

## **American Association for Public Opinion Research**

### **Thirty-Fourth Annual Conference**

AT THIS YEAR'S conference, May 31–June 3, held at The Inn at Buck Hill Falls, Pennsylvania, total attendance again surpassed 400.

For the second time, the conference had two plenary sessions. In the first, Harry O'Neill, Donald Hughes, and Mervin Field led a lively exchange on polling, political advocacy, and the public interest. The second, on polls in the legal and regulatory process, featured Wallace Snyder from the Federal Trade Commission and Hans Zeisel. Both sessions had high attendance and robust participation by members of the audience.

This year the conference presented several exhibits, including a demonstration of random digit dialing, a display of U. S. Census forms and publications, and an NORC exhibit of questionnaires used since 1941, which offered both historical data and a bit of opinion polling nostalgia.

Both major awards went to Californians. The AAPOR Award for Exceptionally Distinguished Achievement was presented to Mervin D. Field, Chairman of Field Research Corporation in San Francisco. Winner of the student paper award was Eric R. A. N. Smith, University of California-Berkeley.

The conference program covered 20 regular sessions and 15 round-table sessions, with attendance generally strong at all of them. The program committee, chaired by Seymour Sudman, continued the recent innovation of receiving contributed papers, a higher proportion of which were accepted for the program than was possible a year earlier. Abstracts from the AAPOR conference, with names and addresses of those presenting papers, can be purchased for \$4 per set from AAPOR, Post Office Box 17, Princeton, N. J. 08540.

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