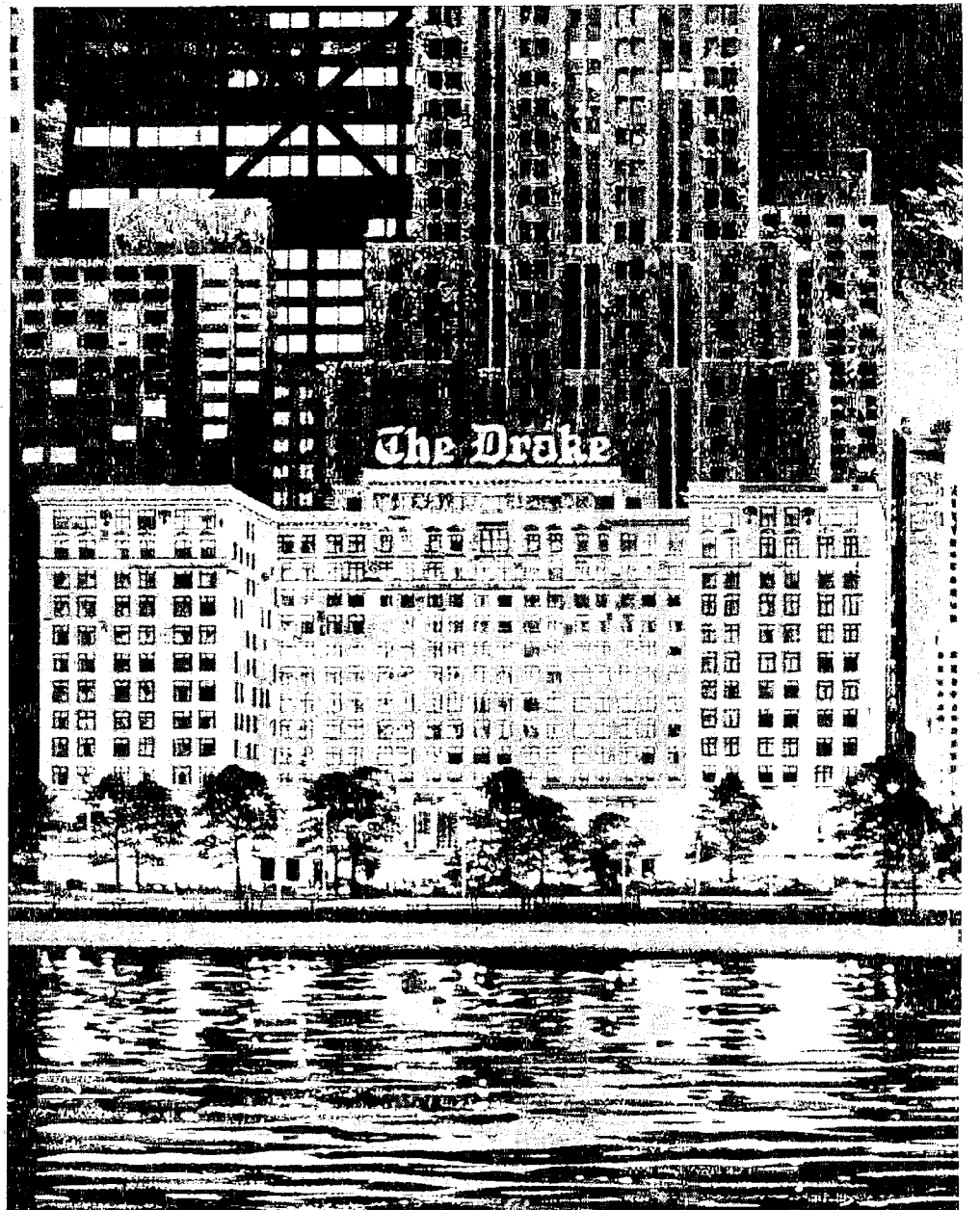


MIAPOR 1990

**Midwest Association
For Public Opinion Research
Annual Meeting
November 16-17, 1990
The Drake
Chicago**



1990 MAPOR CONFERENCE PROGRAM
MIDWEST ASSOCIATION FOR PUBLIC OPINION RESEARCH

FRIDAY, November 16

8:15 a.m. Registration Begins

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

SESSION 1: Race, Socialization and Interactions with Mass Media

Chair: Shu-Ling Everett, University of Colorado, Boulder.

