

**Midwest Association for Public Opinion Research
Annual Conference – November 16 & 17, 2007**

***Newspapers to YouTube:
Audience-Media Interaction in a
New Information Environment***

Preliminary Agenda

Friday, November 16

8:30 am to 5:00 pm

Registration (Coffee, tea, bakery, fruit)

10:00 to 11:30

Symphony A

Moderator:

Political Participation

Exposure, Attention, or “Use” of News? Validating Measurement of a Central Concept in Political Communication and Public Opinion Research

William P. Eveland, Jr., Myiah Hutchens Hively, and Fei “Chris” Shen, The Ohio State University

Churches as Pathways: Modeling Religious Orientations and their Effects on Political Participation

Emily K. Vraga and Kjerstin Thorson, University of Wisconsin -- Madison

Modeling Denominational Differences in Pathways from Church to Participation

Kjerstin Thorson and Emily K. Vraga, University of Wisconsin – Madison

Democratic Mobilization? The Impact of Party and Television News Use on Political Trust and Participation

Laurel S. Gleason, The Ohio State University

Testing The Gamson Hypothesis: The Interaction of Efficacy and Cynicism in Predicting Participation and Protest

Myiah Hutchens Hively, The Ohio State University

Discussant: Ward Kay, Adirondack Communications, Inc.

Friday, November 16

Symphony B

Moderator:

Risk Communication

Perceived Microclimates and Opinion Expression about Campus Drinking Activities
Kurt Neuwirth, University of Cincinnati

Perception of Risk Related to Sexual Assault on a College Campus: A Case Study
Jamie Williams and Dominique Brossard, University of Wisconsin – Madison

Conflict or Caveats? Effects of Media Portrayals of Scientific Uncertainty on Perceptions of New Technologies
Elliott D. Hillback, Andrew R. Binder, and Dominique Brossard, University of Wisconsin – Madison

Public Opinion of Food Safety in the United States
Michael Cacciatore and Elizabeth Ryan, University of Wisconsin – Madison

Discussant: Sean O. Hogan, RTI International

Symphony C

Moderator:

New Media and Public Opinion

Blogger/Reader Interaction: How Motivations Impact Pathways to Political Interest
Aaron S. Veenstra, University of Wisconsin – Madison

Searching for Opinion Leaders and Priority Publics Online: Focusing on Bloggers' Communication
Hyun Soon Park, Sae Young Lee, and Yunae Kim, Sungkyunkwan University

Blog Credibility Test: Is Source A Factor?
Glenda Alvarado, Liz Bates, and Wendy Maxian, Texas Tech University

Why Does Civility Matter in Blogosphere? Examining the Effects of Civility and Ideological Dissonance
Hyunseo Hwang, Kjerstin Thorson, Brian Ekdale, Porismita Borah, Aaron S. Veenstra, Emily Vraga, Ming Bryan Wang, and Dhavan V. Shah, University of Wisconsin – Madison

Discussant:

Friday, November 16

Lyric

Moderator:

Media and Behavior

The Role of Public Media in Civic Life: Examining Interaction with Post-materialism in Predicting Civic Behaviors

Sun Young Lee and Dhavan V. Shah, University of Wisconsin-Madison

Communication As A Predictor Of Willingness To Donate One's Organs: An Addition To The Theory Of Reasoned Action

Leo W. Jeffres, Bridget E. Rubenking, and Joe Amschlinger, Cleveland State University

Where Have All the Protests Gone?: Examining Knowledge, Accuracy, and Opinion about the Iraq War Among College-Aged Students

Heather L LaMarre, Kristen D. Landreville, and Teresea A. Myers, The Ohio State University

Insights into Audience Segmentation from the Diffusion of Innovations

David P. Fan, University of Minnesota

Discussant:

11:45 to 1:15

Luncheon (Ticket Required)

