



# Changing Opinion Climates: Challenges for Theory and Research

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November 17-18, 2006  
Radisson Hotel & Suites, Chicago

Annual Conference of the  
Midwest Association for Public Opinion Research



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**1:30 PM – 3:00 PM**

**Frames**

**Symphony B**

**Moderator: Homero Gil de Zúñiga, University of Wisconsin – Madison**

“Frames Affect Me: But You? Third Person Perceptions and Framing” Hernando Rojas, Janice Liebhart, Bradford Lystra, Caroline Niemann, Vidal Quevedo, Albert C. Gunther, University of Wisconsin – Madison

“Framing Effects on Attitude Formation: Examining Cognitive Processes” Hyunseo Hwang, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison; Douglas M. McLeod, University of Wisconsin-Madison and Jaeho Cho, University of California-Davis

“Another Side of Framing Effects: How Different Frames Influence Knowledge Structure Density” Fei “Chris” Shen, Ivan Dylko, Ohio State University

“The Framing Of Poverty: An Experiment on Gains, Losses, and Issue Responsiveness” Xiaoli Nan, Eulalia Puig Abril, Andrew Binder, Pamela Nevar, Jodi Minzloff, Jacqueline Hitchon, University of Wisconsin – Madison

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

**1:30 PM – 3:00 PM**

**Changing Opinion Climates: Hurricane Katrina**

**Symphony C**

*Co-sponsored by the Communication, Theory and Methodology Division (Professional Freedom and Responsibility) of AEJMC and MAPOR*

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

“NSDUH Data Collection Efforts in the Wake of Hurricanes Katrina, Rita, and Wilma” Rebecca Thomson, Janelle Perkins, Wanda Nieves, Connie Lael and Katie Morton, RTI

“Impact of Gulf Hurricanes on the National Immunization Survey” Kirk Wolter, National Opinion Research Center (NORC) at the University of Chicago

“Katrina and the Waves: News Information Seeking at Times of Prolonged Disaster Coverage in College Populations” Benjamin J. Bates, Mark Harmon, Scott Wells, Charlie Gee, University of Tennessee

“Imperfect Storm: Ohio Public Opinion of Hurricane Katrina Coverage and Government Performance” Jennifer Kowalewski, University of North Carolina at Chapel Hill; and Stephen Siff, Ohio University

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

**1:30 PM – 3:00 PM**

**PANEL 2**

**Lyric**

**2006 Election Overview**

**Session Organizer: Ward Kay, Adirondack Communications**

Panelists:

Rob Daves – Minnesota Star Tribune

Nick Panagakis – Market Shares Corporation

Ann Selzer – Selzer & Company, Inc.

Chris Borick – Muhlenberg College

**3:15 pm – 4:45 pm**

**Survey Data Quality**

**Symphony A**

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

“Data Quality in a Multi-Mode Survey Environment” Emilio Serrano, University of Nebraska-Lincoln; Darby Miller Steiger, The Gallup Organization Julie Kohrell The Gallup Organization

“The Development of a Multivariate Coding Scheme for Evaluation of Event History Calendar and Standardized Interviews” Yfke P. Ongena, Rene Bautista, Yelena V. Kruse and Javier Perez Berestycki, Gallup Research Center, University of Nebraska-Lincoln

“Behavior Coding In Cognitive Interviews: A Comparison of Interviewer and Coder Effects” Rachel M. Levenstein, University of Michigan

“Supplemental Data Collection Strategies for Parent Respondents in a School-Based PAPI Study” Marietta Bowman, National Opinion Research Center (NORC) at the University of Chicago

“Assessment and Best Practice Models for Recruitment of Focus Group Participants: Implications and Consequences” William L. Rosenberg, Drexel University

**Discussant: Katherine Draughon, Draughon Research**

**3:15 pm – 4:45 pm**

**The War in Iraq**

**Symphony B**

**Moderator: Serena Carpenter, Michigan State University**

“Who Really Thinks Saddam Was Personally Involved? Examining Changes in Misperceptions about the Iraq War” Lee B. Becker, University of Georgia, Allan L. McCutcheon, University of Nebraska, Lincoln. Tudor Vlad, University of Georgia

“The Influence of News Frames on Public Opinion about the Iraq War” Margot Hoyt, University of Michigan

“Testing the Casualties Hypothesis: Re-Examining the Impact of Troop Loss on Public Support for Military Action” Matthew Nisbet, American University, Andrew F. Hayes, Ohio State University, Teresa Myers, Ohio State University

