

2009 MAPOR CONFERENCE

Exploring the Future of Public Opinion Research

November 20-21, 2009

Avenue Hotel

Chicago, Illinois

FRIDAY

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

10 am – 11:30 am -- Grand Ave. A

Future of Public Opinion

Moderator: Patty LeBaron, RTI International

“On the Future of Public Opinion: Promising Theoretical and Technical Innovations” Gerald Kosicki, The

Ohio State University.

“Recent Developments in Address-Based Sampling” Mansour Fahimi, Marketing Systems Group; Dale Kulp, Marketing Systems Group; David Malarek, Marketing Systems Group.

“A Network Analytic Approach to Understanding Cross-Platform Audience Behavior” Thomas B. Ksiazek, Northwestern University.

“Use of the InfAlign Map to Visualize a Novel Type of Cross Tabulation” David P. Fan, University of Minnesota; Kenneth Blake, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University; Robert O. Wyatt, Middle Tennessee State University.

Discussant: Paul Lavrakas, Independent Consultant

10 am – 11:30 am --Grand Ave. B

Trust and Politics

Moderator: Andrew R. Binder, University of Wisconsin-Madison

“Confidence in Congress During a Partisan Era” Chad Kinsella, University of Cincinnati.

“Who Do You Trust? Political Trust and Direct Democracy” Brandon Bosch, University of Washington.

“Comedy in All its Many Forms: The Differential Influence of Satire, Self-Ridicule, and Parody on Political Attitudes” Amy B. Becker, University of Wisconsin-Madison.

“Time Series Analysis of Negative Economic News on the Presidential Approval Rate through People's Subjective Economic Reality: An Autogressive Model” Jae C. Shim, Korea University; Wan Soo Lee, Dongseo University; Byung Hae Lee, Myonji University.

Discussant: Kathleen Frankovic, CBS News

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10 am – 11:30 am -- Grand Ave. C

Response and Non-response in Survey Research

Moderator: HarmoniJoie Noel, University of Nebraska-Lincoln

“Does Providing Respondents with their Preferred Survey Mode Really Increase Participation?” Heather

Wood, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln.

“(Mis)understanding the Threat of Unit Nonresponse in Survey Research” Gregory J. Hoplamazian, The Ohio State University.

“The Frequency and Identification of “Professional Respondents” in a Wide Array of Global Research Panels” Steven H. Gittelman, Mktg, Inc.; Elaine Trimarchi, Mktg, Inc.

“Methodological Considerations in Surveys of Older Adults in the US” Kelly Quinn, University of Illinois at Chicago.

Discussant: Dianne Rucinski, University of Illinois at Chicago

10 am – 11:30 am – Michigan Ave.

Minorities and Public Opinion

Moderator: Eulàlia Puig Abril, University of Wisconsin-Madison

"No One is an Island: Floating Affirmative Action Policy in a Sea of Race" Caleb Schaffner, University of Illinois at Chicago.

"Determinants of Welfare Policy Attitudes: An Individual and Contextual Level Analysis" Kristin S. Abner, University of Illinois at Chicago.

"Campaign Attention Among Blacks in the 2004 and 2008 Presidential Election" Kate Kenski, University

of Arizona; Rico Neumann, University of Arizona.

"Evaluating Public Opinion During a Racial Crisis: A Test of Social Identity Theory" Lori Boyer, Texas Tech University; Stephynie Perkins, University of North Florida.

Discussant: Kimberley Rios Morrison, The Ohio State University

11:45 am – 1:15 pm Luncheon (ticket required), Park Ave. room

Presiding: Patricia Moy, University of Washington

Student Paper Chair: Cecilie Gaziano, Research Solutions, Inc.

Keynote Speaker: Jeffrey C. Moore, U.S. Census Bureau

"Survey Interviewing Among the Deceased: Pitfalls, Problems, and Possibilities"

Discussant: Peter V. Miller, Northwestern University

1:30 pm – 3:00 pm -- Pedagogy Hour – Grand Ave. A

DESSERT BREAK

Presiding: Patricia Moy, University of Washington

Speaker: Frederick G. Conrad, University of Michigan

"New Approaches to Measuring Public Opinion"

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3:15 pm – 4:45 pm

Measurement Issues – Grand Ave. A

Moderator: Elizabeth Ryan, University of Wisconsin-Madison

"Validating Country-Level Measures of Media Freedom with Survey Data" Lee B. Becker, University of Georgia; Tudor Vlad, University of Georgia.

