

A+B+outside elements determines C's outcome

When Americans go to the polls in November to elect a president, they will have been bargained with information about the candidates. How will they decide what to believe?

The decision-making processes involved in under study by Melvin Manis, Ph.D., a social psychologist at the Ann Arbor Veterans Administration Medical Center for the past 22 years.

In recent years, one of Manis' major research projects has been the study of "information integration." The phrase refers to how people are affected by information they receive from the outside.

"When you make a decision," he said, "a variety of elements go into it and you reach a conclusion. Which elements influence you most? How do you decide who to vote for? Of all the information available, what do you pay most attention to?"

Manis said his findings suggest that although most persons believe that they can tell good information from bad, they are influenced by poor-quality information more than they think.

"People usually believe that they can tell what is poor information and suppress its influence over them," he said. "But our studies show the contrary."

IN ONE EXPERIMENT conducted by Manis, a participant is presented with an array of photographs of an actor assuming different facial expressions. Then the volunteer is given several written descriptions of a face and asked to pick which photo the paragraphs describe.

"This suggests that our reaction to something is affected not only by the actual characteristics of the situation, but by the context or contrast," he said.

OCC jointly offers business seminars

Oakland Community College's Orchard Ridge campus in Farmington Hills is offering a small business management seminar series in conjunction with Schoolcraft, Wayne, Henry Ford and Macomb community colleges.

Orchard Ridge is at 27055 Orchard Lake Road, just off the I-96 freeway.

Seminars on the following topics will be held from 7-10 p.m. on:

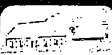
- Oct. 21 and 23 — Introductory Recordkeeping.
 - Oct. 28 & 30 — Financial Control.
 - Nov. 4 and 6 — Advertising and Marketing.
 - Nov. 11 and 13 — Forecasting Business Needs.
- All classes will be held in Room B202. Each seminar costs \$30. The entire series costs \$100. For registration information, call the community services department at the Orchard Ridge campus, 476-9400, ext. 212 or 266.



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Commission defeats county cable TV study

A proposed county-funded study of cable television was rejected last week by the Oakland County Board of Commissioners.

But the \$22,000 study, which fell two votes short of approval, will likely be re-proposed by Republican commissioners.

A proposed contract with Malarkey, Taylor and Associates, a Washington, D.C. cable television consulting firm, was rejected last Thursday by a 12-11 county board vote. Commissioner Henry Flood, R-Bloomfield, a consultant in broadcasting companies with an interest in cable, abstained.

AMONG THE no voters was Republican caucus chairman Anne Hobart of Waterford Township, who indicated the cable study will be re-proposed, possibly at next Thursday's board meeting.

Democratic commissioners said there was no need for the cable study and cited the Malarkey firm's alleged ties to the cable TV industry.

Malarkey is the consultant for the National Cable Television Association, an industry group, according to Commissioner Alexander Perinoff, D-Southfield.

"For heaven's sake, you've got to see, there's going to be a somewhat one-sided presentation here," Perinoff said. "We're not hiring any more people," he said, referring to a hiring freeze ordered by County Executive Daniel Murphy. "But we're hiring consultants to do — what? To hold four seminars."

A COUNTY official coordinating the cable study said he had a written disclaimer from Malarkey that he "does not work for any cable company."

Malarkey could not be reached for comment this week. R.J. Rhodes Jr., the county's manager of criminal justice programs, said the study would "develop an information package unique to the county."

Rhodes was appointed this summer by Murphy to coordinate cable information in the county. Four local governments have approved cable franchises, and a number of more populous communities such as Waterford Township and Southfield are expected to

consider cable franchises by mid-1981. Rhodes said the county wants to advise local governments in developing cable ordinances. Cable companies must have local government approval in order to use public rights-of-way to lay wire.

"The county is not interested in influencing local government franchising," Rhodes said. He said the county wants local cable franchises to be compatible to allow "interconnects" between different companies' systems. "It makes as much sense for Southfield to have its own cable system as its own phone or sewer system," Rhodes said.

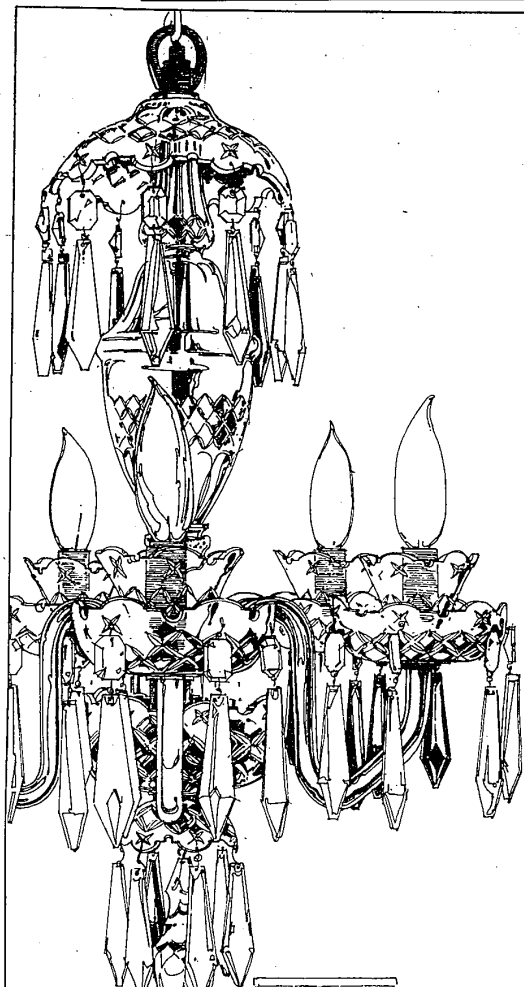
"The best thing for local government is to look beyond their borders to see where they can join hands."

COUNTY SERVICES such as the courts and law enforcement should be tied to local cable systems, says Rhodes, as well as educational programs through Oakland University and Oakland Community College.

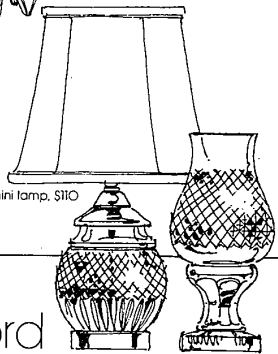
With cable companies offering 60-100 subscriber and institutional channels, local governments should "be aware of cable's potential," Rhodes said.

"We want local government to take county-wide issues into consideration," he said.

Rhodes works with a 24-member county cable advisory committee, appointed this summer by Murphy. It includes Frank Gerstenecker, Troy city manager; Lawrence Savage, Farmington Hills city manager; state Rep. Ruth McNamee, R-Birmingham; Isabell Smith, Birmingham; John Noonan, a Troy attorney; Earl Krebs, director, North Oakland Chamber of Commerce; Arthur Gimson, manager, Northfield Hilton Inn, Troy; Michael Conlin, government affairs manager, American Motors Corp., Southfield; Robert Richardson, vice president of marketing, Jervis B. Webb Co., Farmington Hills; Audrey Marriner, Oakland University; W.H. Nikkel, vice president, Oakland Community College; and Edwin Crandall, superintendent, Rochester Community Schools.



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