

MAPOR

23

Prime Time

Midwest Association for Public Opinion Research
November 20-21, 1998
Chicago
Radisson Hotel & Suites

FRIDAY, NOVEMBER 20

8:30 a.m. - 5:00 p.m. Registration (coffee, tea, bakery)
Intermezzo

10:00 - 11:30 a.m. Paper Session 1
Salon A The Third-Person Effect

Moderator: Rebecca Filkins, University of Nebraska-Lincoln

Exploring the Third-Person Effect in Product Advertising: What Persuades the Self versus What Persuades Others, John Dillon and H. Allen White, Murray State University.

"I'm Okay, You're a Pawn of the Media:" The Influence of Self-Esteem, Social Stigma and Product Use in the Advertising of Alcohol and Cigarettes on Public Opinion Formation Through the Third-Person Effect, Stephen A. Banning, Texas A&M University.

Rethinking the Social Distance Corollary: Perceived Likelihood of Exposure and the Third Person Perception, Benjamin H. Detenber, University of Delaware, Amy I. Nathanson and William P. Eveland, Jr., University of California-Santa Barbara, and Douglas M. McLeod, University of Delaware.

Discussant: David Tewksbury, University of Illinois at Urbana-Champaign

10:00 - 11:30 a.m. Panel Session 1
Salon C Surveys on Welfare Reform

Organizer: Ward R. Kay

Panelists: Ward R. Kay, U.S. Census Bureau
 Janet Kempf Vande Hay, St. Norbert College
 Robert H. Lee, University of Wisconsin-Madison

10:00 - 11:30 a.m.
Salon B

**Paper Session 2
Media and our Politics**

Moderator: Kimberly L. Bissell, Syracuse University

Do the Media Have a Stronger Alienation Effect During Election Campaigns?, Tien-tsung Lee, Hawaii Pacific University, Hsiao-Fang Hwang, Northwestern University, and Anthony Y.H. Fung, City University of Hong Kong.

Individual Motivations and Information Source Relevance to Political Decision Making, Bruce Pinkleton, Washington State University.

Formation of Local Political Behavior: The Role of Mass Media and Social Networks, Weiwu Zhang, University of Wisconsin-Madison.

Uses and Gratifications of Nontraditional Media in the 1996 Presidential Election, Thomas J. Johnson, Southern Illinois University-Carbondale, Mahmoud Braima, Southern University, and Jayanthi Sothirajah, Southern Illinois University-Carbondale.

Discussant: Lee B. Becker, University of Georgia

11:45 a.m. - 1:15 p.m.
Duet (13th Floor)

Luncheon (Ticket Required)

Presiding: Fiona Chew, MAPOR President

Speaker: Dr. Howard Hogan
Chief, Decennial Census Statistical Studies Division
Bureau of the Census

Topic: "How Sampling Fits into the Census 2000 Plans"

1:30 - 3:00 p.m.
Salon C

**Panel Session 2
Measuring Public Relations' Effect on Public Opinion**

Organizer: Julie Andsager

Panelists: Julie Andsager, Washington State University
Philip Dunne, Minkus & Dunne Public Relations
Gerald Kosicki, The Ohio State University
Bruce Pinkleton, Washington State University

1:30 - 3:00 p.m.
Salon A

Paper Session 3
Framing of our Environment and Experience

Moderator: H. Allen White, Murray State University

A Century of War: An Examination of Public Opinion from the Spanish-American War to the Persian Gulf War, Kimberly L. Bissell, Syracuse University.

The Impact of Interest Groups and Geographic Region on Newspaper Framing of Forest Salvage Policy, M. Mark Miller, Bonnie Parnell Riechert and Cynthia Ann Hassil, University of Tennessee, Knoxville.

Media Framing and Audience Reasoning: Toward an Integration, Weiwu Zhang, University of Wisconsin-Madison.

Discussant: Allan McCutcheon, University of Nebraska-Lincoln

1:30 - 3:00 p.m.
Salon B

Paper Session 4
Our Engagement in the Political Process

Moderator/Discussant: David Weaver, Indiana University

Internet Use during the Presidential Election Campaign: Political Effects of a New Medium, Lars Willnat, George Washington University.

