

Public Opinion in

CRISIS

MAPOR

Midwest Association for Public Opinion Research

Nov. 21-22, 2003

Chicago, IL

Radisson Hotel & Suites

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2003 Annual MAPOR Conference

November 21-22, 2003

The Radisson Hotel & Suites Chicago

Chicago, Illinois 60611

Friday, Nov. 21

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

10 – 11:30 a.m. Paper Session 1
Symphony A Public Opinion in Crisis I: Agenda Setting and Framing

Moderator: Michael Huge, The Ohio State University

Reporting the War: The Military Analysts' Role in Intermedia Agenda-Setting
Deborah Bush Haffey and Clark Greer, Cedarville University

The Shaping of Public Opinion: The Effects of Campaign Against Terrorism Frame on Audience
Evaluations of Relations Between Two Countries
Shafiqur Rahman, Southern Illinois University

Framing the War: Weapons of Mass Destruction vs. Iraqi Freedom
F. Gilland Welsch and H. Allen White, Murray State University

Mediating the Anthrax Attacks: Media Accuracy and Agenda-Setting at Times of National Threat
Shahira Fahmy, Southern Illinois University

Discussant: Gerald Kosicki, The Ohio State University

10 – 11:30 a.m. Paper Session 2
Symphony B Source and Message Effects

Moderator: Michel Haigh, University of Oklahoma

Who and How? Investigating Sources and Characterizations in Elite British Newspaper Coverage
of the "911" Attack

Li Zeng and Zhiwen Xiao, Southern Illinois University

Consider the Source: How Perceived Bias Affects Message Credibility
Julie Andsager, University of Iowa

Source Matters: The Influence of Perceived Credibility on Cognition of Newspaper Stories
Cory Armstrong and Michelle R Nelson, University of Wisconsin

Taking a Stand: The Impact of Celebrities Who Speak Out
H. Allen White, Stephanie L. Minix, and Sara Schmitt, Murray State University

Discussant: Richard Perloff, Cleveland State University

Friday, Nov. 21

10 – 11:30 a.m. **Paper Session 3**
Symphony C **Survey Methodology**

Moderator: **Kristen Olson, University of Michigan**

Comparison of Computerized Event History Calendar and Question-list Interviewing Methods: A Two-year Health History Study

Mandi Yu, Moh Yin Chang, Feiwen Cheng, Asha Jayaprakash, and Robert Belli,
University of Nebraska-Lincoln

Effect of Single Versus Multiple Questions per Page on Data Quality In Web-Based Surveys
Andy Peytchev, University of Michigan

Modeling the Predictors of Response Rates for the HEDIS/CAHPS 3.0H Survey
Moh Yin Chang and Shaheen Halim, University of Nebraska-Lincoln

Discussant: **Ward Kay, Adirondack Communications**

11:45-1:15 **Luncheon (Ticket Required)**
Encore **War and Peace – and Public Opinion**
(13th floor)

Presiding **Julie Andsager, MAPOR President**
 MAPOR Fellow Top Student Paper Award

Speaker **Brig. Gen. Ronald T. Rand**
 Director of Air Force Public Affairs

Sponsor **DSD Laboratories, Inc.**

1:30- 3 p.m. **Panel**
Symphony A **Public Opinion in Crisis II: Embedded Journalists**

Moderator **Steve Everett, DSD Laboratories, Inc.**

Panelists **Aamer Madhani, *Chicago Tribune***
 Tim McNulty, *Chicago Tribune*
 Brig. Gen. Ronald T. Rand, USAF
 Steve Everett, DSD Laboratories, Inc.

Friday, Nov. 21

1:30- 3 p.m. **Paper Session 4**
Symphony B **Public Opinion in an International Context**

Moderator: **Cory Armstrong, University of Wisconsin**

Acculturation in the Global Marketplace
Kimberly A. Neuendorf, Brian F. Blake, and Colin Valdiserri, Cleveland State University

How Much of What We Know Determines ~~How~~ What We Believe? An Examination of the Relationship among International Political Knowledge, Personal Ideology and Mass Media Consumption and Stereotypes of Russians and Eastern Europeans
Elza Ibroscheva, Southern Illinois University

National Identity and the Emotional Economy of the European Union: A Comparison of the New and Old Member Nations

Allan McCutcheon, University of Nebraska-Lincoln

Discussant: **Weiwu Zhang, Austin Peay State University**

3:15 – 4:45 p.m. **Panel**
Symphony C **Public Opinion in Crisis III**
 Building Trust in Survey Research

Moderator **Matthew Nisbet, The Ohio State University**

Sponsor: **Communication Theory & Methodology Division of the Association for Education in Journalism & Mass Communication.**