Presiding: David Tewksbury, MAPOR President

Student Paper Chair: Rob Daves, MAPOR Fellow

Speaker: Robert Shapiro, Columbia University
Ideology, Partisanship, and More About the U.S. Army

1:30 to 3:00

Symphony A

Moderator:

Public Opinion - International

Stay in Iraq?: Attention to News, Perceptions of Troop Casualties, and Support for War
Teresa Myers, The Ohio State University

Who is Winning the Hearts and Minds of the Arab Public?: An Examination of How Arab Viewers Judge the Credibility of Al-Jazeera, Al-Arabiya, Al-Hurra and Local Arab Stations
Thomas Johnson, Texas Tech University, and Shahira Fahmy, Southern Illinois University

U.S. Public Opinion about Arab States: Examining the Differences in National Images
Lee B. Becker, University of Georgia, Ayman Nada, University of Georgia and Cairo University,
Allan McCutcheon, University of Nebraska, Olena Kaminska, University of Nebraska, and
Tudor Vlad, University of Georgia

Broadcast News Depictions of the War in Iraq: Description of Image Content and Effect on Public Opinion

Michel M Haigh, The Pennsylvania State University and Glenn J. Hansen, University of Oklahoma

Discussant: Dietram A. Scheufele, University of Wisconsin – Madison

Friday, November 16

Symphony B

Moderator:

Entertainment as News

The New Negative News: The Role of Non-Traditional News in Contributing to Public Cynicism in the 2006 Elections

Lauren Guggenheim, Nojin Kwak Ph.D., and Scott W. Campbell Ph.D., University of Michigan

Understanding the power of Jon Stewart: The third person effect and the comedy of the Daily Show

Amy Becker and Michael A. Xenos, University of Wisconsin – Madison

The Softer Side of News: Understanding the Consumer of Infotainment Content

Patricia Moy, University of Washington

Beyond The Daily Show: Examining the Political Comedian Personalities of Jon Stewart and Steven Colbert

Heather L LaMarre and Michael R. McCluskey, The Ohio State University

Discussant:

Symphony C

Moderator:

Internet as News Media

Where the Differences Lie? – Assessing Exposure to Dissimilar Political Views from Discussants, News Media and Online Groups

Magdalena E. Wojcieszak, Annenberg School for Communication, University of Pennsylvania

Comparing Voter Learning Effects in Traditional and Online Media in the 2006 U.S. Midterm Elections

Ran Wei, University of South Carolina, and Ven-hwei Lo, National Chengchi University

Reducing Hostile Media Perceptions: Can News Media Literacy Reduce Perceptions of Bias?

Emily Vraga, Melissa Tully, Mark Anthony Rolo, Laurel Norris, Juli Hinds, Hyunseo Hwang, and Hernando Rojas, University of Nebraska – Lincoln

Interaction between Mobile TV and its Potential Users

Seung-Hyun Lee, University of Wisconsin – Madison

Internet Interception: Is Internet Influence Strong Enough to Advance Candidates Marginalized by the Media in the 2008 Presidential Primary?

Christopher Olson, University of Illinois

Discussant:

Friday, November 16

Lyric

Moderator:

Media Framing

Distinguishing between Focus and Frame in Journalistic Storytelling about Stem Cell Research
Dominique Brossard, Sharon Dunwoody, Anthony Dudo, Elliott Hillback, and Rosalyna Wijaya,
University of Wisconsin – Madison

Framing Foreign Policy: An Analysis of News Frames and Public Opinion on the Intervention into Bosnia
Daniel R. Birdsong, University of Cincinnati

The Framing of News about New Voting Technology
Michael Traugott, Caitlin Brown, Hoon Lee, and Erica Williams, University of Michigan

Media Framing of Broadcast Television Network Evening News Anchors
Paul R. Brewer and Timothy Macafee, University of Wisconsin – Milwaukee

Discussant:

3:15 to 4:45

Symphony A

Moderator:

