

Midwest Association for Public Opinion Research
A Chapter of the American Association for Public Opinion Research

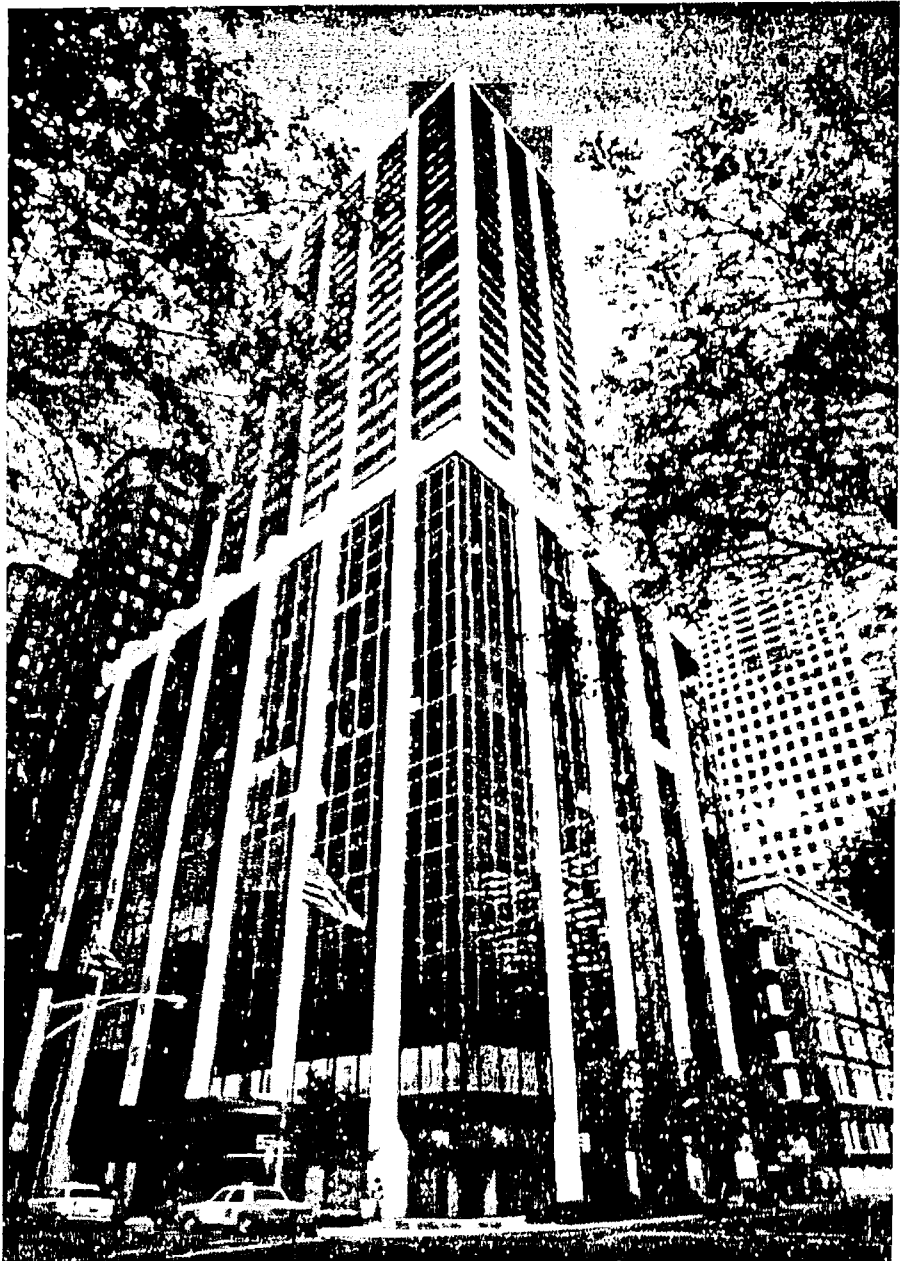
ANNUAL MEETING

November 18-19, 1994

Radisson Hotel & Suites

CHICAGO

MAPOR 1994



1994 MAPOR CONFERENCE PROGRAM

FRIDAY, NOVEMBER 18

8:00 AM - 9:30 AM

Professional Development Workshop and Buffet Breakfast (\$30)
Salon B

Presiding: Dr. Paul Lavrakas, MAPOR President
Director: Dr. Murray Edelman, Editorial Director
Voter News Service

