Appendix A

Code of Professional Ethics and Practices

We, the members of the American Association for Public Opinion Research, subscribe to the principles expressed in the following code. Our goals are to support sound and ethical practice in the conduct of public opinion research and in the use of such research for policy and decision-making in the public and private sectors, as well as to improve public understanding of opinion research methods and the proper use of opinion research results.

We pledge ourselves to maintain high standards of scientific competence and integrity in conducting, analyzing, and reporting our work in our relations with survey respondents, with our clients, with those who eventually use the research for decision-making purposes, and with the general public. We further pledge ourselves to reject all tasks or assignments that would require activities inconsistent with the principles of this code.

The Code

I. Principles of Professional Practice in the Conduct of Our Work
A. We shall exercise due care in developing research designs and survey instruments, and in collecting, processing, and analyzing data, taking all reasonable steps to assure the reliability and validity of results.
   1. We shall recommend and employ only those tools and methods of analysis which, in our professional judgment, are well suited to the research problem at hand.
   2. We shall not select research tools and methods of analysis because of their capacity to yield misleading conclusions.
   3. We shall not knowingly make interpretations of research results, nor shall we tacitly permit interpretations that are inconsistent with the data available.
   4. We shall not knowingly imply that interpretations should be accorded greater confidence than the data actually warrant.
B. We shall describe our methods and findings accurately and in appropriate detail in all research reports, adhering to the standards for minimal disclosure specified in Section III.
C. If any of our work becomes the subject of a formal investigation of an alleged violation of this Code, undertaken with the approval of the AAPOR Executive Council, we shall provide additional information on the survey in such detail that a fellow survey practitioner would be able to conduct a professional evaluation of the survey.

II. Principles of Professional Responsibility in Our Dealings With People
A. The Public:
   1. If we become aware of the appearance in public of serious distortions of our research, we shall publicly disclose what is required to correct these distortions, including, as appropriate, a statement to the public media, legislative
body, regulatory agency, or other appropriate group, in or before which the
distorted findings were presented.

B. Clients or Sponsors:
1. When undertaking work for a private client, we shall hold confidential all
proprietary information obtained about the client and about the conduct
and findings of the research undertaken for the client, except when the dis-
semination of the information is expressly authorized by the client, or when
disclosure becomes necessary under terms of Section I-C or II-A of this
Code.
2. We shall be mindful of the limitations of our techniques and capabilities
and shall accept only those research assignments which we can reasonably
expect to accomplish within these limitations.

C. The Profession:
1. We recognize our responsibility to contribute to the science of public opin-
ion research and to disseminate as freely as possible the ideas and findings
which emerge from our research.
2. We shall not cite our membership in the Association as evidence of profes-
sional competence, since the Association does not so certify any persons or
organizations.

D. The Respondent:
1. We shall strive to avoid the use of practices or methods that may harm, hu-
iliate, or seriously mislead survey respondents.
2. Unless the respondent waives confidentiality for specified uses, we shall
hold as privileged and confidential all information that might identify a re-
spondent with his or her responses. We shall also not disclose or use the
names of respondents for non-research purposes unless the respondents
grant us permission to do so.

III. Standard for Minimal Disclosure
Good professional practice imposes the obligation upon all public opinion re-
searchers to include, in any report of research results, or to make available when
that report is released, certain essential information about how the research was
conducted. At a minimum, the following items should be disclosed:
1. Who sponsored the survey, and who conducted it.
2. The exact wording of questions asked, including the text of any preceding
instruction or explanation to the interviewer or respondents that might rea-
onably be expected to affect the response.
3. A definition of the population under study, and a description of the sam-
ping frame used to identify this population.
4. A description of the sample selection procedure, giving a clear indication of
the method by which the respondents were selected by the researcher, or
whether the respondents were entirely self-selected.
5. Size of samples and, if applicable, completion rates and information on el-
igibility criteria and screening procedures.
6. A discussion of the precision of the findings, including, if appropriate, es-
imates of sampling error, and a description of any weighting or estimating
procedures used.
7. Which results are based on parts of the sample, rather than on the total
sample.
8. Method, location, and dates of data collection.
# Appendix B

## AAPOR Presidents

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<td>Raymond A. Bauer</td>
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<td>Paul B. Sheatsley</td>
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Appendix C

