

Fifth Annual Conference

**MIDWEST ASSOCIATION
FOR
PUBLIC OPINION
RESEARCH**

“Opinion Analysis:
Goals For The 1980’s”

November 2-3, 1979

Sheraton Plaza Hotel
160 East Huron — off North Michigan Avenue
Chicago, Illinois

CO-CHAIR

DORIS A. GRABER
UNIVERSITY OF ILLINOIS, CHICAGO CIRCLE

STANLEY KAPULER
KAPULER AND ASSOCIATES, INC.

Friday, November 2

- 8:00 a.m. - 3:30 p.m. **Registration** **Library**
- 9:00 - 10:15 a.m. **THE 1980 PRESIDENTIAL DEBATES** Hampshire Room
Chair: Sidney Kraus, Cleveland State University
Jack Dennis, University of Wisconsin. Professor Dennis has authored several research reports on the effects of presidential debates.
Sidney Kraus, Cleveland State University. Professor Kraus is editor of the one-volume study *The Great Debates, Carter v. Ford, 1976*.
Lee M. Mitchell, Sidley & Austin. Mr. Mitchell authored the background paper for the report of the 20th Century Fund Task Force on Presidential Debates.
- PERCY-SEITH RACE IN 1978, WERE THE POLLS APPART ...** Salon A
 OR WERE THE POLLS A PART?
Chair: Nick Panagakis, President, Market Shares Corporation
Kenneth Towers, Assistant Managing Editor, Chicago *Sun-Times*
Gary Cummings, Editorial Director, WBBM-TV
The principals of Channel 2 Newpoll and Chicago *Sun-Times* Straw Poll discuss the erratic nature of voting preference in this race and the resultant, apparent anomalies.
- 10:15 - 10:30 a.m. **Coffee Break** **Library**
- 10:30 - 11:45 a.m. **IMPROVING THE REPORTING OF PUBLIC OPINION RESEARCH IN THE**
1980's — A NEWSROOM GUIDE TO POLLS AND SURVEYS Hampshire Room
Chair: David Weaver and G. Cleveland Wilhoit, Indiana University
Virginia Fielder, Editorial Research Manager, Chicago *Sun-Times*
Chuck Hakes, Marketing and Research Consultant, Detroit
John McCormick, Reporter and Columnist, Dubuque (Iowa) *Telegraph Herald*
Eve Weinberg, Executive Vice President, Policy Research Corporation, Chicago
- FOCUS GROUPS BEFORE OR AFTER QUANTITATIVE STUDIES** Salon A
Chair: Gerald Linda, Associate Research Director, Tatham, Laird & Kudner
Ken Powaga, Market Research Manager, International Harvester Co.
- 12:00 - 2:00 p.m. **Luncheon** **Salon B**
Memorial Luncheon for Stuart Henderson Britt.
Guest Speaker: Sydney Levy, Northwestern University
THE BRITT ERA — AND AFTER

Friday, November 2

- 2:00 - 3:15 p.m.** **NEWS MEDIA ROLES** Hampshire Room
Chair: Sharon Dunwoody, Ohio State University
Richard M. Perloff, Cleveland State University
Ellen A. Wartella, University of Illinois
Lee B. Becker, Ohio State University
 "The Impact of News Formats on Adult Learning from T.V. News"
William S. Maddox and Robert Robins, University of Central Florida
 "The Politics of People Magazine"
Lee B. Becker, Ohio State University, Jeffrey W. Fruit, Ohio Wesleyan University
and Erik L. Collins, Ohio State University
 "Motivations and Media Use: Exploring the Linkage"
George A. Donohue, Clarence N. Olien and Philip J. Tichenor, University of
Minnesota-Twin Cities
 "Some Aspects of the Role of Newspapers in the Social Systems of Suburbs,
Cities and Small Towns"
Discussant: Gin K. Kim, University of Illinois, Chicago Circle
- MIDDLE AMERICA IN THE 1980's** Salon A
Chair: William Hull, Vice President and Director of Research, J. Walter Thompson
Pat Cafferata, Associate Research Director, Needham Harper & Steers
William Jamieson, Vice President/Director of Research, Ogilvy and Mather, Inc.
- 3:15 - 3:30 p.m.** **Coffee Break** Library
- 3:30 - 4:45 p.m.** **UNDERGRADUATE RESEARCH PARTICIPATION IN
PUBLIC OPINION RESEARCH** Hampshire Room
Chair: Kevin McKeough, Northern Illinois University
Jon D. Miller, Project Director, URP Program, Northern Illinois University
 "The Design and Purposes of the URP Program"
Eleanor Godfrey, Northern Illinois University
 "An Evaluation of the URP Experience"
Student Presentations:
 Susan Estill, College of Wooster. "Attentiveness to Energy Issues"
 Holli Semetko, Albion College. "Gender and Political Interest"
 Kathy Gear, University of Richmond. "Transmission of Party Identification"
 Carl Franz, Concordia College. "An Analysis of Political Independents"
- TOWARDS IMPROVING PURCHASE PREDICTION** Salon A
Chair: James Rys, Assistant Manager, Advertising Research, Sears Roebuck &
Co.
Joseph White, Datatab, Inc.
Stanley Kapuler, President, Kapuler and Associates, Inc.
- 5:00 - 7:00 p.m.** **MAPOR Cocktail Party — Cash Bar** Library

