

MAPOR

1987 - 88

Midwest Association for
Public Opinion Research

Fourteenth Annual Conference

November 18 - 19, 1988
Chicago Knickerbocker

MAPOR

Midwest Association for Public Opinion Research

A Chapter of the American Association for Public Opinion Research

President:

Leo Jeffres
Cleveland State University

Past President:

David Weaver
Indiana University

Vice President/President Elect:

Cecille Gaziano
Consultant, Minneapolis

Program Co-Chairs:

Sharon Dunwoody
University of Wisconsin
and

Kimberly Neuendorf
Cleveland State University

Secretary/Treasurer:

Donna Rouser
Colorado State University

Conference Program

Friday, November 18

9:30 a.m. Registration begins

10:30 a.m. to noon

Session 1: Studying Journalists

Parlor EF

Chair: Vernone Sparkes, Newhouse School of Public Communications, Syracuse University

Ilya Adler and Phyllis Endrany, Department of Communications/Theater, University of Illinois at Chicago, "Rumors in the News Media"

Eric S. Fredin, Arthur L. Ranney and Patricia Moore, School of Journalism, Ohio State University, "Observing the Use of a Hypertext News Story"

Douglas M. McLeod and James K. Hertog, Department of Rural Sociology, University of Minnesota, "The Use of 'Public Opinion' by Reporters: Informal Cues for Public Perceptions of Protest Groups"

Discussant: David Weaver, School of Journalism, Indiana University

Session 2: Public Opinion and Politics

Parlor J

Chair: Diana Mutz, School of Journalism and Mass Communication and Department of Political Science, University of Wisconsin-Madison

William F. Griswold Jr., School of Journalism and Mass Communication, University of Georgia, and **Mary T. Rogus**, School of Journalism, University of Kentucky, "When the Ads Are the Only Message: Super Tuesday in Central Kentucky"

Mark Fenster, Department of Political Science, University of Wisconsin-Milwaukee, "The Impact of Campaign-Dependent Information on Voter Decision Making: The Case of Closeness"

Donna Rouser, Department of Technical Journalism, Colorado State University, "Motivation and Involvement in the 1988 U.S. Presidential Election Campaign: A Look at Some Specific Issues"

Discussant: Rick Perloff, Department of Communication, Cleveland State University

Saturday, November 19

8:45 to 10:15 a.m.

**Session 1: Methodological Issues
Parlor EF**

Chair: Robert P. Daves, Director of Polling and News Research, Minneapolis Star Tribune

Sameer Abraham, National Opinion Research Center (NORC), University of Chicago, "Field Interviewing in Poor, Multi-Cultural Urban Neighborhoods: Problems and Strategies for Coping with Large-Scale Surveys"

Paul J. Lavrakas and Richard A. Seltersten Jr., Northwestern University Survey Laboratory, "The Nature and Magnitude of Panel Attrition in Random-Digit-Dial Sampling"

Susan Rosenbaum, Lois Mock and Dennis Rosenbaum, Northwestern University Survey Laboratory, "Collecting Sensitive Data: A Comparative Assessment of Mail and Telephone Survey Methods"

Richard T. Cole, Department of Advertising, Michigan State University, and Barbara Everitt Bryant, Market Opinion Research, Detroit, "Elite Focus Groups: Refining a Regional Marketing Plan With Ideas Money Can't Buy"

Discussant: Dorothy Davidson Nesbit, DDB Needham, Chicago

**Session 2: Perspectives on Organizational Communication
Parlor J**

Chair: Donna Charron, Decision Research Corporation, St. Louis

Jean Dobos, Leo Jeffres and David Voelker, Department of Communication, Cleveland State University, "Communication and Organizational Commitment: A Test of the Fishbein Model"

Nancy M. Somerick, Department of Communication, University of Akron, "An Investigation into How Effective Public Relations Practitioners Are in Serving as 'Early Warning Systems' for Their Organizations"

Jean Dobos, Department of Communication, Cleveland State University, "A Uses and Gratifications Study of Channel Choices in Organizations: Is There a Fax in Your Future?"

