

MAPOR 1992

**Midwest Association
for Public Opinion Research
Annual Meeting & Convention
November 20-21, 1992
Sheraton Plaza Hotel
Chicago**



**Midwest Association
for Public Opinion Research**

Annual Meeting and Conference

November 20-21, 1992

**Sheraton Plaza Hotel
160 E. Huron off North Michigan Ave.
Chicago**

MAPOR

Midwest Association for Public Opinion Research

A Chapter of the American Association for Public Opinion Research

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Garrett O'Keefe
University of Wisconsin

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November 1992

Fellow MAPOR Members and Friends of MAPOR:

My Co-Chair, Rick Perloff, and I were pleased with the record-setting number of submissions we received to the Call for Papers for this year's conference. However, our conference's growing popularity is not without "costs."

In the spirit of MAPOR, we opted to include as many papers and panels as we felt were qualified for presentation. As you will note from this year's program, this has stretched our space and time allotments beyond the experience of even last year's packed schedule. For example, there are several time slots during which three sessions run simultaneously. Furthermore, we felt it necessary to schedule some sessions to last only 60 minutes, whereas some others will last 105 minutes. Finally, due to the large number of papers in an already expanded program, we chose not to schedule discussants for many sessions in order to allow reasonable time for audience participation with presenters.

You may or may not like these changes, and we and future program planners need to hear from you regarding the size and format of the program. Please seek us out throughout the conference, and please try to attend the MAPOR business meeting on Saturday.

Rick and I would like to thank our colleagues on the MAPOR Executive Board for the guidance and assistance they provided to help make this year's conference a success. In particular, we appreciate the work of Garrett O'Keefe and Rob Daves in helping us to review this year's many submissions. We'd also like to thank Sophie Buchanan at the Northwestern University Survey Lab for her assistance with all aspects of scheduling the conference and, also, Sandy Bauman for her work in laying out and editing this year's printed program.

Thank you also for the opportunity to have served MAPOR as 1992 Program Chair.



Paul J. Lavrakas

OFFICIAL 1992 MAPOR CONFERENCE SPONSORS

The members of MAPOR wish to acknowledge and thank the following organizations for their contributions toward the 1992 MAPOR Conference:

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Conference Mini Program

<i>Time</i>	<i>Session</i>	<i>Room</i>
FRIDAY		
8:30 a.m.	Registration	Library
10:15 a.m.	Session 1: Political Communication	Hampshire
10:15 a.m.	Session 2: Social Issues	Salon C
12:00 p.m.	Lunch – Invited Speaker, Richard Morin, <i>Washington Post</i>	Salon B
1:45 p.m.	Session 3: Media Organizations, Journalists and Decision-Making I	Hampshire
1:45 p.m.	Session 4: Campaign '92, the Media and Political Participation I	Salon C
1:45 p.m.	Session 5: Media Effects I	Salon A
3:30 p.m.	Session 6: Campaign '92, the Media and Political Participation II	Salon C
3:30 p.m.	Session 7: Methodology I	Hampshire
3:30 p.m.	Panel 1: Research on Cities	Salon A
5:15 p.m.	MAPOR social hour	Library
SATURDAY		
8:00 a.m.	Registration	Library
9:00 a.m.	Session 8: Media Use	Salon C
9:00 a.m.	Session 9: Methodology II — Nonresponse and Noncoverage	Hampshire
9:00 a.m.	Session 10: Media Effects II	Salon A
11:00 a.m.	Session 11: Freedom of Press	Hampshire
11:00 a.m.	Session 12: Media Organizations, Journalists and Decision-Making II	Salon A
11:00 a.m.	Session 13: Race Relations and Racial Attitudes	Salon C
12:00 p.m.	Lunch – On your own	
1:30 p.m.	Session 14: Media Technologies	Hampshire
1:30 p.m.	Panel 2: Historical Perspectives on Public Opinion Research	Salon C
3:15 p.m.	Panel 3: Polls and Public Support for Freedom of Expression	Hampshire
3:15 p.m.	Session 15: Public Opinion and the Media	Salon C
5:00 p.m.	MAPOR Business Meeting	Salon A
5:30 p.m.	Social Hour and Cocktail Reception	Library

1992 MAPOR Conference Program
The Sheraton Plaza Hotel
160 E. Huron off North Michigan Ave.
Chicago, IL

Friday, November 20

8:30 A.M.-

5:00 P.M. Registration

Library

10:15 A.M. to 11:45 A.M.