8:30 AM - 5:00 PM

Registration in the Library

10:00 AM - 11:30 AM

Paper Session 1: Focus Groups I: Questions, Issues and Concerns
Salon A

Moderator: Katie Daily, University of Wisconsin-Madison

Using Focus Groups to Improve Quantitative Surveys. Robert E. Hurd, Apogee Market Strategies.
Recruiting Respondents for Cognitive Survey Interviews. Gloria Chapa-Resendez, Charles Bright,
Francisco Perez, Diane O'Rourke, and Timothy Johnson, University of Illinois.
Reacting to Focus Group Research. John W. Williams, Southern Illinois University at Carbondale.
Bringing Social Psychology Into Focus Group Research. Katherine Bischooping, York University,
and Jennifer Dykema, University of Wisconsin.

Discussant: Fiona Chew, Syracuse University

Panel Session 1: Media, Public Opinion, Guilt and Innocence: Coverage and
Response to the Simpson Case
Salon C

Organizers: James Bernstein, Frank N. Magid Associates
Paul Lavrakas, Northwestern University

Moderator: Paul Lavrakas, Northwestern University

Panelists: James Bernstein, Frank N. Magid Associates
Prof. Charles Whitaker, Northwestern University
Mary Ann Weston, Northwestern University

not of
P's reaction to media coverage

11:45 AM - 1:15 PM

LUNCHEON (\$20). A Taste of Italy
Salon B

Presiding: Paul Lavrakas, MAPOR President
Announcement of the 1994 MAPOR Fellow

Speaker: Dr. Murray Edelman, Editorial Director
Voter News Service

exploiting themes:
domestic violence / sexual
abuse

"She'd come here to it"
bad, party girl, slut

she deserved it
double standard

"The Exit Polls of 1994"

FRIDAY, NOVEMBER 18

1:30 PM - 3:00 PM

**Paper Session 2: Methodology: New and Old Issues
Salon A**

Moderator: Linda Pifer, Chicago Academy of Sciences

Question-Order Effects and Knowledge Questions: Measuring Public Understanding of Probability. Elizabeth M. Talbot, International Center for the Advancement of Scientific Literacy, The Chicago Academy of Sciences.

An Adversary Press?: Trends in Professional Attitudes and the Effect of Questionnaire Wording. Roya Akhavan-Majid, Southern Illinois University at Carbondale.

Applying Readability Formula to Poll Questions. Mark D. Harmon, Texas Tech University, and Benjamin Bates, University of Tennessee.

Data Verification: Past Tradition, Current Trends and a Case Study. Julie A. Rursch, Chariti A. Gent and Garrett J. O'Keefe, University of Wisconsin-Madison.

Discussant: George Bishop and Andy Smith University of Cincinnati

**Paper Session 3: Understanding the Community
Salon C**

Moderator: Mahmoud Braima, Philander Smith College

Local Media Use and Perceptions of Media Functions as Predictors of Local Political Participation. Mengbai Zhong and Zhongshi Guo, University of Wisconsin-Madison.

Community Issues and Civic Participation: The Influence of Public Perceptions of Local News Media Functions. Jack McLeod, Zhongshi Guo, Katie Daily and William Eveland, University of Wisconsin-Madison.

Community Newspapers and Community Conflict with Outside Groups. Douglas Blanks Hindman, North Dakota State University.

Discussant: Lori A. Bergen, Kansas State University

**Paper Session 4: Political Issues and Knowledge
Hampshire**

Moderator: Margaret Young, University of Michigan

Candidate Position and Citizens Policy Positions: The Case of Illinois' 1994 Gubernatorial Campaign.

