

NINTH ANNUAL CONFERENCE  
OF

Midwest  
Association for  
Public  
Opinion  
Research

November 18-19, <sup>1983</sup>~~1984~~  
SHERATON PLAZA HOTEL  
160 EAST HURON  
CHICAGO, ILLINOIS  
Phone: (312) 787-2900

Conference Co-Chairs

George I. Balch, Needham, Harper & Steers/Chicago  
phone: (312) 861-0200  
D. Charles Whitney, University of Illinois-Urbana  
phone: (217) 333-1549

FRIDAY, NOVEMBER 18

8:30  
Mezzanine

REGISTRATION BEGINS

9:30 AM - 11:00 AM  
Hampshire Room

Session: SEGMENTS AND SEGMENTATION

Presiding: Elizabeth Monroe Cook  
Darcy-McManus & Masius, Chicago

Papers:

✓ "Beyond demographics and psycho-  
graphics: infographic segmentation  
techniques for communication  
campaigns"

James Danowski  
School of Journalism and Mass  
Communication, University of  
Wisconsin-Madison

"The sharing of household  
maintenance tasks by married  
couples"

Elinor Bowen  
Leo Burnett, U.S.A.

"The readership of science maga-  
zines: a case study in market  
segmentation"

Public Opinion Laboratory  
Northern Illinois University

Discussant: Robert Bailey, Jr.  
BBDO/Chicago

9:30 AM - 11:00 AM  
Salon C

Session: TESTING PUBLIC OPINION AND  
ATTITUDE THEORIES

Presiding: Don Bowen  
Political Science Department  
University of Illinois-Chicago

Papers:

"Testing the spiral of silence  
theory of public opinion"

Elsa Mohn  
Communication Research Center  
Syracuse University

"Attitude constraint as a function  
of on-affective dimensions"

Tom W. Smith  
National Opinion Research Center  
University of Chicago

Discussant: Ed Hamburg  
Political Science Department  
University of Illinois-Chicago

11:00 AM - 11:15 AM  
Mezzanine

COFFEE BREAK

11:15 AM - 12:45 PM Hampshire Room      Session:      LIFE STYLE, LEISURE TIME AND THE NEW MEDIA (Roundtable)

Presiding:      Lee Becker  
School of Journalism  
Ohio State University

Panelists:

    Martin Horn and Linda Hadley  
    Needham, Harper & Steers/Chicago

    Thomas McCain  
    Ohio State University

    Mary Kay Fenner  
    CompuServe  
    Columbus, Ohio

    John Crothers Pollock  
    Research and Forecasts  
    New York City

11:15 AM - 12:45 PM SALON C      Session:      POLLS, POLITICS AND PRIMARIES

Presiding:      Prof. D. Charles Whitney  
Institute of Communications Research  
University of Illinois-Urbana

Papers:

    "The effects of reduced government benefits on evaluations of President Reagan and the American government."  
    Kenneth Rasinski and Thomas Tyler  
    Department of Psychology  
    Northwestern University

    ✓ "Feedback effects of media polls: Do the necessary preconditions exist?"  
    Julie Zweigoron  
    SPSS, Inc.

Discussant:      Prof. Doris Graber  
Department of Political Science  
University of Illinois-Chicago

12:45 PM - 2:15 PM      LUNCH (ON YOUR OWN)

2:15 PM - 3:45 PM      Session:      COMMUNITY AND COMMUNICATION  
SALON C

Presiding:      Prof. Al Tims  
                    Department of Telecommunication  
                    Indiana University

Papers:

"Community participation and the  
media environment"

Michael Smith and Benjamin Bates  
Department of Communication  
University of Michigan

"Predictors of neighborhood  
commitment"

Leo Jeffres, Jean Dobos and Mary  
Mano Sweeney  
Department of Communication  
Cleveland State University

"Megatrends and knowledge gaps:  
Future predictions"

Cecilie Gaziano, University of  
Minnesota

Discussant:      Prof. Walter Gantz  
                    Department of Telecommunication  
                    Indiana University

4:00 PM - 5:30 PM      Session:      THE USES AND ABUSES OF POLLING FOR  
Hampshire Room                                      THE MEDIA (Roundtable)

Presiding:      Michael Smith  
                    Department of Communication  
                    University of Michigan

Panelists:

Norman Nie  
University of Chicago and SPSS, Inc.

Paul McGrath  
Free-lance reporter and former Chief  
of Staff and Press Advisor to Mayor  
Byrne

Victor DeGrazia  
Political strategist and former  
Chief of Staff and Campaign  
Strategist to Governor Daniel Walker

Nick Panagakis  
market Shares, Inc.

