



# MA 20R

20th Anniversary  
Midwest Association for Public Opinion Research

Annual Meeting and Convention

November 17-18, 1995

Radisson Hotel & Suites Chicago



**Friday, November 17**

8:00 AM - 9:30 AM

**Professional Development Workshop and Buffet Breakfast (\$30)**

Presiding: Richard M. Perloff, MAPOR President  
Presenter: Christine Song, SPSS

8:30 AM - 5:00 PM

**Registration at the Intermezzo** (formerly the Library)

10:00 AM - 11:30 AM



**Paper Session 1**

Media Effects on Political Knowledge and Participation  
Lyric

Moderator: Judy Maritato, The Bradford Exchange

- *Retrospective and Prospective Voting: Do Primary Sources of Political News Make a Difference?*  
Sophia Chan, University of Wisconsin
- *A Comparative Analysis of Measurement Effects of Television Reports and Political Advertisements in Campaign '92*  
Mahmoud Braima, Philander Smith College, and Jayanth Sothirajah, Southern Illinois University
- *When the Medium Matters: Media Accessibility and Political Participation*  
Margaret Young, University of Michigan
- *The Relationship of Talk Radio to Voter Perceptions of the Salience and Efficacy of "Contract with America" Items during the 1994 Congressional Elections*  
Steve Shields, University of Wisconsin-Whitewater

Discussant: William Elliott, Southern Illinois University



**Paper Session 2**

Questions About Survey Questions  
Symphony A

Moderator: Gloria Abernathy-Lear, University of Illinois at Chicago

- *Applying Readability Formulas to Poll Questions: Effects of Question Difficulty on Mid-Range Responses*  
Mark Harmon and Rena Manning, Texas Tech
- *What Surveys Ask about Affirmative Action: How Well Does It Represent Public Opinion*  
Charlotte Steeh, University of Michigan

**Paper Session 2**  
(continued)

- *Content Analysis of Measures of Attitude Toward Six Social Issues*  
John Edwards and Patrick Smillie, Loyola University of Chicago
- *Cross-Cultural Similarities and Differences in Social Cognition When Responding to Health Survey Questions: An Overview*  
Timothy Johnson, Diane O'Rourke, Noel Chavez, Seymour Sudman, Richard Warnecke, Loretta Lacey, and John Horm, Survey Research Laboratory, University of Illinois

Discussant: Janet I. McConeghy, Public Opinion Lab, Northern Illinois University



**Paper Session 3**

Framing Public Opinion: How Journalists See It  
Symphony B

Moderator: Geetu Melwani, Ohio State University

- *Framing Public Opinion: An Exploratory Study of Journalists' Schemata and Minority Concerns*  
Carol M. Liebler, S.I. Newhouse School of Public Communications
- *Journalist's Perceptions of Influencing Public Policy Decisions*  
Soo-Hong Kim, S.I. Newhouse School of Public Communications
- *Perceptions of Bias in News Sources*  
Donna Rouner, Michael D. Slater, and Judith M. Buddenbaum, Colorado State University

Discussant: David Demers, University of Wisconsin-River Falls



**Paper Session 4**

When RDD Won't Do: Methodological Solutions  
Symphony C

Moderator: Sherry Marcy, DataStat, Inc.

- *Conducting Surveys in Difficult Conditions: A Guide to Data Collection in Public Housing*  
Victoria Gwiasda and Nina Taluc, University of Illinois, Susan Popkin, Abt Associates, Inc.
- *Maintaining Representative National Samples for 200 Companies within the Same Survey*  
Barbara Everitt Bryant, University of Michigan and Anne S. Marsden, Market Opinion Research
- *Methodology for a Community Based Key Informant Survey*  
Cynthia Veldman and Sara Zuckerbraun, National Opinion Research Center
- *Methodology for Building a Street Segment Database using U.S. Census Bureau Information*  
Karen H. Grigorian, National Opinion Research Center

Discussant: Joey Reagan, Washington State University

11:45 AM - 1:15 PM



### **Luncheon (\$20)**

Duet (13th Floor)

20th Anniversary Presentations to Founding Members and Original Presenters

Comments by Robert Groves, AAPOR President

Complimentary Champagne Toast provided by MAPOR and Founding Member  
Donna Card Charron

Presiding: Richard M. Perloff, MAPOR President

1:30 PM - 3:00 PM



### **Panel Session 1**

Does the Press Drive or Reflect Public Opinion?

