

American Association for Public Opinion Research

Thirty-Seventh Annual Conference

THIS year's joint APPOR/WAPOR Conference was held at the Hunt Valley Inn near Baltimore, Maryland, May 20–23. Conference attendance set a new record, and a steady rain kept session attendance high.

There were two rather lively plenary sessions. The Reagan administration view on the role of survey research in federal policy was discussed vigorously. The other plenary session provided insights for the future of survey research based on the National Academy of Science study of methodological issues inherent in social research.

This year's AAPOR Award for exceptional achievement went to Paul Sheatsley. The WAPOR award was given to Stanley Payne. And the student paper competition was won by thirteen Princeton undergraduates for their study of the national mood following the 1980 elections.

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

WARREN MITOFSKY
Conference Chair

AAPOR 1982 Conference Program

FIRST PLENARY SESSION:

WHAT DO WE KNOW ABOUT MEASURING SUBJECTIVE PHENOMENA?

CHAIR: Seymour Sudman, University of Illinois

Learning from the Past, Preparing for the Future: The Report of the National Academy of Science's Panel on Survey Measurement of Subjective Phenomenon

Charles Turner, National Academy of Science

Elizabeth Martin, Bureau of Social Science Research

THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

PRESENTS THE

AAPOR AWARD For Exceptionally Distinguished Achievement

TO

PAUL B. SHEATSLEY

For more than forty years, Paul Sheatsley has graced the field of survey research. His contributions to knowledge in a number of substantive areas, notably race relations and mass communications, are widely recognized.

His methodological contributions to all aspects of survey research, from study design to data analysis, represent another strong line of continuity in his career. His chapter on the selection and training of interviewers in *Research Methods in Social Relations*, written thirty years ago, is as fresh and insightful today as when it was first published. A chapter on questionnaire design in the forthcoming *Handbook of Survey Research* is only the most recent of his significant additions to the methodological literature.

One source of his pervasive influence on the practice of survey research in the United States is his philosophical approach, a key element of which is best described in Paul's own words.

"Survey research is a total process and data collection is at the heart of that process. Interviewers are to be regarded as co-researchers and colleagues who play a part in the process, not as a pool of unskilled employees who are paid to do as they are told."

This perspective has enhanced the professionalism of several generations of field supervisors and interviewers at the National Opinion Research Center—where Paul has worked with great distinction for four decades—and at many other survey research organizations.

These contributions have been amplified by his unusual gifts as a communicator. Fortunate indeed are readers who have encountered his clear, precise and illuminating prose, as well as those who will continue to benefit from his writings in the future.

He was there at the beginning of AAPOR; he remembers and can remind us of what we were. He has stayed with AAPOR ever since; he knows and can tell us what we have become. Guiding hand, tactful critic and indispensable collaborator, his varied roles have always been performed with enormous integrity, good humor, modesty, and passionate dedication to our profession.

For all these contributions and many more, we honor him.

AAPOR Award Committee:

Joan Black
Norman Bradburn
Reuben Cohen
Irving Crespi
Helen Kaufmann
Joseph Klipper

Seymour Sudman
Seymour Sudman, President

May 22, 1982

Hunt Valley, Maryland

Is It Time to Think of New Research Structures for Survey Research?

Murray Aborn, National Science Foundation

Is Item Order the Quota Sampling of the 80s?

James Davis, Harvard University

TOPICS IN INTERVIEWING: NEW METHODS AND EFFECTS

CHAIR: Eleanor Singer, Columbia University

A Comparison of Face-to-Face and Telephone Interviews for Conducting Local Household Health Surveys

Michael F. Weeks, Richard A. Kulka and Judith T. Lessler, Research Triangle Institute

The Relationship Between Interviewer Sociodemographic Characteristics and Study Response Rate

Sanford M. Schwartz, WESTAT

On the Manifest Designation of Key Items: A Cost-Effective Procedure for Improving the Collection and Processing of Survey Data

Richard A. Kulka, Jennifer J. McNeill and Arthur J. Bonito, Research Triangle Institute

An Experimental Evaluation Study of Computer-Assisted Telephone Interviewing (CATI)