“A Political Economy of War Support” Terri L. Towner, Purdue University

“Wag the War: Late Night Comedy & Osama Bin Laden” Joshua Compton, Southwest Baptist University; Brian Kaylor, University of Missouri; Edward M. Horowitz, Cleveland State University; and Ariane Mitchum, Cleveland State University

**Discussant: Steve Everett, Everett Group**

**3:15 pm – 4:45 pm**

**Political Engagement**

**Symphony C**

**Moderator: Hernando Rojas, University of Wisconsin - Madison**

“Determinants of Voter Turnout in a Local Referendum: The Roles of Perceived Control and Communication Behaviors in Predicting the Vote” Lindsay H. Hoffman, Ohio State University

“Navigating Liminality: Media, Civic and Political Engagement in the Diaspora” Andrea Hickerson, University of Washington

“Mobilizing To Solve Community Problems: Adult vs. Youth Assessments of Local Resources” Douglas Blanks Hindman, Washington State University

“An Exploration of Political Disaffection in Two Samples: Statewide Compared to Students” Myiah Hutchens Hively, Bruce E. Pinkleton, Rebecca Van de Vord and Erica Weintraub Austin, Ohio State University

**Discussant: K. Vish Viswanath, Harvard University**





**SATURDAY, NOVEMBER 19**

**8:00 am – Noon**                      **Registration (coffee, tea, bakery, fruit)**                      **Intermezzo**

**8:00 am – 10 am**                      **Breakfast Buffet**                      **Intermezzo**  
**Sponsored by The Everett Group**

**8:30 am – 10 am**                      **Survey Accuracy and Standards**                      **Symphony A**  
**Moderator: Joe Murphy, RTI International**

“A Review of the New International Standards Organization’s (ISO) Standards for Market, Opinion, and Social Research” Tom W. Smith, NORC/University of Chicago

“An Application of the New Measure of Poll Accuracy (A) To the Italian Context: Published Poll Accuracy for the 2006 and 2001 Italian Parliamentary Elections” Mario Callegaro, University of Nebraska, Lincoln and Giancarlo Gasperoni, University of Bologna

“Assessing the Impact of Refusals and Election Day Factors on Exit Poll Estimates: Evidence from the 2006 Mexican Presidential Election” Rene Bautista, University of Nebraska-Lincoln; Mario Callegaro, University of Nebraska-Lincoln and Jose Alberto Vera, Francisco Abundis, Parametria SA de CV

“Why Web Surveys Work: Insights from “Essay Surveys” Designed to Reveal Rare Ideas Held by the Public” David Fan, University of Minnesota

**Discussant: John Loft, RTI International**

**8:30 am – 10 am**                      **Media and Politics**                      **Symphony B**  
**Moderator: Shahira Fahmy, Southern Illinois University**

“Informing the Voter: The Use of Sources and Coverage of Issues by Newspapers in the 2004 U.S. General Election” Hilde Breivik, University of Wisconsin-Madison

“Influence of Nightly News Coverage Imbalance on Candidate Support in Daily Tracking Polls” Frederick Fico, Geri Alunit Zeldes, Arvind Diddi, Serena Carpenter, Michigan State University

“Globalization Protest and the Media: An Analysis of Broadcast Media Coverage of the Battle in Seattle” James K. Hertog, Lloyd Alan Lowhorn, Timothy Buckingham, University of Kentucky

“Framing, Sourcing and Story Topics Beyond the Iraqi Invasion: How Elite and Non-elite Newspapers Portrayed Gulf War II” Serena Carpenter, Michigan State University

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

**8:30 am – 10 am**

**Agenda-setting** **Symphony C**  
**Moderator: Myiah Hutchens Hively, Ohio State University**

“Agenda-Setting and Priming Online: Examining the Relationships Between Online and Offline Agendas and Evaluations of the President Leading Up to the 2004 Election” Tsung-Jen Shih, University of Wisconsin-Madison and Dietram A. Scheufele, University of Wisconsin-Madison

“Public Opinion Formation of a President: An Agenda Setting Study Of Newspaper Coverage of George W. Bush And How It Associated With Gallup Poll” Jennifer Kowalewski, University of North Carolina at Chapel Hill

“Terrorism in Election Polls and Television News in the 2004 Presidential Election” Kristen Landreville , Ohio State University

“Public Opinion and Stem Cell Research: Exploring Attitudinal Changes during Presidential Election Times” Dominique Brossard, Shirley Ho, Dietram Scheufele, University of Wisconsin-Madison

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

**8:30 am – 10 am**

**Religion** **Lyric**  
**Moderator: Eulalia Puig Abril, University of Wisconsin-Madison**

“Spiritual but not Religious: Insights from an Online Panel” Kumar Rao, University of Nebraska-Lincoln and Knowledge Networks Inc; Dwayne Ball, University of Nebraska-Lincoln; and Ron Hampton, University of Nebraska-Lincoln