On-Line Democracy and the Political Habits of Internet Users, Tien-tsung Lee, Hawaii Pacific University, and H.W. Martin, University of California-Davis. Faith Whang, Northwestern U.

How Freedom to Talk About Politics Predicts Political Talk and Political Participation, Robert Wyatt, Middle Tennessee State University. Co-author at West in W.Y. - E. Katz + Jordan Kim

Interest in Elections and Public Expression of Opinion, Lewis R. Horner, University of Minnesota, Joan Conners, Regis University, and Robert P. Daves, Minneapolis Star-Tribune.

3:30 - 4:45 p.m.
Salon C

Poster Session

Reassessing Public Opinion Stability, Jason Barabas, Northwestern University.

Predicting the Need for Orientation Among a Sophisticated Public: How Communication Researchers Improve their Methodology, Fiona Chew, Syracuse University.

The Political Beliefs of the Talk Radio Audience, Steven J. Collins, Syracuse University.

Is Disk-By-Mail Interchangeable With Paper and Pencil?, Gary Feuerberg, Defense Manpower Data Center, and Howard Schrag, Capital Consulting Corporation.

Leaving the Good Life: Predicting Migration Intentions of Rural Nebraskans, Rebecca Filkins, John C. Allen and Sam Cordes, University of Nebraska-Lincoln.

Disclosure Analysis for Creating Public User Files, Rashna Ghadialy and Javier Porras, National Opinion Research Center.

"Death is No Excuse; Nixon in 2000:" Images of Nixon 25 Years After Watergate, Thomas J. Johnson, Southern Illinois University-Carbondale, and Marilyn Roberts, University of Florida.

American Public Opinion for International Involvement: Perceptions and Reality, Mee-Eun Kang, Cleveland State University.

Reconceptualizing Channel Repertoire in the Urban Cable Environment: Kimberly A. Neuendorf, David J. Atkin and Leo Jeffres, Cleveland State University.

The Phenomenological Aspects of Telephone Survey Research and Interviewer Productivity, George F. Sloan, The Ohio State University.

Item Non-Response and Non-Attitudes Toward Homosexuality: A Trend Analysis, Sara Renae Swenson, University of Nebraska-Lincoln.

Poster Session (Continued)

Students and Citizens: The Impact of Pols 101 on Student Opinions about Politics and Political Participation. Brian C. White and Derek Reveron, University of Illinois at Chicago.

Volunteering and Giving: A Comparative Analysis of the American and Canadian Publics, Margaret A. Wells, University of Nebraska-Lincoln.

The Saturation of Communication Technology in Households in a Midwest State, Cheryl J. Wiese, University of Nebraska-Lincoln.

Takeover? Handover? Reversion? Return? A Comparative Framing Analysis of Media Coverage of the Transfer of Hong Kong to China. Weiwu Zhang and Hua-Hsin Wan, University of Wisconsin-Madison.

Development of a Chinese Consumer Confidence Index: A Multitrait Multimethod Approach, Jonathan Zhu, Joe Nan Zhou and David Tse, University of Hong Kong.

3:45 - 6:00 p.m.
Salon C

Exhibits and Applications

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

5:00 - 6:00 p.m.
Intermezzo

Cocktail Pedagogy Hour

Presiding: Dr. Fiona Chew, MAPOR President

Presenter: Joel Webster, TNS Intersearch

Sponsor: GENESYS Sampling Systems

7:00 p.m.

WELCOME DINNER (Dutch Treat)

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

SATURDAY, NOVEMBER 21

8:00 a.m. - Noon

Registration at the Intermezzo (coffee, tea, bakery)

8:30 - 10:00 a.m.
Salon A

Paper Session 5
Cultivating Beliefs

Moderator: Douglas Blanks Hindman, University of North Dakota

Mass Media and Public Perceptions of the Quality of Life, Leo Jeffres, Kimberly Neuendorf and David Atkin, Cleveland State University.