"First-, Second-, and Third-Person Effects: Single Versus Multiple-Question Assessment Strategies" Kurt

Neuwirth, University of Cincinnati; Edward Frederick, University of Wisconsin-Whitewater; Won Jang, University of Wisconsin-Eau Claire.

"Dealing With Extremely Long Response Lists in a Mixed-Mode Survey Environment" Kumar Rao, Gallup; Geon Lee, University of Illinois at Chicago.

"The Effect of Measurement Error on Correlates of Intimate Partner Violence" HarmoniJoie Noel, University of Nebraska-Lincoln.

Discussant: Allan McCutcheon, University of Nebraska-Lincoln

3:15 pm – 4:45 pm -- Grand Ave. B

Information Seeking and Processing and Public Opinion

Moderator: Heather Akin, University of Wisconsin-Madison

"Transportation and Terror Management Theory: An Examination of Media Effects on Public Opinion" Rachel Lichtenfeld, The Ohio State University; Jay Hmielowski, The Ohio State University.

"Can "Deep" Thinking be Bad for Democracy: Implications of Bias and Depth as Key Dimensions of Information Processing" Ivan B. Dylko, The Ohio State University.

"An Inconvenient Setting or Source? Attributes of Science Documentaries and Their Effects on Information-Related Behavioral Intentions" Andrew R. Binder, University of Wisconsin-Madison; Michael Dahlstrom, Iowa State University; Tsung-Jen Shih, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison.

"Telling You What to Think: Effects of an Advocacy Prime and Additional Information on Argument Evaluation" Emily K. Vraga, University of Wisconsin-Madison; Stephanie Edgerly, University of Wisconsin-Madison; Itay Gabay, University of Wisconsin-Madison; Eulàlia Puig Abril, University of Wisconsin-Madison; Porismita Borah, University of Wisconsin-Madison.

Discussant: Lindsay H. Hoffman, University of Delaware

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3:15 pm – 4:45 pm -- Grand Ave. C

Political Discussion

Moderator: Sean Westwood, Stanford University

“Willing to be Paired with Whom? Perceptions of Others’ Influence as Conduit to Deliberative Discussion” Eulàlia Puig Abril, University of Wisconsin-Madison; Wenjie Yan, University of Wisconsin-Madison; Kyurim Kyoung, University of Wisconsin-Madison; Gang Jing, University of Wisconsin-Madison.

“Political Coorientation in Social Networks” William P. Eveland Jr., The Ohio State University; Myiah Hutchens, The Ohio State University; Alyssa C. Morey, The Ohio State University.

“Talking Politics: Why and With Whom We Discuss Political Matters” Alyssa C. Morey, The Ohio State University; Myiah Hutchens, The Ohio State University; William P. Eveland Jr., The Ohio State University.

“Predicting Political Knowledge from Online Media Use and Discussion” Jason A. Martin, Indiana University.

Discussant: Dietram Scheufele, University of Wisconsin-Madison

4:45 pm – 6 pm Cocktail Hour

4:45 pm – 6 pm Poster Session – Michigan Ave. and lobby

“Your Comments Are Invited: A Content Analysis of Online Comments to Local News” Kevin Qualls, Murray State University; Gill Welsch, Murray State University.

“Aided Death in the US: Personal Exposure and Public Support” Jennifer Teggatz, University of Wisconsin-Madison.

“So, You Really Want to Be in Movies? Demonstrating Unintended Effects of Institutional Portrayals in Hollywood Releases” H. Allen White, Everett Group; Robert Daves, Everett Group; Steve Everett, Everett Group.

“Agenda-Setting Theory in 2008 when President Bush was in His Last Year in Office” Mohammed Al-Azdee, Indiana University.

“Race, Acculturation and Extreme Response Style” Pei-Pei Lei, University of Illinois at Chicago.

“Clowns to the Left, Jokers to the Right: Public Opinion Stuck in the Middle” Ward Kay, George Mason University.

“Ladies First?: Did Gender and Incumbency Make a Difference in the Newspaper Coverage of Two 2006 Senate Elections?” Lanier Frush Holt, Indiana University.

“Media Use and the Development of Human Values in New Zealand” Dennis Davis, Pennsylvania State University; Stephanie Broege, Leipzig Germany; Rob Layson, Otago University.