Symphony A

Organizer: David Fan, University of Minnesota

Panelists: Fiona Chew, Syracuse University  
David Fan, University of Minnesota  
Montague Kern, Rutgers University  
Vincent Price, University of Michigan



### **Paper Session 5**

Potpourri of Findings

Lyric

Moderator: Douglas M. McLeod, University of Delaware

- *Response Time as a Measure of Cognitive Complexity and Media Effects*  
Mira Sotirovic, Katie Daily, Patricia Moy, and Jack McLeod, University of Wisconsin-Madison
- *The Public and Interactive Media Technologies: Attitudes & Uses*  
Stephen E. Everett, Lynn Schofield Clark, Robert Trager, University of Colorado
- *Do Beliefs about Advertising Explain Attitude toward Advertising? The Case of Indian Students*  
Jyotika Ramaprasad and Jim Kelly, Southern Illinois University
- *Using Surveys to Develop Effective Conservation Communications*  
Robert Hurd and Ward Rakestraw Kay, Apogee Market Strategies

Discussant: Mark Miller, University of Tennessee



## Paper Session 6

Issues in Interviewing  
Symphony B

Moderator: Delores Niles, University of Wisconsin-Extension

- *Evaluating Conversational Interviewing: Statistical Quality Control Combining Deming's Methods with Interviewer/Respondent Interaction Coding*  
Catherine C. Haggerty and Lucian Chuchro, National Opinion Research Center
- *The Depth and Direction of Interviewer Effects: Donning the Black Mask*  
Darren Davis, Michigan State University
- *ACASI: A Practical Analysis*  
Bronwyn Nichols and Nicole Grilley, National Opinion Research Center
- *Refusal Conversion in a Health-Related RDD Telephone Survey*  
Heather Hartwig Boyd and Garrett J. O'Keefe, University of Wisconsin-Madison

Discussant: Kathleen Carr, Ohio State University



## Paper Session 7

Multiple Takes on Gender  
Symphony C

Moderator: Julie Andsager, Middle Tennessee University

- *Gender and News Source Use: A University Case Study*  
Dan Berkowitz, Joanne Fritz, Radhika Parameswaran, and Sue Lafky, University of Iowa
- *Public Opinion and Hillary Clinton as First Lady*  
Barbara C. Burrell, University of Wisconsin-Extension
- *Party or Gender: To Whom Are We Loyal? A Study of the 1994 Illinois Gubernatorial Election*  
John W. Williams, Principia College

Discussant: Linda Pifer, ICASL, Chicago Academy of Sciences

3:30 PM - 5:00 PM



## Poster Session

Symphony B

- *Community Involvement and Editorial Role Perceptions*  
Roya Akhavan-Majid, Southern Illinois University
- *Nailing the Source(s): Comparative Methods for Determining Sources for News*  
Benjamin J. Bates, University of Tennessee
- *Whose Issue Is It? Communications, Class and Culture as Predictors of Issue Salience*  
Judith Buddenbaum, Colorado State University
- *Communication Campaign Effects on Newspaper Content Semantic Networks*  
James A. Danowski, University of Illinois at Chicago

Poster Session  
(continued)