Charles M. Leeks, University of Illinois at Chicago.

Attentive Media Junkies Do Know More About Politics. Margaret Howard, University of Michigan.

Political Independence Reconsidered: A Comparison of Pure Partisans, Partisan Independents, and Leaning Independents. Zhongshi Guo, University of Wisconsin-Madison.

Discussant: Richard M. Perloff, Cleveland State University

3:15 PM - 4:45 PM

Discussion Tables: Salon C

Organizer: Ellen M. Dran, Northern Illinois University

Focus Groups: Problems and Promise

Sampling: Selection and Response Rates

Campaigns Ahead: Plans for 1996, Postmortem for 1994

Freedom of Expression on Campus: Research possibilities on politically correct speech

FRIDAY, NOVEMBER 18

3:15 PM - 4:45 PM

Paper Session 5: Experimental Poster Session
Salon A

Organizer: William R. Elliott, Southern Illinois University at Carbondale

- * *Exploring Patterns of Controversy: Newspaper Coverage of RU-486.* Julie L. Andsager, Middle Tennessee State University, and M. Mark Miller, University of Tennessee.
- Graduation Toward the "Mean"-Stream: A Cultivation Analysis of the Impact of Mass Media on Selected Kansas High School Seniors.* Thane Chastain, Wichita State University.
- Debate Winners and Losers: Does it Make a Difference? The Final Study.* William R. Elliott, Southern Illinois University at Carbondale.
- The Influence of Critically Important Historical Events on Journalists and Public Opinion.* Thomas J. Johnson and James D. Kelly, Southern Illinois University at Carbondale.
- * *Expression inhibition in the U.S. and Israel: A Cross-Cultural Validation of a Scale Measuring the Reluctance to Speak Out.* Robert O. Wyatt, Middle Tennessee State University.
- Patterns and Trends in 20 Years of Public Opinion Quarterly: An Application of Concept Mapping.* M. Mark Miller, University of Tennessee.
- Public Attitudes Toward Polls and Surveys as a Representation of Public Opinion.* Laimor Peer, Northwestern University.
- How Do Technologies Relate to the Repertoire of Information Sources?* Joey Reagan, Bruce Pinkleton, Chien-fei Chen and Dustin Aaronson, Washington State University.
- ONline WISCONSIN: An Electronic Journal.* Ellen Berrigan, University of Wisconsin-Madison.

5:00 PM - 6:00 PM

Cash Bar, Social Hour and Reception in the Library. The cash bar will open at 3:15 (to facilitate discussion at the discussion tables and at the poster session). The Social hour will officially begin at 5:00 PM in the Library.

7:00 PM

WELCOME DINNER. New and old members and guests are invited to join MAPOR's President, Paul Lavrakas, and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.

SATURDAY, NOVEMBER 19

8:00 AM - Noon

Registration in the Library. Coffee, tea, bakery

8:45 AM - 10:15 AM

Paper Session 6: Focus Groups II, Applications Salon A

Moderator: Ward Kay, Apogee Market Strategies

What Does the Public Think About Polling? A Focus Group Analysis. Anne Hildreth, SUNY Albany, and Ellen M. Dran, Northern Illinois University.

Entertainment Television and Public Opinion: Women Create Television. Carolyn Bronstein, Renee Botta, and Suzanne Pingree, University of Wisconsin-Madison.

Probing Public Opinion Through Focus Groups: Cable Subscribers and Franchise Renewal in Denver. Shu-Ling Everett. University of Colorado at Boulder.

Discussant: Roya Akhavan-Majid, Southern Illinois University at Carbondale

Paper Session 7: Knowledge Gaps and Third Person Effects Salon C

Moderator: William P. Eveland, Jr., University of Wisconsin-Madison

A Typology for Knowledge Gap Theory Development. Emanuel Gaziano, Jr., Indiana University, and Cecilie Gaziano, Research Solutions, Inc.