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““Going Public” and Foreign Policy: Its Effect on Media and Public Opinion” Daniel R. Birdsong, University of Cincinnati.

“Gender Bias in News Media: A Content Analysis of Sarah Palin and Joseph Biden in Newspapers” Brittany DuBose, Auburn University; Katherine Irwin, Auburn University; Seihill Kim, University of South Carolina.

6:30 pm Dutch Treat: President’s Dinner at Reza’s (432 W. Ontario)

Meet in hotel lobby

SATURDAY

8:30 am – Noon Registration (coffee, tea, bakery, fruit)

8:30 am – 10 am --Grand Ave. A

Survey Participation

Moderator: Gregory J. Hoplamazian, The Ohio State University

“Improving Survey Participation within an Address-Based Sample Design” Michael W. Link, The Nielsen Company.

“A National Study of Nonresponse Bias in Surveys of Television Viewing” Peter V. Miller, Northwestern

University; Frauke Kreuter, University of Maryland; Carolina Casas-Cordero, University of Maryland; Paul Lavrakas, Independent Consultant.

“Assessing Campaign Effects: How Three Little Words in an Online Survey Invitation Impacted Response Rate” Fiona Chew, Syracuse University; Rebecca Ortiz, Syracuse University.

“Cognitive Testing Recruitment for Multiple Studies” Clarissa Steele, University of Nebraska-Lincoln; Laura Branden, Westat; Martha Kudela, Westat.

Discussant: Tiffany King, RTI International

8:30 am - 10 am -- Grand Ave. B

Trends in Public Opinion

Moderator: Sebastian Valenzuela, University of Texas-Austin

“American Public Opinion on Teaching Evolution: The Framing Effect” Misook Gwon, University of Cincinnati.

“Trends in National Spending Priorities, 1973-2008” Tom W. Smith, NORC/University of Chicago.

“Public Confidence in Education, 1973-2008” Janet Schlaak, University of Cincinnati.

“Past, Present and Future: Public Opinion Trends Regarding Health Information Technology and Health

Information Exchange” Robert Bailey, RTI International; Diana Smith, RTI International.

Discussant: Jacquie Hitchon McSweeney, University of Wisconsin-Madison

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8:30 am - 10 am -- Grand Ave. C

Risk, Science and Public Opinion

Moderator: Jennifer Teggatz, University of Wisconsin-Madison

“Because I Say So: The Role of Stakeholders in the Agenda Building Process” Elizabeth L. Ryan, University of Wisconsin-Madison.

“Inter-Media Frame Building: The U.S. Beef Import Case in South Korea” Seong Choul Hong, Indiana University and Chang Hee Choi, Indiana University.

“Risk and Social Context: Comparing Public Opinion and Media Coverage of a Bio-Research Facility Across Five Candidate Sites” Andrew R. Binder, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Al Gunther, University of Wisconsin-Madison; Kajsa Dalrymple, University of Wisconsin-Madison.

“Multiple Exposures: Scientific Controversy, Media Use, and Public Responses to Bisphenol A” Paul R. Brewer, University of Wisconsin-Milwaukee; Barbara L. Ley, University of Wisconsin-Milwaukee.

Discussant: Sean Hogan, RTI International

8:30 am - 10 am -- Michigan Ave.

Political Campaigns

Moderator: Jason Rittenberg, University of Illinois

“Campaigns, Voters and Agency in the 2008 U.S. Presidential Election: Examining Effects of Campaign-Voter Interaction on Support” Aaron S. Veenstra, Southern Illinois University Carbondale; Emily K. Vraga, University of Wisconsin-Madison; Leticia Bode, University of Wisconsin-Madison; Melissa R. Gotlieb, University of Wisconsin-Madison.

“The Formation of Opinions on Political Advertising and Their Effects” Yung-I Liu, Cleveland State University, Leo Jeffres, Cleveland State University.

“Red, Blue, and Purple: An Analysis of the Advertising in Safe and Battleground States in the 2004 Presidential Election” Mary Beth Lombardo, Indiana University; Lindsay H. Hoffman, University of Delaware.

“The Influence of Communication Context on Political Cognition in Presidential Campaigns: A Geospatial Analysis” Yung-I Liu, Cleveland State University.

