

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

The 1992 conference of the American Association for Public Opinion Research was held in St. Petersburg Beach, FL, May 15–19, at the Don CeSar Resort. The meeting was held jointly with the annual meeting of the World Association for Public Opinion Research. Official registration at the conference numbered 608, including member and nonmember registration, AAPOR and WAPOR. This may be a record; if not, it is the second highest total after the 1986 AAPOR conference, also held at the Don CeSar.

The 4-day conference consisted of 2 plenary sessions, 2 didactic seminars, 6 WAPOR sessions, 45 regular paper sessions, and 5 scheduled meetings. The tally of all names listed in the program—including session chairpersons, discussants, roundtable panelists, paper givers and coauthors, committee members, AAPOR secretariat, and student helpers—indicates that approximately 410 different people contributed to the content and conduct of the program.

The Saturday evening plenary focused on “American Assessments of Public Opinion in the Emerging Democracies of Eastern Europe and the CIS.” This excellent session was organized by Andy Kohut. The Sunday evening plenary looked at “Consumer Confidence and Forecasting the Economy.” The didactic sessions ran simultaneously on Saturday. The first was on “Hierarchical Linear Models for Social and Behavioral Research: Applications and Data Analysis Methods” and was taught by Anthony Bryk and Stephen Raudenbush. The second didactic addressed “Ethnographic and Video-based Interaction Analysis: Some Methods Complementary to Classic Survey Research” and was taught by Brigitte Jordan and Jeanette Blomberg.

The AAPOR Award for exceptionally distinguished achievement was presented to Jim Davis. The AAPOR Student Paper Award went to Jeffery Mondak of the University of Pittsburgh. His paper was entitled “Source Cues and Policy Approval: The Cognitive Dynamics of Public Support for the Reagan Agenda.” There were two runners-up in this competition. The first was Anne Welch from Northwestern University; her paper was entitled “Differences in the Effects of Na-

tional and Local Media on Public Opinion: The Case of Aid to Families with Dependent Children." The other runner-up was Jian-Hua Zhu from the University of Connecticut; his paper was entitled "Media Agenda-setting and Priming Effects in the Midst of the Federal Budget Crisis and the Persian Gulf Crisis: A Time Series Analysis."

A great many people helped to organize the conference. I wish to thank the following individuals in particular. Jim Beniger organized the first annual panel, "What's Wrong with Survey Research?" with a number of excellent speakers who made us take a look at ourselves. Kathy Wallman put together an excellent session entitled "Whither the Year 2000 Census?" keeping us on top of the largest data collection effort we face and one that impacts the rest of us as researchers. Gail Poe put together a session on "Testing Questionnaires" that was especially well attended and interesting. Rebecca Quarles organized a roundtable on "Designing Research for Business Surveys." Janice Ballou put together a session on voter apathy entitled "We the People—Who Is the Electorate and Why?" Charlie Palit put together a session on "Automation in the Survey Process," and Steve Dietz organized a session and a live demonstration on focus groups.

Bob Lee organized the exhibit of computer technologies, which included four exhibitors this year. Phyllis Endreny assembled the book exhibit and conducted a successful book sale. Mary Balistreri honchoed the annual fun run/walk and arranged for the conference T-shirt, including conducting the competition for the new slogan.

Dick Warnecke conducted the student paper competition. Karen Goldenberg took over for her first year as site chair and did an excellent job of staying on top of the logistics of the program. Dawn Von Thurn handled the audiovisual arrangements for the conference and kept everybody vocal and visible. Mike Traugott was there for me as associate conference chair and helped a great deal with lining up chairpersons and discussants for sessions, organizing paper sessions, and printing the program. Cathy Ostrowski in her first year as the AAPOR secretariat did an excellent job of getting organized before the conference, handling mailings, printing, registration, and all the other 1,001 details needed.

For a nominal charge, copies of the program booklet can be obtained from Cathy Ostrowski, AAPOR Secretariat at the Institute for Social Research in Ann Arbor.

CHUCK COWAN
Conference Chair