

SIXTH ANNUAL CONFERENCE

**MIDWEST ASSOCIATION FOR PUBLIC OPINION RESEARCH**  
PUBLIC OPINION AND SOCIAL CHANGE

DECEMBER 5-6, 1980  
SHERATON-PLAZA HOTEL  
160 E. HURON CHICAGO, ILLINOIS

CO-CHAIR

STANLEY KAPULER  
KAPULER & ASSOCIATES

BARBARA BARDES  
LOYOLA UNIVERSITY OF CHICAGO

CONFERENCE PROGRAM

Friday, December 5, 1980

8:00 a.m. - 4:00 p.m. Registration in the Library

9:15 a.m. - 10:45 a.m. FACTORS IN OPINION FORMATION (Hampshire Room)

Chair: Daniel Riffe, Southern Illinois University

J. David Johnson and Albert R. Tims, University of Wisconsin-Madison

"The Role of Mass Media Elites in Attitude Formation in Mexico"

Dennis K. Davis, Cleveland State University and

Dennis McQuail, University of Amsterdam

"Conceptualizing Opinion Formation During the European Parliament Election: The Formation of Political Culture"

Daniel Riffe, Southern Illinois University

"Consonance, Conflict and Third World News"

Lee B. Becker, Ohio State University and Jane

Delano Brown, University of North Carolina

"Confidence in Leadership: Disaggregating the Trends"

Discussant: Daniel Minns, Case Western Reserve University

WHO'S PAYING ATTENTION TO FOREIGN POLICY? (Salon C)

Chair: Arthur Cyr, Chicago Council on Foreign Relations

Steve Genco, Stanford University

"Foreign Policy Attentiveness in the American People: The Impact of the Vietnam War, 1964-1968"

Jon Miller, Northern Illinois University and Hollie

A. Semetko, London School of Economics

"The Attentive Public to Foreign Affairs Issues"

Discussant: Barbara Bardes, Loyola University of Chicago

10:45 a.m. - 11:00 a.m. COFFEE BREAK (Library)

Friday, December 5, 1980

11:00 a.m. - 12:30 p.m.

INVESTIGATING MASS MEDIA EFFECTS (Hampshire Room)

Chair: Doris Graber, University of Illinois at  
Chicago Circle

Virginia Dodge Fielder, Chicago Sun-Times and David  
H. Weaver, Indiana University  
"Public Opinion on Investigative Reporting"

Rich Breiner, Cleveland State University  
"David Brinkley, Harry Reasoner, Eric  
Severaid, and Howard K. Smith: How does  
each TV Network News Commentator Perceive  
His Role?"

Discussant: John Molloy, Northwestern University

DESCRIBING THE NEW CONSUMER (Salon C)

Chair: George Balch, Needham, Harper and Steers

Leo J. Shapiro, Leo J. Shapiro and Associates  
"The Changing Consumer in an Environment of  
Crisis"

Garrett J. O'Keefe, Kathaleen Nash, and Jenny Liu,  
University of Denver  
"How Useful are Ads? Some Cross Media  
Comparisons?"

Andrew Morrison, Market Opinion Research,  
"Energy Issues and Consumer Control in the  
1980's"

Discussants: George Balch, Needham, Harper and Steers  
Mark Levine, Market Facts, Inc.

12:30 - 2:00 p.m.

LUNCHEON (Salon B)

Guest Speaker: Donald Hughes, Manager, Consumer Research  
Sears, Roebuck, Inc.

"The Schizophrenic Researcher: Dashing Between Town  
and Gown"

Our speaker is currently teaching a course in marketing  
research at a local university in addition to his busi-  
ness duties. Assuming he survives, he'll share the  
experience of living in these two different worlds  
simultaneously.

Friday, December 5, 1980

2:00 - 3:30 p.m. SURVEY RESEARCH AND THE POLICY PROCESS (Salon C)

Chair: Robert Oldendick, University of Cincinnati

Dennis Goldenson, University of West Virginia  
"The Use of Survey Data in Energy Impact Planning:  
Local Area Changes in Leisure Use Patterns"

Arnold Ismach, University of Minnesota  
"A Social Indicators Approach to Wellness"

Lucy D. Rey, North Central College, and Jon D. Miller,  
Northern Illinois University with Jill Geiersbach,  
North Central College,  
"A Causal Analysis of Fear of the Streets"

Stephanie H. Smith, Indiana University Northwest and  
Howard Baumgartel, U. of Kansas  
"Social Services for the Elderly -- Serving the  
Needy and the Not-so-Needy"

Discussants: Elinor Bowen, University of Illinois at  
Chicago Circle  
Marilyn Jackson-Beeck, Blue Cross and Blue Shield  
of Minnesota

IMPACT OF SURVEY RESEARCH ON POLITICAL CAMPAIGNS (Hampshire Room)

Chair: Nick Panagakis, President, Market Shares, Inc.