Community Complexity and Knowledge Gaps: A Longitudinal Study of One Community. Geetu Melwani, K. Viswanath, Lee B. Becker and Gerald M. Kosicki, The Ohio State University.

The Roles of Question Order, Contrast, and Knowledge in the "Third Person Effect." Vincent Price and David Twesbury, University of Michigan.

Discussant: Roger Haney, Murray State University

Paper Session 8: Media Industry Issues Hampshire

Moderator: Cynthia B. Hopson, Murray State University

Characteristics of the Journalistic Novices: The Background and Education of Entry-Level News Workers. Lee B. Becker, The Ohio State University Joseph D. Graf, Stanford University, and Stephanie S. Miller, The Ohio State University.

Determinants of Newsroom Job Satisfaction for Minority Journalists. Suj Krishnaswami, Frank N. Magid Associates, Dan Berkowitz, University of Iowa, Jim Bernstein, Frank N. Magid Associates, and Richard Morin, The Washington Post.

The Professional Role of the Opinion Researcher: How Survey Professionals Balance Sometimes Conflicting Roles. William L. Rosenberg, Drexel University.

Discussant: David Demers, University of Wisconsin-River Falls

SATURDAY, NOVEMBER 19

10:30 AM - Noon

Paper Session 9: Reviewing Response Rates *Salon A*

Moderator: Kurt Neuwirth, University of Wisconsin-Madison

Incentive Appropriateness, Respondent Involvement, and Mail Survey Response Rates. Fiona Chew, Syracuse University.

Citizens' Telephone Related Behaviors and Attitudes: Implications for Telephone Surveys. *Paul J. Lavrakas, Sandra L. Bauman, and Judith A. Schejbal, Northwestern University.

The Benefits and Costs of Refusal Conversions in Telephone Surveys. Paul J. Lavrakas, Judith A. Schejbal, and Sandra L. Bauman, Northwestern University.

Panel Attrition in a Dual-Frame Local Area Telephone Survey. Judith A. Schejbal and Paul J. Lavrakas, Northwestern University.

Discussant: Janet I. McConeghy, Northern Illinois University

Paper Session 10: Group and Individual Information Processing Models *Salon C*

Moderator: Timothy Boudreau, Southern Illinois University at Carbondale

Effects of Information Processing Strategies on Perceptions and Knowledge: Same Across Media and Same Effects? Catherine A. Steele, Syracuse University.

Central and Peripheral Routes as Independent Components of Persuasion. John F. Dillon, Allen White, and Roger D. Haney, Murray State University.

Comparing Individual and Group Processes: Meaning Construction About Social Issues. Mira Sotirovic, Heather Hartwig Boyd, Katie Daily and Jack McLeod, University of Wisconsin-Madison.

Discussant: Julie L. Andsager, Middle Tennessee State University

Paper Session 11: Consumption, Ads, and Markets *Hampshire*

Moderator: Eric Reither, Northern Illinois University

Group Viewing and Group Drinking: Attitudes Toward Alcohol Use in Social Television Sports Viewing Situations. Larry Collette, Southern Illinois University at Carbondale.

The Importance of Advertising in Making Purchasing Decisions. Jerry C. Hudson and Wayne Melanson, Texas Tech University.

The Importance of Acculturation in Understanding the Use of the Mass Media by Hispanics. Luis M. Salces, UNIMAR, Inc.

Discussant: Cecilie Gaziano, Research Solutions, Inc.

Noon - 1:30 PM

Lunch (On Your Own)

SATURDAY, NOVEMBER 19

1:30 PM - 3:00 PM

Paper Session 12: Informed Consent and Reaching Difficult Populations
Salon A

Moderator: John Williams, Principia College

Informed Consent for Telephone Surveys: Do You Have to Ask? Sherry Marcy, DataStat, Inc.
Or Would You Rather Remain Anonymous? Factors in Going Public with One's Opinions. Lewis
R. Horner, University of Minnesota, and Robert P. Daves, Minneapolis Star Tribune.
A Hard to Reach Population: Sampling Interviewing and Communicating with Truck Drivers. Ward
Kay and Robert E. Hurd, Apogee Market Strategies.