Gerald H. Shure and Craig M. Rogers, UCLA

Donald P. Trees, The Rand Corporation

DISCUSSANT: Charles D. Cowan, U.S. Bureau of the Census

SURVEY RESEARCH AND PUBLIC POLICY

CHAIR: Stanley Presser, University of Michigan

The Use and Nonuse of Public Opinion Data in the Foreign Policy Process

Robert G. Meadow, University of California, San Diego

John P. Robinson, University of Maryland

A Feasibility Study for a Survey of the Employers of Undocumented Aliens

Barry R. Chiswick and Francis Fullam, University of Illinois

Assumptions About Mass Media Effectiveness in Predisaster Evacuation Plans

Don Smith, University of Iowa

DISCUSSANT: Carol Weiss, Harvard University

ATTEMPTS TO CHANGE OPINION: CASE STUDIES

CHAIR: Joan S. Black, General Electric Company

Effects of Mode of Communication and Distraction on Opinion and Behavior Change

V. J. Geller, Bell Laboratories

The \$250 Million Government Almost Nobody Pays Attention to: A Community Education Project in Montgomery County

David A. Karns, Wright State University

*Despite the Odds: How to Wage and Project a Successful Write-in Campaign*Timothy J. De Young and F. Chris Garcia, University of New Mexico
What All Sorts of People Heard, Knew and Thought About the 1980 Census, How They Got That Way, and How It May Have Affected What They Did

Jeffrey C. Moore, U.S. Bureau of the Census

NEW TECHNOLOGIES, NEW TIMES: SHOULD AAPOR STANDARDS BE REVISED?

MODERATOR: Deborah Hensler, The Rand Corporation

PANELISTS: Albert Cantril, Bureau of Social Science Research
Burns W. Roper, The Roper Organization
Daniel Horvitz, Research Triangle Institute

SUBJECTIVE ASSESSMENT OF INCOME

CHAIR: Denton Vaughan, Office of Research and Statistics,
Social Security Administration*The Consistency Among Measures of Income Evaluation*

Deane Colasanto and Mary Balistreri, University of Wisconsin at Madison

A Test of a Theory of Preference Formation Based on Longitudinal Data

Huib van de Stadt, Central Bureau of Statistics (The Netherlands)

Arie Kapteyn, Tilburg University (The Netherlands)

A Technique for the Validation of Equivalence Scales

Steven Dubnoff, University of Massachusetts-Boston

DISCUSSANTS: Frank M. Andrews, University of Michigan
Jackques van der Gaag, World BankWAPOR SESSION: THE EUROPEAN VALUE SYSTEM'S STUDY
AND AN AMERICAN SURVEY COMPARISONCHAIR: Robert M. Worchester, Market & Opinion Research
International (Great Britain)

INTRODUCTION: Jean Stoetzel, Faits et Opinions (France)

PARTICIPANTS: Andrew Kohut, Gallup International (USA)
Gordon Heald, Gallup International (Great Britain)
Gordon Henderson, CARA (USA)

DISCUSSANT: Juan Linz, Yale University (USA & Spain)

ROUND TABLE SESSIONS

*Forensic Polling*CHAIR: I. A. Bud Lewis, *Los Angeles Times*
Life Styles, Longevity, and the Quality of life

CHAIR: Jack Elinson, Columbia University

Demographics: Key to the 80s

CHAIR: Fabian Linden, The Conference Board

Microcomputers and Survey Research

CHAIR: Sheldon R. Gawiser, Survey Research Division, Computerworks

Audience Dynamics, A Necessary First Step in Communications Research

CHAIR: William S. Reubens, NBC

MEASUREMENT ISSUES

CHAIR: William C. Eckerman, Research Triangle Institute

Some Effects of Sequenced Questions Using Different Time Intervals on
Behavioral Self-Reports: A Field Experiment

James W. Swinehart, Public Communication Resources

Irving Crespi, Irving Crespi and Associates

Are Some Question Order Effects More Enduring Than Others?