Participants: Nick Panagakis, Market Shares, Inc.  
Don Rose, Political Consultant

3:45 - 5:15 p.m. CONSUMER SATISFACTION/DISSATISFACTION (Salon C)

Gerald Linda, Marsteller, Inc.

"Current Status of Consumer Satisfaction/Dissatisfaction  
Research"

3:45 - 5:15 p.m. CROSS-TIME ANALYSIS OF THE PUBLIC AGENDA (Hampshire Room)

Chair: Edna F. Einsiedel, Syracuse University

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3:45 - 5:15 p.m.

Alan D. Monroe, Illinois State University  
"The Relationship Between Public Preference,  
Party Positions, and Policy Outcome"

Benjamin I. Page and Robert Y. Shapiro,  
University of Chicago  
"Changes in Americans' Policy Preferences,  
1935-1980"

James P. Winter and Edna F. Einsiedel, Syracuse  
University  
"The Longitudinal Interrelationships between  
Media Content, Public Opinion, and Objective  
Measures of Reality"

John Wanat, University of Illinois at Chicago Circle  
"Estimating Individual Level Change in  
Public Opinion from Aggregate Data"

Discussant: Ronald D. Hedlund, University of  
Wisconsin-Milwaukee

5:15 - 7:00 p.m.

MAPOR Cocktail Party (Cash Bar) (Library)

Saturday, December 6, 1980

8:30 - 9:15 a.m.

MAPOR Annual Business Meeting (Hampshire Room)

9:15 - 10:45 a.m.

OPINION RESEARCH AS A TOOL IN POLICY FORMULATION  
(Salon C)

Chair: John Hall, Mathematica Policy Research

Carolyn Ban, Edie Goldenberg and Alan Siegel,  
Office of Personnel Management  
"Affirmative Action and Federal Employment"

Susan A. Stephens, Mathematica Policy Research  
"Resident Responses to Housing and  
Neighborhood Change in Central City  
Indianapolis"

Vincent Hauge and James Gale, Michigan Technological  
University  
"The Education Voucher: perceptions and  
values"

Discussant: John Hall, Mathematica Policy Research

Saturday, December 6, 1980

9:15 - 10:45 a.m.

NEW FINDINGS IN SURVEY METHODOLOGY (Hampshire Room)

Chair: Alan R. Gitelson, Loyola University of Chicago

George Bishop, University of Cincinnati  
"Where Should We Ask Questions About Interest  
in Public Affairs?"

Woody Carter, National Opinion Research Center  
"Wargaming Approaches to Training of Field  
Managers"

Tom W. Smith, National Opinion Research Center  
"Situational Qualifications to Generalized  
Absolutes: An Analysis of 'Approval of  
Hitting' Questions on the General Social  
Survey"

Charles T. Salmon, University of Minnesota and John  
S. Nichols, Pennsylvania State University  
"Respondent Selection Techniques for Tele-  
phone Surveys"

Discussant: John Vidmar, Market Facts, Inc.

10:45 - 11:00 a.m.

COFFEE BREAK (Library)

11:00 a.m. - 12:30 p.m.

THE MASS MEDIA AND POLITICAL LEARNING (Salon C)

Chair: Susan Gluck Mezey, DePaul University

Roger Handberg and William Maddox, University of  
Central Florida  
"Media Use, Motivation and Political  
Learning"

Paul Kriese, Purdue University  
"Public Opinion and Protest: A Social  
Psychological Study of Radicalization"

William S. Maddox, University of Central Florida  
and Mark Wattier, Murray State University  
"Mass Media Use and Socialization to the  
Electoral Process"

Eric Fredin and Frederick Fico, Indiana University  
"The Social Use of the Newspaper"

Discussants: John Holm, Cleveland State University,  
Allen A. Russell, Beloit College

Saturday, December 6, 1980

11:00 a.m. - 12:30 p.m.      GAUGING PUBLIC RESPONSE TO PUBLIC POLICY (Hampshire Room)

Chair: Robert Dudley, Colorado State University

Thomas R. Hensley, Kent State University  
"Impact of Judicial Decisions on Public  
Attitudes: The Kent State Civil Trials"

Andrea Vayda, Mathematica Policy Research  
"Public Acceptability of New Highway Safety  
Programs"

Don D. Smith, University of Iowa  
"Public Evacuation Responses to Mass Media  
Messages in a Natural Disaster"

Marijean Suelzle, Northwestern University and  
Vincent Keenan, University of Illinois at the  
Medical Center  
"Parents as Advocates for Handicapped Children:  
Untapped Resources for Social Change in the  
1980's"

Discussant: Robert Dudley, Colorado State University