

MAPOR 1993

**Midwest Association
for Public Opinion Research
Annual Meeting & Convention
November 19 & 20, 1993
Sheraton Plaza Hotel
Chicago**



Midwest Association for Public Opinion Research

Annual Meeting and Conference

November 19-20, 1993

**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

President:
Robert P. Daves
Minneapolis Star Tribune

November 1993

Past President:
Garrett O'Keefe
University of Wisconsin

Fellow MAPOR Members and Friends of MAPOR:

Vice President/President Elect:
Paul J. Lavrakas
Northwestern University

Welcome to Chicago! Welcome to MAPOR!

Program Co-Chairs:
Richard Perloff
Cleveland State University

Our annual convention is now upon us. My co-chair, Bill Elliott, and I were pleased with the many diverse and interesting papers we received. This year's papers focus on such classic public opinion topics as pre-election polls, the knowledge gap, and survey research methods. Sessions also have a decidedly contemporary flavor, with papers focusing on nontraditional political media effects, cognitive methods for pretesting surveys, and new technologies and public opinion. In addition, a special panel examines the now-classic McGruff information campaign; the major players in the McGruff research program will discuss different aspects of the Take a Bite Out of Crime Campaign at 3:30 on Friday.

William Elliott
Southern Illinois University

Secretary/Treasurer:
Steve Everett
University of Colorado-Boulder

We opted to combine the old and the new this year. In response to members' comments, we made certain that all paper sessions employed the familiar format of having discussants respond to papers. However, we also decided to try something new to accommodate concerns about audience participation. We have scheduled a session for 3:30 on Saturday that deals with the engaging interface between new technologies and public opinion. Four persons with expertise relevant to these areas will give brief comments and then we will open up the floor to audience discussion. No papers. No charts. Just talk about the future. We hope the format stimulates discussion and debate.

Board Members:
J. David Kennamer
Virginia Commonwealth University

Vincent Price
University of Michigan

Vernon Sparkes
Syracuse University

In order to accommodate the large number of papers we received, we were tempted to schedule poster sessions. However, we chose not to go this route in the interest of giving both faculty and graduate students a chance to present papers in a congenial environment. Since there are no free lunches (particularly in those cosmopolite Chicago cuisines), this decision has a cost associated with it. Some sessions have five papers and a discussant. This means that participants will have a little less time to present their papers and discussants will have to be somewhat more succinct in their commentaries. However, we are confident that members will understand our rationale and will adapt to the program requirements.

Members should also note that all Friday sessions will be held in the familiar library area on the Mezzanine Level. Our Saturday meetings will be held on the 13th floor in the Yorkshire Rooms and the Cornwall Suite.

We encourage your feedback. If there are things you like about the program, please tell us. If there are suggestions you have for how to make things better, please give us this input as well. We think we have put together a stimulating convention - but we always can use fresh ideas for how to make things better.

Finally, I would like to thank the members of our executive board for their suggestions and assistance over the past year. In particular, I appreciate the work of Rob Daves and Paul Lavrakas in helping review papers and providing counsel on issues relating to the program.

Thank you also for the opportunity to have served MAPOR as 1993 Program Chair.



Richard M. Perloff

Official 1993 MAPOR Conference Sponsors

The members of MAPOR wish to acknowledge and thank the following organizations for their contributions toward the 1993 MAPOR Conference:

A.C. Nielsen Company, Northbrook

Apogee Market Strategies, Bethesda

Card Charron Companies, St. Louis

DataStat Inc., Ann Arbor

Drexel University, Survey Research Center

HBRS Inc., Madison

Indiana University, School of Journalism

NORC, Chicago

Northern Illinois University, Public Opinion Laboratory

Northwestern University, Survey Laboratory

Research Solutions Inc., Minneapolis

Sawtooth Software, Evanston

UNIMAR Inc., Chicago

University of Akron, Survey Research Center

University of Cincinnati, Institute for Policy Research

University of Illinois, Survey Research Center

University of Iowa, Social Science Institute

University of Michigan, Survey Research Center

University of Wisconsin-Extension, Survey Research Laboratory

Conference Mini Program

TIME	SESSION	ROOM
Friday		
8:30 a.m.	Registration	Library
10:15 a.m.	Session 1: Polling and the Press	Salon B
10:15 a.m.	Session 2: New Directions in Public Opinion Methodology	Salon C
12:00 p.m.	Lunch – Invited Speaker, Barbara Bryant, University of Michigan	Yorkshire (13th floor)
1:45 p.m.	Session 3: Theory and Practice in Public Opinion	Hampshire
1:45 p.m.	Session 4: Political Impact of Traditional and Nontraditional Media	Salon C
1:45 p.m.	Session 5: Diffusion, Information Flow and Opinions	Salon B
3:30 p.m.	Panel 1: Taking More Bites Out of Crime	Salon C
3:30 p.m.	Session 6: Mass Media and Social System Effects	Hampshire
5:15 p.m.	MAPOR Social Hour	Yorkshire South (13th floor)
Saturday		
8:00 a.m.	Registration	Foyer (13th floor)
8:45 a.m.	Panel 2: Historical and Comparative Perspectives on Public Opinion	Yorkshire North
8:45 a.m.	Session 7: Public Opinion and Message Effects	Yorkshire South
8:45 a.m.	Session 8: New Technologies and Media Consumers	Cornwall
10:30 a.m.	Session 9: Classic and Contemporary Issues in Public Opinion Methodology	Yorkshire South
10:30 a.m.	Session 10: Politics, Perceptions and Opinions about Media Rights	Cornwall
12:00 p.m.	Lunch – On your own	
1:30 p.m.	Session 11: Journalists and Gatekeepers	Cornwall
1:30 p.m.	Session 12: Media Uses and Cognitive Effects	Yorkshire North
3:30 p.m.	Panel 3: Emerging Issues in New Technologies and Public Opinion	Yorkshire North
3:30 p.m.	Session 13: Public Opinion about Political and Social Issues	Cornwall
5:00 p.m.	MAPOR Business Meeting	Cornwall
5:30 p.m.	Social Hour and Cocktail Reception	Foyer

1993 MAPOR CONFERENCE PROGRAM

THE SHERATON PLAZA HOTEL
160 E. Huron off North Michigan Ave.
Chicago

Friday, November 19

8:30 A.M. - **Registration**
5:00 P.M.

Library

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

Session 1: Polling and the Press

Salon B

Chair: Renee A. Botta, University of Wisconsin-Madison

- 1988-92
see 2nd memo
on hand page poll
blow*
- "Prestige newspaper use of polls in the 1992 presidential election campaign," M. Mark Miller, University of Tennessee — *use implies decrease however increase during campaign*
 - "Pre-election polls in newspaper presidential campaign coverage: 1980, 1984, 1988 and 1992," Paul J. Lavrakas and Sandra L. Bauman Northwestern University *29 poll only go system polls should be 2000 poll*
 - "Mismeasure of the presidency?: Polls and 1992 election coverage in Newsweek and Time," Shu-Ling C. Everett, University of Colorado *71% of cases of election studies for poll studies since 1988-2000*
 - "Is the press a mirror or a cause of changes in public opinion?" David P. Fan, University of Minnesota *1988-2000*

Discussant: Michael Traugott, University of Michigan

Session 2: New Directions in Public Opinion Methodology

Salon C

Chair: H. Allen White, Murray State University

- "A comparison of traditional and cognitive methods for pretesting survey questionnaires," Edward Lakner and Timothy P. Johnson, University of Illinois, Chicago
- "Hello, do you remember us?: What the respondent remembers about the interview," Judith A. Schejbal, Hiram Sachs and Paul J. Lavrakas, Northwestern University
- "Further experiments with the secret ballot technique," George F. Bishop, University of Cincinnati
- "A meta-analysis of interviewer gender effects on survey data," Jennifer A. Parsons and Timothy P. Johnson, University of Illinois, Chicago
- "Measuring conflict tactics in relationships: Social desirability bias in sensitive large-scale telephone interviews," Lewis P. Horner, University of Minnesota and Robert P. Daves, Minneapolis Star Tribune

Discussant: Kenneth Rasinski, National Opinion Research Center

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

Lunch and Presentation of MAPOR Fellow Award

Yorkshire (13th floor)