Panelists **Michael Traugott, Michigan**
 David Weaver, Indiana
 Gerald Kosicki, The Ohio State University

Friday, Nov. 21

3:15- 4:45 p.m. Poster Session
Intermezzo

A Test of the Indexing Hypothesis: An Analysis of the U.S. Media Coverage of the Debate over the War in Iraq

Eunseong Kim, Indiana University

Applying Media Systems Dependency Theory to the College Audience and Political News

Michel M. Haigh, University of Oklahoma

Proposal to Evaluate the Agriculture Extension Related Program Broadcast on Statewide Public Broadcast Station

Fei-Wen Cheng, University of Nebraska-Lincoln

The Scale Development of Parent Involvement Attitude Questionnaire (PIAQ)

Shu-Ren Chang, University of Nebraska-Lincoln

Wireless Surveys: A New Paradigm in Survey Research

Kumar Nagarajarao, University of Nebraska-Lincoln

Models of THE Response Answering Process: Historical Overview, Comparison and Evaluation

Mario Callegaro, University of Nebraska-Lincoln

Independent Two-group Statistical Tests for Small Survey Samples

Emila Peytcheva and Andy Peytchev, University of Michigan

Comparing Internet "River," Internet "Panel" and RDD CATI Sampling: Do The Differences Affect The Data?

Eric Taylor, Western Wats

LINC: Software for the Simultaneous LINear Clustering of Individuals and their Properties Useful for Survey and Other Analyses

David Fan, University of Minnesota

Nothing But Net: A Survey of Online Buying Among Sports Enthusiasts

**Kristine Kraneburg and Thomas J. Johnson, Southern Illinois University, and
Barbara K. Kaye, University of Tennessee**

A Content Analysis of the Online Polls of Local Press and Measure of Framing Effect: Based on Consensus-Building in Local Public Opinion, the Roles of the Press Represented in the Polls, and Crisis/Non-crisis Related Polls

Jongbae Hong, Southern Illinois University

Friday, Nov. 21

5:00 – 6:00 p.m.
Symphony A

Cocktail Pedagogy Hour
Methodological Influences on Comparability of Race Measurements:
Several Cautionary Examples

Presiding **Julie Andsager, MAPOR President**

Speaker **Elizabeth Martin, U.S. Census Bureau, AAPOR President**

Sponsor **Marketing Systems Group**

7:00 p.m.
Hotel Lobby

Welcome Dinner (Dutch treat)

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

Saturday, Nov. 22

8:00 a.m. – Noon **Registration (coffee, tea, bakery)**
Intermezzo

8:30-10 a.m. **Paper Session 5**
Symphony A **Mass Media and Democratic Participation**

Moderator: **Brandon Rottinghaus**, Northwestern University

Media Use and Participatory Democracy in South Korea
Sei-Hill Kim, Saint Mary's College and **Miejeong Han**, Hanyang University

Predispositions, Framing, and Group Attitudes: Interactive Effects on the Motivation to Participate

Cory L. Armstrong, **Michael P. Boyle**, **Jaeho Cho**, **Mike Schmierbach**, **Hyunseo Hwang**, **Seungahn Nah**, **Michael R. McCluskey**, **Douglas M. McLeod**, and **Dhavan V. Shah**, University of Wisconsin-Madison

Media, Community Stability, and Community Involvement: A Multi-level Analysis
Hye-Jin Paek and **Dhavan V. Shah**, University of Wisconsin-Madison

Journalists on Polls and Public Opinion: What Are Their Views?
David Weaver, Indiana University

Discussant: **Leo Jeffres**, Cleveland State University

8:30-10 a.m. **Paper Session 6**
Symphony B **Public Opinion in Crisis III: Protest and Dissent**

Moderator: **Moh Yin Chang**, University of Nebraska-Lincoln

Communication and Participation Around the War in Iraq: Online and Offline Routes to Civic and Protest Activism
Seungahn Nah, **Shelley J. Boulianne**, **Nora S. Croll**, **Ray J. Pingree**, **Seung Min Shin**, **Aaron S. Veenstra**, and **Dhavan V. Shah**, University of Wisconsin-Madison

What Does the Public Have to Say Against This? Protesting the War on Iraq through Editorials and Letters to the Editor
Dan Berkowitz, **Amani Ismail**, and **Mervat Youssef**, University of Iowa

Media Frames of Protest Groups: The Effects of Exposure on Perceived Legitimacy
Lindsay Hoffman and **Michael E. Hoge**, The Ohio State University

