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*A Quarter Century of*

# **MAPOR**

**In Retrospect  
and Prospect**

Midwest Association for Public Opinion Research  
November 17-18, 2000  
Chicago, Illinois  
Radisson Hotel & Suites

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## MAPOR Officers, 1999-2000

President: Stephen Everett

Vice President/President-Elect: William Rosenberg

Past President: Sherry Marcy

Secretary-Treasurer: Douglas Blanks Hindman

Program Chair: K. Viswanath

Program Co-Chair: Julie Andsager

Executive Board Members: Roya Akhavan-Majid, Thomas Johnson, Allan McCutcheon

## MAPOR Fellows

1988 - Doris Graber

1989 - George Donahue, Clarice Olien,  
& Phillip Tichenor

1990 - Jack McLeod

1992 - Donna Charron

1993 - David Weaver

1994 - George Bishop

1996 - Lee Becker

1997 - Paul Lavrakas

1998 - Leo Jeffres

1999 - M. Mark Miller

## MAPOR Fellow Student Paper Award Winners

1998 - Dietram Scheufele and Patricia Moy, University of Wisconsin-Madison

1999 - Gregor Petric, University of Ljubljana

## Thanks to 2000 Conference Sponsors

Center for Survey Research, Ohio State University

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Office of Communication Research, Middle Tennessee State University

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SSI

Survey Research Laboratory, Drexel University

# Friday, November 17

8:30 a.m. - 5 p.m.

Registration (coffee, tea, bakery)  
Intermezzo

10 a.m. - 11:30 a.m.

Paper Session 1  
**Third Person and Other Bias Effects**  
Symphony A

Moderator: David Demers, Washington State University

While a graduate student, I happened to see an AAPOR program with many names of people whom I hadn't known that a mere mortal student could meet. Soon after attending my first AAPOR meeting, I learned of MAPOR's existence and joined immediately. These two organizations remain my most valuable memberships.

Cecilie Gaziano

*Public Opinion About Primate Research: Assimilation and Contrast In Estimating Attitudes of Others*

Albert C. Gunther & Stella Chih-Yun Chia, University of Wisconsin-Madison.

*The Impact of Available Information About Hypothetical Others on Third-Person Perception*

H. Allen White & John Dillon, Murray State University.

*Preparing for the Millennium Bug: Biases in Perceptions of the Effect of Y2K News*

David Tewksbury, University of Illinois, Patricia Moy, University of Washington, & Deborah Weis, University of Illinois.

*Cultural Influence on the Third-Person Effect About the Internet*

Joungsoon Kim, Southern Illinois University.

Discussant: Zhongdong Pan, Chinese University of Hong Kong & University of Michigan

Memories of MAPOR: A congenial place where academics and practitioners meet; dining with old friends; hearing yet another panel on declining response rates; trying to explain hierarchical regression tables; watching graduate students give their first-ever presentations; as discussant, trying to integrate four very different papers; becoming a MAPOR Fellow; bucking the winds off Lake Michigan; watching as the Christmas lights go on; and looking forward to an even better MAPOR next year.

Jack McLeod

Paper Session 2  
**Involvement, Caring & Citizenship**  
Symphony B

Moderator: Diane Rucinski, University of Illinois at Chicago

*Who Gives Their Money and Their Time? Why Do They Do It and What Might Cause Them to Give More?*

William Rosenberg, Drexel University.

*Who Cares About the Issues? Media Influences on Issue Awareness, Issue Stage, and Issue Involvement in a Local Community*

Dietram A. Scheufele, James Shanahan, & Sei-Hill Kim, Cornell University.

*Untangling the Ties That Bind: The Relationship Between Internet Use and Engagement in Public Life*

Dhavan V. Shah, Michael Schmierbach, Joshua Hawkins, Michael Ericson, Rodolfo Espino, Janet Donavan, & Soo-Wan Chung, University of Wisconsin

Discussant: Lars Willnat, George Washington University

11:45 a.m. - 1:15 p.m.

**Luncheon** (Ticket Required)  
13th Floor

Presiding: Steve Everett, MAPOR President

Speaker: Murray Edelman, Voter News Service

1:30 p.m. - 3 p.m.