Discussant: Charmaine Wilson, London House, Inc., Chicago

Saturday, November 19

10:30 to noon

**Session 1: Analyzing the 1988 Elections: What the Polls Tell Us
Parlor EF**

Panel moderator: M. Mark Miller, College of Communication, University of Tennessee

Panelists:

David Axelrod, President, Axelrod and Associates, Chicago

Gary A. Ferguson, Vice President, American Viewpoint, Reston, VA

Robert E. Hurd, Project Manager, Media and Opinion Research, Gordon S. Black Corp., Washington, DC

Arthur H. Miller, Professor of Political Science and Director of the Social Science Research Institute, University of Iowa

**Session 2: Public Opinion and Health and Safety Issues
Parlor J**

Chair: William Elliott, School of Journalism, Southern Illinois University

John R. Finnegan Jr., School of Public Health; K. Viswanath, School of Journalism and Mass Communication; Phyllis Pirie, School of Public Health; and James K. Hertog, School of Journalism and Mass Communication, University of Minnesota, "Diffusion of News On Health Programmes"

Jian Yang, Department of Journalism, University of Texas at Austin, "How Does the Public Learn About AIDS?"

Walter Gantz, Department of Telecommunications, Indiana University, "Adolescents and Seat Belt Use"

Discussant: Marijean Suelzle, Family Development Associates, Inc., Chicago

Lunch on your own

Saturday, November 19

1:30 to 3 p.m.

Session 1: What Should We Do With All These Data on Newspaper Publishing?

Parlor EF

Panel moderator: William B. Blankenburg, School of Journalism and Mass Communication, University of Wisconsin-Madison

Panelists:

Don Beelow, Director of Research, The Inland Daily Press Association, Park Ridge, IL

Steve Lacy, Assistant Professor of Journalism, Michigan State University

Jim Huckle, President, Huckle Publishing Co., Faribault, MN

Session 2: Measurement Issues

Parlor J

Chair: Steve Everett, School of Journalism and Mass Communication, University of Colorado

Cecilia Gaziano, Research Solutions, Inc., Minneapolis, "Media Dependency Measurement Issues"

Jack M. McLeod, Zhongdang Pan and Dianne M. Rucinski, School of Journalism and Mass Communication, University of Wisconsin-Madison, and Jerry M. Kosicki, School of Journalism, Ohio State University, "The Use of Open-Ended Questions in Measuring Audience Cognitive Structures in a Survey Setting"

M. Mark Miller, College of Communications, University of Tennessee, "Verbatim Pro"

Discussant: James Danowski, Department of Communications/Theater, University of Illinois at Chicago

Saturday, November 19

3:15-4:45 p.m.

Session 1: Theoretical Issues in Communication Research
Parlor EF

Chair: Garrett J. O'Keefe, Department of Agricultural Journalism, University of Wisconsin-Madison

Kim Smith, School of Mass Communication, Bowling Green State University, "Family Socialization and Public Affairs Media Predictors of Partisan Orientations"

Carolyn A. Lin, Department of Radio-Television, Southern Illinois University, "Relations Among Audience Activity, Exposure and Satisfaction"

David P. Fan, Department of Genetics and Cell Biology, and Albert R. Tims, School of Journalism and Mass Communication, University of Minnesota, "The Dynamics of Media Influence on Public Opinion: Ideodynamic Theory and Methodology"

Discussant: Ed Fink, Department of Communication Arts and Theater, University of Maryland

Session 2: The Spiral of Silence Theory

Parlor J

Chair: Leo Jeffres, Department of Communication, Cleveland State University

J. David Kennamer, School of Mass Communications, Virginia Commonwealth University, "Self-Serving Biases in Perceiving the Opinions of Others: Implications for the Spiral of Silence"

Tony Rimmer, Department of Communications, California State University, Fullerton, "Pluralistic Ignorance and the Spiral of Silence: Issue Specificity and the Role of Communication"

Kurt Neuwirth, School of Journalism and Mass Communication, University of Wisconsin-Madison, "Noelle-Neumann and Spirals of Affect and Behavioral Intention"

Vincent Price, Institute for Social Research, University of Michigan, "Opinion Spirals, Silent and Otherwise: Applying Small Group Research to Mass Opinion Phenomena"

Discussant: Charles Salmon, School of Journalism and Mass Communication, University of Wisconsin-Madison

4:45 to 5:15 p.m.: MAPOR business meeting

Parlor EF

Presiding: Leo Jeffres, MAPOR president

5-6:30 p.m.: Cocktails in Parlor AB

Cash bar