

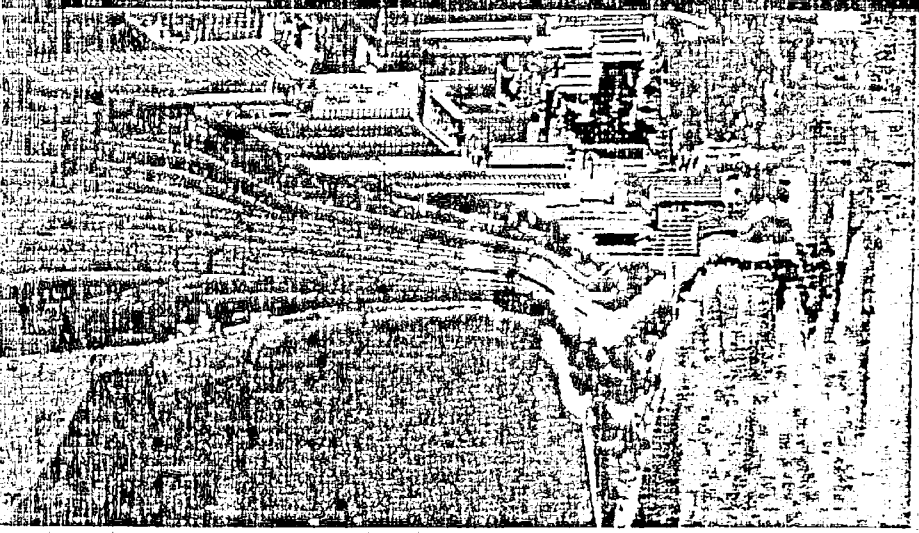
MAPOR

Jane Weaver

Midwest Association for Public Opinion Research

Annual Conference
November 17-18, 1989

The Drake, Chicago



MAPOR Conference Program--1989
The Drake Hotel
Chicago, IL

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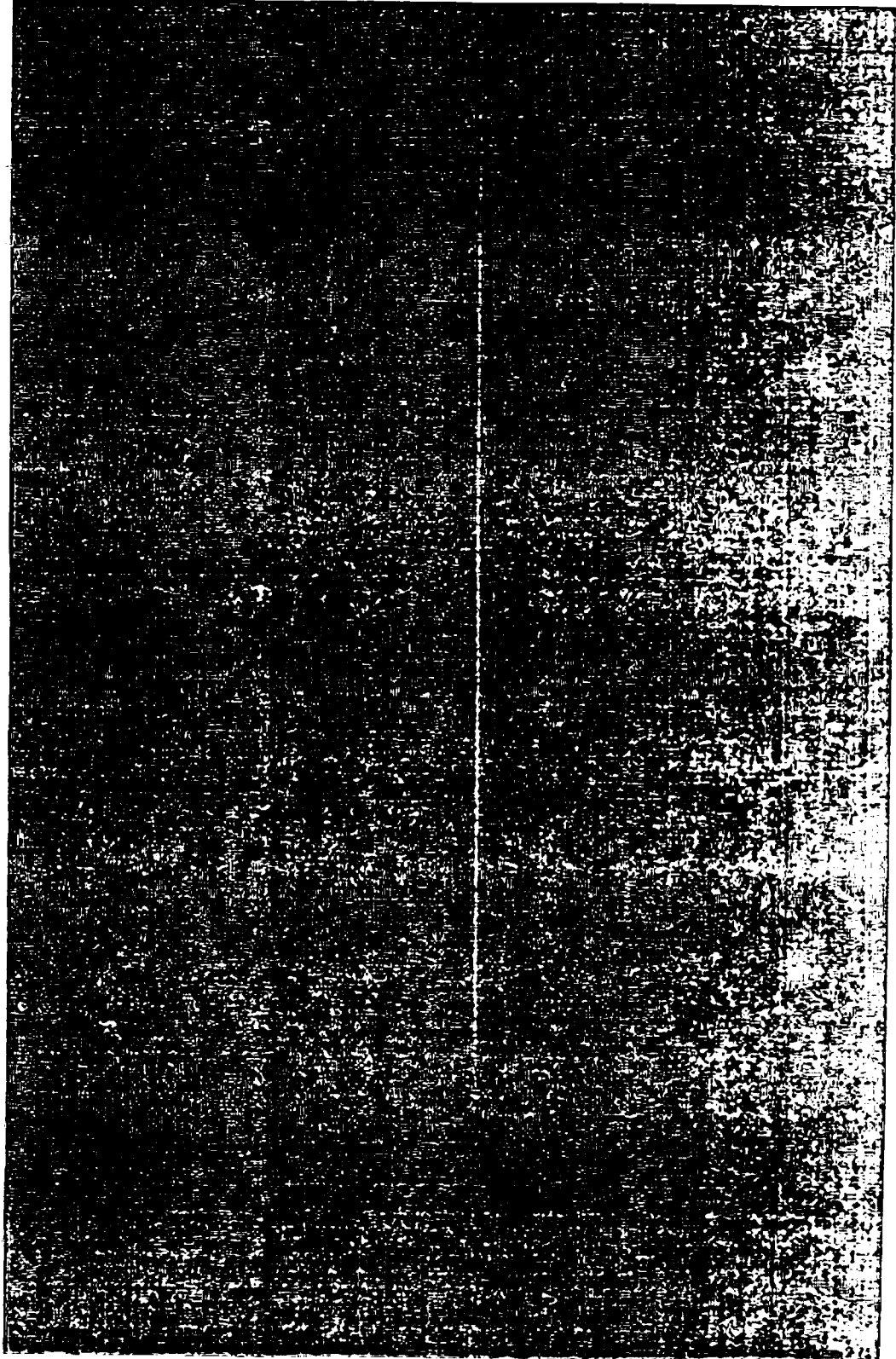
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MAPOR