- *Corporate Newspaper Structure, Editorial Page Vigor and Social Change*  
David Pearce Demers, University of Wisconsin-River Falls
- *The Use of 'Man-on-the-Street' Interviews and Nonrepresentative Polling in Local Television News*  
John F. Dillon and Robert H. Lochte, Murray State University
- *Communicating in a Political Crisis: An Analysis of the President's Saturday Radio Addresses*  
D. Clark Edwards, Duquesne University, and H. Allen White, Murray State University
- *Torpedoing the Slow Boat to China: Audience Viewing Behavior in Taiwan's New Media Environment*  
Shu-Ling Everett, University of Colorado
- *Protocol for Systematically Observing and Video Taping Chicago's Neighborhood*  
Karen Grigorian, National Opinion Research Center
- *A Trend Analysis of the Relationship between Mass Media Coverage of Nutrition and American Eating Behavior, 1983-1994*  
Soo-Hong Kim, Syracuse University
- *Press Treatment of Third Party Contenders during the 1992 Presidential Campaign: A Content Analysis*  
Brian Malloy and James K. Hertog, University of Kentucky
- *The Controversy over NEA Funding for Robert Mapplethorpe's 'The Perfect Moment' Exhibit: Some Effects of Media Coverage*  
Douglas M. McLeod, University of Delaware, Jill A. Mackenzie, Hagley Museum and Library
- *Generic Presidential Schema, Geetu Melwani and Eric S. Fredin, Ohio State University*  
*The Media, the U.N., and Issue Saliency in Saudi Arabia and India*  
Ali N. Mohamed, Gannon University, Anita F. Rife, University of Northern Colorado, and F. L. Masha, United Nations Organization
- *Gender-Based Interviewer Bias in Health Care Surveys on Sensitive Topics*  
Garrett J. O'Keefe, Heather Hartwig Boyd, and Marion R. Brown, University of Wisconsin-Madison
- *Media Preference and Believability Among Rural Respondents*  
Judy Oskam and Jerry C. Hudon, Texas Tech University
- *Case Metering: A Sample Release Strategy*  
Phillip Panczuk and Catherine C. Haggerty, National Opinion Research Center
- *Community Pluralism and Media Definition of Conflict Issues: A Study of Controversy over a Hazardous Waste Incinerator in Two Communities*  
K. Viswanath and Lisa Chiu, Ohio State University
- *Exploring Media Credibility: How the Public and Journalists Disagree on Professional Ethics, Freedom of the Press, and Role of the Press in our Democracy*  
John W. Williams, Principia College, Thomas Johnson, Southern Illinois University, and Mahmoud Braima, Philander Smith College
- *Voter Turnout and the Effects of the Presidential Debates*  
Ping Wu, University of Michigan



*Many Thanks to Linda Penalosa of the Wisconsin Survey  
Research Laboratory for her superb guide for poster presenters.*

4:00 PM - 5:00 PM



### Discussion Tables

Symphony B

Organizer: Fiona Chew, Syracuse University

- *Faculty Attitudes, Free Expression and Political Correctness on Campus*  
Leader: Robert Wyatt, Middle Tennessee State University
- *Advanced Statistical Analysis*  
Leader: Joey Reagan, Washington State University
- *The 1996 Campaign*  
Leader: Rob Daves, Minneapolis Star Tribune

5:00 PM - 6:00 PM



### Cash Bar, Social Hour, and Reception at the Intermezzo

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 at the Intermezzo.

7:00 PM



### Welcome Dinner (Dutch Treat)

New and old members and guests are invited to join MAPOR's President, Rick Perloff, and other MAPOR members for dinner at one of Chicago's ethnic restaurants. This will give everyone a chance to meet other MAPOR members and participants.

## Saturday, November 18

8:00 AM - Noon

### Registration at the Intermezzo

Coffee, tea, bakery

8:45 AM - 10:15 AM



### Paper Session 8

Big Pictures

Lyric

Moderator: Linda Penalzoza, University of Wisconsin-Madison

- *Public Opinion and Public Policy, 1980-1994*  
Alan D. Monroe, James Blank, Karla Burns, Jeffrey Taylor, and Roy Thomas, Illinois State University
- *Toward a Systems Theory of Public Opinion and Social Movements*  
Cecille Gaziano, Research Solutions



**Paper Session 8**  
(continued)

- *Propaganda Symbols in the U.S. Health Care Debate*  
David Weinstock and Joseph C. Harry, Michigan State University
- *Thirty-three Years of Presidential Debates Polling*  
Sidney Kraus and Melanie Ross, Cleveland State University

Discussant: Barbara Burrell, University of Wisconsin-Extension



**Paper Session 9**  
Mixed Methodologies  
Symphony A

Moderator: Robin Bebel, Public Opinion Laboratory, Northern Illinois University

- *Self-administered Questionnaires without Respondent Identification Numbers: Can They Be Used to Enhance Confidentiality?*  
Betty Bower Simon, Survey Research Laboratory, University of Illinois at Chicago
- *The Potential Hazards of Relying (Too Much) on Focus Groups*  
Ward Rakestraw Kay and Robert Hurd, Apogee Market Strategies
- *An Assessment of Reliability and Validity of Responses in a Statewide Survey of Students and Their Parents*  
Sameer Y. Abraham, Lance A. Selfa, and Hiroaki Minato, National Opinion Research Center, University of Chicago