Presiding: Robert P. Daves, MAPOR President
Speaker: Barbara Bryant, University of Michigan

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

Session 3: Theory and Practice in Public Opinion

Hampshire

Chair: Julie L. Andsager, Middle Tennessee State University

"A meta-analysis of the concept source credibility," Donna Rouner, Rhonda G. Brown, and Alison A. Day, Colorado State University

"When the source is the message: Going beyond the source-message credibility model to assess presidential attributes congruent with voter preference," Fiona Chew, Syracuse University and M. Mark Miller, University of Tennessee

"We are not the hate state!": The Capital view of Colorado's 'Anti-Gay Amendment'," Shu-Ling C. Everett, University of Colorado

"Public awareness and reaction to water quality threats: Attitudes before and after the 1993 cryptosporidium outbreak in Milwaukee," Robert Hurd, Ward Kay, and Kevin M. Barron, Apogee Market Strategies

Discussant: Cecillie Gaziano, Research Solutions

Session 4: Political Impact of Traditional and Nontraditional Media

Salon C

Chair: Lori Bergen, Wichita State University

"The impact of traditional and non-traditional forms of political communication in the 1992 U.S. presidential election," Jack McLeod, Zhongshi Guo, Katie Daily, University of Wisconsin-Madison, Catherine Steele, Syracuse University, Huiping Huang, Edward Horowitz, and Huailin Chen, University of Wisconsin-Madison

"Talk show politics on the 1992 presidential campaign," Meiling Jow, University of Wisconsin-Madison

"Campaign media use, candidate image, and voting probabilities: Three models of influence," William R. Elliott and David A. Wickert, Southern Illinois University

"Newspapers, television and issues-knowledge: Medium 'superiority' and issue type," Bryan Denham, University of Tennessee and Tony Rimmer, California State University, Fullerton

Discussant: J. David Kenamer, Virginia Commonwealth University

Session 5: Diffusion, Information Flow and Opinions

Salon B

Chair: Linda K. Pifer, Chicago Academy of Sciences

"Environmental public policy in agriculture: Modeling farmers' adoption of improved water quality practices," Julie A. Rursch, University of Wisconsin-Madison

"Cross-validation of community level information campaign measures," Renee A. Botta and Garrett J. O'Keefe, University of Wisconsin-Madison

"Community ties and knowledge gaps," K. Viswanath, Gerald M. Kosicki, Eunkyung Park and Eric Fredin, Ohio State University

"Does this AIDS information campaign discriminate?: A study of computer-assisted health crisis support," Heather Hartwig Boyd, Suzanne Pingree, Robert P. Hawkins, David H. Gustafson, Eric W. Boberg, Earl Bricker, Chien-Lung Chan and Yi-Hsin Hsu, University of Wisconsin-Madison

Discussant: Phillip J. Tichenor, University of Minnesota

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

Panel 1: Taking More Bites Out of Crime: The Continuing Impact of a Public Information Campaign

Salon C

Panelists:

Garrett J. O'Keefe, University of Wisconsin-Madison

Kathaleen Reid, Lee College

Paul Lavrakas and Sandra Bauman, Northwestern University

Dennis Rosenbaum, University of Illinois, Chicago

Renee Botta, University of Wisconsin-Madison

Session 6: Mass Media and Social System Effects

Hampshire

Chair: Limor Peer, Northwestern University

"The making of the drug war: An exploratory analysis of the effect of publicity on public opinion," Beatrice Chestnut, Northwestern University

"Fear and Loathing in Hong Kong: Media Use and Political (Dis)Trust on the Road to 1997," Karin Gwinn Wilkins, Chinese University of Hong Kong and Benjamin Bates, Texas Tech University

"The People's Daily and its growing diversity of functions," Lubo Li, University of Michigan

"Channel One's presentation of ecological issues and the perpetuation of consumer culture," R. Garcia Johnson, University of Michigan

"Public confidence and the media in Campaign '92: Investigating the impact of citizens' media use patterns on public attitudes," Katie Daily, University of Wisconsin-Madison

Discussant: K. Viswanath, Ohio State University

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

MAPOR Social Hour

Yorkshire South (13th floor)

8:00 A.M. - Registration
12:00 P.M.