George F. Bishop, Robert W. Oldendick, and Albert J. Tuchfarber, University of Cincinnati

The Construct Validity and Error Components of Survey Measures: Estimates from a Structural Modeling Approach

Frank M. Andrews, University of Michigan

DISCUSSANT: Richard A. Kulka, Research Triangle Institute

MEDIA EFFECTS: LARGE, SMALL, AND IMAGINED

CHAIR: Mark R. Levy, University of Maryland

Television's Impact on the Symbolic Environment: Evidence from Editorial Cartoon Labeling, 1948-1980

James R. Beniger, Princeton University

The Influence of New Media and Citizen Groups on the Knowledge Gap in an Inner-City Neighborhood

Cecilie Gaziano, University of Minnesota

Mass Media Scholars' Beliefs About the Impact of Television on Children

Carl R. Bybee, State University of New York at Albany and Purdue University

Joseph Turow and James D. Robinson, Purdue University

DISCUSSANT: Mark R. Levy, University of Maryland

THE OPINION FORMATION PROCESS AND AGENDA SETTING

CHAIR: Lutz Erbring, University of Chicago and National Opinion Research Center

Why They Think That Way: Insights into Opinion Formation

Doris A. Graber, University of Illinois-Chicago Circle

Press Coverage and Public Response: A Theory of Agenda-Setting

Maxwell E. McCombs and Kandice L. Salomone, Syracuse University

Television News, Real-World Cues, and Changes in the Public Agenda

Ray Behr and Shanto Iyengar, Yale University

Implications of Contingent Conditions for Agenda-Setting Research

David Weaver, Indiana University

DISCUSSANT: Michael MacKuen, Washington University

SECOND PLENARY SESSION:

SOCIAL RESEARCH: THE FEDERAL POLICY ENVIRONMENT

CHAIR: Albert E. Gollin, Newspaper Advertising Bureau

SPEAKERS: Ronald H. Hinckley, The White House, Office of Planning and Evaluation

Roberta Miller, Consortium of Social Science Associations

DISCUSSANTS: Philip Converse, University of Michigan

David Gergen, The White House, Assistant to the President for Communications

BEYOND RANDOM SAMPLING

CHAIR: Michael Rapoport, R L Associates

The Normal Vote Model and Strategies for Predicting Whether a Citizen Will Vote

Michael Traugott, University of Michigan

Clyde Tucker, CBS News

Respondent Selection Procedures for Telephone Surveys; Must They Be Invasive?

Dan E. Hagen and Charlette Meier Collier, Chilton Research Services
Selection Bias and the Inclusion Rule in Muntiplicity Sampling
 George S. Rothbart, Michelle Fine, and Seymour Sudman, Center for Policy Research

EXECUTIVES, THE MEDIA, AND THEIR COMMUNITIES

CHAIR: Fred Goldner, Queens College, C.U.N.Y.

Executive Women: The Balance Between Professional and Private Roles

Olivia Schieffelin Nordberg, American Demographics

The CEO of the 80s

Richard N. Sawaya, Atlantic Richfield Company

Dale Steuble, Opinion Research Corporation

Community Structure, Conflict and Source—Audience Similarity in Perception of Issues

C. N. Olien, P. J. Tichenor and G. A. Donohue, University of Minnesota
 DISCUSSANT: R. R. Ritti, Pennsylvania State University

WAPOR SESSION: LEARNING FROM SPLIT-BALLOT EXPERIMENTS:

A NOTE ON PROGRESS IN QUESTIONNAIRE METHODOLOGY

CHAIR: Howard Schuman, University of Michigan (USA)

Split-Ballot Experiments in the Federal Republic of Germany

Elizabeth Noelle-Neumann, Institut für Demoskopie Allensbach (Federal Republic of Germany)

Testing Verbal Tags and Other Split-Ballot Experiments

Robert M. Worcester, Market & Opinion Research International (Great Britain)

Conditional Order Effects

Tom W. Smith, National Opinion Research Center (USA)

DISCUSSANT: Stanley L. Payne (USA)

ETHICAL AND UNETHICAL PRACTICES IN METHODS AND ANALYSIS

CHAIR: Barbara Bailer, U.S. Bureau of the Census

Informed Consent: Ghost of the Past, Specter of the Future

Sigmund Diamond, Columbia University

A Critical Examination of Some Rules and Premises of Surveys

Elizabeth Martin, Bureau of Social Science Research

Voodoo Polling

Barry Orton, University of Wisconsin

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

PUBLIC PERCEPTIONS OF TECHNOLOGICAL RISK

CHAIR: Donald R. DeLuca, Yale University

Research on the Public Perception of Technological Risks

Donald R. DeLuca, Yale University

Perceived Risk and Studies of Psychological Stress Associated with the Accident at Three-Mile Island

Pat Rathbun, Nuclear Regulatory Commission

Local Sitting and Risk Concern

Robert Cameron Mitchell, Resources for the Future

DISCUSSANT: David L. Sills, Social Science Research Council

ISSUES IN CROSS-NATIONAL RESEARCH

CHAIR: Lorna Opatow, Opatow Associates, Inc.

