

“THE POLITICS OF '76”



**Second
Annual Conference**

OF THE

Midwest Association

For

Public Opinion Research

**RAMADA
O'HARE INN
CHICAGO, IL.
NOV. 18 - 20,
1976**



CO - CHAIR

George F. Bishop
University Of Cincinnati

Donald A. Hughes
Sears, Roebuck And Co.

THURSDAY, NOVEMBER 18

7:00 - 9:00 P.M.

REGISTRATION (LOBBY)

9:30 P.M.

MAPOR GET-TOGETHER (HARD TIMES CAFE -
LOWER LEVEL)

FRIDAY, NOVEMBER 19

8:00 - 9:00 A.M.

REGISTRATION (LOBBY)

9:00 - 10:15 A.M.

CONCURRENT SESSIONS

SESSION I - 1 (PHILIP HENRICI ROOM)

TESTING FOR METHOD EFFECTS: COMPARATIVE STUDIES

Chair: Alfred J. Tuchfarber, University of Cincinnati

Donald Browne, University of Minnesota

"Comparability of Substantive Results in Mail,
Telephone and Personal Surveys"

John C. Scott and Robert M. Groves, University of Michigan

"A National Test of the Effectiveness of Personal
vs. Telephone Interviews with RDD"

William R. Klecka, University of Cincinnati

"Method Effects on Behavioral and Attitudinal
Measures: Random Digit Dialing vs. Door-to-Door
Surveys"

Ira M. Wasserman and Monroe Friedman, Eastern Michigan
University

"Characteristics of Respondents and Non-respondents
in a Consumer Survey of the Elderly"

SESSION I - 2 (ROOM D-21)

PUBLIC OPINION POLLING AND MEDIA INTERPRETATIONS OF THE
ELECTORAL PROCESS: THE POLITICS OF MODERN CAMPAIGNS

Chair: Daniel J. Goulding, Oberlin College

Eugene Declercq, George Washington University

"The Use of Public Opinion Polling in Campaigns
for the U.S. House of Representatives"

Charles J. Helm, Western Illinois University

"Jimmy Carter and the Press"

Myron A. Levine, St. Ambrose College

"Reporting Ambiguous Events: Television Interprets
the 1976 Iowa Democratic Presidential Caucus"

Scott D. Johnston and Thomas P. Dunn, Western Kentucky
University

"The Media and Presidential Campaigns: An
Examination of Selected Latent Relationships"

10:30 - 11:45 A.M.

CONCURRENT SESSIONS

SESSION II - 1 (PHILIP HENRICI ROOM)

CONSUMER RESEARCH AND PUBLIC POLICY

Chair: John S. Coulson, Leo Burnett U.S.A.

Steuart Henderson Britt, Britt and Frerichs Inc.
"What Consumers Have Always Wanted to Know About
Government Reports . . . But Did Not Know How to
Find Out"

Alan R. Andreasen, University of Illinois-Urbana
"Consumer Complaints and Consumer Protection"

Donald A. Hughes, Sears, Roebuck and Company
"Consumer Satisfaction Ratings -- Management
Tools or Quality of Life Measurements?"

David K. Hardin, Market Facts, Inc.
"More Realistic Public Opinion Polling Using
Trade-Off Analysis"

SESSION II - 2 (ROOM D-21)

PUBLIC OPINION AND SOCIAL ISSUES

Chair: Eleanor P. Godfrey, Northern Illinois University

D. Garth Taylor, University of Chicago
"Busing and the New Consensus in Interracial
Attitudes"

James J. Best and Thomas R. Hensley, Kent State
University and James L. Kotschwar, Ohio State University
"Causes and Consequences of Student Perceptions
of the Kent State Shootings: 1970 and 1974"

Steven M. Koning and Richard H. Ropers, Western
Michigan University
"The Political Response to Unemployment"

Theodore C. Wagenaar and Ingeborg W. Knoll, Miami
University
"The Changing Determinants of Attitudes Toward
Abortion: 1973-1975"

12:00 - 2:00 P.M.

LUNCHEON AND GUEST SPEAKER
(RANDOLPH/VIP ROOMS)

Frederick P. Currier, President
Market Opinion Research
"Polling for President Ford in the
1976 Campaign: What Did We Learn?"

2:15 - 3:30 P.M.

CONCURRENT SESSIONS

SESSION III - 1 (PHILIP HENRICI ROOM)

POLITICAL BEHAVIOR AND THE PUBLIC AGENDA: FURTHER
EVIDENCE OF MEDIA EFFECTS

Chair: Sidney Kraus, Cleveland State University

Maxwell E. McCombs et al., Syracuse University
"Influence of the Mass Media on Issues and Images:
The Agenda-Setting Function of Mass Communications"

Dennis Davis and Sidney Kraus, Cleveland State University
"Influence of Media Use on Perceptions of Issues
and Agendas Among Youth"

John P. Robinson and John Holm, Cleveland State University
"The Role of Ideology vs. Party Identification in
Voting Behavior: A Case of Media Influence?"