Midwest Association for Public Opinion Research

A Chapter of the American Association for Public Opinion Research

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MAPOR Conference Program--1989
The Drake Hotel
Chicago, IL

Friday, November 17

8:15 a.m. Registration begins; Coffee and rolls
Michigan & Huron Rooms

8:45 a.m. to 10:15 a.m.

Session 1: Persuading the Public--Health & Medical Information Campaigns
Michigan Room

Chair: George Balch, School of Business, Aurora University

Stephen E. Everett, School of Journalism and Mass Communication, University of Colorado at Boulder, "Lay Audience Response to Prescription Drug Advertising"

Stanley S. Robin, Department of Sociology, Western Michigan University, "Public Opinion Toward the Human Use of Recombinant DNA Medical Therapy: General and Special Publics"

Phillip J. Tichenor, Department of Journalism and Mass Communication, Clarice N. Olien, Department of Rural Sociology, & George A. Donohue, Department of Sociology, University of Minnesota, "Knowledge Gaps and Smoking Behavior"

M. Mark Miller, College of Communication, University of Tennessee, H. Allen White, Kansas State University, & Jeff Boone, College of Communication, University of Tennessee, "Reports of Persuasive Cues--Need for Cognition and Self Report of What Makes Messages Persuasive"

Discussant: Edward L. Fink, Department of Speech Communication, University of Maryland

Session 2: New Twists in the Spiral of Silence
Huron Room

Chair: James Brentar, Department of Communication, Cleveland State University

Ruth Morgan Raffaelli, Department of Communication, Cleveland State University, "The Mass Communication Media, Social Change, and the Spiral of Silence"

Shirley Hsiu-hui Sun & Charles T. Salmon, School of Journalism, University of Wisconsin-Madison, & Diane Rucinski, University of Iowa-Iowa City, "Roles of Hardcores in the Spiral of Silence Theory"

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

Discussant: Donna Rouser, Department of Technical Journalism, Colorado State University

Friday, November 17

10:30 a.m. to 12:00 noon

Session 1: Public Perceptions--Their Creation and Effects
Michigan Room

Chair: Richard Perloff, Department of Communication, Cleveland State University

Doyle A. Graber, Department of Political Science, The University of Illinois at Chicago, "Turning Good Guys Into Bad Guys, and Vice Versa: The Transformation of Leader Images"

Gerald M. Kosicki, School of Journalism, The Ohio State University, "Public Images of the Mass Media: Effects on Political Cynicism"

Thomas J. Johnson, School of Journalism, Southern Illinois University, "Critical Events: The Missing Link in Generational Research"

Discussant: G. Blake Armstrong, Department of Communication Arts, University of Wisconsin-Madison

Session 2: Closing the Gap Between Social Science Research and Public Policy Making
Huron Room

Chair: Steve Everett, School of Journalism & Mass Communication, University of Colorado at Boulder

Janet I. McConeghy, Public Opinion Laboratory, Social Science Research Institute, Northern Illinois University, & Gary L. McConeghy, College of Education, Northern Illinois University, "A Survey of Graduates and Parents Evaluating Local High School Programs and Priorities"

J. David Kennamer, School of Mass Communications, Virginia Commonwealth University, & Judy Bradford, Survey Research Laboratory, Virginia Commonwealth University, "Public Opinion Polling for Public Policy: Motivations and Uses"

Susan M. Rosenbaum, Northwestern University Survey Laboratory, "Survey Research and Knowledge Utilization in a Local Public Policy Setting: A Case Study of the Process"

Discussant: Robert Hurd, Ph.D., Media & Opinion Research, Gordon S. Black Corp., Washington, DC

2

Friday, November 17

12:00 noon to 1:30 p.m.