"Racial differences in evaluations of the mass media," by Lee B. Becker, Gerald Kosicki, and Felecia Jones, Ohio State University.

"Race and media reliance: "Videomalaise revisited," by Tony Rimmer, Cal State, Fullerton.

"Television and the values socialization: A symbolic interactionist perspective," by Greg Alan Boiarsky and Janie M. Harden, University of Wisconsin, Madison.

Discussant: David Atkin, Cleveland State University.

SESSION 2: Increasing Survey Response and Accuracy

Chair: Mary Utne O'Brien, Senior Analyst, Scientific Surveys International, Chicago.

How can you get most for the money?

"Is there a 'best' time to call?" by Janet I. McConeghy and Gary L. McConeghy, Northern Illinois University, Dekalb.

8-13% answering machines in use

"You know what to do at the sound of the beep, but do public opinion researchers?" by Rob Daves, Assistant Managing Editor for News Research, Minneapolis Star Tribune.

78% vs. 68% completed interviews (message no. vs. message greeting)

could give RS a toll-free number to call

"Effects of household composition on consistency of income reporting," by Kathleen Carr and Karen C. Snyder, Ohio State University.

(more adults = less consistent income reporting) - 35% of sample!

Discussant: Sameer Y. Abraham, Senior Survey Director, NORC, Social Science Research Center, University of Chicago.

What about to households over them.

Should ask members of each person (enumerate them) to get accurate responses

FRIDAY, November 16

10:30 a.m. to 12 noon

SESSION 1: The Credibility of Pollsters and Journalists

Chair: Vernon Sparkes, Syracuse University.

"Perceptions of poll data quality: prior expectations and the disclosure of methods," by Daniel Merkle, Northwestern University.

"Do 'instant polls' hit the spot?" by Benjamin J. Bates and Mark D. Harmon, Texas Tech University, Lubbock.

"Journalistic and scientific credibility in the face of conflicting information: Who trusts what from whom?" by Margaret Andreasen and Garrett J. O'Keefe, University of Wisconsin, Madison.

Discussant: David Weaver, Indiana University.

SESSION 2: The Importance of (Getting) Satisfaction

Chair: K. Vishwanath, Ohio State University.

"The erosion of network television audiences: Audience opinion of programs and services." by Stephen E. Everett, University of Colorado, Boulder.

"Assessing the relationship between hospital employee satisfaction and patient satisfaction," by Steven H. Swindel, Hermosa Beach, CA.

"An exploration of subscriber satisfaction with cable rates and service," by David Atkin, Cleveland State University.

Discussant: Cecilie Gaziano, President, Research Solutions, Inc., Minneapolis.

FRIDAY, November 16

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

LUNCHEON

Presiding: Sharon Dunwoody, MAPOR President

Speaker: Warren Mitofsky, Executive Director, Voter Research and Surveys. "An Inside View of Exit Polling and Network Election Coverage -- 1990 and Beyond."

MAPOR Fellow Award Recipient: Jack McLeod, University of Wisconsin, Madison.

1:45 to 3:15 p.m.

SESSION 1: The Effects of Chain Ownership on Newspapers

Chair: Rob Daves, Assistant Managing Editor for News Research, Minneapolis Star Tribune.

"Chain ownership and emphasis on profits and product quality at U.S. daily newspapers," by David Pearce Demers, University of Minnesota.

"Public Ownership of newspaper corporations: a cause in search of effects," by William B. Blankenburg, University of Wisconsin, Madison and Gary Ozanich, Prudential-Bache Capital Funding, New York.

Discussant: George Everett, University of Tennessee.

SESSION 2: The Public's Opinion on Contemporary Issues

Chair: Sharon Dunwoody, University of Wisconsin, Madison.