Garrett J. O'Keefe and Harold Mendelsohn, University of
Denver
"Mass Communication, Anomie and the Non-Voter"

SESSION III - 2 (ROOM D-21)

THE SURVIVAL AND MAINTENANCE OF URBAN AREA SURVEYS:
A PANEL DISCUSSION

Chair: Saul D. Feldman, Case Western Reserve University

Howard Schuman, University of Michigan
"The Detroit Area Study"

Raymond G. Hunt, State University of New York - Buffalo
"The Erie-Niagara Area Survey"

Susan A. Stephens, Indiana University
"The Indianapolis Area Project"

Saul D. Feldman, Case Western Reserve University
"The Cleveland Area Survey"

3:45 - 5:00 P.M.

CONCURRENT SESSIONS

SESSION IV - 1 (PHILIP HENRICI ROOM)

THE WALLACE VOTE AND THE YOUTH VOTE: PATTERNS OF
CHANGE AND STABILITY IN THE 1976 ELECTORATE

Chair: Carlton W. Sterling, University of Notre Dame

Robert Oldendick and Stephen E. Bennett, University of
Cincinnati

"Wallaceism: Another Case of 'Third Party'
Assimilation"

Kenneth D. Wald, Memphis State University

"The Transformation of the Wallace Constituency"

Garrett J. O'Keefe, University of Denver, Lee B. Becker,
Syracuse University and Jack M. McLeod, University of
Wisconsin-Madison

"The Youth Vote in 1976: Implications of Research
on 1972's First-Time Voters"

SESSION IV - 2 (ROOM D-21)

COMMUNITY CONTEXTS AND THE MEASUREMENT OF MEDIA EFFECTS

Chair: Judith Beinstein, Oberlin College

C. N. Olien, G. A. Donohue and P. J. Tichenor, University
of Minnesota

"Community Differences in Media Use and Preferences"

Tony I. Nnaemeka, University of Minnesota

"Communication of Legitimacy on Public Affairs
Issues and Distribution of Knowledge Through the
Mass Media"

John E. Polich, Market Opinion Research

"Evolving Measurement of Newspaper Readership
and Penetration"

Ronald J. Busch, Cleveland State University

"The Local Media and the Consistency Principle:
A Conflict of Interest Case"

5:15 - 6:00 P.M.

MAPOR BUSINESS MEETING (PHILIP HENRICI ROOM)

6:30 P.M.

DINNER (ARRANGEMENTS OPTIONAL)

9:30 P.M.

MAPOR PARTY (HARD TIMES CAFE - LOWER LEVEL)

SATURDAY, NOVEMBER 20

9:00 - 10:15 A.M.

PLENARY SESSIONS

SESSION V (PHILIP HENRICI ROOM)

METHODOLOGICAL AND PROFESSIONAL POTPOURRI

Chair: Eugene Telser, A. C. Nielsen Company

J. R. Batts and C. F. Powers, Research Triangle
Institute

"Improving Survey Operations and Management:
The Case for the Automated Survey Control
System (ASCS)"

Donna S. Charron, Research and Information, Inc.

"Protecting Respondent Confidentiality and
Anonymity in Panel Studies: The Use of Ideograms"

C. David Blodgett, Amoco Oil Company

"The Importance of Measuring Respondent Interest
When Quantifying Opinions of Public Issues"

Marijean Suelzle, Matthew Katz, and Janet Gans,
Northwestern University

"The Group Interview Reconsidered: The Case of
Child Care Decision Making"

10:30 - 11:45 A.M.

SESSION VI (PHILIP HENRICI ROOM)

FROM THE PRIMARIES TO THE PRESIDENTIAL DEBATES TO
ELECTION DAY: WHAT DID WE LEARN? WHAT DID THE
VOTER LEARN?

Chair: F. Gerald Kline, University of Michigan

Doris A. Graber and Young Kim, University of Illinois-
Chicago Circle

"What People Learned from the 1976 Primaries
about Presidential Candidates and Issues"

Ronald D. Hedlund, University of Wisconsin-Milwaukee

"The Crossover Voter in the 1976 Wisconsin
Presidential Primary"

Paul R. Hagner, Indiana University

"Issue Consistency during the 1976 Election
Campaign: A Panel Study"

William R. Cantrall, Michael A. Colella and Alan D.
Monroe, Illinois State University

"The Great Debates of 1976: A Quasi-Experimental
Analysis of Audience Effects:"

12:00 P.M.

LUNCH AND FAREWELLS

MAPOR Conference
November 19-20, 1976

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