Discussant: Julie Andsager, Middle Tennessee University



**Paper Session 10**  
Public Responses to Issues and Poll Questions about Issues  
Symphony B

Moderator: K. Viswanath, Ohio State University

- *Media Influence, Personal Experience and the Most Important Problem*  
Kathleen Carr, Herbert F. Weisberg, and Barry C. Burden, Ohio State University
- *Investigating the Meaning of Responses to the "Number One Problem" Item*  
Paul J. Lavrakas, and Judith A. Schejbal, Northwestern University Survey Laboratory
- *The Influence of Issue Relevance on Information Needs and Media Use: A Longitudinal Analysis*  
Fiona Chew, Syracuse University
- *Interpretations and the Voting Process: Generalizing across Differing Issue Environments*  
David Domke, Dhavan V. Shah, and Daniel B. Wackman, University of Minnesota

Discussant: Timothy Johnson, University of Illinois at Chicago





## Paper Session 11

Media Effects  
Symphony C

Moderator: Radhika Parameswaran, University of Iowa

- *Switching Trains of Thought: The Impact of News Frames on Readers' Cognitive Responses*  
Vincent Price, David Tewksbury, and Elizabeth Powers, University of Michigan
- *The Public Opinion Implications of Leisure Time and Channel Repertoire in a Multichannel Environment*  
Douglas A. Ferguson and Srinivas R. Melkote, Bowling Green State University
- *Perceptions of Crime and Protection Behaviors: The Role of the News Media*  
Mahmoud A. M. Braima, Philander Smith College and Jayanthi Sothirajah, Southern Illinois University
- *The Impact of Media Use on People's Crime Prevention Behaviors*  
Jack M. McLeod, Zhongsi Guo, Vicki Karaz, Katie Daily, and William P. Eveland, University of Wisconsin

Discussant: David Fan, University of Minnesota

10:30 AM - Noon



## Panel Session 2

Public Opinion and Public Journalism

Lyric

Organizer: Bob Wyatt

Panelists: Carol Dykers, Salem College  
Rob Daves, Minneapolis Star Tribune  
Pama Mitchell, Atlanta Journal-Constitution  
Dave Weaver, Indiana University  
Bob Wyatt, Middle Tennessee State University



## Paper Session 12

Public Opinion in the Former Soviet Union  
Symphony A

Moderator: Patricia Moy, University of Wisconsin-Madison

- *Poland's Kids Are Alright: The Public Opinion of Young Adults in an Emerging Democracy*  
Edward M. Horowitz, University of Wisconsin
- *Surveying the Political Landscape in Ukraine*  
Jaroslaw Martyniuk, Open Media Research Institute

**Paper Session 12**  
(continued)

- *Citizens' Conceptualization of the State: Focus Group Findings from Moscow and Volgograd*  
Anne W. Hamilton, University of Wisconsin

Discussant: Lee Becker, Ohio State University



**Paper Session 13**

Current Research on Survey Questions and Responses  
Symphony B

Moderator: George Bishop, University of Cincinnati

- *Response Effects in Older Age*  
Barbel Krauper, University of Michigan
- *The Causes of Survey Satisficing: Cognitive Skills and Motivational Factors*  
Jon A. Krosnick and Sowmya S. Narayan, Ohio State University, Wendy R. Smith, The Gallup Organization
- *Scaling Response Categories to Improve Cross-National Survey Research*  
Tom Smith, University of Chicago

Discussant: Ken Rasinski, NORC



**Paper Session 14**

Political Questions: Matching Polls with Content Analysis of the Media  
Symphony C

Moderator: Fiona Chew, Syracuse University

- *Viability and the Democratic Primary Elections of 1984: Scenarios, Standards, and Benchmarks*  
Scott W. Allard, University of Michigan
- *The Relationship between Favorability of Coverage and Candidate Favorability Polls during the 1992 Presidential Election*  
Thomas J. Johnson, Southern Illinois University
- *Metropolitan Communities, Mass Media and Citizens' Connection to Public School Politics*  
Katherine J. Cramer, University of Michigan