Cross cultural Research

Stereotypes of Americans and Use of Information Sources by Chinese High School Students
Alexis S. Tan, Lingling Zhang, Yunying Zhang, and Francis Dalisay, Washington State
University

Is Cultural Context A Matter In Reporting Errors? : Comparison Of Self-Reported And Measured Weight And Height
Geon Lee, University of Illinois – Chicago

All in the Family or Clash of Western Civilizations? An Analysis of German Newspapers Coverage of Diplomatic Conflict between the USA and Germany
Eike M. Rinke, The George Washington University

Integrating Translation into Cross-National Survey Research
Tom W. Smith, NORC/University of Chicago

Discussant: Dominique Brossard, University of Wisconsin -- Madison

Friday, November 16

Symphony B

Moderator:

Media Effects on Public Opinion

Whose Voice Matters Most? Public Opinion about the Role of Scientists, Religious Groups, Officials, and Citizens in Public Discourse about Science

Dietram A. Scheufele, Dominique Brossard, and Kajsja Dalrymple, University of Wisconsin – Madison

Mercy on the Court: A Look at the Enduring Public Support of the Supreme Court
Lanier Frush Holt, Indiana University

Developing Citizenship through Communication: The Influence of Parental Mediation on Democratic Values and Perspective Taking

Tiffany L. Thomson, The Ohio State University, and Lindsay H. Hoffman, University of Delaware

The Saliency of Media Frames

Jay D. Hmielowski, The Ohio State

Discussant:

Symphony C

Moderator:

YouTube and Internet Connection

From Silent Lurkers to Creative Participants: Understanding YouTube Users from an “Innovative Gratification” Perspective

Trupti Guha and Edward M. Horowitz, Cleveland State University

YouTube’s Impact on Our Culture: Removing the Veil from Public Opinion Leaders in a New Information Environment

Antonio Aguilar, Texas Tech University

Mourning Together on the Web; YouTube, an Online Venue for Shaping Collective Memory

Choonghee Han, University of Iowa

The Interaction Between Citizen and the Internet as a New Information Environment: Diffusion of Citizen Journalism for Public Opinion Formation and Exchange

Seung-Hyun Lee, University of Wisconsin – Madison

Discussant: Howard Speizer, RTI International

Friday, November 16

4:45 to 6:00

Lyric and Intermezzo

Poster Session and Social Hour and a Quarter

Comparing RDD Recruitment with LARS Recruitment

Wei Zeng, University of Nebraska – Lincoln, Erlina Hendarwan, Charles DiSogra, Sarah Clinton, Elisa Chan, and Daniel Slotwiner, Knowledge Networks

Not Enough Time to Cover All The News: An Analysis of International News Coverage in Elite U.S. Magazines

Guy J Golan and Maria Garcia, Florida International University

Factors Associated with Motivation to Quit Smoking among Nebraska High School Students

Yongmei Meng, University of Nebraska – Lincoln, and Lazarous Mbulo, Nebraska Health and Human Services System

Crazy-Killer Syndrome: How Do Audiences Perceive the Mentally Ill Based on their Television Portrayals?

Bridget E. Rubenking, Edward M. Horowitz, and Cheryl Campanella Bracken, Cleveland State University

Member Efficacy and Individual Participation in Collective Action

Q. Lisa Bu and Dhavan V. Shah, University of Wisconsin – Madison

Public Relations and Framing

Weiwu Zhang, Texas Tech University

The Usefulness of Scales Measuring Internet Dependency and Addiction

Joey Reagan, Moon J. Lee, and Yunying Zhang, Washington State University

To Serve and To Profit: The Ambitious Goals of an Exclusively Online News Model

Rachel Davis Mersey, University of Minnesota

Public Opinion Formation through 'Dat-gul' of Portal-news Service: Focusing on the Case of 'KorUs FTA' as Policy Agenda

Sehwan Kim, Sungkyunkwan University

Influences of Prior Background in News Writing/Production on Media Choice when Seeking Natural Disaster News

