

1/1/1996



# MAPOR

21st Anniversary

Midwest Association for Public  
Opinion Research

Annual Meeting and Convention  
November 22-23, 1996

Radisson Hotel & Suites Chicago

## FRIDAY, NOVEMBER 22

8:30 AM - 5:00 PM

### Registration at the Intermezzo

Coffee, tea, bakery

10:00 AM - 11:30 AM

### Paper Session 1

Public Opinion of Media and Public Institutions

Lyric

Moderator: Albert C. Gunther, University of Wisconsin-Madison

- *The Crisis of Confidence in American Institutions: Mainly Myth with a Touch of Truth*  
Robert O. Wyatt, Middle Tennessee State University
- *Public Opinion and First Ladies*  
Cady Short-Thompson, University of Cincinnati
- *Black Mass Media and Black Public Opinion*  
Catherine Squires, Northwestern University
- *Predictors of Support for the Expressive Rights of the Mass Media*  
David Tewksbury, Li-Ning Huang and Vincent Price, University of Michigan

Discussant: Carol Liebler, Syracuse University

### Paper Session 2

Improving Survey Outcome

Symphony A

Moderator: Janet McConeghy, Public Opinion Lab at Northern Illinois University

- *Incentivizing the Sophisticated Consumer*  
Fiona Chew, Carol Liebler and Hao-Chieh Chang, Syracuse University
- *The Use of Focus Groups as a Cognitive Tool for the Development of Quantitative Surveys: Advantages and Disadvantages*  
Ward Kay, Virginia

Paper Session 2  
(continued)

*Few Differences in Mall Intercept and Telephone Survey  
Data: A Two-Year Study*  
Jerry C. Hudson and Wayne Melanson, Texas Tech University

Discussant: Joey Reagan, Michigan State University

### Paper Session 3

Issues in Methodology: Accuracy in Measuring Public Opinion  
Symphony C

Moderator: Leiott Smiley, Middle Tennessee State University

- *The Placement of Overall Customer Satisfaction Questions in Program Satisfaction: A Comparison of Results for Initial and Termination Question Results*  
Richard Schuldt and Eric Judy, Survey Research Office, University of Illinois at Springfield
- *How much Faith can be Placed in the Answers Survey Respondents Provide?*  
Gerald C. Stone, Southern Illinois University
- *Trade Policy, Television and Public Opinion: Evidence from Journalists, News Content, Focus Groups and Surveys*  
Gerald M. Kosicki and Lee B. Becker, Ohio State University

Discussant: Julie Rursh, St. Ambrose University

11:45 AM - 1:15 PM

### Luncheon

Symphony B

MAPOR Fellow Award ← Lee Becker

21st Anniversary Guest Speaker: Evans Witt, Executive Editor of *Politics Now*. Witt covered politics and government for more than two decades for the Associated Press in California and Washington. He was a founding director of the AP-NBC News Poll and an AP national political writer. Witt designed and managed the national AP computer network for election coverage. He is the coauthor with Sheldon Gawiser of *A Journalist's Guide to Public Opinion Polls*.

Presiding: William Elliot, MAPOR President

1:30  
1:00 PM - 3:00 PM

## Round Table

MOOs as Social Systems: The Observation of a Participant Lyric

Organizer: Sherry Marcy, DataStat, Inc. at Ann Arbor

Discussion Leader: Mitchell A. Pravatiner, Praienet.org. Pravatiner is a scholar whose work has focused on the sociology of electronic social systems and urban sociology particularly sociological applications in city planning. He is involved with "Prairie Net," a website put up by the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign.