Session 1: Political Communication

Hampshire

Chair: Fiona Chew, Syracuse University

"The Impact of Expertise and Affect on Political Information Processing," Mei-Ling Hsu,
University of Tulsa, and Vincent Price, ISR/ University of Michigan

"Changes in the Presidents' Images: Photographic Portrayals from 1945-1974," Lawrence
Mullen, University of Iowa

"Official News Sources and the Quality of Information," Ting-Yu Wang and Benjamin Page,
Northwestern University

"Polls, Race and the Horse Race: Newspaper Coverage of the 1989 Chicago and New York
Mayoral Elections," James Ettema and Limor Peer, Northwestern University

Discussant: Richard Perloff, Cleveland State University.

Session 2: Social Issues

Salon C

Chair: David Fan, University of Minnesota

"Catholic Opinion on Abortion: Trends and Nuances," Britto Berchmans and Charles Whitney,
University of Illinois-Urbana

"Comparing the Outspoken with the Silent During Operation Rescue's Campaign: Test of Spiral
of Silence," Lori Bergen, Wichita State University

"Attitude and Peer Cross Pressure: Adolescent Drug & Alcohol Use," Stanley Robin and Eric
Johnson, Western Michigan University

"Stability of Abortion Attitudes in the 1972-76 NES Panel," Matthew Wetstein, Northern
Illinois University

"Attitudes Toward and Experiences with Sexual Harassment in the Workplace," Paul Lavrakas,
Northwestern University

Friday, November 20

12:00 P.M. to 1:30 P.M. Lunch

Salon B

Speaker: Richard Morin, Director of Polling, *Washington Post*

1:45 P.M. to 3:15 P.M.

Session 3: Media Organizations, Journalists and Decision-Making I *Hampshire*

Chair: Sandra L. Bauman, Northwestern University

"Xinhua News Agency English Language Edition Before and After 1989 Student Demonstrations," Dandan Gao and Lei Wu, Southern Illinois University

"Local Influences and the Content of Chinese TV Advertising," Jyotika Ramprasad, Lei Wu and Dandan Gao, Southern Illinois University

— "Salience and Pertinence in Journalism Ethics," Allen White, Murray State University

"Educating Communicators: A Comparative Study of Journalism Around the World," Philip Gaunt, Lori Bergen and David Kamerer, Wichita State University

Discussant: Lee Becker, Ohio State University

1:45 P.M. to 3:15 P.M.

Session 4: Campaign '92, the Media and Political Participation I *Salon C*

Chair: Donna Rouner, Colorado State University

"Can 'Material Girl' Get Out the Young Vote? An Analysis of Celebrity Attributes Congruent with Political Participation," Fiona Chew and Abhilasha Mehta, Syracuse University

— "Predictions of the Bush-Clinton-Perot Race from the Press," David Fan and William Holoway, University of Minnesota

— "The Press and the Public Opinion Poll: Which is the Horse and Which is the Jockey in the Presidential Horse Race?" Thomas Johnson, Southern Illinois University

"Casting the First Stone: Press Coverage of Character in the 1992 Presidential Campaign," Hiram Sachs, Northwestern University

Discussant, J. David Kennamer, Virginia Commonwealth University

Friday, November 20

1:45 P.M. to 3:15 P.M.

Session 5: Media Effects I

Salon A

Chair, William Elliott, Southern Illinois University

"Attitudes and Issues During Desert Storm: A Test of Agenda-Setting," Roger Haney, Joe Hedges, and Allen White, Murray State University

"Media Framing of Public Opinion on Crime: Civil Liberties vs. Public Safety," Gerald Kosicki, K. Viswanath, and Eunkyung Park, Ohio State University

— "Examination of Contingent Conditions in the Agenda-Setting Process," Daniel Merkle, Northwestern University

— "Public Opinion About an Earthquake Prediction: Did News Media Make a Difference?" Ran Wei and David Weaver, Indiana University

3:30 P.M. to 5:00 P.M.