Paper Session 3  
**Presidency & the Public Opinion**  
Symphony A

Moderator: Tudor Vlad, Babes Bolyai University, Romania, & University of Georgia

MAPOR is an extended network of professional friends, but it is more than that. It is a group of people who are interested in the same things and who are willing to discuss ideas in a supportive way.

Phil Tichenor once told me that a research conference should be open to new ideas, to ideas that are still emerging, and to new people. MAPOR is just such a conference.

*Lee Becker*

*Living in Nixon's Shadow: Factors Influencing Public Opinion About the Watergate and Lewinsky Affairs*

Thomas J. Johnson, Southern Illinois University, & Marilyn Roberts, University of Florida.

*College Students' Uses and Gratifications of the News Coverage of the Clinton - Ms. Lewinsky Affair*

Seung Kwan Ryu, Southern Illinois University.

*News Coverage and Polls in the 2000 U.S. Presidential Primaries*

Mark D. Harmon, University of Tennessee.

Discussant: Dietram A. Scheufele, Cornell University

Paper Session 4  
**News on the Net**  
Symphony B

Moderator: Carroll Glynn, The Ohio State University

MAPOR is a terrific regional organization that allows me to meet up with "old" colleagues - and meet new ones - who are engaged in studying public opinion. It is also a great group of people to whom I enjoy introducing my students - the next generation of public opinion researchers!

*Allan McCutcheon*

*Reports of Bob Hope's Death Have Been Greatly Exaggerated: Journalistic Values of Online Newspaper Editors*

Thomas J. Johnson, Southern Illinois University, Kimberly Bissell, University of Alabama, & James D. Kelly, Southern Illinois University.

*Variations in Prominence of News Story Types in Web and Print Newspapers*

Ashley Timiraos & William P. Eveland Jr., The Ohio State University.

*Using Web Sites as a Source: A Study of Five U.S. Newspapers' Political News Coverage 1995-1999*

Sung Tae Kim & Eun Seong Kim, Indiana University.

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

## Friday, November 17

1:30 - 3 p.m.

Paper Session 5

### Public Opinion Theory: A New Look at Old Hypotheses Symphony C

Moderator: Teresa Mastin, Middle Tennessee State University

MAPOR means a lot to me. It's part of my professional community, one in which I can keep current with the thinking in mass communication theory and public opinion research. But it's part of my personal community, too, and I've been fortunate to count many MAPOR members as close friends.

*Rob Daves*

*MAPOR at 25: Content Analysis of a Quarter-Century of Public Opinion Research*

Richard M. Perloff & Dylan Sutton, Cleveland State University.

*Trait- and State-Based Fear of Isolation and the Spiral of Silence*

Kurt Neuwirth, University of Cincinnati, & Edward Frederick, University of Southern Mississippi.

*Experimenting with Bandwagon and Underdog Effects Using Fabricated News Stories*

Lillian Diaz-Castillo & Paul J. Lavrakas, The Ohio State University.

Discussant: Gerald Kosicki, The Ohio State University

3:15 p.m. - 4:15 p.m.

### Exhibits and Applications

Symphony C

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

4:30 p.m. - 6 p.m.

### Cocktail Pedagogy Hour

sponsored by GENESYS Sampling Systems

Intermezzo

I second Mark Miller's remark when he received the MAPOR Fellow Award: The strengths of MAPOR are its people, its people, and its people.

*David Fan*

Presiding: Steve Everett, MAPOR President  
DSD Laboratories/US Air Force

Presenter: Jeff L. Hermann, Nielsen Interactive Services

7 p.m.

### Welcome Dinner (Dutch Treat)

Meet in Lobby

New and longtime members and guests are invited to join MAPOR's President, Steve Everett, and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.

## Saturday, November 18

8 a.m. - Noon

Registration (coffee, tea, bakery)  
Intermezzo

8:30 a.m. - 10 a.m.

Paper Session 6  
**New Media: Its Uses & Diffusion**  
Symphony A

Moderator: Matt Nisbet, Cornell University

*Communication and Public Opinion Research About the Internet: A Meta Analysis*

Sung Tae Kim & David Weaver, Indiana University.