“The Minute Man Movement: Exchanging Political Mobilization for Civic Engagement” Thomas Phillip Madison, Louisiana State University

Discussant: Weiwu Zhang, Texas Tech University

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10:15 am – 11:45 am – Grand Ave. A

Recruitment Strategies and Interviewer-Related Issues

Moderator: Muzammil Hussain, University of Washington

“The Effect of Interviewer Image in a Virtual World Survey” Joe Murphy, RTI International; Elizabeth Dean, RTI International; Sarah Cook, RTI International; Michael Keating, RTI International.

“The Relationship Among Monetary Incentive, Representativeness, and Panel Tenure: Results from an Experiment Recruiting KnowledgePanel Members with an Address-Based Sample” Ashley Richards, University of Nebraska-Lincoln; Mario Callegaro, University of Nebraska-Lincoln; Charles DiSogra, Knowledge Networks.

“Deliberative Polls: An Investigation of the Coverage and Nonresponse Properties of Common Recruitment Strategies” Jamie Marincic, University of Nebraska-Lincoln; Tarik Abdel-Monem, University of Nebraska Public Policy Center, Stacia Jorgensen, University of Nebraska-Lincoln; Amanda Richardson, University of Nebraska-Lincoln.

“More Research on a Hybrid Within-Unit Respondent Selection Methods” Paul J. Lavrakas, Independent

Consultant; Trevor N. Tompson, The Associated Press; Robert Benton and Christopher Fleury, GfK Roper.

Discussant: Paul Pulliam, RTI International

10:15 am – 11:45 am -- Grand Ave. B

Political Participation and Public Opinion

Moderator: Jason A. Martin, Indiana University

“One Nation, Divided or United? A Cross-Sectional and Longitudinal Comparison of the Antecedents to Civic Engagement and Political Participation, 2000-2004” Andrew R. Binder, University of Wisconsin-Madison.

“Explication of the User-Generated Content for Political Communication Research” Ivan B. Dylko, The Ohio State University; Michael McCluskey, The Ohio State University.

“How Newspapers and Voter Contact Impact Voters: Testing a Model of Political Knowledge and Voter Turnout” W. Joann Wong, Indiana University.

“Experimental Explorations of the Link between Election Administration and Confidence in the Electoral

System” Frederick G. Conrad, University of Michigan; Tonya Rice, University of Michigan; Michael W. Traugott, University of Michigan.

Discussant: Tom Johnson, Texas Tech University

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10:15 am – 11:45 am -- Grand Ave. C

Media Frames

Moderator: Christine Carr, RTI International

“Jon Stewart Dares Call it Torture: Anti-indexing and *The Daily Show's* Independence in the Abu Ghraib scandal” Caitlin Brown, University of Michigan.

“A Framing Analysis of “Change” and “Experience” During the 2008 Presidential Campaign” Weiwu Zhang, Texas Tech University; Trent Seltzer, Texas Tech University; Barbie Chambers, Texas Tech University; Wes Wise, Texas Tech University.

“Reporting the Recession: An Examination of Media Frames in Economic News Coverage” Elizabeth Stoycheff, The Ohio State University.

“Black Like Me?: Comparing and Contrasting How the Media Framed the Campaign Coverage of Jesse Jackson and Barack Obama” Lanier Frush Holt, Indiana University.

Discussant: David Fan, University of Minnesota

10:15 am – 11:45 am -- Michigan Ave.

Perception of Public Opinion and Third Person Effect

Moderator: Amy Becker, University of Wisconsin-Madison

“The Influence of Third Person Perception on Willingness to Engage in Deliberative Activities” Wenjie Yan, University of Wisconsin-Madison; Zhongdang Pan, University of Wisconsin-Madison; Eulalia Puig Abril, University of Wisconsin-Madison; Kyurim Kyoung, University of Wisconsin-Madison; Gang Jing, University of Wisconsin-Madison.

“Perceived Effects of Media Reports of Opinion Poll: An Integration of the Third-Person Effect and Social Judgment Theory” Hyunjung Kim, University of Oklahoma.

“What Are Those Squiggly Lines? Effects of Viewing Debates With and Without Real-Time Reactions of Focus Groups” Lindsay H. Hoffman, University of Delaware; Amanda D. Rosenberg, University of Delaware.

“Adolescent Conceptions of the Self and Attitudes toward Anabolic-Androgenic Steroids: Implications for the “Generalized Other”” Bryan E. Denham, Clemson University.

