



# Messages for the Masses

Measuring Public Opinion in  
Modern Democracies



**Midwest Association for Public Opinion Research**

November 18-19, 2005

Chicago, IL

Radisson Hotel & Suites

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2004-2005**

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1988 - Doris Graber	1997 - Paul Lavrakas
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2005 Annual MAPOR Conference  
November 18-19, 2005  
The Radisson Hotel & Suites Chicago  
Chicago, IL 60611

Friday, Nov. 18

8:30 am – 5 pm  
(Intermezzo)                      Registration (coffee, tea, bakery, fruit)

10 am – 11:30 am                      Paper Session 1  
(Symphony A)                      Causes of Media Effect Perceptions

**Moderator:** Sean O. Hogan, RTI-International

"Self vs. (Which) Others: An Examination of How Defining Others Influences Third-Person Perception," **H. Allen White**, Murray State U; **Julie L. Andsager**, U of Iowa; **James T. Crawford**, Murray State U

"Social Distance and Self-Categorization in the TPE," **H. Allen White**, Murray State U; **Julie L. Andsager**, U of Iowa

"Exploring Media Influence on Perception of Public Opinion: An Evolutionary Explanation," **Jounghwa Choi**, Michigan State U

"Third- and First-Person Effects: Independently Sponsored Negative Political Advertising in the 2004 Presidential Election," **Daniel Riffe**, Ohio U; **Hong Cheng**, Ohio U

**Discussant:** Matthew Nisbet, The Ohio State U

10 am – 11:30 am                      Paper Session 2  
(Symphony B)                      Roots and Effects of Trust in Media and Government

**Moderator:** Yung Soo Kim, Southern Illinois U-Carbondale

"Societal Impact of Nanotechnology: Testing the Political Acceptance of the 'Next Economic Revolution,'" **Patricia Gross**, Metro Chicago Information Center; **Ravishankar Anand**, Blackstone Advanced Analytics Group; **Dan Lewis**, Northwestern U; **Woody Carter**, Metro Chicago Information Center

"The Influence of Trust and Knowledge: A Media Effects Model for Public Attitudes Toward Nanotechnology," **Chul-joo Lee**, U of Pennsylvania; **Dietram A. Scheufele**, U of Wisconsin-Madison; **Bruce V. Lewenstein**, Cornell U

"Media Use, Media Credibility and Public Trust," **T. Maggie Zhang**, Syracuse U; **Grace Han Yao**, Syracuse U

"Mass Media, Interpersonal and Institutional Trust and Participation," **Ellen Kanervo**, Austin Peay State U; **Weiwu Zhang**, Austin Peay State U

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

**10 am – 11:30 am**  
**(Symphony C)**

**Paper Session 3**  
**Survey Administration Effects**

**Moderator: Yanjun Zhao, Southern Illinois U-Carbondale**

"A better Correction for Non-Response Bias? The Advantages of a Mixed Mode Survey for Analysis of and Correction for Non-Response Bias Using the Continuum of Resistance," **Alisha Baines**, Minneapolis VA Medical Center; **Michael Davern**, U of Minnesota; **Melissa R. Partin**, Minneapolis VA Medical Center

"Implications and Consequences of Email Versus Other Methods of Recruitment for Focus Group Participants," **William L. Rosenberg**, Drexel U

"Bilingual Interviewers and Data Quality: Clues from the Survey of Consumer Finances," **M. Mandy Sha**, NORC/U of Chicago; **Yongyi Wang**, NORC/U of Chicago

**Discussant: John Loft, RTI International**

**11:45 am – 1:15 pm**  
**(Encore, 13<sup>th</sup> floor)**

**Luncheon (ticket required)**

Presiding:

**Douglas Blanks Hindman, MAPOR President**

Student Paper Chair:

**Richard M. Perloff, MAPOR Fellow**

Speaker:

**Don Dillman**, Social and Economic Research Center, Washington State U  
"Visual Design Effects in Web and Mixed Mode Surveys"