Foyer (13th floor)

8:45 A.M. to 10:15 A.M.

Panel 2: *Historical and Comparative Perspectives on Public Opinion* **Yorkshire North**

Chair: Lynne Thomson, McDonalds Corporation

"Polls and conceptions of public opinion in Israel and the United States," Limor Peer, Northwestern University

"Public opinion and the nuclear freeze from the Cold War era to the present," Andy Rojecki, Northwestern University

"On the disappearance of groups: Nineteenth and early twentieth century conceptions of public opinion," Susan Herbst, Northwestern University

Discussant: Vincent Price, University of Michigan

Session 7: *Public Opinion and Message Effects* **Yorkshire South**

Chair: Katie Daily, University of Wisconsin-Madison

"Exploring receivers' tendency to use non-content message cues," H. Allen White, Murray State University

"Believing in Biotech: Dairy farmers' perceptions of the credibility of BGH information sources," John Marquart and Garrett J. O'Keefe, University of Wisconsin-Madison

"Stress and politics: The interaction of personal stress and political behavior," William L. Rosenberg and Michael P. Krippendorf, Drexel University

"Does a presidential candidate endorsement by a newspaper have any effect on the newspaper's use of photographic images during the coverage of a presidential campaign?," Steve Buhman, Southern Illinois University

"Rethinking news comprehension: A critique of theoretical and measurement issues," K. Stacy Huang, University of Wisconsin-Madison

Discussant: M. Mark Miller, University of Tennessee

Session 8: *New Technologies and Media Consumers* **Cornwall**

Chair: Robert Hurd, Apogee Market Strategies

"The impact of new and traditional media on leisure preferences," Leo W. Jeffres and David Atkin, Cleveland State University

"The earliest adopters: Thai student experience with U.S. multi-channel television service as a prelude to Thailand's emerging media system," Larry Collette and Panattha Boonvanno, Southern Illinois University

"Patterns of use and exposure in an audiotext system," David Kamerer, Lori Bergen, and Barton K. Wilcox, Wichita State University

"It looks exciting, but what do I do with it? An exploratory investigation of videotex system attribute dimensions," David Tewksbury, University of Michigan

Discussant: Stephen E. Everett, University of Colorado

Session 9: Classic and Contemporary Issues in Public Opinion Methodology

Yorkshire South

Chair: Sandra L. Bauman, Northwestern University

"Question order experiments in the Gallup Poll," Andrew E. Smith, University of Cincinnati

"Using letters to convert refusals in a large national random population survey," Janet McConeghy, Northern Illinois University and Linda K. Pifer, Chicago Academy of Sciences

"The effects of incentives on faculty response rates: Findings from the pilot survey of the 1992 national study of postsecondary faculty," Sameer Y. Abraham and Robert A. Johnson, National Opinion Research Center

"Reverse directory sampling, random-digit dialing, and the problems of geographic screening," Paul J. Lavrakas, Judith A. Schejbal, and Sheryl Jones, Northwestern University

"Attrition, The big effect to be controlled: Strategies and techniques to reduce attrition," William L. Rosenberg, Drexel University, Diana Slaughter-DeFoe, Northwestern University, Richard Feinberg, University of Minnesota, Steven Forness, UCLA, and Nicholas J. Longo, Johns Hopkins

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

Session 10: Politics, Perceptions and Opinions about Media Rights

Chair: Judith Schejbal, Northwestern University

"What a difference winning makes!": Public attitudes about presidential campaign advertising before and after Election Night, 1992," Stephen E. Everett, University of Colorado

"A review and integration of the third-person effect literature," Richard M. Perloff, Cleveland State University

"Support for expressive rights: The effects of need for cognition and priming," Julie L. Andsager, Middle Tennessee State University and M. Mark Miller, University of Tennessee

"Media rights and gender in two countries: Surveys of Americans, Israeli Arabs and Israeli Jews," Robert O. Wyatt, Middle Tennessee State University

Discussant: Vincent Price, University of Michigan

12:00 P.M. to 1:30 P.M. Lunch (on your own)

Gov standard
25% completions

→

\$2 bill but followed by novel + report (60%)
+ no. 100 (71%)
but NS.