Luncheon
Superior Room

Presiding: Cecilia Gaziano, MAPOR President

Speaker: Margaret Gottlieb, Director of State Government Affairs, Direct Marketing Association, Washington, DC. "A State-by-State Update on State Legislative Attempts to Regulate and Restrict Polling and Telemarketing"

MAPOR Fellow Recipients: George A. Donohue, Clarice N. Ollen, and Phillip J. Tichenor, University of Minnesota

1:45 to 3:15 p.m.

Session 1: News, Debates and Polls: What the Media Say About Presidential Elections
Michigan Room

Chair: David Axelrod, Axelrod & Associates, Chicago, IL

Michael W. Traugott, Institute for Social Research, University of Michigan, & Roberta Rusch, Institute for Social Research, University of Michigan, "Understanding the Proliferation of Media Polls and Campaign Coverage"

David P. Fan, Department of Genetics and Cell Biology, University of Minnesota, & Carol L. Shaffer, Department of Genetics and Cell Biology, University of Minnesota, "Similarities in Coverage Among Different Newspapers and Wire Services for the Bush-Dukakis Presidential Race of 1987-1988"

James M. Bernstein, School of Journalism, Indiana University, James B. Lemert, School of Journalism, University of Oregon, Darl J. Nestvold, School of Journalism, University of Oregon, William R. Elliott, School of Journalism, Southern Illinois University, & William L. Rosenberg, Drexel University Survey Research Center, "TV News and Presidential Debate Verdicts: A Comparative Study of Network Newscasts 1976-1988"

William R. Elliott, William L. Rosenberg, James B. Lemert, James M. Bernstein, Karl J. Nestvold, with Jayanthi Sothirajah, School of Journalism, Southern Illinois University, "The 1988 Presidential and Vice Presidential Debates: A Time-Series Analysis of the Influence of Debate Exposure and Media Interpretations on Candidate Evaluations"

William L. Rosenberg, William R. Elliott, James B. Lemert, Karl J. Nestvold, James M. Bernstein, with Michael Krippendorf, Drexel University Survey Research Center, "Debates in the Eyes of the Audience: Evaluations of the Presidential and Vice Presidential Debates as Political Institutions"

Discussant: Paul Lavrakas, Northwestern University Survey Lab

3

Friday, November 17

1:45 p.m. to 3:15 p.m., cont'd.

Session 2: Small Research--Two Birds, One Stone
Huron Room

Panel Discussion

Panelists:

Raymond Oldakowski, Ph.D., Survey Research Laboratory, University of Illinois

Diane O'Rourke, Survey Research Laboratory, University of Illinois

John Vidmar, Market Facts, Inc.

Woody Carter, NORC, University of Chicago

3:30 p.m. to 5:00 p.m.

Session 1: Tough Topics and Problematic Populations--Reaching and Measuring Them
Michigan Room

Chair: Sameer Abraham, NORC, University of Chicago

Patricia M. Henderson & O. Susan Butler, Survey Research Associates, Inc., St. Louis, MO, "Mission Impossible"

Benjamin J. Bates, Institute for Communications Research, School of Mass Communications, Texas Tech University, & Michael V. Smith, College of Journalism, University of Maryland, "The People in People Meter Ratings: Looking for Systematic Sampling Error"

Timothy P. Johnson, Survey Research Laboratory, James G. Hougland, & Robert W. Moore, Survey Research Center, University of Kentucky, "Sex Differences in Reporting Substance Use: A Comparison of Interview Methods"

Kenneth A. Rasinski, NORC, The University of Chicago, "How Seriously Should We Take Children's Judgments About the Seriousness of Problems in their Schools? A Method for Investigating the Validity of Survey Responses"

Discussant: Mary O'Brien, Scientific Surveys International, Chicago, IL

4

Friday, November 17

3:30 p.m. to 5:00 p.m., cont'd.