Media Dissociation, Internet Use, and Anti-War Political Participation
Hwang Hyunseo, **EunKyung Kim**, **Namjin Lee**, **Seunghyun Lee**, **Jyejin Paek**, **Mike Schmierbach**, **Homero Gil de Zuniga**, and **Dhavan V. Shah**, University of Wisconsin-Madison

Discussant: **Doris Graber**, University of Illinois-Chicago

Saturday, Nov. 22

8:30-10 a.m. **Paper Session 7**
Symphony C **Public Opinion and Health**

Moderator: **Deb Houden, University of Wisconsin**

Communicating the Threat of Smallpox: Inoculating Against Panic
Catherine Crawley, University of Tennessee

A Second-Level Agenda Setting Study of Arguments For and Against Harry Truman's National Health Insurance Plan
Brian Hensel, University of Missouri

Ain't No Shame: How African American Women's Magazines Frame Femininity in Health News About Obesity-Related Illnesses
A. Denita Gadson, University of Iowa

Marijuana Users: Real People with Real Problems
Taylor Moseley, University of Nevada-Las Vegas

Discussant: **Cecilie Gaziano, Research Solutions, Inc.**

10:15-11:45 **Paper Session 8**
Symphony A **Science and Values**

Moderator: **David Fan, University of Minnesota**

Values and the Genesis of Risk, Benefit, and Public Opinion
Kurt Neuwirth, University of Cincinnati, Edward Frederick, University of Wisconsin-Eau Claire and Charles Mayo, University of Southern Mississippi

The Competition for Worldviews: Religion, Media, & the Stem Cell Controversy
Matthew C. Nisbet, The Ohio State University

The Stem Cell Controversy: Towards a Model of Mediated Issue Development
Matthew C. Nisbet, The Ohio State University, Dominique Brossard, and Adrienne Kroepsch, Cornell

Public Opinion About Stem Cell Research and Human Cloning
Matthew C. Nisbet, The Ohio State University

Media and Scientific Citizenship: Exploring Media Effects on Feelings of Efficacy for Science-Related Issues
Dominique Brossard, Dietram Scheufele, Cornell University, and Matthew C. Nisbet, The Ohio State University

Discussant: **Julie Andsager, University of Iowa**

Saturday, Nov. 22

10:15-11:45 **Paper Session 9**
Symphony B **Internet Use and Democratic Participation**

Moderator: **Gill Welsch**, Murray State University

The Factors Influencing Internet Use as an Alternative Media: Mainstream Media Dissociation, Media Trust, and the Internet Use

Hwang Hyunseo, Gun Hyuk Lee, Min Sun Shin, and Seung Gwan Park, University of Wisconsin-Madison

Bowling and Surfing: Linking Dimensions of Internet Use and Civic Engagement

Patricia Moy, Keith Stamm, Edit Manosevitch, and Kate Dunsmore, University of Washington

Connecting Offline and Online Civic Communities: The Effects of Community Context and Internet Use on Community Engagement

Seungahn Nah, University of Wisconsin-Madison

The Web of Public Opinion: The Influence of the World Wide Web on Democratic Citizenship

Bruce W. Hardy and Dietram Scheufele, Cornell University

Discussant: **Benjamin Bates**, University of Tennessee

10:15-11:45 **Paper Session 10**
Symphony C **News Industry and Public Opinion Trends**

Moderator: **Catherine Crawley**, University of Tennessee

Trends in Confidence in Institutions and People, 1972-2002

Tom W. Smith and Jibum Kim, NORC

Altruism in Contemporary America

Tom W. Smith, NORC

The Impact of Internal Labor Markets On Newspaper Industry Diversification

Lee B. Becker and Tudor Vlad, University of Georgia, **George Daniels**, University of Alabama, and **Hugh J. Martin**, University of Georgia

Discussant: **Teresa Mastin**, Michigan State University

11:45 – 1:45 **Lunch (on your own)**

Saturday, Nov. 22

1:45-3:15 **Paper Session 11**
Symphony A **Public Opinion in Crisis V: Methodological Challenges**

Moderator: **Andy Peytchev**, University of Michigan

When Parametric Assumption Violations Compromise Linear Regression Research
Bryan Denham, Clemson University

Check-all-that-apply Race: What Do We Get?
Ward Kay, Adirondack Communications

Latent Class Models for Studying Measurement-Related Mode Effects in Mixed-Mode Surveys
Allan McCutcheon, University of Nebraska-Lincoln

Data Collection Mode Effects Controlling for Sample Origins in a Panel Survey: Telephone versus Internet
Cindy Chatt, University of Nebraska-Lincoln and **J. Michael Dennis**, Knowledge Networks, Inc.