Session 6: Campaign '92, the Media, and Political Participation II

Salon C

Chair, Bill Rosenberg, Drexel University

— "Agenda-Setting and Issues in a 1992 Presidential Primary: Who's to Blame?" Donna Rouner, Judith Buddenbaum, and Yan Cui, Colorado State University

"Agenda-Setting by Religious Organizations in the 1992 Presidential Election Campaign," Judith Buddenbaum, Colorado State University, Ball State University

— "Problems of Character: Was It the Candidate or the Press?" Michael Traugott and Jennifer Means, ISR/ University of Michigan

"Coverage of Primary Elections: Effects of News Mix," Allen White, Robert Haney, and John Dillon, Murray State University

Session 7: Methodology I

Hampshire

Chair, Garrett O'Keefe, University of Wisconsin-Madison

"Investigating Responsiveness to Telephone Survey Questions," Katie Daily and Jack McLeod, University of Wisconsin-Madison

"Using Computer Assisted Self Interviewing (CASI)," Jennifer Dykema, Steven Blixt and Donald Camburn, ISR/University of Michigan

"Interviewer Effects on Self-Reported Substance Abuse Among the Homeless," Timothy Johnson and Jennifer Parsons, University of Illinois-Chicago

"When to Reach Who," Janet McConeghy, Gary McConeghy, and Robert Phillips, Northern Illinois University

"Trends and Characteristics of Households with Unlisted Numbers," James Wolf, University of Kentucky and Timothy Johnson, University of Illinois

Friday, November 20

3:30 P.M. to 5:00 P.M.

Panel 1: Research on Cities

Salon A

Organizer, Donna Card Charron, Card Charron Companies

"Rand Revisited," Donna Card Charron, Card Charron Companies

"City Images and Mass Media," Leo Jeffres and Jean Dobos, Cleveland State University

"Kids and the New Cleveland Campaign," Shelly Green

5:15 P.M. to 6:15 P.M.

MAPOR Social Hour

Library

Saturday, November 21

8:00 A.M.-

11:00 A.M. Registration

Library

9:00 A.M. to 10:45 A.M.

Session 8: Media Use

Salon C

Chair, Thomas Johnson, Southern Illinois University

"Cable Subscribers and the Coviewing of Televised Sports," Larry Collette, Southern Illinois University

"Grazing in the Wasteland: How Television is Not Watched," Shu-Ling Everett, University of Colorado

"Dimensions of Interest in Newspaper Readership Among College Students," Leo Jeffres and David Atkin, Cleveland State University

"Active Audience or Busy Audience? Media Attention Operationalized as Lack of Distractions," J. David Kennamer, Virginia Commonwealth University

"Transmission of Media Consumption Patterns from Parents to Children," Jon Miller and Linda Pifer, Chicago Academy of Sciences

"What People Get From the News: Shaping Rural Audiences Understanding of Agrarian Reform," Lulu Rodriguez, University of Wisconsin-Madison

Saturday, November 21

9:00 A.M. to 10:45 A.M.

Session 9: Methodology II -- Nonresponse and Noncoverage

Hampshire

Chair, Timothy Johnson, University of Illinois

"Techniques of Coping with Nonresponse Among Institutions and Institutional Populations," Sameer Abraham, NORC/University of Chicago

"Improving Mail Survey Error Rates: Total Design Method," Susan Anderson, Julie Rursch, Garrett O'Keefe and Peter Nowak, University of Wisconsin-Madison

"Debunking the Response Rate Myth: Reflections from Seven Mail Surveys," Dan Berkowitz, University of Iowa

"Interviewer Estimates of Refusers' Gender, Race and Age in Telephone Surveys," Sandra Bauman, Daniel Merkle, and Paul Lavrakas, Northwestern University

"Completion and Refusal Rates Among Hispanics Based on Caller Sex and Race," Jerry Hudson, Texas Tech University and Beth Olson, University of Houston

"Is Telephone Interviewing Good Enough When Researching Hispanics?" Luis Salces, UNIMAR, Inc. and Andrew Montgomery, University of Illinois

Session 10: Media Effects II

Salon A

Chair, Steve Everett, University of Colorado

"Cultivation Analysis: A Test of Two Hypotheses," Sandra Bauman, Northwestern University

"Bridging the Nutritional Knowledge Gap Via TV Programming and Interest Level," Fiona Chew, Syracuse University and Sushma Palmer, Georgetown University

"The Appeal of Stable News Anchors to Stable News Viewers," Mark Harmon and Benjamin Bates, Texas Tech University

"Learning from Newspapers, Network TV, and Channel One," Roger Haney, Joe Hedges, and Allen White, Murray State University

"Influence of TV News Reports on Subjective Reality of Stone's *JFK*," James Kelly, William Elliot, and John Byrd, Southern Illinois University

"Promoting Better Eating: The Case of 'Healthy Cookie'," Joey Reagan, Washington State University

Saturday, November 21

11:00 A.M. - 12:00 P.M.