## Paper Session 4

Influence of Media Coverage on Public Opinion  
Symphony A

Moderator: Gerson Moreno-Riano, University of Cincinnati

- *Predictors of the 1996 Presidential Election from the Press*  
David Domke, David Fan, Michael Fibison, Amy Gangel, Amy Jaspersen, Dhavan Shah, Steven Smith and Matt Watts, University of Minnesota
- *Issues, Candidate Images and the Voting Probability*  
Mahmoud A.M. Braima, Philander Smith College, Thomas Johnson and Jayanthi Sothirajah, Southern Illinois University
- *Majority Opinion, Media Coverage and Ideological Center: The Center-Seeking Mechanism in Electoral Politics*  
Anthony Y.H. Fung, University of Minnesota, Tien-tsung Lee, University of Oregon and Faith Hsiao-fang Hwang, Northwestern University
- *Media Priming of Candidate Character and Issue Interpretation: Different Effects from Different Issues*  
Dhavan V. Shah, David Domke and Daniel B. Wackman, University of Minnesota

Discussant: Donna Rouner, Colorado State University

## Paper Session 5

> symphony

Public Opinion, Politics and Cyberdemocracy

~~Symphony C~~

Moderator: Julie L. Andsager, Middle Tennessee State University

- *Online Democracy or Online Demagoguery -- Public Opinion 'Polls' on the Internet*  
Wei Wu and David Weaver, Indiana University
- *President Clinton's Popularity on the Usenet*  
Mei Lu, University of Michigan
- *Cyberdemocracy and Perceptions of Politics: An Experimental analysis of Political Communication on the World Wide Web*  
Dwight J. Brady, ~~University of Tennessee~~ Central Michigan University

Discussant: William Rosenberg, Drexel University

3:30 PM - 4:45 PM

## Poster Session

Symphony C

- *The Influence of Exposure of Media Reports and Political Ads on Candidate Image and Voting Probability*  
Mahmoud A.M. Braima, Philander Smith College
- *Dateline Sarajevo: Media Representations of the Conflict in the former Yugoslavia*  
Katherine Bischooping and Maja Karac, York University
- *Negative Political Campaigns: Who does it hurt More? The Target or the Source?*  
John W. Williams, Principia College
- *Gender Differences in Young Adults' Attitude toward Science and Technology*  
Linda K. Pifer, International Center for the Advancement of Scientific Literacy
- *Non-voting but not Uninformed: Children's Opinions of the '96 Campaign*  
Edward M. Horowitz, University of Wisconsin-Madison

Poster Session  
(continued)

- *Ads, Cigarettes and Target Prospects: Effects of Model Attributes in Print on Audience Opinion and Identification*  
Stephen E. Everett and Lynn Schofield Clark, University of Colorado
- *Deviance as a Predictor of International News in South Korea*  
Jae-Chul Shim, Korea University
- *Professional Role Perception as a Predictor of Job Satisfaction Among Daily Newspaper Editors*  
Roya Akhavan-Majid and Timothy Boudreau, Southern Illinois University
- *HIV AIDS Public Policy: Sexual Rhetoric and Safer Sex Awareness*  
Ron Lake, Indiana University
- *Memory for Physical Activity by Persons with Chronic Pain*  
David J. Mingay, University of Chicago
- *Content Analysis of TIME Magazine Coverage of China*  
Ping Wu, University of Michigan
- *Motivations as Predictors of Information Source Perceptions*  
Joey Reagan, Michigan State University, Bruce Pinkleton, Ann Thornsens, Michelle Miller and Jenny Main, Washington State University

3:45 PM - 4:45 PM

## Discussion Tables

Symphony B

Organizer: Sherry Marcy, DataStat, Inc. at Ann Arbor

- *The 1996 Election*  
Paul Lavrakas, Ohio State University
- *Public Journalism*  
Rob Daves, Star Tribune, Minneapolis
- *The Future of Polling: Mail Surveys? (POQ Summer '96)*  
Sherry Marcy, DataStat, Inc., Ann Arbor

3:45 PM - 6:00 PM

## Exhibits and Applications

Symphony C

Software for presentation graphics, analytical packages, mapping and trending software.