Sponsors:

**The Everett Group and Draughon Research**

**1:30 pm – 3 pm**  
**(Symphony A)**

**Paper Session 4**  
**The Influence of Influence Perceptions**

**Moderator: Andrew F. Hayes, The Ohio State U**

"Content-specific Influences on Third-person Effects and Behavioral Components," **Julie Andsager**, U of Iowa; **H. Allen White**, Murray State U; **Rob Kuennen**, U of Iowa

"Consecrating the Bully Pulpit: Using Presumed Influence to Model Evangelical Voting Behavior," **Ken Blake**, Middle Tennessee State U; **Marcie Hinton**, Middle Tennessee State U; **David Pernel**, Middle Tennessee State U; **Robert O. Wyatt**, Middle Tennessee State U

"The Media-Cosmopolitanism Nexus: The Effect of Perceived Influence on Cosmopolitan Attitudes," **Mark A. Rademacher**, U of Wisconsin-Madison; **Abhiyan Humane**, U of Wisconsin-Madison; **Seungahn Nah**, U of Wisconsin-Madison; **Ben Sayre**, U of Wisconsin-Madison

**Discussant: David Tewksbury, U of Illinois at Urbana-Champaign**

**1:30 pm – 3 pm**  
**(Symphony B)**

**Paper Session 5**  
**The Bases and Components of Candidate Evaluations**

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

"Sound and Fury: Discovering Empty Language in Political Communication," **Aaron S. Veenstra**, U of Wisconsin-Madison

"The Effects of TV News Style on Viewers' Political Evaluations," **Ben Sayre**, U of Wisconsin-Madison; **Lucy Atkinson**, U of Wisconsin-Madison

"The Effects of Favorability, Image, Credibility, Involvement and Party Preference on Voting Intention in the 2004 Presidential Election," **Terrence L. Chmielewski**, U of Wisconsin-Eau Claire

"The Role of Sponsorship in Negative Political Advertising On Audiences' Attitude Toward Candidates," **Yanjun Zhao**, Southern Illinois U-Carbondale; **Thomas Johnson**, Southern Illinois U-Carbondale

**Discussant:** Kurt Neuwirth, U of Cincinnati

**1:30 pm – 3 pm**  
**(Symphony C)**

**Paper Session 6**  
**Improving Survey Quality to Improve the Information for Democracies: The Collection and Analysis of Process Data to Improve Survey Outcomes**

**Moderator:** Francine Cannarozzi, RTI International

"Using Real-Time Propensity Models for Responsive Survey Design and Post-Survey Adjustment Through Propensity Models," **Robert M. Groves**, U of Michigan/Joint Program in Survey Methodology; **James M. Lepkowski**, U of Michigan/Joint Program in Survey Methodology; **John Van Hoewyk**, U of Michigan; **Paul Schulz** U of Michigan

"Statistical Propensity Models to Predict Likelihood of Survey Response Compared to Interviewer Judgments of Likelihood of Response," **James Wagner**, U of Michigan; **Heidi Guyer**, U of Michigan

"Toward an Understanding of Survey Breakoffs," **Andy Peytchev**, U of Michigan

"A Different Approach to Contact Observations: Evaluating the Strength of Two New Formats," **Kristen Olson**, U of Michigan; **Jennifer Sinibaldi**, U of Michigan; **James M. Lepkowski**, U of Michigan/ Joint Program in Survey Methodology

**Discussant:** Rob Daves, Minneapolis Star Tribune

**3:15 pm – 4:45 pm**  
**(Symphony A)**

**Paper Session 7**  
**Issues in Measurement and Response Rates**

**Moderator:** Francine Cannarozzi, RTI International

"A Computational Tool for Survey Shortening Applicable to Composite Attitude, Opinion, and Personality Measurement Scales," **Andrew F. Hayes**, The Ohio State U