"Behaviors and attitudes toward environmental issues in the Chicago metropolitan area," by Sandra L. Bauman and Justine H. Lovig, Northwestern University Survey Laboratory.

"Elite and general public perceptions of the economic quality of life," by Jean Dobos and Leo W. Jeffres, Cleveland State University.

"Public opinion on right-to-die issues," by Neva Nahan, Center for Urban Studies, Wayne State University, Detroit.

"Public attitudes and perceptions regarding alcoholic beverage health warning labels," by David Martin, Texas Tech University, Lubbock.

Discussant: George Balch, Aurora University, Aurora, IL.

FRIDAY, November 16

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

SESSION 1: Sources and Influence of Campaign Coverage

Chair: Paul Lavrakas, Medill School of Journalism and Northwestern University Survey Laboratory, Evanston.

"The presidential and vice-presidential debates of 1988: Their influence on the public's perceptions of the candidates," by William R. Elliott and Jayanthi Sothirajah, Southern Illinois University with James B. Lemert and Karl J. Nestvold, University of Oregon, William L. Rosenberg, Drexel University, and James Bernstein, Indiana University.

"Use of satellite newsgathering technology by local TV news to cover the 1988 presidential campaign," by James M. Bernstein, Indiana University.

"Campaign imagery: How are campaigns for the presidency depicted by the New York Times?" by Lawrence J. Mullen, University of Iowa.

Discussant: Nick Panagakis, President, Market Shares Corp., Mt. Prospect, IL.

SESSION 2: The Measurement and Marketing of Perceptions

Chair: George Balch, Department of Marketing, Aurora University, Aurora, IL.

"Perceptual mapping without bias," by Betsy Goodnow, President, Market ACTION Research Software, Chicago and Michael R.E. Normile, Michael Normile Marketing, Inc., New York.

"Psychographic market segmentation for communicating the benefits of changing environmental behavior," by Robert E. Hurd, President, Apogee Market Strategies, Bethesda, MD.

"Film genre: Matching audience expectations with critical assessments," by Leo Jeffres, Kim Neuendorf and Dennis Giles, Cleveland State University.

Discussant: M. Mark Miller, University of Tennessee, Knoxville.

5:00 p.m. to 6:00 p.m.

SOCIAL HOUR AND RECEPTION

SATURDAY, November 17

8:15 a.m. Registration Continues

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

SESSION 1: Newspaper Readership: Research Methods and Results

Chair: David Pearce Demers, University of Minnesota.

"A new methodology for media time use studies: Using the time diary in a telephone survey," by Mary K. Latham, Texas Tech University.

"The extent and nature of readership of Chicago dailies," by Paul J. Lavrakas, Medill School of Journalism and Northwestern University Survey Laboratory, Evanston.

"Linking reader and journalist: having readers interpret news by constructing stories," by Eric Fredin, Tracy Tabaczynski and Sharon West, Ohio State University.

Discussant: Hazel Reinhardt, Vice President for Market Development, Cowles Media, Inc.

SESSION 2: Changing Attitudes in a Changing World

Chair: Lars Willnat, Indiana University, Bloomington.

"Attitudes about Germany in an age of transition: the impact of media attentiveness," by Holli A. Semetko, University of Michigan, Wolfgang Gibowski, Forschungsgruppe Wahlen (FGW) and University of Mannheim, and Joanne Bay Brzinski, University of Michigan.

"Support and opposition for political reform in the Soviet Union," by Arthur H. Miller, University of Iowa.

"Support for European integration: The dynamics of achieving consensus," by Barbara Bardes, Loyola University, Chicago.

Discussant: Lee Becker, Ohio State University.

SATURDAY, November 17

10:30 a.m. to 12 noon

SESSION 1: The Election Mandate of 1990; The Polling Agenda for 1992

Moderator: Robert Hurd, President, Apogee Market Strategies, Bethesda, MD.

Panelists: Gary Ferguson, Vice President, American Viewpoint, Inc., Alexandria, VA.