5:00 PM - 6:00 PM

### Cocktail Pedagogy Hour

Symphony B

MAPOR turns 21 and to celebrate, all registered MAPOR participants will receive a cocktail coupon. Bar at the Intermezzo. Social Hour and Reception

Presiding: William Elliot, MAPOR President

Pedagogy Topic: *Wine tasting, beer drinking and other sampling procedures: The Proof is in the numbers*

Presenter: Brenda Gunderson, University of Michigan, Specialist in Statistics, Recipient of Excellence in Teaching Awards and Consultant to various biopharmaceutical companies.

Sponsor: GENESYS Sampling Systems  
Fort Washington, Pennsylvania.

7:00 PM

### WELCOME DINNER (Dutch Treat)

New and long-time members and guests are invited to join MAPOR's President, Bill Elliot and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.

## SATURDAY, NOVEMBER 23

8:00 AM - Noon

### Registration at the Intermezzo

Coffee, tea and bakery

8:45 AM - 10:15 AM

### Paper Session 6

Media Frames and Public Opinion:  
Lyric

Moderator: Margaret Young, University of Michigan

Paper Session 6  
(continued)

- *The Persuasive Press Inference: Effects of Mass Media on Perceived Public Opinion*  
Albert C. Gunther, University of Wisconsin-Madison
- *Contextual Cues and Printed News: The Differential Impact of Narrative and Photographs on Public Opinion*  
Elizabeth Powers and Kylo-Patrick R. Hart, University of Michigan
- *Communications in Conflict: How Media Agents Framed the Silicone Breast Implant Controversy*  
Leioott Smiley and Julie L. Andsager, Middle Tennessee State University
- *Metaphors as Framing Devices for Leaders, Citizens and the Press in a Growing Community*  
Rosemary B. Althoff, Richard M. Perloff, and Leo W. Jeffres, Cleveland State University

Discussant: Dhavan V. Shah, University of Minnesota

## Paper Session 7

Constructs in Public Opinion Theory  
Symphony A

Moderator: Ellen Dran, Northern Illinois University

- *Media Effects in the Modern Presidential Campaign: An Empirical Test of the Negativity Hypothesis*  
Adam J. Berinsky, University of Michigan  
(Patterns in ideas about negative media coverage - tested on audience)
- *The Affirmative Action Issue: An Experimental Test of the 'Spiral of Silence' Theory*  
Gerson Moreno-Riano, University of Cincinnati
- *The Third Person Effect in Need for Cognition: Its Effect on Perceived Persuasive Impact*  
H. Allen White, Murray State University
- *Framing the Candidates in National Primaries: Issues and Images in Press Releases and News Coverage*  
M. Mark Miller, University of Tennessee, Julie L. Andsager, Middle Tennessee State University and Bonnie P. Riechert, University of Tennessee

Discussant: Garrett O'Keefe, University of Wisconsin-Madison



## Paper Session 8

Issues in Interviewing  
Symphony C

Moderator: Faith Hwang, Northwestern University

- *A Study of the Costs and Benefits of Refusal Conversion*  
Paul Lavrakas, Ohio State University and Christopher J. Marsh, Northwestern University
- *An Investigation of Survey Question Comprehension Across Cultures*  
Timothy Johnson, Survey Research Laboratory, University of Illinois at Chicago
- *Tough Questions and "Don't Know" Questions*  
Mark D. Harmon, Texas Tech
- *The Inclusion of an Interracial Category in Public Opinion Surveys: Possible Impacts on the Interpretation of Public Opinion Surveys*  
Catherine Squires, Northwestern University

Discussant: Sherry Marcy, DataStat, Inc.

10:30 AM - Noon

## Panel Session I

Beyond Methodological Purity: Critical and Qualitative Challenges to Survey Research  
Lyric

Chair and Organizer: Robert O. Wyatt, Middle Tennessee State University

Panelists: Susan Herbst, Northwestern University  
Tamar Liebes, Hebrew University, Jerusalem  
Ben Page, Northwestern University  
Michael Traugott, University of Michigan