“Who Plays, Prays and Pays? Tennessee Lottery Participation, Religion and Demographics” Glenn Hubbard, A. Farina, C. Gee, and A. Kushniryk. University of Tennessee

“Evolution, Religion, and American Public Opinion: Change and Stability” George F. Bishop, University of Cincinnati

“Issue Framing and the Stem Cell Controversy: The Effects of Primed Encoding and Reflection on Stem Cell Opinions” Melissa R. Gotlieb, Hyunseo Hwang, Hilde Breivik, Douglas M. McLeod. University of Wisconsin-Madison

**Discussant: Robert Wyatt, Middle Tennessee State University**

**10:15 am – 11:45 am**

**Media Effects** **Symphony A**  
**Moderator: Andrea Hickerson, University of Washington**

“Is There Truth Out There? Media Effects on Epistemic Efficacy” Raymond J. Pingree, Douglas M. McLeod, and Dominique Brossard, University of Wisconsin-Madison

“Questioning the Assumption of Uniform Effects of the News Media: The Moderating Role of Community and Newspaper Characteristics” William P. Eveland, Jr. & Ivan Dylko, Ohio State University

“The Impact of Newspaper Frames on Cognition” Michel M Haigh, The Pennsylvania State University

“How News and Discussion Help Us Explain a Social Policy: The Influences of News and Discussion on Attributions” Tiffany L. Thomson, Ohio State University and Young Mie Kim, Ohio State University

“Communicative Sources of Political Efficacy: The Roles of Traditional News Media and the Internet” Kyurim Kyoung. University of Wisconsin-Madison

**Discussant: Donna Rouner, Colorado State**



**1:30 pm – 3:00 pm**

**Nonresponse**

**Symphony A**

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

“The Effects of First Class vs. Priority Mail Mailers on Mail Survey Response Rates” Paul J. Lavrakas, Norm Trussell, Justin Bailey, Jennie Lai, and Millie Bennett, Nielsen Media Research

“Are Indicators of At Home Patterns Related to the Likelihood of Contact for Cell Phone Surveys?” Frost Hubbard, University of Michigan

“A Study of Panel Member Attrition in the Gallup Panel” Harlan Sayles, University of Nebraska-Lincoln and Zachary Arens, The Gallup Organization

“Real Answers When They’re Easy: A Spiral of Silence Explanation for Opinions and Non-Opinions in Survey Response” Jason B. Reineke, Ohio State University

**Discussant: Allan McCutcheon, University of Nebraska – Lincoln**

**1:30 pm – 3:00 pm**

**Evaluating the Media**

**Symphony B**

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

“Political Ideology and Public Trust in Local News Media” Paul R. Brewer and David Pritchard, University of Wisconsin-Milwaukee

“Sourcing Globalization: New York Times’ Coverage of NAFTA” Brandon Bosch and Patricia Moy, University of Washington

“Location Matters: Newspaper Entry into Pittsburgh Monopoly Market Fosters Local Editorial Competition and Marketplace of Ideas” Steve Hallock, Southern Illinois University Carbondale

“Citizen vis-à-vis Traditional Journalism in New York City” Victoria Biwan Hildebrandt and Eulàlia Puig Abril, University of Wisconsin- Madison

“Attracting Younger Audiences: Examining how Access to Local News Content Influences Younger Readers” Cory L. Armstrong, University of Florida and Steve J. Collins, University of Central Florida

**Discussant: Edward Horowitz, Cleveland State University**

**1:30 pm – 3:00 pm**

**Political Issues**

**Symphony C**

**Moderator: Shana Hammaker, Middle Tennessee State University**

“The Use of Sources in Controversial Issues: The Case of Same-Sex Marriage” Joseph Schwartz, University of Iowa

“Fear Appeals in Political Communication: An Examination of Public Opinion about Social Security Reform and Global Warming” Teresa Myers, Ohio State University, and Catherine Goodall, Ohio State University

“Who is the bad guy?: Framing of North Korea and the United States in Chosun Ilbo after the 2002 U.S. State of the Union Address” Yeon Kyeong Kim, University of Iowa

“Who Are “They”?: The Real Challenges of Mexican Immigration” Maria Narayani Lasala Blanco, Columbia University

“Can Music Rock the Vote? An Analysis of the Potential Relationship Between War-time Music and Public Opinion” Heather L. LaMarre and Jessica A. Flanders, Ohio State University

