

Preliminary Program

Friday morning, October 24

10:00 - 12:00 Registration

Friday afternoon, October 24

12:00 - 1:45 Lunch and roundtable discussion groups

Donna Charron, Research and Information, Inc.
"Privacy and Survey Research"

Kook Ching-Huber, Social Science Training and Research
Laboratory, University of Notre Dame
(Title to be received)

Donald Hughes, Sears, Roebuck, & Company
"Standards in Survey Research"

John Scott, Survey Research Center, University of
Michigan
(Title to be Received)

William Wells, Needham, Harper, & Steers, Inc.
"Costly Mistakes in Survey Research"

2:00 - 3:00 Methodology Lecture: "Introduction to the
Goodman System of Survey Data Analysis"

D. Garth Taylor, National Opinion Research Center,
University of Chicago

3:15 - 4:15 Didactic Seminar: "A Demonstration of a
Preliminary Version of SPSS Interactive"

Jean Jenkins, National Opinion Research Center, University
of Chicago

4:30 - 5:00 Didactic Seminar: "A Demonstration of
Behavior Coding of Interviewer Performance
in the Field"

Sally Lawson, Survey Research Center, University of
Michigan

5:15 - 5:45 Didactic Seminar: "Problems of Measuring
and Reducing Coding Error in Survey Data"

Kathleen Crittenden, Department of Sociology, University
of Illinois - Chicago Circle

6:00 - 6:30

Reception

6:45

Dinner and speaker

Stuart Henderson Britt, Britt and Frerichs, Inc.
"How to Get Facts about Consumers That
Will Do You Some Good"

10:00

MAPOR party (cash bar)

Saturday morning, October 25

8:30 - 10:30

Thematic Panel: "New Directions in Media
Effects Research"

Presider: John T. McNelly, School of Journalism and
Mass Communication, University of Wisconsin

Panel: Steven Chaffee, Mass Communication Research
Center, University of Wisconsin

Paul Hirsch, Graduate School of Business,
University of Chicago

Gerald Kline, School of Journalism,
University of Michigan

Sidney Kraus, Department of Communication,
Cleveland State University

Phillip Tichenor, School of Journalism and
Mass Communication, University of Minnesota

10:45 - 12:00

Thematic Panel: "Methods of Data
Collection Revisited"

Presider: Alfred Tuchfarber, Behavioral Sciences
Laboratory, University of Cincinnati

Panel: Abdul Azhari, Marketing Research Department,
Amoco Oil

William Klecka, Department of Political Science,
University of Cincinnati

Eugene Telser, Custom Research Retail Index
Division, A.C. Nielsen Company

Saturday afternoon, October 25

12:00

Lunch and business meeting