Discussant: Katherine Bischooping, York University

Paper Session 13: Media Content
Salon C

Moderator: Debra Krankavitch, Northern Illinois

*Public Opinion Polls During the 1988 and 1992 Presidential Election Campaigns: An Analysis of
Horse Race and Issue Coverage in Prestige Newspapers.* Bryan Denham and M. Mark Miller,
University of Tennessee.
Crime Reporting and Public Opinion: A Case Study of the Chicago Tribune. Laura Ross Greiner and
Shu-Ling Everett, University of Colorado at Boulder.
A Content Analysis of Health Care Polls in the Major Print Media: 1980-1994. Cady-Short
Thompson and George F. Bishop, University of Cincinnati.

Discussant: Michael Traugott, University of Michigan

Paper Session 14: Expression, Norms, and Ideals
Hampshire

Moderator: Gary Wolf, Southern Illinois University at Carbondale

How Personal Control and Political Orientation Relate to Support for Expressive Rights. Julie A.
Andsager, Middle Tennessee State University.
Media Mainstreaming and Public Opinion: Pulling the Public Toward the Middle? Leo W. Jeffres
and David J. Atkin, Cleveland State University.
Who Are Our Heroes? Douglas V. Porpora, Drexel University.

Discussant: Sharon Dunwoody, University of Wisconsin-Madison

SATURDAY, NOVEMBER 19

3:15 PM - 4:45 PM

Paper Session 15: Framing
Salon A

Moderator: Jeff Whitney, Middle Tennessee State University

Framing Analysis: Most-Favored Nation Trade Status or Human Rights or Both? A comparative Study of the American and Chinese Newspapers. Li-Ning Huang, University of Michigan.

— *Importance of Mass Media Framing on Drug Use and the Drug Agenda.* David P. Fan, University of Minnesota.

— *Media Frames and Issue Interpretations: Their Roles in Voters' Decision-making Processes.* Dhavan Shah and David Domke, University of Minnesota.

Discussant: M. Mark Miller, University of Tennessee

Paper Session 16: A Changing Technology Environment
Salon C

Moderator: Brian Denham, University of Tennessee

Future Technologies for Public Opinion Research. Reginald P. Baker, National Opinion Research Center.

Readership of an Electronic Newspaper. David Kamerer, Kansas State University, and Jennifer Mueller, Wichita State University.

— *Interactive Mass Media and Political Participation.* J. Michael Jaffee, University of Michigan.

Discussant: Larry Collette, Southern Illinois University at Carbondale

Paper Session 17: Science and Health Issues
Hampshire

Moderator: Judith A. Schejbal, Northwestern University

Environmental and Scientific Knowledge in Five Countries. Tom W. Smith, National Opinion Research Center.

Why Women Don't Know: An Exploration of Gender Differences in "Don't Know" Responses to Science Knowledge Questions. Kinya Shimizu, International Center for the Advancement of Scientific Literacy, Chicago Academy of Sciences.

Constraints to Information Diffusion: The Case of AIDS in America. Katie Daily, University of Wisconsin-Madison.

Expected Cost and Channel Utility as Predictors of Channel Exposure and Attention to HIV Information. Kurt Neuwirth and Sharon Dunwoody, University of Wisconsin-Madison.

Discussant: Steve Everett, University of Colorado at Boulder

5:00 PM - 5:30 PM Business Meeting
Salon A

5:30 PM - 6:30 PM Social Hour
Library

6:30 PM Dinner (On Your Own)

Official 1994 MAPOR Conference Sponsors

The MAPOR members acknowledge and thank the following organizations for their contributions toward the 1994 MAPOR Conference:

A. C. Nielsen Company, Northbrook

Apogee Market Strategies, Bethesda

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MAPOR

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