Saturday, November 3

8:15 - 9:00 a.m.	Mapor Business Meeting	Hampshire Room
8:30 a.m. - 1:00 p.m.	Registration	Library
9:00 - 10:15 a.m.	ELECTORAL RESEARCH IN THE 1980's Chair: Arthur Miller, Center for Political Studies, University of Michigan, Ann Arbor Benjamin Page, University of Chicago Lutz Erbring, University of Chicago Steven Chaffee, University of Wisconsin Steven Coombs, Director, Minnesota Poll, <i>Minneapolis Tribune</i> Edward Schneider, Research Director, Market Opinion Research, Detroit	Hampshire Room
	OPINION-SHAPING FORCES Chair: Theodore C. Wagenaar, Miami University Daniel Riffe, University of Tennessee, Knoxville "Relative Credibility Revisited: 18 Unnamed Sources" Marilyn Jackson-Beeck, Cleveland State University "Television's Power to Predict the "Mean World" Syndrome" Ethel A. Galzerano, University of Missouri "The Growing Influence of Conspiratorial Explanations of Politics in the Mass Public" Robert Oldendick and George Bishop, University of Cincinnati, Behavioral Sciences Laboratory "Models of Change in American Political Opinion" Discussant: Theodore C. Wagenaar, Miami University	Salon A
	Carl E. Pope and William Feyerherm, University of Wisconsin-Milwaukee. "Racial Differences In Attitudes Toward Crime and Justice."	
10:15 - 10:30 a.m.	Coffee Break	Library
10:30 - 11:45 a.m.	OPINION MEASUREMENT TECHNIQUES Chair: John Wanat, University of Illinois, Chicago Circle Tom W. Smith, and C. Bruce Stephenson, University of Chicago, National Opinion Research Center "Reliability and Stability of Demographic, Behavioral, and Attitudinal Items on Surveys" Marijean Suelzle, Marjorie Rogasner and Vincent Keenan, Northwestern University, Center for Urban Affairs "Informed Consent in Public Opinion Research: Protection of Rights or New Form of Discrimination?" J. David Johnson, University of Wisconsin-Milwaukee "Response Styles and the Order of Presentation of Evaluative Dimensions for Bipolar Scales: A Cross-National Comparison" Dennis R. Goldenson, West Virginia University, Bureau for Government Research "The Measurement of Attitude Intensity" Discussant: Stephanie Smith, Indiana University Northwest	Hampshire Room

Saturday, November 3

10:30 - 11:45 a.m. **FORMAL AND INFORMAL POLITICAL PARTICIPATION** Salon A
Chair: Lya Rosenblum, Columbia College
Garrett J. O'Keefe, University of Denver
 "Interpersonal Communication in Political Campaigns"
Gregory Casey, James D. King, James W. Riddlesperger, Jr., University of
 Missouri-Columbia
 "Attitudes Towards Modes of Political Participation"
Jeffrey W. Wides, Southern Illinois University at Edwardsville
 "On Relating New Variables to Traditional Concepts: Do the New Pegs Fit the
 Old Holes?"
Steven Goldman, University of Illinois at Urbana, Champaign
 "Looking at Public Perceptions and Voting Behavior on Referenda Issues. The
 1978 Illinois General Election"
Discussant: Dick Simpson, University of Illinois at Chicago Circle

12:00 - 2:00 p.m. **Luncheon** Salon B
Roundtable Discussions:
Robert Meadow, University of California, San Diego and Leonard Tipton,
 University of Kentucky
 "How to Start Your own Survey Research Center on a Shoestring Budget"
Barbara Bardes, Loyola University, Chicago
 "Public Opinion and Foreign Policy"
Norman Luttbeg, Texas A & M University
 "Does Public Opinion Polling Produce Significant Political Data?"
Joseph White, Datatab, Inc.
 "Approaches to Cluster Analysis"
William Hull, Vice President and Director of Research, J. Walter Thompson
 "Approaches to Quality/Price/Value Segmentation"

Saturday, November 3

2:45 - 4:00 p.m.

MODELS FOR FUTURE AGENDA-SETTING RESEARCH

Hampshire Room

Chair: Chaim H. Eyal, Syracuse University

Laurie Epstein, Rutgers University

“Agenda-Setting Research: the Effects of Social Context on Individual and Group Behavior”

Marilyn Jackson-Beeck, Cleveland State University

“The Evolution of Political Agenda”

Wenmouh Williams and William Semlak, Illinois State University

“The Role of Matrix Building in Agenda-Setting Research”

James P. Winter, Syracuse University

“Proposed Contingencies in Mass Media Agenda-Setting”

Chaim H. Eyal, Syracuse University

“The Impact of Issue Choices on the AGenda-Setting Effect”

FUTURE ROLE OF SATISFACTIONS SURVEYS IN CONSUMER POLICY PLANNING

Salon A

Chair: Alan R. Andreasen, University of Illinois, Urbana

Ralph L. Day, Indiana University

“Research on the Measurement of Consumer Satisfaction, Dissatisfaction and Complaint Behavior”

Bruce Rocheleau, Northern Illinois University

“The Utility of Consumer Feedback Surveys: A Case Study”

Alan R. Andreasen and Jean Manning, University of Illinois, Urbana

“Future Role of Satisfactions Surveys in Consumer Policy Planning”