Charlie Gee and D. Scott Wells, University of Tennessee

A Conceptual and Empirical Comparison of Dramatic Political Films and Documentaries

Kristen D. Landreville and Heather L. LaMarre, The Ohio State University

Minorities as Threats: Portrayals on Hate Group Web Sites

Michael McCluskey and Heather LaMarre, The Ohio State University

United States and South Korean Foreign Correspondents: Use of Official Sources in the New York Times and Chosun Ilbo

Yeon Kyeong Kim, University of Iowa

DRAFT
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Friday, November 16

5:30 to 6:30

Symphony C

Pedagogy Hour

Timothy Johnson

University of Illinois – Chicago

Culture and Survey Behavior

7:00 to ????

Lobby

President's Dinner – Dutch Treat

Join MAPOR President David Tewksbury at a local restaurant.

Saturday, November 17

8:30 am to Noon

Registration (Coffee, tea, bakery, fruit)

8:30 to 10:00

Symphony A

Moderator:

Methodology – Design

Using Craigslist for Recruiting Cognitive Interview Respondents

Joe Murphy, Jill Ruppenkamp, Jeremy Morton, Tim Flanigan, Jeanne Snodgrass, Mandy Sha, and Liz Dean, RTI International

Anticipating Nonresponse Bias in Observational Studies

Kristen Olson, University of Michigan

What is the Impact of Different Interviewing Methods in Surveys? : A Comparison Between Conventional and Event History Calendar Interviews

Ipek Bilgen, Robert F. Belli, and Jamie Marincic, University of Nebraska – Lincoln

What Matters when Measuring Mode Preferences?

Wei Zeng and Olena Kaminska, University of Nebraska — Lincoln

Surveys of Student Preparedness- Which Method Works Best?

Katie C. Dempsey Katie C. Dempsey, Wright State University

Discussant:

Symphony B

Moderator:

Political Communication – Culture

Soft News on the Internet: Exploring Incidental Exposure to Political Information on the Internet

Jocelyn Landau, University of Pennsylvania

Political Knowledge and the Culture War

Andrew Glatfelter, University of Cincinnati

Congressional Scandals: Coverage and Public Opinion in 2006

Emily Marquardt, University of Wisconsin – Milwaukee

Communicating Disagreement: Examine the Role of Discussion Civility and Disagreement in Deliberation

Hyunseo Hwang, University of Wisconsin – Madison

Discussant:

Saturday, November 17

Symphony C

Moderator:

Public Opinion - National Agenda I

Who Speaks for Whom? Source Traits and Perceptions of Public Opinion

Brandon Bosch, University of Washington

The Compelling Arguments Hypothesis and Individual Differences in Sensitivity to Negative Issue Attributes

Janice L. Liebhart, University of Wisconsin – Madison

Views from the Margins: News Coverage of Women in Abortion Protests, 1960-2006

Cory L. Armstrong, University of Florida, and Michael P. Boyle, University of West Chester

Public Opinion and News Selection: The Case of the State of the Union Address

Seong Choul Hong, Indiana University

Investigating Differences in Public Support for Gay Rights Issues

Joseph Schwartz

Discussant:

10:15 to 11:45

Symphony A

Moderator:

Methodology - Instrument Design

Accurate Self-Categorization: The Impact on Information Gathering about Military Matters

H. Allen White, Robert P. Daves, and Steven E. Everett, The Everett Group

Measuring Satisficing in a Face-to-Face Mode

Olena Kaminska, University of Nebraska – Lincoln, and Jaak Billiet, University of Leuven

Is Satisficing a Slippery Slope? - An Investigation into the Effects of Satisficing when Answering Questions in a Mail Survey

Kumar Rao, The Gallup Organization and Olena Kaminska, University of Nebraska – Lincoln

Comparing Numerical Response Scales for Measuring Ideology: A Case Study in the Mexican Context