*Children's Use and Perceptions of Media in the Internet Age*

Brooke Barnett & Dan G. Drew, Indiana University.

*New Media Usage by Young Adults in Germany and the U.S.*

Dennis K. Davis, Pennsylvania State University, & Ruediger Steinmetz, University of Leipzig.

*Diffusion of Innovation Applied to an Organizational Intranet*

Kathy Keltner, Middle Tennessee State University.

Discussant: Patricia Moy, University of Washington

For the past 25 years, I've looked forward each fall to attending MAPOR and seeing good friends and colleagues in a small, convivial setting in the always-interesting city of Chicago. This meeting not only helps me keep current about public opinion research techniques and findings, but also signals the beginning of Thanksgiving week, the first break in our fall academic schedule. For all these reasons, MAPOR is my favorite organization. May it live long and prosper!

Dave Weaver

Paper Session 7

**Media and the Cultivation of Expectations**  
Symphony B

Moderator: Leola McClure, The Ohio State University

*The Relationship Between Knowledge Gap, Television Programming, and Interest in Health and Fitness*

Fiona Chew, Syracuse University.

*Alcohol Expectancies in Thailand*

Ian M. Newman & Tiandong Li, University of Nebraska.

*Is the News World the Real World? Cultivating Views of News Accuracy*

Elizabeth A. Skewes & Pamela J. Shoemaker, Syracuse University.

*The Contribution of Local Television News to Concern About Crime*

Todd C. Trautman, University of Illinois.

Discussant: Julie Andsager, Washington State University

MAPOR has always been to me a delightful blend of the same and the different. Same location, same weekend, many of the same people even. But new and different ideas and a launching pad for the first presentation of many a student who went on to become a leader in our field.

Tom Smith

## Saturday, November 18

8:30 a.m. - 10 a.m.

### Paper Session 8 **Refining Internet Surveys** Symphony C

Moderator: Molly Longstreth, University of Arkansas

MAPOR contains contradictions well. I come to MAPOR to hear established researchers, and am reminded that students do the best work. I am eager to hear the latest ideas, and remember that important principles endure. I come to see old friends, and make new ones. I work seriously, and I play hard. I focus and grow. For me, that's MAPOR.

Mark Miller

☺ *Will the Real Internet Please Stand Up: An Analysis of Eight Internet Surveys*  
Barbara K. Kaye, Valdosta State University, & Rey G. Rosales, Southern Illinois University.

☺ *Something Old, Something New: A Mode Comparison of Internet and In-Person Surveys*  
Tom W. Smith, University of Chicago.

☺ *Who are More Likely to Answer Internet Surveys? Perception on Importance of Internet: A Comparison of Structural Equation Models*  
Sunghee Lee, University of Nebraska.

Discussant: Allan McCutcheon, University of Nebraska, Lincoln

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

### Paper Session 9 **Media, Trust & Credibility** Symphony A

Moderator: Renee Botta, Cleveland State University

MAPOR introduced me to Survey Research when I was just starting into the field. MAPOR gave me a safe place to begin presenting papers before I tried presenting at AAPOR. The members of MAPOR welcomed me into their ranks, and taught me lots. I appreciate the friendships and help I've received over the years I've attended. Thanks, MAPOR!

Sherry Marcy

☺ *A Suicidal Messenger? Media Self-Criticism and Press Credibility*  
Kathy Keltner & Robert Wyatt, Middle Tennessee State University, & David P. Fan, University of Minnesota.

☺ *Religiosity as a Predictor of Media Credibility*  
Ken Blake, Robert Wyatt, Teresa Mastin & Jill Edy, Middle Tennessee State University.

☺ *Quantifying Social Trust, Trust in Elections and Civic Engagement: An Evaluation of the 2000 NES Pilot Data*  
Bryan E. Denham, Clemson University.

☺ *Trust in Federal and Local Government: The Effects of Media Use and Employment*  
Lars Willnat, George Washington University, Patricia Moy, University of Washington, & Jarol B. Manheim, George Washington University.