F. Richard Ciccone  
Managing Editor, Chicago Tribune

4:00 PM - 5:30 PM  
SALON C

Session: MEDIA: PERSPECTIVES OF USERS

Presiding: Peter Miller  
Department of Communication Studies  
Northwestern University

Papers:

"Individuals' position in word-of-mouth networks, their mass and non-mass media and their knowledge, attitudes and behavior"  
James Danowski  
School of Journalism & Mass Communication  
University of Wisconsin-Madison

"Individual and environmental determinants of television viewing"  
Donna Rouner  
Department of Communication  
Cleveland State University

"Local public officials, the news media and other channels: is channel perception unidimensional?"  
Daniel Riffe, Elijan Akhahenda and  
Kristen Dollase  
School of Journalism  
Southern Illinois University

"Talking about television: parental reports of parent-child TV-related conversations."  
Walter Gantz and James B. Weaver III  
Department of Telecommunication  
Indiana University

Discussant: Kimberly Neuendorf  
Department of Communication  
Cleveland State University

SATURDAY, NOVEMBER 19

9:00 AM - 10:30 AM  
Hampshire Room

Session: PUBLIC OPINION AND THE LEGAL PROCESS  
(Roundtable)

Presiding: John A. Gardiner  
Political Science Department  
University of Illinois-Chicago

Panelists:

Kristi Andersen  
Polimetrics Laboratory  
Ohio State University

Chester T. Kamin, Esq.  
Jenner & Block

Brian Vargus  
Sociology Department  
Indiana University-Indianapolis

Stephen M. Yarnell  
Yarnell  
Columbus, Ohio

✓ 9:00 AM - 10:30 AM  
Salon C

Session: NEW METHODS IN PUBLIC OPINION  
RESEARCH

Presiding: Steven B. Goldman  
Richard Day Research, Inc.

Papers:

"Self-reported vs. system-monitored  
uses of videotex."  
James S. Ettema  
School of Journalism & Mass Communi-  
cation  
University of Minnesota

"Indicator reliability, longitudinal  
stability and intergenerational  
similarity of family communication  
patterns reported by adolescents and  
their parents."  
Albert R. Tims and Jonathan L.  
Masland  
Department of Telecommunications  
Indiana University

"Conducting surveys by  
telecomputer."  
Leo W. Jeffres and Mark Ulaszewski  
Department of Communication  
Cleveland State University

Discussant: David Weaver  
School of Journalism  
Indiana University

10:30 AM - 10:45 AM  
Mezzanine

COFFEE BREAK

10:45 AM - 12:15 PM  
Hampshire Room

Session: POLITICAL MARKETING

Presiding: Bruce Newman  
School of Business Administration  
University of Wisconsin-Milwaukee

Papers:

"An overview of political marketing"  
Bruce Newman

"The application of marketing  
research techniques to politics"  
Wandwossen Kassaye  
School of Management  
Suffolk University

"The application of a marketing  
strategy to a local school board  
election"  
T. R. Rao  
School of Business Administration  
University of Wisconsin-Milwaukee

Discussant: Richard Day  
Richard Day Research, Inc.  
Evanston, Illinois



✓ 10:45 AM - 12:45 PM  
Salon C

Session: CABLE TV: Views of Viewers and  
NON-VIEWERS

Presiding: Hugh Martin  
Mediasource  
Chicago

Papers: "The cable viewing process"  
Bradley S. Greenberg, David  
D'Alessio, Carrie Heeter, Sherri  
Stipes  
Department of Communication  
Michigan State University

✓ "Cable TV's nonsubscribers: who and  
why"

Vernon Sparkes  
Communications Research Center  
Syracuse University

✓ "Municipal ownership of cable TV:  
boon or boondoggle?"

Ron Carveth  
Department of Communication  
Cleveland State University

Discussant: Kevin Killion  
Needham, Harper & Steers/Chicago

12:45 PM - 2:00 PM

LUNCH (ON YOUR OWN)

2:00 PM - 3:30 PM  
Hampshire Room

Session: POLITICAL ADVERTISING:  
VIDEO AND COMMENTARY  
(CAMPAIGN COMMERCIALS AND  
ROUNDTABLE)

Presiding: Myron Levine  
Political Science Department  
Albion College

Panelists:  
Gerald Strom  
Political Science Department  
University of Illinois-Chicago

Barbara Bardes  
Political Science Department  
Loyola University-Chicago

Lyman Kellstedt  
Political Science Department  
Wheaton College  
Wheaton, Illinois

✓ 2:00 PM - 3:30 PM  
Salon C

Session: CONCEPTS OF MEDIA ROLES IN PUBLIC  
OPINION

Presiding: Pamela J. Shoemaker  
Department of Journalism  
University of Texas

Papers:

✓ "Media agenda-setting and public  
opinion."

David Weaver  
School of Journalism  
Indiana University

"'Deviance' as a predictor of  
attitudes toward the media."  
Pamela J. Shoemaker and Douglas  
Storey

Department of Journalism  
University of Texas

"Crime news and the educational role  
of the press."

David Pritchard  
School of Journalism & Mass  
Communication  
University of Wisconsin-Madison

"The search for information: How  
lawmakers use reporters."

Frederick Fico  
School of Journalism  
Michigan State University

Discussant: James S. Ettema  
School of Journalism & Mass Communi-  
cation  
University of Minnesota

3:30 PM  
Hampshire Room

MAPOR BUSINESS MEETING

4:00 PM  
TBA

MAPOR COCKTAIL PARTY