## Paper Session 9

Analyzing Public Knowledge, Public Opinion and Public Responses  
Symphony A

Moderator: Rob Daves, Star Tribune, Minneapolis

- *Childbirth and Infant Development Knowledge Gaps and "Reverse Gaps"*  
Joann O'Leary, Abbott Northwestern Hospital and Cecile Garziano, Research Solutions, Inc., Minneapolis
- *The Public's Knowledge of the Federal Budget: Individual-level and Aggregate Analysis*  
Richard Schuldt, Survey Research Office, University of Illinois at Springfield
- *Learning from News Stories about Risk*  
Kurt Neuwirth, University of Cincinnati, Sharon Dunwoody, University of Madison-Wisconsin and Robert J. Griffin, Marquette University

Discussant: David Domke, University of Minnesota

## Paper Session 10

Reporting Poll Information  
Symphony C

Moderator: Mahmoud A.M. Braima, Philander Smith College

- *"Litmus-test" Issues, Voter Intention and Election Polling*  
Trevor N. Tompson, Northwestern University and Paul J. Lavrakas, Ohio State University
- *Respondents do Better than Interviewers Estimating Knowledge*  
Margaret Howard, University of Michigan
- *The Fractured American Public*  
Margaret Young, University of Michigan

Discussant: Thomas J. Johnson, Southern Illinois University

Noon - 1:30 PM

## Lunch

(On your own or with a MAPOR Buddy)

1:30 PM - 3:00 PM

### President's Plenary Session

Netizens, the first webbed election  
Symphony C

Chair and  
Moderator: William Elliot, MAPOR President

Panelists: Bonnie Bressers, *On Wisconsin*  
Comelia Grumman, *Chicago Tribune*  
Evans Witt, *Politics Now*

3:15 PM - 4:45 PM

### Panel Session 2

Theoretical and Methodological Paths to 'True' Public Opinion  
Lyric

Chair and Organizer: K. Viswanath, Ohio State University

- *Assessing Public Opinion through Methodological Prisms: Political Sophisticates or Uninformed Citizens*  
Doris Graber, University of Illinois at Chicago
- *The Constituents and Consequences of Online Polling*  
David Weaver, Indiana University
- *Engendering Gaps: Understanding the Social Construction of Demographics*  
Julie L. Andsager, Middle Tennessee State University
- *Inside Tracking Polls: Capturing True Public Opinion*  
Rob Daves, Star Tribune, Minneapolis

### Paper Session I I

Public Opinion, Media Usage and Media Orientations  
Symphony A

Moderator: Wayne Melanson, Texas Tech University

- *Impact of Media Usage on Political Mobilization in the 1992 Presidential Election*  
Mee-Eun Kang, University of Michigan

Paper Session 11  
(continued)

- *A Comparison of the Effects of 'New' and Traditional Media Use on Political Knowledge and on Images of Clinton and Dole*  
Thomas J. Johnson, Southern Illinois University, Mahmoud A.M. Braima, Philander Smith College and Jayanthi Sothirajah, Southern Illinois University
- *Determinants of News Media Orientations: A Local Community Cross Sectional Analysis at Three Time Points*  
Donna Rouner, Colorado State University

Discussant: David Fan, University of Minnesota

## Paper Session 12

"And That's the Way It Is:" Journalists' As Objective Observers  
Symphony C

Moderator: Ward Kay, University of Maryland

- *Answering the "Why" Questions about Public Opinion: When Journalists Explain Poll Results*  
Sandra L. Bauman, Wirthlin Worldwide
- *Gender-Related Differences Among Washington DC Beat Reporters*  
Linda Jones, Roosevelt University, Paul J. Lavrakas, Ohio State University and Christopher J. Marsh, Northwestern University
- *Engendered Differences*  
Margaret Young, University of Michigan
- *Community Structural Pluralism, Racial and Ethnic Pluralism and Orientations of Local Newspaper Editors*  
Douglas Blanks Hindman and Robert Littlefield, Dakota State University, Ann Preston, Quincy University and Dennis Neumann, North Dakota State University

Discussant: M. Mark Miller, University of Tennessee

5:00 PM - 5:30 PM

Business Meeting

- where?

5:30 PM - 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

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