"Understanding Vote Over-Reporting, A Case Study: British General Elections 1992, 1997 and 2001," **Ipek Bilgen**, U of Nebraska-Lincoln/Gallup Research Center; **Allan McCutcheon**, U of Nebraska-Lincoln/Gallup Research Center; **Rene Bautista**, U of Nebraska-Lincoln/Gallup Research Center

"Current Issues in Response Rates in Physician Surveys," **Sean O. Hogan**, RTI-International; **John D. Loft**, RTI-International

**Discussant:** Ward Kay, Adirondack Communications, Inc.

3:15 pm – 4:45 pm  
(Symphony B)

**Paper Session 8**  
**Censorship and Support for Free Expression**

**Moderator: Mark Hungerford, U of Washington**

- "Trust in Government and Freedom of the Press," **Bruce W. Hardy**, U of Pennsylvania
- "Doing Unto Others as One Does Unto One's Self: Exploring the Association Between Support for Public Censorship and Self-Censorship," **Jason B. Reineke**, The Ohio State U
- "Protecting Others or Supporting Rights?: Willingness to Restrict the Media," **Julie Andsager**, U of Iowa; **H. Allen White**, Murray State U
- "Stability and Change in Support for Free Expression Among Those Preparing for Careers in Communication Occupations," **Tudor Vlad**, U of Georgia; **Lee B. Becker**, U of Georgia

**Discussant: Ken Blake**, Middle Tennessee State U

3:15 pm – 4:45 pm  
(Symphony C)

**Panel 1**  
**'Private' vs. 'Personal', 'Crisis' vs. 'Problems': Elite, Media, and Public Framing of the Social Security Debate**

**Moderator: Weiwu Zhang**, Austin Peay State U

**Panelists: Doris Graber**, U of Illinois-Chicago  
**Zhongdang Pan**, U of Wisconsin-Madison  
**Dietram A. Scheufele**, U of Wisconsin-Madison

4:45 – 6 pm  
(Intermezzo)

**Cocktail Hour and a Quarter**

4:45 – 6 pm  
(Intermezzo)

**Poster Session**

- "Writing about Women: Community and Organization Determinants of News Coverage," **Cory L. Armstrong**, U of Florida
- "A Blog Revolution?: Potentials and Constraints of Blogging as a Mode of Public Discourse," **Eunseong Kim**, Indiana U-Bloomington
- "The Gender Gap and Question Interpretation in Presidential Approval Measures," **Jessica H. Johnson**, U of Cincinnati
- "Regression Diagnostics for Survey Data: Identifying Influential Observations," **Jianzhu Li**, U of Maryland
- "Blogging and Public Opinion," **Leo Chan**, U of Wisconsin-Whitewater
- "Managing Balance," **Lewis Horner**, The Ohio State U
- "Coorientation in a Public Opinion Context: Predicting Accurate Perceptions of Community Opinion," **Lindsay Hoffman**, The Ohio State U; **Jason B. Reineke**; The Ohio State U
- "Friend or Friendster? Music Preference, Social Identity, and Online Profiles," **Mark A. Rademacher**, U of Wisconsin-Madison; **Melissa R. Gotlieb**, U of Wisconsin-Madison

- 79 "Survey Questions, Issue Framing, and Public Support for School Vouchers: 1993-2004," **Misook Gwon**, U of Cincinnati
- 80 "A Rumor of War: Knowledge Gap and Saddam's Misalleged Role in 9/11," **Shelley Madison**, Middle Tennessee State U; **Ken Blake**, Middle Tennessee State U; **Robert O. Wyatt**, Middle Tennessee State U
- 81 "Assessing College Students' Attitudes toward Search Engine Sponsored Links: An Exploratory Study," **Xingpu Yuan**, Southern Illinois U-Carbondale
- 82 "A Relationship between Public Opinion and Internet Usage of Korean Internet Users," **Yung Soo Kim**, Southern Illinois U-Carbondale

**5:30 – 6:30 pm**  
**(Symphony A)**

**Pedagogy Hour**

Presiding:

**Douglas Blanks Hindman**, MAPOR President

Speaker:

**Colm O'Muircheartaigh**, NORC, U of Chicago  
"Sample Design in Seven Plus or Minus Two Constructs"

Sponsor:

**Marketing Systems Group**

**7 pm**  
**(Hotel Lobby)**

**Welcome Dinner (ticket required)**

New and longtime members are invited to joint MAPOR's President, Douglas Blanks Hindman, and other MAPOR members for dinner at the Weber Grill Restaurant. Menu choices will include grilled salmon, pork chops, ribs, vegetable plate; salad; dessert; soft drinks; \$40 per person. Wine and beer can be ordered separately. Meet in the lobby for a stroll to the restaurant. Tickets for this event must be purchased in advance.



Saturday, Nov. 19

8:00 am – noon  
(Intermezzo)

Registration (coffee, tea, fruit, bakery)

8:30 am – 10 am  
(Symphony A)

Paper Session 9  
Issues in the Spiral of Silence

Moderator: Jason B. Reineke, The Ohio State U

"A Unified Model for the Diffusion of Innovations and the Spiral of Silence Within the Framework of Paradigms," **David Fan**, U of Minnesota, **Haoyu Yu**, U of Minnesota

"Conformity and Debate about Abortion: The Spiral of Silence in Multiple Contexts," **Kurt Neuwirth**, U of Cincinnati; **Sarah Curry**, U of Cincinnati; **Edward Frederick**, U of Wisconsin-Eau Claire; **Won Yong Jang**, U of Wisconsin-Eau Claire; **Jack Kapfer**, U of Wisconsin-Eau Claire; **Michael Dorsher**, U of Wisconsin-Eau Claire; **Charles Mayo**, U of Southern Mississippi

"Voicing Complaints in the Public Arena," **Leo W. Jeffres**, Cleveland State U; **Guowei Jian**, Cleveland State U; **David Atkin**, Cleveland State U

"Who Cares About What Others Think? Moderating Factors of the Spiral of Silence," **Nicole Cann**, Auburn U; **Martha Isom**, Auburn U; **Sei-Hill Kim**, Auburn U

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

8:30 am – 10 am  
(Symphony B)

Paper Session 10  
War Coverage

Moderator: **Jounghwa Choi**, Michigan State U

"Ohio Newspaper Editorials Follow the Lead of President Bush Following September 11<sup>th</sup>," **David Hutchinson**, The Ohio State U

"Different Positions, Different Perspectives?: How & Why Embed Coverage Differed from Unilateral Coverage of the Iraq War," **Shahira Fahmy**, Southern Illinois U-Carbondale; **Thomas Johnson**, Southern Illinois U-Carbondale

"Sanctioning Torture: Power Indexing in the Confirmation of Alberto Gonzales," **Andrea Hickerson**, U of Washington; **Patricia Moy**, U of Washington; **Kate Dunsmore**, U of Washington

"Media framing: Abu Ghraib Prisoner Abuse Story in the News and Consensus on Iraq War," **Anup Kumar**, U of Iowa

Discussant: **Ed Horowitz**, Cleveland State U

**8:30 am – 10 am**  
**(Symphony C)**

**Paper Session 11**  
**Public Opinion in International Contexts**

**Moderator: Francine Cannarozzi, RTI International**

"Constructing an Intifada for Statehood: Palestinian Political Violence in U.S. News," **Amani Ismail**, U of Iowa

"An Audience Survey of News Coverage of the Transatlantic Relationship by American Media," **Dorothy Njoroge**, Southern Illinois U-Carbondale

"Searching for a Global Elite: Have Elites become Cosmopolitan while People Have Remained Local?" **Roei Davidson**, U of Michigan; **Nathaniel D. Poor**, U of Michigan, **Ann E. Williams**, U of Michigan