Discussant: Julie Andsager, The University of Iowa

11:45 – 1:30 Lunch on your own

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1:30 pm – 3:00 pm -- Grand Ave. A

Nontraditional Media and Political Processes

Moderator: Ivan B. Dylko, The Ohio State University

“All Together Now or All Alone Together?” Testing the Dual Effects of the Internet on Political Processes” Weiwu Zhang, Texas Tech University; Thomas Johnson, Texas Tech University.

“A New Medium for Media Bias: How Online Information Sources Effect Media Bias Perceptions During a Presidential Campaign” Keith J. Zukas, University of Wisconsin-Madison.

“YouTube and Public Opinion: A Functional Theory Analysis of Public Relations Frames” Barbara J. Chambers, Texas Tech University; Shannon L. Bichard, Texas Tech University.

Following the Interest of the People: Google Search Queries, Polling Data and the 2008 Presidential Election” Sean Westwood, Stanford University.

“The Dark Side of the Boon?: Credibility, Selective Exposure and the Proliferation of Online Sources of Political Information” Tom Johnson, Texas Tech University; Barbara K. Kaye, University of Tennessee.

Discussant: Doug Blanks Hindman, Washington State University

1:30 pm – 3:00 pm -- Grand Ave. B

Views of Country, Home and Abroad

Moderator: Lanier Frush Holt, Indiana University

“How the World Sees America: Political and Cultural Dimensions of Anti-Americanism” Lars Willnat, Indiana University.

“Anti-Americanism Around the Globe” William J. Miller, Ohio University; Karl Kaltenthaler, University of Akron.

“The Patriotism Paradox: American National Attachment and the Status Quo” Nate Ramsey, University of Cincinnati; Misook Gwon, University of Cincinnati.

“International News Exposure and the American Public's Perceptions of China” Yunjuan Luo, Indiana University.

Discussant: Ward R. Kay, George Mason University

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1:30 pm – 3:00 pm -- Grand Ave. C

Framing and Public Opinion

Moderator: Elizabeth Stoycheff, The Ohio State University

“Seeking More Information: Influence of Competitive Frames and Information Processing” Porismita Borah, University of Wisconsin-Madison.

“Enhanced Scrutiny: Evaluating the Argument When the Facts Don't Fit” D. Jasun Carr, University of Wisconsin-Madison; Keith Zukas, University of Wisconsin-Madison.

“Pathway or Impediment to Progress? Effects of News Frames on Individual Attitudes Toward Biofuels and their Potential Benefits for Global Warming” Bret R. Shaw, University of Wisconsin-Madison;

Elizabeth L. Ryan, University of Wisconsin-Madison; Kang Namkoong, University of Wisconsin-Madison; Heather E. Akin, University of Wisconsin-Madison; Andrew R. Binder, University of Wisconsin-Madison.

“Seeking Opinions on a Controversial Issue: The Interplay of Story Frame, Commentary, and Individual Differences in Need to Evaluate” Melissa R. Gotlieb, University of Wisconsin-Madison; Eulalia Puig Abril, University of Wisconsin-Madison; D. Jasun Carr, University of Wisconsin-Madison; Itay Gabay, University of Wisconsin-Madison.

Discussant: David H. Tewksbury, University of Illinois at Urbana-Champaign

1:30 pm – 3:00 pm -- Michigan Ave.

Understanding Online Audiences

Moderator: Tom Ksiazek, Northwestern University

“Selective Exposure to News Media: Individual Predispositions and Online News Consumption” Shin Haeng Lee, Indiana University.

“Understanding Online Nanotechnology Audiences and Content” Ashley A. Anderson, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison.

“Measures of Non-Traditional Media Consumption During the 2008 Presidential Campaign” J. Michael Dennis, Knowledge Networks; Trevor Tompson, The Associated Press; Mike Henderson, Harvard University; Yelena Kruse, Knowledge Networks.

“What Does it Mean to “Friend” a Candidate? Assessing the Relationship Between Social Networking Sites, Political Activity, and Public Opinion” Jason Rittenberg, University of Illinois.

“Priming News Credibility Judgments: Interactions in the World of User-Created Content” Aaron S. Veenstra, Southern Illinois University Carbondale; Emily K. Vraga, University of Wisconsin-Madison; Stephanie Edgerly, University of Wisconsin-Madison; Sojung Kim, University of Wisconsin-Madison.