Session 11: Freedom of Press

Hampshire

Chair, Julie Andsager, University of Tennessee

"African Views on Press-government Relations: A Q-Methodological Opinion Study of a Silent Public," Kingsley Harbor, Southern Illinois University

"Religiosity as a Predictor of Freedom of the Press Tolerance," Kenneth Loomis, University of Wisconsin-Madison

"Those Who Lack Ideas About Press Freedom," Jack McLeod and Kuang-yu Huang, University of Wisconsin-Madison

Session 12: Media Organizations, Journalists, and Decision-Making II

Salon A

Chair, Shu-Ling Everett, University of Colorado

"Effect of Organization Size on Job Satisfaction of Top Editors at U.S. Dailies," David Pearce Demers, University of Wisconsin-River Falls

"Mass Media Use by Community Newspaper Editors," G. Donohue, C. Olien, P. Tichenor, and D. Hindman, University of Minnesota

"The War Agenda of Major U.S. Newspapers," Frederick Fico, Linlin Ku, and Stan Soffin, Michigan State University

Session 13: Race Relations and Racial Attitudes

Salon C

Chair, Rob Daves, *Minneapolis Star Tribune*

"Whites' Support of Racial Equality Policies," Zhongdang Pan, University of Pennsylvania, and Gerald Kosicki, Ohio State University

"Race-related Perceptions of Blacks and Whites in an Integrated Suburb," Paul Lavrakas and Judith Schejbal, Northwestern University

"Opinions on the Causative Factors of the L.A. Riots," Judith Schejbal and Paul Lavrakas, Northwestern University

12:00 P.M. - 1:30 P.M.

Lunch (on your own)

Saturday, November 21

1:30 P.M. - 3:00 P.M.

Session 14: Media Technologies

Hampshire

Chair, Robert Wyatt, Middle Tennessee State University

"How Does Adoption of New Telecommunications Technologies Relate to Use of Print Media?"
David Atkin, Cleveland State University

"Audiotex as an Informational Medium: Public Uses and Perspectives," Garrett O'Keefe and
Barbara Sulanowski, University of Wisconsin-Madison

"Audio Information Services and the Electronic Media Environment," David Atkin, Cleveland State
University

"The Desirability and Likelihood of Occurrence of High Definition TV," Boonchai Hongcharu,
Syracuse University

Discussant, David Pearce Demers, University of Wisconsin - River Falls

Panel 2: Historical Perspectives on Public Opinion Research

Salon C

Organizer, Susan Herbst, Northwestern University

"Picturing Audiences," Rick Maxwell, Northwestern University

"Public Opinion and the Coming of the French Revolution," Sarah Maza, Northwestern University

"Opinion Polls in Historical Perspective," Susan Herbst, Northwestern University

3:15 P.M. to 4:45 P.M.

Panel 3: Polls and Public Support for Freedom of Expression

Hampshire

Organizer, M. Mark Miller, University of Tennessee - Knoxville, Syracuse University

Moderator, David Eason, Middle Tennessee State University

Jack McLeod, University of Wisconsin-Madison

Robert Wyatt, Middle Tennessee State University

Julie Andsager, University of Tennessee-Knoxville

Mark Miller, University of Tennessee-Knoxville, Syracuse University

Saturday, November 21

Session 15: Public Opinion and the Media

Salon C

Chair, Daniel Merkle, Northwestern University

"Trends in Public Opinion on Public Opinion," Ellen Dran, Northern Illinois University

"A Little Knowledge is a Dangerous Thing: Public Perceptions of Public Opinion," Stephen Everett, University of Colorado

"Understanding Public Opinion Through Projective Techniques," Shu-Ling Everett, University of Colorado

"Constructing Public Opinion: A Content Analysis of China's Press Coverage of the Student Movement," Guo-qiang Zhang and Sidney Kraus, Cleveland State University

Discussant, Vincent Price, University of Michigan

5:00 P.M. to 5:30 P.M. MAPOR Annual Business Meeting

Salon A

5:30 P.M. to 6:30 P.M. Social Hour and Cocktail Reception

Library

1992 MAPOR Officers

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University Of Wisconsin

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