Racial Denial: Origins and Consequences, Andrew Rojecki, Indiana University.

Teen Violence, Mass Media and the Role of the Family, Cecilie Gaziano, Research Solutions, Inc.

Community Newspaper Editor Definitions of Community Problems, Douglas Blanks Hindman, Stan Ernst and Mavis Richardson, North Dakota State University.

Discussant: K. Viswanath, The Ohio State University

8:30 - 10:00 a.m.
Salon B

Paper Session 6
Engagement with New Media

Moderator: Steven J. Collins, Syracuse University

Print Journalists' Perceptions of Multimedia Technology: An Exploratory Study, David Kamerer, Kansas State University.

Living in a Digital Era: An Exploratory Study of the Emergence of New Media Literacy, Scott C. Forbes, Xueping Du and Dennis Davis, Penn State University.

Online and in the Know: Uses and Gratifications of the Web for Political Information, Barbara K. Kaye and Thomas J. Johnson, Southern Illinois University-Carbondale.

Factors Affecting Internet Use in a Saturated Access Population, Joey Reagan, Bruce Pinkleton, Rick Busselle and Kim Jackson, Washington State University.

Discussant: M. Mark Miller, University of Tennessee, Knoxville

8:30 - 10:00 a.m.
Salon C

Panel Session 3
Climbing the Tower of Babel:
AAPOR's Standard Definitions of Outcome Categories
and Response Rate Formulas

Organizer: Robert P. Daves

Panelists: Robert P. Daves, *Star Tribune*
(Minneapolis-St. Paul)
Paul J. Lavrakas, The Ohio State University
Tom W. Smith
NORC and the University of Chicago

10:15 - 11:45 a.m.
Salon A

Paper Session 7
Opinion and our Social Context

Moderator: Edmund Lauf, University of Georgia

Twenty-Five Years of the Spiral of Silence: A Conceptual Review,
Dietram A. Scheufele, University of Wisconsin-Madison, and
Patricia Moy, University of Washington.

Cognitive Sophistication, Social Isolation and Role Expectation:
"Don't Knows" on the 1972-1996 GSS, Clifford Alexander Young,
NORC-GSS/University of Chicago.

Pluralistic Ignorance as Management Tool!, John W. Williams,
Principia College.

The Niches of Home E-Mail and the Telephone: Sociability and
Gratification Opportunities, John Dimmick, The Ohio State
University.

Discussant: Doris Graber, University of Illinois-Chicago

10:15 - 11:45 a.m.
Salon C

Panel Session 4
Starting and Maintaining a University-Based
Polling Operation

Organizer: Ken Blake

Panelists: Robin Bebel, Northern Illinois University
Ken Blake, Middle Tennessee State University
Robert P. Daves, [Minneapolis Star-Tribune](#)
Veronica Inchauste, University of Texas
Janet McConeghy, Northern Illinois University
Robert Wyatt, Middle Tennessee State Univ.

10:15 - 11:45
Salon B

Paper Session 8
Health Communication and Opinion

Moderator: Bryan R. Denham, Southwest Missouri State Univ.

Gender of Head of Household and Primary Responsibility for Household Health Care, Heather Hartwig Boyd, University of Wisconsin-Madison.

Health Care Opinion Leadership and Communication Channel Use, Heather Hartwig Boyd, University of Wisconsin-Madison.

Usability Testing of an Automated Telephone-Administered Patient Questionnaire, David J. Mingay and Richard Kim, University of Chicago Medical Center.

From "Wonder Drug" to "Social Phenomenon:" How News Media Stretched the Frames of Viagra, Julie Andsager, Washington State University.

Discussant: Sherry Marcy, National Research, Inc.

11:45 a.m. - 1:45 p.m.

Lunch (On your own)

1:45 - 3:15 p.m.
Salon A

Paper Session 9
Methodology

Moderator: Lewis Horner, University of Minnesota

Exploring the Role of Question Topic Order in Patterns of Response to Yankelovich's Mushiness Index, Kenneth R. Blake, Middle Tennessee State University.

