he has played a prominent role are a review of the consequences of weighting data, considerations of response error and currently, the determination of response rates—how to define them, how to assess them, how to arrive at uniform ways of reporting them.

Using statistics to help solve problems rather than pursuing statistics only for its own sake, are key characteristics of his approach. He has contributed much toward the quality of survey research by pointing to ways in which statistics can serve research.

He "listens", it is often said of him, and brings his rich and strong technical background to bear on finding solutions to a wide array of problems posed to him.

He makes statistics useful to survey research. He does not attempt to overawe his non-statistical colleagues. His patient, sensible, practical no-nonsense approach is lucid and refreshing and has been of considerable help to our profession and the problems that confront it.

He has importantly served each of the sectors that form a part of AAPOR and the survey research community. He has served the private sector, notably via market and media research; he has served academia via his teaching of sampling methods and statistics and he has, almost without interruption, continued to serve the U. S. government in a truly impressive array of capacities.

In a professional and in a personal way, he has thus done much to support and advance the field of survey research.

AAPOR Award Committee:

Thelma Anderson
Barbara A. Bailar
Herbert E. Krugman
Richard Maisei
Paul B. Sheatsley



Helen J. Kaufmann, President

May 30, 1981

Bock Hill Falls, Pennsylvania