Measurement Issues in Cross-National Attitude Surveys

Susan P. Douglas and Robert W. Shoemaker, New York University

Maybe It Will Work There: An International Agency's Approach to Multinational Advertising

Jennifer Stewart, Ogilvy and Mather Advertising

Adapting International Survey Research to Government Needs

Francis S. Bourne, Research Consultant; former Near East, South Asia Research Chief, United States International Communication Agency

DISCUSSANT: Lorna Opatow, Opatow Associates, Inc.

ROUND TABLE SESSIONS

The History of AAPOR

CHAIR: Paul Sheatsley, National Opinion Research Center

Advertising Believability

CHAIR: Bertram Gold, Hofstra University

Polling in a Gubernatorial Election: New Jersey 1981

CHAIR: Cliff Zukin, Rutgers University

Telephone Callback Strategies

CHAIR: Diane O'Rourke, University of Illinois

Experience and Opinion Formation: Different Approaches to Measurement

CHAIR: Kandice L. Salomone, Syracuse University

The 1980 Post-Election U.S. National Mood: The Final Report of Students

Participating in a Cooperative Venture in Undergraduate Education by the Opinion Research Corporation and Princeton University

CHAIR: Keating Holland, Princeton University

CHANGES IN POLITICAL PARTY IDENTIFICATION AND IDEOLOGY

CHAIR: Everett C. Ladd, The University of Connecticut

Elections and the Level of Government Component of Party Identification

Patrick R. Cotter, University of Alabama

Particularization in Voting in Federal and State Elections, 1954-80, Connecticut: A Case Study

Peter Tuckel, Hunter College, C.U.N.Y.

Kurt Schlichting, Fairfield University

Richard Maisel, New York University

Probing the Liberal-Conservative Dimension

Shirae Cho and William Spinrad, Adelphi University

DISCUSSANT: G. Donald Ferree, University of Connecticut

THE NEW RIGHT: SOCIAL CHANGE AND CENSORSHIP

CHAIR: James R. Beniger, Princeton University

Dimensions and Determinants of Moral Majority Support

Mitchel Cohen, The Gallup Organization

Robert Liebmen and Robert Withnow, Princeton University

Religious Fundamentalists: Their Numbers, Their Demographics, their Attitudes

Burns W. Roper, The Roper Organization

Religious Fundamentalists' Involvement with Television Programs: Secular and Religious

J. Ronald Milavsky, William S. Reubens and Horst Stipp, NBC

TOPICS IN THE HISTORY OF PUBLIC OPINION

CHAIR: David L. Sills, Social Science Research Council

The Use of Survey Data in Basic Research in the Social Sciences

Stanley Presser, University of Michigan

Strong Arguments and Weak Evidence: The Open/Closed Question Controversy of the 1940s

Jean M. Converse, University of Michigan

DISCUSSANTS: Allen H. Barton, Columbia University

Richard W. Boyd, Wesleyan University

David L. Sills, Social Science Research Council

Annual Advisory AAPOR Business Meeting

The annual business meeting was held on May 22, 1982, with Seymour Sudman, retiring president and meeting chair, presiding. Activities and accomplishment during the past year were reviewed by Council members and committee chairs.

Secretary-Treasurer—Al Gollin reported that AAPOR's vital signs remain healthy. Income was stable, expenses increased sharply, but a surplus was again registered for the year. With a net worth of just over \$100,000, a need for sound investment strategies has become apparent. Council expenses increased (reflecting the national spread of offices), as did newsletter and *POQ* subscription costs. Extra mailings (e.g. Certificate of Incorporation and Bylaws) provided added costs and benefits to members, as did an expanded list of Honorary Life Memberships. In response to a motion passed at last year's meeting, AAPOR became an affiliated member of COSSA and renewed its membership in COPAFS. The Secretariat continues to provide efficient services, supplemented by the indispensable voluntary efforts of Council members and committee chairs. Special thanks are due to Dorothy Jessop, retiring Recording Secretary, Ann Peterman