"Cyber-rule in Pan-Asia: Users' Perspectives," **Yong Jin Park**, U of Michigan

**Discussant: Barbara Burrell, Northern Illinois U**

**10:15 am – 11:45 am**  
**(Symphony A)**

**Paper Session 12**  
**Health Issues in Public Opinion and in the News**

**Moderator: George Anghelcev, U of Minnesota**

"Assessments of Public Opinion about Cigarette Smoking Using Essay Surveys," **David Fan**, U of Minnesota; **Thomas J. Ernste**, U of Minnesota

"Application of an Online Electronic Survey: Insights to Behavior or Marginal Data?" **Fiona Chew**, Syracuse U; **Grace Han Yao**, Syracuse U

"Cross-National Study in Danger Perception of Drug Use Among Youth in 15 Veteran Countries of the European Union," **Xiaoming Liu**, U of Nebraska-Lincoln/Gallup Research Center; **David Palmer**, U of Nebraska-Lincoln/Gallup Research Center

**Discussant: Dominique Brossard, U of Wisconsin-Madison**

**10:15 am – 11:45 am**  
**(Symphony B)**

**Paper Session 13**  
**Effects of War Coverage**

**Moderator: Teresa Mastin, Michigan State U**

"Picturing the Iraq War: Identification of Casualties and Viewer Reaction," **Edmund Lo**, San Antonio College; **Steve Hallock**, Southern Illinois U-Carbondale; **Liliana Serban**, Ohio U; **Hong Ji**, The Richard Stockton College of New Jersey; **Daniel Riffe**, Ohio U

"2003 Iraq War Opinion: Were American Citizens in Favor or Opposed and did it Matter?" **Kevin D. Navratil**, U of Illinois-Chicago

"Reality Television and Iraq War News Coverage: An Analysis of Satisfaction, Entertainment, and Pro-U.S. Frames," **Michael Todd**, Southern Illinois U-Carbondale

"Visions of Iraq War: U.S. Coverage and Audience's Interpretations," **Yanjun Zhao**, Southern Illinois U-Carbondale

**Discussant: Cory Armstrong, U of Florida**

**10:15 am – 11:45 am  
(Symphony C)**

**Paper Session 14  
Factors Related to Democratic Participation**

**Moderator: Daekyung Kim**, Southern Illinois U-Carbondale

"Structure or Predisposition? Exploring the Interaction Between Discussion Orientation and Structural Features of Political Discussion on Political Participation," **Eunkyung Kim**, U of Wisconsin-Madison; **Dietram Scheufele**, U of Wisconsin-Madison; **Jeong Yeob Han**, U of Wisconsin-Madison

"Theorizing Social Capital and Civic Engagement," **Weiwu Zhang**, Austin Peay State U; **Ellen Kanervo**, Austin Peay State U

"Reading Political Blogs During the 2004 Election Campaign: Correlates and Consequences," **William P. Eveland, Jr.**, The Ohio State U; **Ivan Dylko**, The Ohio State U

**Discussant: Thomas Johnson**, Southern Illinois U-Carbondale

**11:45 am – 1:45 pm**

**Lunch (on your own)**

**1:45 pm – 3:15 pm  
(Symphony A)**

**Paper Session 15  
Seeking and Acquiring Political Information**

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

"The Third Digital Divide: The Knowledge Gap on the Internet," **Lu Wei**, Washington State U

"The Political Effects of Online Information-Gathering," **Michael Xenos**, U Of Wisconsin-Madison; **Patricia Moy**, U of Washington

"Web Credibility: How College Students Perceive Online News Sources Compared to Their Traditional Counterparts," **Daekyung Kim**, Southern Illinois U-Carbondale

**Discussant: William P. Eveland, Jr.**, The Ohio State U

**1:45 pm – 3:15 pm  
(Symphony B)**

**Paper Session 16  
Religion and Morality in America and Abroad**

**Moderator: Woody Carter**, Metro Chicago Information Center

"Different Recipes, Changing Recipes: Studying the Ingredients of Public Opinion about Gay Rights," **Paul R. Brewer**, U of Wisconsin-Milwaukee