An Examination of Controlled Access Housing Units in Chicago from the National Survey of Drug Use and Health (NSDUH)
Joe Murphy, **Joe Eyerman** and **Jim Brantley**, RTI International

Discussant: **Joey Reagan**, Washington State University

1:45-3:15 **Paper Session 12**
Symphony B **Public Opinion and Politics**

Moderator: **Lindsay Hoffman**, The Ohio State University

Communication Patterns and Public Opinion in a Lopsided Election Campaign
Gerald M. Kosicki and **Angela Yuan**, The Ohio State University

Voting and Authoritarianism: The Mediating Role of Media Use, Discussion, Efficacy and Trust
John C. Besley, **Janie Diels** and **Erik C. Nisbet**, Cornell University

Praying, Crying, Stumping, and Lawmaking: Public Opinion on when Religious Talk by Political Officials is More and Less OK
Ken Blake, **Robert O. Wyatt**, and **Ranjan Paul Watson**, Middle Tennessee State University

Agenda-Building and Framing Processes During the Trent Lott Saga
Weiwu Zhang, **Rosemary Althoff** and **Kristy Galbraith**, Austin Peay State University

Discussant: **Dietram Scheufele**, Cornell University

Saturday, Nov. 22

1:45-3:15 **Paper Session 13**
Symphony C **Internet Use, Public Opinion, and Diffusion**

Moderator: **Seungahn Nah**, University of Wisconsin

A Study of News Diffusion Revisited with the Internet: How the News of Space Shuttle Columbia Explosion Diffuses Through College Students
Dackyung Kim, Southern Illinois University

A Diffusion of Innovations Survey to Increase Internet Usage Among Family Physicians
Fiona Chew, Syracuse University, **William Grant**, Upstate Medical University, and **Rohit Tote** Syracuse University

Wag the Blog: How Reliance on Traditional Media and the Internet Influence Perceptions of Weblogs Among Blog Users
Thomas J. Johnson, Southern Illinois University, and **Barbara K. Kaye**, University of Tennessee

Discussant: **Kim Neuendorf**, Cleveland State University

3:30-5 **Paper Session 14**
Symphony A **Public Opinion in Crisis VI: Public Support for Wars and Leaders**

Moderator: **Euseong Kim**, Indiana University

Mobilizing the "Silent Center": Alternative Measures of Public Opinion on Vietnam Within the Johnson White House
Brandon Rottinghaus, Northwestern University

News Magazines Coverage and President George W. Bush's Approval Ratings
Zhiwen Xiao and **Li Zeng**, Southern Illinois University

9/11 and "Rally Around the Flag"
Thomas Lamatsch and **Joseph S. Strother**, University of Nevada-Las Vegas

Media and Perceptions of the War in Iraq in Europe, Asia and the Middle East
Lars Willnat, The George Washington University

Discussant: **Thomas Johnson**, Southern Illinois University

Saturday, Nov. 22

3:30-5 **Paper Session 15**
Symphony B **Democracy and Political Participation**

Moderator: **Mervat Youssef, University of Iowa**

Nonparticipation in Public Political Activities as Self-Censorship
Andrew F. Hayes and Michael E. Huges, The Ohio State University

What Makes Good Citizens—Joining with Others or Acting Alone To Solve Problems?
Weiwu Zhang and Ellen Kanervo, Austin Peay State University

Adolescents and the Culture of Poverty: Why Are We “Out” of Democracy?
Edward M. Horowitz, Kimberly A. Parker, and Johan Wanstrom, University of Oklahoma

Discussant: **Patricia Moy, University of Washington**

3:30-5 **Paper Session 16**
Symphony C **Media and Public Perceptions**

Moderator: **Amani Ismail, University of Iowa**

Implications of Coming to Grip with “The Holy Ghost”: Testing the Third Person Effect of Media Reports of Opinion Polls
Joseph Abisaid, Zhongdang Pan, Hye-Jin Paek, Ye Sun, and Debra Houden, University of Wisconsin-Madison

“Others May be Duped, but Not Me”: Exploring the Media Effects Schemas and Their Consequences
Debra Houden, Zhongdang Pan, Hye-Jin Paek, Ye Sun, and Joseph Abisaid, University of Wisconsin-Madison

Black College Students’ Perceptions of the Serial Snipers
Mahmoud A. Braima and Yun Feng, Southern University and A & M College

Are the Astronauts In Heaven? A Report from the Buckle of the Bible Belt
Robert O. Wyatt, Ken Blake and Ranjan Paul Watson, Middle Tennessee State University

Discussant: **David Tewksbury, University of Illinois**

5-5:30 **Business Meeting**
Symphony C

5:30 – 6:30 **Social Hour**
Intermezzo