Session 2: Opinion Research in Organizations and the Workplace
Huron Room

Chair: Barbara J. Brayack, Department of Communication, Cleveland State University

Roger Shoemaker, Department of Political Science, Western Michigan University, "Studying Organizations Through Surveys: Corporate Culture, Corporate Structure, and Personnel Policies"

James D. King, Vida J. Anderson, Keeley I. Taylor, & Helman S. Robin, Department of Political Science, Western Michigan University, "Studying Organizations Through Surveys: PAC Organizations in Tennessee and Michigan"

Leo H. Jeffrey & Jean Dobos, Department of Communication, Cleveland State University, "Entrepreneurship and Communication"

J.H. Zhu, School of Journalism, Indiana University, "Perception of Wage Reform and Career Shift: A Survey of Chinese Government Employees"

Paul J. Lavrakas & Jack K. Holley, Medill School of Journalism and Northwestern University Survey Laboratory, "Media Executives and Media Management Training"

Discussant: Donna Charron, Decision Research Corp., St. Louis, MO

5:00 p.m. to 6:00 p.m. Social Hour & Cocktail Reception
Superior Room

HOSTS:

Computer Assisted Survey Systems

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Northern Illinois University Public Opinion Laboratory

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University of Illinois Survey Research Laboratory

MAJOR Presidents Dinner--To be arranged; dutch; everyone welcome

5

Saturday, November 18

6

8:15 a.m. Registration begins; Coffee & rolls
Michigan & Huron Rooms

8:45 a.m. to 10:15 a.m.

Session 1: Declining Response Rates and How to Reverse Them
Michigan Room

Chair: Joey Reagan, Department of Communications, Washington State University

Stephen E. Everett & Shu-ling C. Everett, School of Journalism and Mass Communication, University of Colorado at Boulder, "Effects of Interviewer Affiliation and Sex upon Telephone Survey Refusal Rates"

Sameer Y. Abraham, NORC, The University of Chicago, "Reversing the Trend Toward Declining Completion Rates in Major Urban Centers: The Chicago Urban Survey as a Case Study"

Katherine Bischoff, Institute for Social Research, University of Michigan, "An Evaluation of Interviewer Debriefing in Survey Pretests"

Discussant: Peter Miller, Northwestern University

Session 2: Community Ties and Media Use
Huron Room

Chair: Cecille Gaziano, Research Solutions, Inc., Minneapolis, MN

Lyn Stanley-Balesky, Department of Advertising, Michigan State University, & Tony Rimmer & Fred Zandpour, Department of Communications, California State University-Fullerton, "Acculturation and Community Ties as Indicators of Hispanic Newspaper Use in a Southern California City"

Dan Berkowitz, School of Journalism and Mass Communication, University of Iowa, "Community Ties, Communication, and Political Alienation in Seven Midwestern States"

K. Viswanath, John R. Finnegan Jr., & John Potter, School of Public Health, University of Minnesota, "Community Ties and Use of Newspapers and Cable TV in a Rural Midwest Town"

Sabrina Richman Goodson, School of Journalism, University of North Carolina-Chapel Hill, & Mary Alice Sentman, School of Journalism, University of North Carolina-Chapel Hill, "Ethnicity: Hispanic Myths and Public Opinion--Origins and Changing Perceptions"

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

Saturday, November 18

7

10:30 a.m. to 12:00 noon

Session 1: Academic vs. Commercial Research Suppliers--What They Can Learn from Each Other
Michigan Room

Panel Discussion

Moderator: Donna Rouner, Ph.D., Department of Technical Journalism, Colorado State University

Panelists:

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

Robert Hurd, Ph.D., Project Manager, Gordon S. Black Corp., Washington, DC

Gary A. Ferguson, Vice President, American Viewpoint, Inc., Alexandria, VA

M. Mark Miller, Ph.D., College of Communication, University of Tennessee, Knoxville, TN

Session 2: Issues in Media Use and Communication Patterns
Huron Room

Chair: Shu-ling C. Everett, Center for Mass Media Research, School of Journalism & Mass Communication, University of Colorado at Boulder

Judith M. Buddenbaum, Department of Technical Journalism, Colorado State University, "Religion and Mass Media Use During the 1988 Presidential Election Campaign"

Lee B. Becker & Pamela J. Creeden, School of Journalism, Ohio State University, "Coming to Grips with Sports Viewing on Television: Conceptual and Methodological Work on Motivations for Watching Sports"

Dan Drew & David Weaver, School of Journalism, Indiana University, "Media Attention, Media Exposure, and Media Effects"

Robyn Patric Chair, Department of Communication, Cleveland State University, & James Mignerey, Kent State University, "Symbolic Divergence with Respect to the Recent Supreme Court Ruling on Flag-Burning: Are Two Fantasy Camps Developing Based on the Communication Traits of Apprehension and Argumentativeness?"