Discussant: Ken Blake, Middle Tennessee State University

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3:15 pm – 4:45 pm -- Grand Ave. A

Sampling and Data Quality

Moderator: Thomas Philip Madison, Louisiana State University

“What Has Changed in the Landline Telephone Sampling Frame?” Mansour Fahimi, Marketing Systems Group; Dale Kulp, Marketing Systems Group; David Malarek, Marketing Systems Group.

“Voter Lists as Sampling Frames for Telephone and Mail Samples: Validating Two Studies by Focusing on Vote Choice and Turnout” Nicoleta Corbu, National School of Political Studies and Public Administration, Bucharest Romania; Qingmei Qing, University of Georgia; Lee B. Becker, University of Georgia.

“Investigating Data Quality in Cell Phone Surveying” Paul J. Lavrakas, Independent Consultant; Trevor N. Tompson, The Associated Press; Robert Benton, GfK Roper.

“Standardizing Paradata” David Chearo, University of Chicago Survey Lab.

“Using Computer-Generated Feedback to Increase Day Quality in Web Surveys” Gina K Walejko, Northwestern University.

Discussant: John D. Loft, RTI International

3:15 pm – 4:45 pm -- Grand Ave. B

International Public Opinion

Moderator: Yunjuan Luo, Indiana University

“News Media Use and Informed Decision Making: News Media and the Public’s Evaluation of a Controversial Issue in South Korea” Seihill Kim, University of South Carolina; Dietram A. Scheufele, University of Wisconsin-Madison; James Shanahan, Boston University.

“Support for Free Expression in Mexico Under Restrictive Election Laws: A Post-Election Survey Compared with New U.S. Data” Robert O. Wyatt, Middle Tennessee State University; Kenneth Blake, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University;

Alejandro Moreno, Middle Tennessee State University; Jorge Rojas, Middle Tennessee State University.

“Agenda-Setting Dynamics in a Developing Democracy: Public Opinion, Television News, the President and Real-world Cues in Chile, 2000-2005” Sebastian Valenzuela, University of Texas-Austin; Arturo Arriagada, London School of Economics.

“News as Propaganda: A Comparative Analysis of U.S. and Chinese Press Coverage of the Six-Party Talks, 2003-2007” Won Yong Jang, University of Wisconsin-Eau Claire.

Discussant: Hernando Rojas, University of Wisconsin-Madison

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3:15 pm – 4:45 pm -- Grand Ave. C

Willingness to Speak Out

Moderator: Ashley Anderson, University of Wisconsin-Madison

“Access to Abortion and Communication Choices in Computer-Mediated Communities: An Examination of the Spiral of Silence Theory” David Kamerer, Loyola University Chicago; Deborah Ballard-Reisch, Wichita State University; Bobby Rozzell, Wichita State University; Lou Heldman, Wichita State University.

“Just Joking, Seriously: Exploring Humor's Role in Willingness to Speak Out” Kenneth R. Blake, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University; Robert O. Wyatt, Middle Tennessee State University.

“The Moderating Effect of Types of Content Expressed on the Effect of Heterogeneous Discussion in Deliberative Participation” Eunkyung Kim, University of Wisconsin-Madison; Michael Xenos, Louisiana State University.

“A License to Speak Out: 'Double Minorities' and Opinion Expression” Kimberly Rios Morrison, The Ohio State University.

Discussant: Pan Zhongdang, University of Wisconsin-Madison

3:15 pm – 4:45 pm -- Michigan Ave.

Values and Public Opinion

Moderator: D. Jasun Carr, University of Wisconsin-Madison

“What Would Jesus Read? The Impact of Religious Media on Environmental Attitudes and Behaviors” James T. Spartz, University of Wisconsin-Madison; Elizabeth Goers, University of Wisconsin-Madison; Tanya Zimmerman, University of Wisconsin-Madison; Erin Aagesen, University of Wisconsin-Madison.

“The Role of Value Predispositions in Perceptions of Public Opinion About Controversial Science” Rachel Vallens, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Al Gunther, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison.

“In God We Trust? Exploring the Link Between Religiosity and Risk Perceptions in Nanotechnology Attitude Formation” Michael A. Cacciatore, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Elizabeth A. Corley, Arizona State University.

“The Knowledge Gap vs. the Ideology Gap: Beliefs about Abstinence-Only Sex Education” Doug Hindman, Washington State University.

Discussant: Leo W. Jeffres, Cleveland State University

5:00 pm – 5:30 pm Annual Meeting – Grand Ave. C

5:30 pm Conference adjourns