René Bautista, University of Nebraska – Lincoln, Marco A. Morales, New York University, and Francisco Abundis, Parametría SA de CV

Replicating Wording Experiments: National Spending Priorities, 1984-2006

Tom W. Smith, NORC/University of Chicago

Discussant: Joe Murphy, RTI International

Saturday, November 17

Symphony B

Moderator:

Political Communication - Internet

Still Cruising and Believing? An Analysis of Online Credibility over Three Presidential Campaigns

Thomas J. Johnson, Texas Tech University, and Barbara K. Kaye, University of Tennessee

The Minority Report: Online Deliberation and Disempowered Groups

Weiye Zhang, University of Pennsylvania

New Repertoires of Activism and Mobilization: Issue Advocacy Groups' and Grassroots Organizations' Use of the Web in the New Information Environment

Young Mie Kim, Teresa Myers, and Chris Fei Shen, The Ohio State University

Presidential Campaign Web Usage in Times of Tragedy: A Case Study of Candidate Web Responses to the Virginia Tech Shootings

Nicholas W. Geidner, The Ohio State University

Discussant: David Tewksbury, University of Illinois

Symphony C

Moderator:

Public Opinion - National Agenda II

Relationships Among Media Bias, Public Opinion, and Policy Liberalism from 1956 to 2004: A Second-Level Agenda-Setting Study

Yue Tan and David H. Weaver, Indiana University

Public Opinion on Immigration: Stability in the Midst of Heightened Passions

Ward Kay, George Mason University

With Roe v. Wade at Stake: Value Predispositions, Policy Stance, and Public Opinion of Supreme Court Appointments

Andrew R. Binder, University of Wisconsin – Madison

Exposure and Attention Measures in Public Opinion Research: Revisiting Statistical Analysis Procedures

Bryan E. Denham, Clemson University

Interaction, Opinion Formation and Exchange in a New Communication and Information Environment

Seung-Hyun Lee, University of Wisconsin – Madison

Discussant:

11:45 to 1:30

Lunch (on your own)

Saturday, November 17

1:30 to 3:00

Symphony A

Moderator:

Methodology - Health Surveys

Panel Attrition in Studies of the Elderly - The Differential Influence of Cognitive Aging, Decline in Physical Health and Social Isolation
Sonja Ziniel, University of Michigan

A Comparison of Administrative Records and Survey Reports of Children's Health Insurance Coverage Status

Dianne Rucinski, University of Illinois

From a Face-To-Face Census To a Randomly Selected Online Sample: Validating Online Survey Research and Assessing Campaign Results

Fiona Chew and Nirali Bhagdev, Syracuse University

The Use of Essay Surveys to Explore Eating Patterns

David P. Fan, University of Minnesota

Discussant: Keith Smith, RTI International

Symphony B

Moderator:

Political Communication – Elections I

The Role of Value Predispositions, Interpersonal Discussion and Political Advertising in Issue Stance Change During the 2004 Presidential Election Campaign

Eunkyung Kim, Dominique Brossard, and Shirley S. Ho, University of Wisconsin – Madison

Political Advertising Effects on Candidate Evaluations and Partisan Voting

Dhavan V. Shah, Melissa R. Gotlieb, Hyunseo Hwang, Nam-Jin Lee, Rosanne M. Scholl, Aaron S. Veenstra, Emily K. Vraga, and Bryan Ming Wang, University of Wisconsin – Madison

Resistance to Persuasive Attacking Video Spoof on Presidential Candidates: A Test of Inoculation Theory

Hyoungkoo Khang, Jae-Hong Bae, Young-Wook Yoo, and Eun-Kyung Han, Sungkyunkwan University

A Meeting of Broadcast and Post-Broadcast Media in the 2004 Election: An Analysis of Debate Viewing and Cable Television Influence between FOX and CNN Viewers

Lance Holbert and Nick Geidner, The Ohio State University

Discussant:

Symphony C

Panel

Beneath and Beyond Perceptions: Perspectives on the Third-Person Effect

Richard M. Perloff, Cleveland State University, Julie L. Andsager, Murray State University, H. Allen White, The Everett Group, Albert Gunther, University of Wisconsin, David Tewksbury, University of Illinois, and Hye-Jin Paek, University of Georgia

Saturday, November 17

3:15 to 4:45

Symphony A

Moderator:

Methodology - Telephone Surveys

Agree to Disagree, or Vice Versa: Response Option Order Effects in a Phone Survey of Attitudes Toward Science and Technology

Matt Jans, University of Michigan

"I Just Switched" – Who Is Switching From a Landline Phone Household to Cell Phone-Only Household?

Kumar Rao, Darby Miller Steiger, and Bryant Ott, The Gallup Organization

Assessing Measurement Error in Landline and Cell Phone RDD Surveys

Courtney Kennedy, Institute for Social Research

Discussant:

Symphony B

Moderator:

Political Communication – Elections II

Cultural Cues or Issue Arguments: Analyzing TV Advertising for Bob Corker and Harold Ford Jr. during the 2006 U.S. Senate Campaign in Tennessee

Glenn T. Hubbard, University of Tennessee – Knoxville

When We All Think Alike: Ideology Alignment Effects During Elections

Eulàlia Puig-i-Abril, University of Wisconsin – Madison

Bringing Election Information to the Public? The Role of Morning News and Prime-Time News Magazines on Informing the Public During an Election

Lauren Guggenheim, University of Michigan

Discussant:

Symphony C

Moderator:

Social connections

Synergistic Theory: Presence and Social Constructs in the "Third Places" of Online Games

Mary F. Casey, Cleveland State University

A Changing Gatekeeping Model: Investigating Differences in Information Exposure through New Technology

Michael A. Beam, The Ohio State University

Friendship, Kinship and Self-Censorship: The Effect of Social and Familial Ties on The Spiral of Silence

Ken Blake and Robert O. Wyatt, Middle Tennessee State University

Structural Pluralism & the Spiral of Silence Context

Leo W. Jeffres, Edward Horowitz, Cheryl Bracken, Guowei Jian, Sukki Yoon, and Kimberly Neuendorf, Cleveland State University

Saturday, November 17

Race as an Ingroup: Social Identity Theory and Immigration
Joshua Grimm, University of Iowa

Discussant:

5:00 to 5:30

Symphony C

Annual Membership Meeting

5:30 to 6:30

Intermezzo

Social Hour

Midwest Association for Public Opinion Research Annual Conference – November 16 & 17, 2007

Newspapers to YouTube: Audience-Media Interaction in a New Information Environment

At a Glance...

		Symphony A	Symphony B	Conference Room Symphony C	Lyric	Intermezzo	
Friday	10:00 to 11:30	Political Participation	Risk Communication	New Media and Public Opinion	Media and Behavior		
	11:45 to 1:15	Luncheon					
	1:30 to 3:00	Public Opinion - International	Entertainment as News	Internet as News Media	Media Framing		
	3:15 to 4:45	Cross cultural Research	Media Effects on Public Opinion	YouTube and Internet Connection			
	4:45 to 6:00					Poster Session and Social Hour	
	5:30 to 6:30				Pedagogy Hour		
Saturday	8:30 to 10:00	Methodology - Design	Political Communication - Culture	Public Opinion - National Agenda I			
	10:15 to 11:45	Methodology - Instrument Design	Political Communication - Internet	Public Opinion - National Agenda II			
	11:45 to 1:30	Lunch					
	1:30 to 3:00	Methodology - Health Surveys	Political Communication - Presidential Elections	Third Person Effect			
	3:15 to 4:45	Methodology - Telephone Surveys	Political Communication - State Elections	Social connections			
	5:00 to 5:30				Board Meeting		
	5:30 to 6:30						Social Hour