"Issue Framing and the 2004 Election," **Jim Hale**, Southern Illinois U-Carbondale

"Islam, Christianity and Media Coverage: A Content Analysis of Four Nations' Newspapers," **Mark Hungerford**, U of Washington

"Ethnic and Religious Diversity in America," **Tom W. Smith**, NORC/U of Chicago

**Discussant: Douglas Blanks Hindman**, Washington State U

**1:45 pm – 3:15 pm**  
**(Symphony C)**

**Paper Session 17**  
**Private Discussion and Public Expression**

**Moderator:** **Andrea Hickerson**, U of Washington

"Citizen Journalism and the Expression of Public Opinion," **Limor Peer**, Northwestern U

"Exploring the Influence of Internet Newspaper on 2004 Korean General Election: Analysis of Internet Newspaper Coverage & Audience Discourse," **Myeng-Ja Yang**, Michigan State U;  
**Jounghwa Choi**, Michigan State U

"Reason Expression: Effects of Superficial Media Coverage on a New Measure of Discussion Behavior," **Ray Pingree**, U of Wisconsin-Madison; **Rosanne Scholl**, U of Wisconsin-Madison

"The Discursive Model of Public Opinion," **Won Yong Jang**, U of Wisconsin-Eau Claire

**Discussant:** **Dietram A. Scheufele**, U of Wisconsin-Madison

**3:30 pm – 5:00 pm**  
**(Symphony A)**

**Paper Session 18**  
**New Directions in Media Effects Theory**

**Moderator:** **Jim Hale**, Southern Illinois U-Carbondale

"Audience Sovereignty and Mass Communication Effects: The Need for a New Paradigm," **Harold Mendelsohn**, U of Denver

"Is the Media Fostering Learned Helplessness in the Obese?" **Juli Hinds**, U of Wisconsin-Madison

"When a Company 'Dies,' is Anyone Responsible? The Effect of Anthropomorphizing Metaphors on Responsibility Attributions," **Ann Williams**, U of Michigan; **Roei Davidson**, U of Michigan;  
**Emily Chivers-Yochim**, U of Michigan

"How Does Individual Partisanship Influence the Agenda-Setting Function?" **Yue Tan**, Indiana U

**Discussant:** **Zhongdang Pan**, U of Wisconsin-Madison

**3:30 pm – 5:00 pm**  
**(Symphony B)**

**Panel 2**  
**Discussion of *The Illusion of Public Opinion* (George F. Bishop, 2005, Rowman & Littlefield)**

**Moderator:** **Ward Kay**, Adirondack Communications Inc.

**Panelists:** **Sharon Dunwoody**, U of Wisconsin-Madison  
**Richard M. Perloff**, Cleveland State U

3:30 pm – 5:00 pm  
(Symphony C)

**Paper Session 19**  
**The Framing of Issues in the Press**

**Moderator: Dominique Brossard**, U of Wisconsin-Madison

“To Use the T-Word: Labeling Acts of Political Violence in Global News,” **Dan Berkowitz**, U of Iowa

“Managing the Scope of Participation: Attention Cycles and Frames in the Debate Over Agricultural Biotechnology,” **Matthew C. Nisbet**, The Ohio State U

“The Story of ‘Us’: Negotiating National Identity on Opinion Pages in Times of Crisis,” **Mervat Youssef**, U of Iowa

“Michigan Gaming Law and the Battle for Public Opinion,” **Teresa Mastin**, Michigan State U;  
**Andrew Corner**, The Rossman Group; **Jounghwa Choi**, Michigan State U; **Yu-Shiuan Chiou**, Michigan State

**Discussant: David Fan**, U of Minnesota

5:00 pm – 5:30 pm  
(Symphony C)

**Business Meeting**

5:30 pm – 6:30 pm  
(Intermezzo)

**Social Hour**