Discussant: Leo W. Jeffres, Cleveland State University

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

Panel Session 1  
**Careers in Survey Research**  
Symphony B

Chair: Allan McCutcheon, University of Nebraska

Panelists: John Loft, Research Triangle Institute  
Richard Day, Richard Day and Associates  
Kenneth Rasinski, National Opinion Research Center  
Robert Schussel, The Gallup Organization

When I first became a faculty member and responsible for graduate students, the Big Ten schools had a mass communication mini conference each year at which graduate students organized panels and presented papers. It was their first exposure to an important part of their future professional lives. The mini conference fell away but was replaced by active graduate student presentations at MAPOR. We have always encouraged our own Ph.D. students to participate, and we increasingly look for future job applicants at MAPOR. So it remains an important part of the life of the Department of Communication Studies at Michigan.

Mike Traugott

This panel is intended to inform graduate students about career opportunities in survey research. Representatives of several research firms will discuss the types of positions currently available in survey research companies, how to locate these kinds of companies, how to approach them, and many other details rarely included in the formal curriculum.

Paper Session 10  
**Issues in Measurement and Methods**  
Symphony C

Moderator: Doug McLeod, University of Wisconsin

- 71 *Virtual Focus Groups: A Methodological Assessment*  
Aswin Punathambekar & Todd Fraley, University of Georgia.
- 72 *Experiences of Discrimination: The Extent and Nature of Unfair Treatment Due to Race and Ethnicity*  
Tom W. Smith, University of Chicago.
- 74 *Predictors of Respondent Satisfaction with Surveys*  
Steve Everett, DSD Laboratories/US Air Force.
- 75 *Going Beyond Expressed Opinions About Reproductive Health to Understand Underlying Cultural Beliefs and Attitudes Using Indepth Interviews*  
Kalyani Subbiah, Syracuse University.

Discussant: Ward Kay, National Institute on Alcohol Abuse and Alcoholism

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

Lunch (on your own)

To say that MAPOR is a family is a cliché. In fact, it's better than most families.

Bob Wyatt



## Saturday, November 18

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

Paper Session 11  
**Public Opinion: Its Uses and Abuses**  
Symphony A

Moderator: Peter Miller, Northwestern University

*Representing the Public: The Use of Polls in Deliberative Policymaking Processes*

Jennifer Oats-Sargent, University of Illinois.

*When Pollsters Go to Court: A Survey of the Uses and Abuses of Public Opinion as Evidence in Recent Court Proceedings*

Patricia M. Kennedy, Syracuse University.

*Agenda Building Process During George Bush's War on Drugs*

Seung Kwan Ryu, Southern Illinois University.

Discussant: Rob Daves, Minneapolis Star Tribune

MAPOR has always been my "favorite" academic organization - for its size, for the consistency of its programs, for the opportunity to see old friends and share ideas. The ol' moving escalator is gone (along with most of my hair) and MAPOR encountered a few bumps along the way, but even those have turned into fond memories. Attending MAPOR has never been an academic obligation or a notch on the service chart. Instead, it's a refuge nestled between the busy pace of fall classes and an even busier holiday season. When MAPOR members move out of the region, they cling to their membership, providing proof that the "Midwest" is a state of mind.

Leo Jeffres

For me, personally, MAPOR will always be remembered as a special place in time where I got my professional start, as have so many other young professionals in the field. And, of course, it is filled with fond memories of many great nights eating, drinking, and laughing together in the ever-exciting atmosphere of Michigan Ave. and downtown Chicago - scattered memories of "the way we were..."

George Bishop

Paper Session 12  
**Public Opinion about Public "Issues"**  
Symphony B

Moderator: Matt Courser, The Ohio State University

*When Science and Technology Enter the Political Sphere: The Role of the Media in Informing the Public and Shaping Public Perception*

Matt Nisbet & Dietram A. Scheufele, Cornell University.

*Voting Green: The Environment Factor and Media Use in the 1996 Presidential Election*

Ronald Sitton & M. Mark Miller, University of Tennessee.

*Toward the Demise of the Death Penalty?*

David P. Fan, University of Minnesota, Kathy Keltner & Robert Wyatt, Middle Tennessee State University.