First-Class Versus Pre-canceled Postage: A Cost/Benefit Analysis, Rebecca Filkins, John C. Allen and Sam Cordes, University of Nebraska-Lincoln.

Optimum Sample Size: Cost-Savings vs. Non-Response Error in the Buckeye State Poll, Brian E. Harpuder and Jeffery Stec, The Ohio State University.

Investigating Unit Nonresponse in RDD Surveys, Jeffery A. Stec, Paul J. Lavrakas and Elizabeth A. Stasny, The Ohio State University.

Discussant: David Kennamer, Virginia Commonwealth University

1:45 - 3:15 p.m.
Salon B

Paper Session 10
Our Opinion of Government

Moderator: Frank Thornton, Middle Tennessee State University

A Comparison of Themes in Discussions of "Sexgate" in Newspaper Stories and Usenet News Group Postings, M. Mark Miller and Mary Thompson, University of Tennessee, Knoxville.

Public Approval of Congress, Legislative Action and Representation, Stephen T. Mockabee and Quin Monson, The Ohio State University.

On the Interactive Relationship between Press Coverage and Public Approval of President Clinton, Mark Watts, Florida International University, Dhavan Shah, University of Wisconsin, David Domke, University of Washington and David Fan, University of Minnesota.

Discussant: William R. Elliott, Marquette University

1:45 - 3:15 p.m.
Salon C

Paper Session 11
Crossing Borders

Moderator: Leiyott Smiley, Bohan Carden & Cherry

Brand Image and National Culture, Mohan Jyoti Dutta, North Dakota State University.

Attitudes Toward Foreigners and Religious Belief: A Comparative Trend Analysis of the East and West German Publics, Allan McCutcheon, University of Nebraska-Lincoln.

National Pride: A Cross-National Analysis, Tom W. Smith and Lars Jarkko, National Opinion Research Center.

Discussant: Robert Wyatt, Middle Tennessee State University

3:30 - 5:00 p.m.
Salon C

Panel Session 5
Improving the Quality of Public Opinion Research

Organizer: Fiona Chew, Syracuse University

Panelists: Allan McCutcheon, University of Nebraska-Lincoln
Abhilasha Mehta, Gallup and Robinson
Sally Murphy, National Opinion Research Center
David Weaver, Indiana University

3:30 - 5:00 p.m.
Salon A

Paper Session 12
Selling Ideas

Moderator: Bonnie P. Riechert, Univ. of Tennessee, Knoxville

Is There Such a Thing as a "Baby Boomer" or "Gen-Xer?," Trevor N. Tompson, Paul J. Lavrakas, Geetu Melwani and Prabu David, The Ohio State University.

Clean Campaigns, Free Airtime and Legislated Reform: Contemporary Campaign Reform Proposals and Public Opinion. Joan Conners, Regis University.

Spreading Their Message Electronically: A Look at the Aryan Nations On-Line. Bryan E. Denham, Southwest Missouri State University.

Minority and Gender Portrayals on CNBC: A Content Analysis of Advertising. H. Allen White and F. Gilland Welsch, Murray State University.

Discussant: Steve Everett, National Association of Broadcasters

3:30 - 5:00 p.m.
Salon B

Paper Session 13
Polling

Moderator: Jeffery Stec, The Ohio State University

A Method to Conduct a Critical Content Analysis of a Newspaper's Use of Pre-Election Polls. Lillian Diaz-Castillo, The Ohio State University.

Monitoring the Use of Public Opinion Polls in Congress. Michael W. Traugott, University of Michigan, Mee-Eun Kang, Cleveland State University, Joshua Benninghoff, Sumeet Karnik and Beth Koivunen, University of Michigan.

The Influence of Public Opinion Polls on Candidate Preferences: The Role of Individuals' Motivation and Ability. Mee-Eun Kang, Cleveland State University, Michael W. Traugott, University of Michigan, and Paul J. Lavrakas, The Ohio State University.

Predicting Voter Turnout in Local Elections: Melding Theory and Practice. Quin Monson, The Ohio State University.

Discussant: Daniel Merkle
Voter News Service