RDD - less efficient than reverse clustering
but more accurate

forced by HTS - letters, mailboxes, etc.

wants question a study in 1st or 2nd paragraphs
is tough but effective critique

The less subject on names, the greater the Cornwall effect of the incentive? (2 bill)

Session 11: Journalists and Gatekeepers

Cornwall

Chair: Geetu Melwani, Ohio State University

"Newspaper size and editorial role perceptions," Roya Akhayan-Majid, and Timothy Boudreau, Southern Illinois University *465 editors / 5 17% response N = 263*

"Advertising, extralocal reporting and newspaper change," P.J. Tichenor, C.N. Olien, G.A. Donohue, and D.B. Hindman, University of Minnesota

✓ "Conflict reporting styles and editors' perceptions of community diversity," Leo W. Jeffres and Connie Cutietta, Cleveland State University

✓ "Factors underlying journalists' attitudes about their profession," Thomas J. Johnson, Southern Illinois University *(survey of 839 with your grads.*

"Shaping community news: Social roles, social power, and journalist/source relations," Dan Berkowitz, University of Iowa *small survey of Iowa journalists (66 journalists & 66 sources)*

Discussant: Lee Becker, Ohio State University *Should ask editors about the humorous -- what kind of behavior they like to use + assign?*

Session 12: Media Uses and Cognitive Effects

Yorkshire North

Chair: Shu-Ling Everett, University of Colorado

"A cognitive model of communication processes and effects: The role of the media in the 1992 presidential election," Mahmoud A.M. Braima, Philander Smith College and Jayanthi Sothirajah, Southern Illinois University

"Reasoning about media perceptions during the Persian Gulf War," Gerald M. Kosicki, Ohio State University and Zhongdang Pan, University of Pennsylvania

✓ "Voter decision making in U.S. Senate races: A comparison of the 1990 and 1992 elections in Illinois," Mikel Wyckoff and Ellen M. Dran, Northern Illinois University

✓ "Media use and beliefs about economic equality: An empirical test of the dominant ideology thesis," David Pearce Demers, University of Wisconsin, River Falls

✓ "Issues and agendas: The case of Wichita, Kansas," Cathy Culot, Wichita State University

Discussant: Robert Griffin, Marquette University

Panel 3: Emerging Issues in New Technologies and Public Opinion (A roundtable discussion)

Yorkshire North

Moderator: William Elliott, Southern Illinois University

Discussants:

Doris Graber, University of Illinois, Chicago

Robert O. Wyatt, Middle Tennessee State University

Jim Longson, Vice President of Technology, The Tribune Company

Session 13: Public Opinion about Political and Social Issues

Cornwall

Chair: Jeff Wilkinson, University of Tennessee

"Public acceptance of innovative solutions to air quality and traffic congestion problems,"
Robert Hurd, Ward Kay and Kevin M. Barron, Apogee Market Strategies

"Third-person effect in local political media," John W. Williams, Southern Illinois University

"Social roles and opinion polls: The effect of Women's Liberation on the most admired men and women," Dave D'Alessio, Stockton State College

"Pitting Bush against the competition: Children's attitudes toward the President during Campaign '92," Katie Daily, Carolyn Bronstein, and Edward Horowitz, University of Wisconsin-Madison

Discussant: Lori Bergen, Wichita State University

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

MAPOR Annual Business Meeting

Cornwall

5:30 P.M. to 6:30 P.M.

Social Hour and Cocktail Reception

Foyer

1993 MAPOR Officers

President:

Robert P. Daves
Minneapolis Star Tribune

Past President:

Garrett J. O'Keefe
University of Wisconsin-Madison

Vice President/President Elect:

Paul J. Lavrakas
Northwestern University

Program Co-Chairs:

Richard M. Perloff
Cleveland State University

William Elliott
Southern Illinois University

Secretary/Treasurer:

Stephen E. Everett
University of Colorado

Board Members:

J. David Kenamer
Virginia Commonwealth University

Vincent Price
University of Michigan

Vernon Sparkes
Syracuse University