*Modernity and Risk in Three Nations: A Comparative Study of Popular Opinion Toward Biotechnology*

Allan McCutcheon, University of Nebraska, & Koen Abts, Catholic University of Brussels.

Discussant: Thomas M. Holbrook, University of Wisconsin, Milwaukee

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

MAPOR is like the old hometown candy store for me - a lot of intellectual treats offered in a comfortable setting with lots of friendly, familiar faces to share the treats. It's a nice beginning for the joyful season - Thanksgiving, Christmas, New Year's.

*Doris Graber*

Panel Session 2

**Public Opinion and the Normative Role of the Media in Democracy: A Tribute to Jack McLeod**

Symphony C

*In association with the Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication.*

Chair/Moderator: Sharon Dunwoody, University of Wisconsin-Madison

Panelists: Lee B. Becker, University of Georgia  
Carroll Glynn, The Ohio State University  
Gerald Kosicki, The Ohio State University  
Garrett O'Keefe, University of Wisconsin-Madison  
Zhongdang Pan, University of Michigan

3:30 p.m. - 5 p.m.

Twenty five years ago, I heard about a first MAPOR conference as a graduate student. It didn't mean too much at the time. Now it does.

MAPOR is a signpost on the academic calendar. It signifies intellectual things are going on in Chicago in late November and we may be there to share something exciting. MAPOR is also a time for circulating among friends, finding comrades who share our views of the world — there are precious few of these, one recognizes, as you land in the city of broad shoulders.

*Rick Perloff*

Paper Session 13

**Questionnaire Design, Surveys**

Symphony A

Moderator: Patricia Kennedy, Syracuse University

*An Analysis of Respondent Effort: Implications for Standardization and Questionnaire Design*

Jennifer Dykema & Nora Cate Schaeffer, University of Wisconsin-Madison.

*Does Thinking Make It So? Interviewer Expectations and Data Quality*

Lewis Horner, Matthew Courser, & Paul J. Lavrakas, The Ohio State University.

*George W. Bush's November Surprise of an Old Arrest Cost Him 3 Percent*

David Fan, University of Minnesota

Discussant: Trevor Tompson, Voter News Service

## Saturday, November 18

3:30 p.m. - 5 p.m.

Panel Session  
**25 Years of MAPOR: Theory and Methods in Retrospect and Prospect**  
Symphony B

For me, MAPOR is one of the best examples of a true "research community" -- a group with shared research interests that serves to challenge, constructively criticize, and ultimately to motivate colleagues to do good research work.

*Dennis Davis*

Moderator: Steve Everett, DSD Laboratories/U.S. Air Force

Panelists: *Do Regional Associations Make Sense?*  
Doris Graber, University of Illinois, Chicago

*MAPOR as a Socializing Experience*  
Jack McLeod, University of Wisconsin, Madison

*The Agenda of MAPOR: A Quarter-Century Perspective*  
David Weaver, Indiana University

*MAPOR and the Training of Graduate Students*  
Michael Traugott, University of Michigan

Paper Session 14  
**Innovations & Expertise in News Organizations**  
Symphony C

I first came to MAPOR in 1989 as a new instructor trying to get his research program established. Two things struck me about the group: First, it was smaller and more intimate than the larger conventions. Second, as a novice scholar I was able to meet and befriend some of the biggest names in the field. The intimate, friendly atmosphere and helpful suggestions I get from top scholars keep me coming back to MAPOR year after year.

*Tom Johnson*

Moderator: Elizabeth Skewes, Syracuse University

21 *Structural Pluralism Community Newspaper Adoption and Use of Information Technologies*  
Douglas B. Hindman & Candace Decker, North Dakota State University.

22 *Use of Public Record Database in Newspaper and Television Newsrooms*  
Brooke Barnett, Indiana University.

23 *Determinants of Newsroom Use of Staff Expertise: The Case of International News*  
Wilson Lowery, Lee B. Becker, & Aswin Punathambekar, University of Georgia.

Discussant: Sharon Dunwoody, University of Wisconsin, Madison

5 p.m. - 5:30 p.m.

**Business Meeting**  
Symphony C

5:30 p.m. - 6:30 p.m.

**Social Hour**  
Intermezzo