Discussant: Steve Swindel, American Medical International, Beverly Hills, CA

Saturday, November 18

8

12:00 noon to 1:30 p.m. Lunch on your own

1:45 p.m. to 3:15 p.m.

Session 1: Public Knowledge about AIDS
Michigan Room

Chair: Steve Swindel, American Medical International, Beverly Hills, CA

David P. Fan & Carol L. Shaffer, Department of Genetics and Cell Biology, University of Minnesota, "Opinion Survey Using Open Ended Essays and Computer Content Analysis: College Students' Knowledge of AIDS"

Vincent Price & Mei-Ling Hsu, Institute for Social Research, University of Michigan, "Factors Underlying Public Opinion on AIDS-Related Issues: An Analysis of Predictors of Knowledge, Concern and Policy Preferences"

Richard H. Perloff, George B. Ray, Gary R. Petkey, & Barbara J. Brayack, Department of Communication, Cleveland State University, "An AIDS Information Campaign to Reach Intravenous Drug Users: Research Perspectives and Communication Issues"

William F. Gritswold Jr., College of Journalism and Mass Communication, University of Georgia, "Media, Messages and AIDS: What Audience Members Recall"

Discussant: Sharon Dunwoody, School of Journalism and Mass Communication, University of Wisconsin-Madison

Session 2: Setting the Media Agenda--What Makes the News and Why
Huron Room

Chair: David Weaver, School of Journalism, Indiana University

David Pritchard, School of Journalism, Indiana University, & Dan Berkowitz, School of Journalism and Mass Communication, University of Iowa, "The Relationship Between the Front Page and the Editorial Page: Intra-Medium Agenda Setting in 10 American Newspapers from 1948 to 1978"

Phillip Gaunt, School of Journalism, Indiana University, "Factors Affecting Foreign News Selection"

Wayne Wanta, School of Journalism, Southern Illinois University, "The President as a Potential Source of the News Media Agenda"

H. Mark Miller, David Fowler, & Jeff Boone, College of Communication, University of Tennessee, "Emergence of Greenhouse Effect on the Issue Agenda: A News Stream Analysis"

Discussant: Lee Becker, School of Journalism, Ohio State University

Saturday, November 18

9

3:30 p.m. to 5:00 p.m.

Session 1: Media Use and Images, Issues, and Voting
Michigan Room

Chair: Gary R. Petkey, Department of Communication, Cleveland State University

Lawrence J. Mullen, Communication Studies Department, University of Iowa, "Media Use, Issue Ignorance, Image Neutrality, and Intention to Participate in the Iowa Caucuses"

Se-Wen Sun, School of Journalism and Mass Communication, University of Wisconsin-Madison, "For What They Vote? Media Influences on Issue Voting in the 1984 Election Campaign"

Jack M. McLeod, Zhongdang Pan, & Se-Wen Sun, School of Journalism and Mass Communication, University of Wisconsin-Madison, "Knowing, Feeling, and Voting in the 1988 Presidential Election"

Hollis A. Semetko, Department of Communication, University of Michigan, & Julio Borquez, Department of Political Science, University of Michigan, "Mass Media and the Shaping of Candidate Evaluations: Evidence from the 1988 French Presidential Campaign"

Discussant: Barbara Barden, University College, Loyola University

Session 2: Information Technology and the Shaping of our Media Future
Huron Room

Chair: Kim Neundorff, Department of Communication, Cleveland State University

Robert LaRose, Department of Telecommunication, Michigan State University, & David J. Atkin, Department of Radio-Television, Southern Illinois University, "Audience Demand for Phone-Based Information Technologies"

Vernone Sparkes, S.I. Newhouse School of Public Communication, Syracuse University, "The Impact of Cable Television on Public Television"

Catolyn A. Lin, Department of Radio-Television, Southern Illinois University, "Household Communication Patterns in the Home Video Culture"

Joey Reagan, Department of Communications, Washington State University, "Technology Adoption: Is Satisfaction the Best Predictor?"

Discussant: Eric Fredin, School of Journalism, Ohio State University

5:00 p.m. to 5:30 p.m. Business Meeting
Michigan Room

5:30 p.m. to 6:30 p.m. Social Hour & Cocktail Reception
Parkside Room

HOSTS:

Computer Assisted Survey Systems
DDB Needham Worldwide
Market Opinion Research
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