Discussant: Founding Member Phillip Tichenor

Noon - 1:30 PM



**Lunch** (on your own)

1:30 PM - 3:00 PM



## President's Plenary: Public Opinion Toward Government

Symphony B

Moderator: Richard M. Perloff, MAPOR President

Panelists: Steve Bennett, University of Cincinnati  
Kathy Frankovic, CBS News  
Tom Smith, NORC

3:15 PM - 4:45 PM



## Paper Session 15

Demographic Questions

Symphony A

Moderator: Keith Smith, NORC

- *Responses to Racial and Ethnic Identification Questions among Multiracial Respondents*  
Timothy Johnson, Diane O'Rourke, Seymour Sudman, Noel Chavez, Richard Warnecke, Gloria Chapa-Resendez, and Jared Jobe
- *A Methodological Approach to the Measurement of Race and Ethnicity: Self-Identification as "African-American" and/or "Black"*  
Judith A. Schejbal and Paul J. Lavrakas, Northwestern University Survey Laboratory, Tom Smith, National Opinion Research Center
- *Examining the Religion Factor through Survey Research*  
Judith M. Buddenbaum, Colorado State University

Discussant: Jon Krosnick, Ohio State University



## Paper Session 16

Third Person Effects

Symphony B

Moderator: Shu-Ling Everett, University of Colorado

- *The Impact of Information Channels and Message Attributes on Dimensions of Risk Judgement*  
Sharon Dunwoody, Kurt Neuwirth, and Robert J. Griffin, University of Wisconsin-Madison
- *Psychological Variables Predicting the Third-Person Effect in the Public's Perceptions of Media Influence*  
Ekaterina Ognianova, and Esther Thorson, University of Missouri, and Wendy Rahn, University of Wisconsin
- *The Third-Person Effect of News Coverage: The Role of Orientations to the Media*  
Vincent Price, Li Ning Huang, and David Tewksbury, University of Michigan

Discussant: Richard M. Perloff, Cleveland State University

3:15-4:45



### Paper Session 17

Public Opinion Data Focused on Issues of Tolerance  
Symphony C

Moderator: Thomas Johnson, Southern Illinois University

- *The Black-Jewish Coalition and Images of Anti-Semitism*  
Andy Rojecki, Indiana University
- *Tolerance for Ambiguity and Free Speech*  
Julie L. Andsager, Middle Tennessee University
- *A Collision of Principles: White American Views on Prohibiting Racist Speech*  
Kimberly Ann Gross, University of Michigan
- *Marching to the Beats of Different Drummers: A Cultural Analysis of the Contact Hypothesis*  
David Purcell, University of Cincinnati

Discussant: Heather Hartwig Boyd, University of Wisconsin-Madison



### Paper Session 18

Polls and Elections: Macro and Micro Perspectives  
Lyric

Moderator: Founding Member Donna Card Charron, Card Charron Companies

- *Poll Blackouts and Other Media Campaign Restrictions: Potential for 1996?*  
Joan L. Conners, University of Minnesota
- *Horse Race and Issue Coverage in the British and American Press*  
Barry Pollick, Kent State University and Richard M. Perloff, Cleveland State University
- *Surveying Registered and Likely Voters: Do The Results Differ?*  
Jerry C. Hudson and Judy Oskam, Texas Tech
- *Estimating Turnout in Preelection Polls*  
Robert P. Daves, Minneapolis Star Tribune

Discussant: Founding Member Donald Hughes, DePaul University

5:00 PM - 5:30 PM



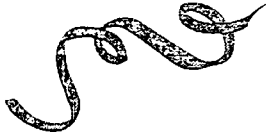
### Business Meeting

Symphony C

5:30 - 6:30 PM



### Social Hour at the Intermezzo



## **MAPOR**

### **Midwest Association for Public Opinion Research**

A Chapter of the American Association for Public Opinion Research

President:

**Richard M. Perloff**  
Cleveland State University

Past President:

**Paul Lavrakas**  
Northwestern University

Vice President/President Elect:

**William Elliott**  
Southern Illinois University

Program Chair:

**Ellen M. Dran**  
Northern Illinois University

Program Co-Chair:

**Fiona Chew**  
Syracuse University

Secretary-Treasurer:

**Stephen Everett**  
University of Colorado

Board Members:

**David Pearce Demers**  
University of Wisconsin-River Falls

**David Fan**

University of Minnesota

**Sherry Marcy**

DataStat, Inc.

**Robert Wyatt**

Middle Tennessee State University