Julian Woodward Awards

1955 Paul F. Lazarsfeld
1956 Herbert H. Hyman
1957 Public Opinion Quarterly
1958 Samuel A. Stouffer
1959 Elmo Roper
1960 Clyde W. Hart
1961 Fund for the Republic

AAPOR Awards

1962 Angus Campbell 1979 Mervin D. Field
1963 George H. Gallup 1980 Shirley A. Star
1964 Harold D. Lasswell 1980 (Posthumous)
1965 Harry H. Field 1981 Lester R. Frankel
1966 Hadley Cantril 1982 Paul B. Sheatsley
1967 Hans Zeisel 1983 Paul K. Perry
1968 Elmo C. Wilson 1983 Matilda White Riley
1970 Research Center 1984 Wilbur Schramm
1971 Archibald M. Crossley 1985 Ithiel De Sola Pool
1972 Walter Lippmann 1986 (Posthumous)
1973 Jean Stoetzel 1987 Philip Converse
1974 Rensis Likert 1987 Norman Bradburn
1975 Bernard Berelson 1988 Seymour Sudman
1976 Raymond A. Bauer 1988 Burns W. Roper
1976 Joseph T. Klapper 1989 Gladys Engel Lang
1977 Leo Bogart 1989 Kurt Lang
1978 W. Phillips Davison 1990 Herbert E. Krugman
Appendix D

Student Paper Competition Award Winners

1967
First
Kay K. Deaux, University of Texas
Second
G. Ray Funkhouser, Stanford University
Thomas D. Cook, Stanford University
Paul Hirsch, University of Michigan
John A. Michael, Columbia University
Sanci Michael, Columbia University

1968
First
Lawrence W. Green, University of California, Berkeley
Second
John S. Reed, Jr., Columbia University
Third
Marshall Childs, Columbia University
Honorable Mention
Jonathan Kelley, University of California, Berkeley
Richard Young, Stanford University

1969
First
David Knoke, University of Michigan
Second
Charles Atkin, University of Wisconsin
Drury Sherrod, Stanford University
Honorable Mention
Douglas Hall, Stanford University
Kent Anderson, Stanford University
Jonathan Kelley, University of California, Berkeley

1970
First
Charles K. Atkin, University of Wisconsin
Second
Gary A. Mauser, University of California, Irvine
Third
Philip Palmgreen, University of Kentucky

1971
First
Marcus Felson, University of Michigan

1972
First
Gwen Bellisfield, New York University

1973
First
Paul J. Placek, Vanderbilt

1974
First
D. Garth Taylor, University of Chicago
First
James R. Beniger, University of California, Berkeley

1975
Second
Martin I. Horn, University of Connecticut
Third
Victoria L. Swigert, State University of New York, Albany
Honorable Mention
Bonnie J. Kay, Northwestern University

1976
First
Robert Navazio, University of North Carolina, Chapel Hill
Honorable Mention
Stanley Presser, University of Michigan
Kevin Lang, Oxford University
Alicia J. Welch, University of Massachusetts
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<td>Twila Foster, University of California, Berkeley</td>
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<td>Trudy Martin, University of California, Berkeley</td>
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<td>Mark J. Rogers, University of California, Berkeley</td>
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<td>Josephine Holz, Philadelphia, Pennsylvania</td>
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<td>Claire B. McCullough, University of Maryland</td>
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<td>Michael J. O’Neil, Northwestern University</td>
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<td>Second</td>
<td>Michael Carozza, University of Kentucky</td>
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<td>Jeff Sobal, University of Pennsylvania</td>
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<td>Erick R. A. N. Smith, University of California, Berkeley</td>
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<td>Richard Bagger, Princeton University</td>
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<td>Cynthia Fletcher, Iowa State University</td>
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| 1986 | Dorothy Watson, University of Wisconsin  
Jackie Scott, University of Michigan  
Ken Dautrich, Eagleton Institute  |                   |
| 1987 | Jacqueline Scott, University of Michigan  
Stephen Ayidiya, University of Akron  
Pamela Campanelli, University of Michigan  |                   |
| 1988 | James Dearing, University of Southern California  |                   |
|      | William Axinn, University of Michigan  
Glenn Dempsey, University of Chicago  
Donna Wasserman, University of Michigan  |                   |
# Appendix E