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

**1:30 pm – 3:00 pm**

**Deliberation and Deliberative Polling**

**Lyric**

**Moderator: Ipek Bilgen, University of Nebraska-Lincoln**

“In Search of Informed Public Opinion: Deliberative Polls and the Framing of Information” Gerald M. Kosicki, Ohio State University

“To Understand or To Persuade? Cognitive Breadth, Motivation to Talk, and Deliberative Participation” Emily K. Vraga, Nam-Jin Lee and Lucy Atkinson, University of Wisconsin-Madison

“Online Vs. Face-To-Face Deliberation: Comparing the Effects of Online and Face-To-Face Deliberation on Issue Knowledge, Political Efficacy, and Political Participation” Seong-jae Min, Ohio State University

“Using a Simulated Discussion to Isolate Effects of Oppositional Message Characteristics: Interactions with Opinion Strength on Attitudes about the Other Side” Hyunseo Hwang, Rosanne Scholl, Ray Pingree, University of Wisconsin-Madison

**Discussant: Thomas Johnson, Texas Tech University**

**2:30 pm**

**Michigan at Ohio State**

**Elephant and Castle**

**3:15 pm – 4:45 pm**

**Nonresponse Bias**

**Symphony A**

**Moderator: Mario Callegaro, University of Nebraska-Lincoln**

“Differences in Nonresponse Bias between Demographic and Substantive Variables in a Meta-analytic Study” Emilia Peytcheva and Robert M. Groves, University of Michigan

“Adjusting For Multiple-Cause Attrition Bias in Longitudinal Sample Surveys” Moh Yin Chang, University of Nebraska-Lincoln

“Nonresponse Bias and Advance Letters in an Environmental Contamination Survey” Kristen Olson, Jennifer Sinibaldi, and Jim Lepkowski, University of Michigan

“Satisficing in Early Versus Late Responses to a Mail Survey” Olena Kaminska, University of Nebraska-Lincoln; Bart Goeminne, K.U.Leuven, Belgium; and Marc Swyngedouw, K.U.Leuven, Belgium

**Discussant: Colm O'Muircheartaigh, NORC/University of Chicago**

**3:15 pm – 4:45 pm**

**Attitudes about Science and Technology**

**Symphony B**

**Moderator: Xiaoli Nan, University of Wisconsin**

“Exploring Moderating or Mediating Role of Communication Process Variables in Predicting Scientific Knowledge” Eunkyung Kim and Dietram Scheufele, University of Wisconsin-Madison

“The Convergence of News Frames and Audience Value-Predispositions: The Conditioned Effects of Pro-Science News on Attitudes toward Stem Cell Research” Melissa R. Gotlieb, Dominique Brossard, Emily E. Acosta and Lucy Atkinson, University of Wisconsin-Madison

“Voter Confidence in the New Generation of Election Technology” Fred Conrad, University of Michigan; Michael J. Hanmer, Georgetown University; and Michael W. Traugott, University of Michigan

“Prime Time Science: How Value Predispositions and Scientific Omniscience in Entertainment Television Influence Attitudes toward Science” Anthony D. Dudo, University of Wisconsin-Madison

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

**3:15 pm – 4:45 pm**

**Third Person Effects  
Moderator: Andy Binder, University of Wisconsin-Madison**

**Symphony C**

“Defining Social Reality While Becoming Persuaded: The Third-Person Effect and Coorientation” H. Allen White,  
Murray State University

“How Anti-Drug Campaigns Understand the Self: Third Person Effect and Behavioral Change” Ian Turnipseed,  
University of Alabama

“Cognitive Underpinning of the Third-person Perception” Ye Sun, Zhongdang Pan, and Hyunseo Hwang,  
University of Wisconsin-Madison

“Presumed Contention: How Presumed Influence Interacts With Perceived Strife over a Public Issue” Ken Blake,  
Shana Hammaker, Robert O. Wyatt, Middle Tennessee State University

**Discussant: Dianne Rucinski, University of Illinois - Chicago**

**3:15 pm – 4:45 pm**

**PANEL 4**

**Lyric**

**Looking Back at 30 Years of MAPOR:  
Looking Back and Forward in Public Opinion Theory and Research  
Session Organizer: Weiwu Zhang, Austin Peay State University**

Panelists:

Lee Becker, University of Georgia

Doris Graber, University of Illinois – Chicago

Leo Jeffres, Cleveland State University

Allan McCutcheon, University of Nebraska – Lincoln

K. Viswanath, Harvard University

David Weaver, Indiana University

**5:00 pm – 5:30 pm**

**Annual Meeting**

**Symphony C**

**5:30 pm – 6:30 pm**

**Social Hour  
Sponsored by NORC**

**Intermezzo**