Diane T. Feldman, Vice President, Feldman-Lester Associates, Inc., Washington, D.C.

Joanna Firestone, Assistant City Editor, The Detroit News.

Rob Daves, Director, The Minnesota Poll, Minneapolis Star Tribune.

Arthur Miller, Director, Iowa Social Science Institute, Iowa City.

Paul Lavrakas, Medill School of Journalism and Northwestern University Survey Laboratory, Evanston.

SESSION 2: Experiences from the Field

Chair: Nancy Davenport, Fieldwork Manager, Minnesota Center for Survey Research.

"Call if you fall," by O. Susan Butler and Patricia Henderson, Survey Research Associates, Inc., St. Louis.

"Point of entry survey distribution: Distributor boredom and quality control," by Ward Kay, Center for Urban Studies, Wayne State University, Detroit.

"Surveys for program evaluation: Development and pilot experiences," by Ellen M. Dran and Matthew Wetstein, Center for Government Studies, Northern Illinois University, DeKalb.

Discussant: Ken Rasinski, Survey Director, NORC, University of Chicago.

12 Noon to 1:30 p.m.

LUNCH -- ON YOUR OWN

SATURDAY, November 17

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

SESSION 1: The Effects of Mass Media

Chair: Jerry Kosicki, Ohio State University.

"The Media and the Fate of the Medicare Catastrophic Coverage Act," by David P. Fan and Lois Norem, University of Minnesota.

— "Media mix and the metro-nonmetro knowledge gap: Information deprivation in an information age?" by C.N. Olien, G.A. Donohue and P.J. Tichenor, University of Minnesota.

"Mass media and voting decisions," by Lars Willnat, Indiana University, Bloomington.

Discussant: Z. Pan, Cornell University, Ithaca, NY.

SESSION 2: The Selection and Consequences of News Content

Chair: Steve Everett, University of Colorado, Boulder.

"Issue salience and public opinion: Are there consequences of agenda-setting?" by David Weaver, Indiana University.

"Formula news treatment of terrorist events: Implications for network news audiences," by Tony Atwater, Michigan State University, East Lansing.

"The differing effects of hard news and features frames in the agenda-setting process," by Wayne Wanta, Southern Illinois University, Carbondale. *(Memorial presentation might influence agenda-setting)*

"Content duplication and crime coverage in competing local newscasts," by Roger D. Haney and John Dillon, Murray State University, Murray, KY.

Discussant: Blake Armstrong, University of Wisconsin, Madison.

*in Nashville TN
3 network affiliations*

SATURDAY, November 17

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

SESSION 1: Where's the "Public" in Public Opinion Research?

Moderator: M. Mark Miller, University of Tennessee.

Panelists: Doris Graber, University of Illinois at Chicago.

Robert Wyatt, The Nashville Tennessean.

Susan Herbst, Northwestern University, Chicago.

Robert Hurd, Apogee Market Strategies, Bethesda, MD.

Vincent Price, Center for Political Studies, Institute for Social Research,
University of Michigan.

SESSION 2: Television: Why Viewers Watch and Non-Viewers Don't

Chair: David Atkin, Cleveland State University.

"Why people use the media during the pre-primary stage of presidential elections," by Tom Johnson with Mahmoud Mahmoud and Jayanthi Sothirajah, Southern Illinois University, Carbondale.

"Community ties and viewership of local, capital city and national television newscasts," by Judith M. Buddenbaum, Colorado State University, Fort Collins.

"Television gratifications and leisure behavior," by Donna Rouner and Judith M. Buddenbaum, Colorado State University, Fort Collins.

Discussant: Jim Webster, Radio/TV/Film, Northwestern University, Evanston, IL.

5:00 p.m. to 6:30 p.m.

MAPOR BUSINESS MEETING AND HAPPY HOUR

OFFICIAL 1990 MAPOR CONFERENCE SPONSORS

The members of MAPOR wish to acknowledge and thank the following organizations for their contributions toward the 1990 MAPOR Conference:

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A Chapter of the American Association for Public Opinion Research

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