## AAPOR Conference Sites

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<td>Ithaca, NY, Cornell University</td>
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<td>1951</td>
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<td>1957</td>
<td>Washington, D.C., Shoreham Hotel</td>
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<td>1958</td>
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<td>Atlantic City, NJ, Hotel Traymore</td>
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<td>1961</td>
<td>Berkeley, CA, Claremont Hotel</td>
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## APPOR Officers, Council and Committee Chairs

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Clyde Hart  
Leo Bogart  
Dean Manheimer  
Marjorie Fiske  
Herbert H. Hyman | 1956-'57 | Gerhart D. Wiebe  
Frederick F. Stephen  
David Wallace  
Elmo C. Wilson  
Daniel Katz  
Robert Ford  
Marjorie Fiske  
Herta Herzog | 1957-'58 | Frederick F. Stephen  
David Wallace  
Joseph T. Klapper  
Paul F. Lazarsfeld  
Charles Y. Glock  
Robert Ford  
Marjorie Fiske  
Herta Herzog  
Helen Dinerman | 1958-'59 | David Wallace  
Herbert Hyman  
Joseph T. Klapper  
Harry Alpert  
Paul Sheatsley  
Leo Bogart  
Herta Herzog  
Helen Dinerman  
Robert Ford |  
**Vice President**  
**Secretary-Treasurer**  
**Nominations**  
**Conference**  
**Standards**  
**Council Members**  
**Editor**  
**Publications**  
**Public Relations**  
**Research Development** | —  
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Robert Bower  
Leo Lowenthal  | —  
Robert Carlson  
Nancy Cooley  
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Appendix G

AAPOR Songs

AAPOR Adoration
_Sung to “The Band Played On”_

1
All through the year, dear, our dreams
are of you,
Je vous aime, AAPOR!
We pass others by when your meetings
draw nigh,
Je vous aime, AAPOR!
With lots of psychology and sociology—
gee, they are things we adore!
We soar to cloud eight as we pontificate,
Je vous aime, AAPOR!

2
And—As a P.S. we might also confess,
Je vous aime, AAPOR!
The three days away from our work can
be play,
Je vous aime, AAPOR!
So we skip the psychology &
sociology—sometimes those things
are a bore
When they interfere with our social life, dear,
Je vous aime, AAPOR!

AAPOR Togetherness
_Sung to “Tannenbaum”_

1
O Sagamore, O Sagamore,
In memory most gracious.
With single rooms in short supply,
The man requests that we comply
And double-up.
And double-up.
The man requests we double.

2
Morality occasionally
Must yield to circumstances.
It’s worth it for our learned lore,
The lake, the trees, the Smorgasbord.
So double-up.
So double-up. Don’t be an anti-double.

3
It’s seldom opportunity
Conjoins with inner impulse.
And if it lames fidelity
It pays off in propinquity.
So double-up. So double-up.
Oh how we love to double.

4
O Sagamore, O Sagamore,
We cased your space beforehand.
So let us now accommodate
What careful plans legitimate.
So double-up.
So double-up. That’s why we’re here—
to double.
AAPOR Lament
Sung to "A Wonderful Guy"

1
Years ago we all banded together,
Pledged ourselves to the usual aims,
Drew up some by-laws & formed a
committee
To find us a suitable name.
Pre-disposed to the pol-y-syllabic,
Why use a short word when six long will
do?
We dubbed ourselves with a beaut of a
term
That in retrospect seems more like two.
Though we take on most questions and
 some indiscretions to set up a rapport,
We admit we get weary when we hear the
query, "what's AAPOR stand for?"
Years ago we all banded together,
Hell bent to advance the opinion cause,
But we got framed with a ten-dollar
name that won't rhyme, that won't
sign,
that won't fit on a line
(and shortened, it's worse),
Amer. Ass-n. For Pub-lic O-pin-ion
Re-search!

2
Central city to Sagamore's encore,
Once a gleam, we are now pretty staid,
With an enrollment to give us
consolement
Of eight hundred more or less paid.
Academically somewhat established
And with a Quarterly free with our dues.
It seems absurd now that no one
demurred
When they dumped all those words in
our stew.
Though we blithely deny it we've read up
on diets and say more and more,
We will gladly elect one if you can
confect one for shrinking AAPOR.
Central City to Sagamore's encore,
Semi-secure and with cash in the bank,
But we got framed with a ten-dollar
name that won't rhyme, that won't
sign, that won't fit on a line
(and shortened, it's worse),
Am-er. Ass-n. for Pub-lic O-pin-ion
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