

# MAPOR News

The Newsletter of the Midwest Association for Public Opinion Research • Fall 2002

## MAPOR 2002 Conference Taking Shape Conflict and Consent: Public Opinion in Times of Transition

by Allan McCutcheon, 2002 Program Chair

As is our tradition, we'll be meeting in Chicago, IL the Friday and Saturday before Thanksgiving; November 22-23 at the Radisson Hotel & Suites. Members are encouraged to make their room reservations early (800-333-3333); reservations must be made on or before October 21 to receive conference rates (\$152.00/night for single and \$172.00/night for double occupancy). Also, remember to tell the reservationist who assists with your reservation that you are with the MAPOR conference.

The theme for this year's conference is "Conflict and Consent: Public Opinion in Times of Transition," which is meant to reflect both the public's varied responses to the events of September 11, as well as to the 2002 elections. The program will offer a record number of fine papers (and posters!) on these topics and others, for a total of 17 paper sessions, one poster session and a panel on "Public Opinion at a Crossroads."

This year we received 101 abstracts! This response is a good sign of the health and intellectual vigor of MAPOR! I am especially thankful to the other members of the executive council for their thoughtful and timely reviews of the abstracts; after their review, a total of 83 papers and 12 posters were accepted for presentation at our 2002 meeting. In keeping with MAPOR's strong record of support for students, just

over one-quarter of the submissions (22 of 83) are student papers. As in past years, the board has reconfirmed its commitment to keeping conference costs to a minimum for student members by continuing our practice of lower student conference fees, as well as greatly reduced prices for our President's Luncheon.

In addition to two sessions focused on the events of 9/11 and the war on terrorism, the 2002

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program will feature a number of sessions on survey research, on the influence of the media on public opinion, and on a variety of domestic and international issues, including presidential election surveys. As in other recent years, the role of the internet in communications and survey research will also serve as a thematic topic for this year's sessions. For the more methodologically oriented, we'll have a session on survey methodology, as well as one on non-response and missing data. Finally, sessions on health surveys, surveys of youth and communities, religion and trust will round out the paper sessions for this year's meeting. Richard Perloff is

organizing a panel "Public Opinion at the Crossroads: Questioning Assumptions in a Time of Transition" which promises to 'critically challenge a variety of assumptions that have characterized public opinion scholarship.' The panel will be dedicated to the late Eric Fredin of Ohio State University, and draws on the able resources of experts such as George Bishop, Robert Wyatt, Scott Althaus and K. Viswanath. The panelists will take a critical perspective on topics ranging from the proliferation of surveys to the improbability of Habermas' 'public sphere.' This promises to be an outstanding panel.

On behalf of the entire executive committee, I want to offer a special invitation to you, and to all your professional colleagues, faculty, students and others who focus on survey research and public opinion. The program promises to be stimulating in a wide range of areas, and Vish has announced that Dr. Mark Schulman will be the speaker at the annual MAPOR Luncheon and Award Ceremony while the featured speaker for the Pedagogy Hour is Dr. Arthur A. Stone. (Please see the President's Column for details regarding these two speakers). All in all, the 2002 program promises to provide a provocative and stimulating two days for survey and public opinion researchers.

Be sure to visit MAPOR's web page at [www.mapor.org](http://www.mapor.org) for updates on the 2002 program!

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## *The President's Column...*

*by Vish Viswanath*

Greetings from Washington DC. It is difficult to believe that the summer is more or less over, despite the high temperatures in DC, and that the time has arrived to get busy with teaching and research. It is getting equally busy for those of us outside the academy as project deadlines loom large.

Preparations are underway for the annual MAPOR conference to be held on November 22 & 23, 2002 at our usual haunt, the Radisson Hotels and Suites, Chicago. Allan McCutcheon the Program Chair and Doug Hindman, Program Co-Chair have put together an interesting program from a large number of submissions.

We have also lined up speakers and panels that cater to both intellectual and career interests of MAPOR membership. I am delighted to announce that Dr. Mark Schulman, President of the American Association for Public Opinion Research (AAPOR) will be the speaker at the annual MAPOR Luncheon and Award Ceremony. A graduate of University of Wisconsin, Madison and Rutgers University, Mark is the

President of Schulman, Ronca, & Bucuvalas, Inc. (SRBI), a leading public opinion research firm and a strong supporter of MAPOR. He will be speaking on challenges for behavioral research given the realities of new behavioral data basing capabilities.

For the last few years, the Pedagogy Session has featured speakers discussing innovative methodologies and data collection issues. In keeping with that tradition, I have invited Dr. Arthur A. Stone of Stony Brook University, to talk about his work in the area of recall. Dr. Stone and his colleagues have recently caused a minor sensation by reporting on the fragility of self-reports and patient compliance with diaries. Their study casts serious doubts on the reliability of using paper diaries as a measurement tool. While their study dealt with the topic in the realm of medicine, the findings are equally applicable to the realm of public opinion. Also, Dr. Stone and his colleague Dr. Saul Shiff

man, pioneered a measurement approach called Ecological Momentary Assessment (EMA) that could be of great appeal to scholars and practitioners of public opinion research. All in all, these two talks, I hope, will introduce us to some cutting-edge thinking on public opinion measurement and methods leading to intellectually stimulating discussions.

We also have a number of issues to resolve at the business meeting. As I said in my last column, the MAPOR Board and the President's Advisory Committee headed by Steve Everett will put forward some proposals that should go a long way in stabilizing MAPOR finances. This has been a topic of discussion at our annual business meeting for the last two years, and we hope to take steps that will resolve the problems over the next few years.

I hope to see you all in November. If you have any ideas or concerns, please feel free to write to me at [viswanav@mail.nih.gov](mailto:viswanav@mail.nih.gov).

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## **MAPOR Officer Election Slate for 2003-2004**

On September 9, the election ballots were mailed to all active MAPOR members. As mentioned in the mailing, you may vote by sending either a mail or email to Vish Viswanath. Ballots must be postmarked by October 11, 2002 and email ballots must be sent by midnight of the 11th local time.

### **Vish's contact information is:**

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### **The candidates are:**

**Vice President/ President Elect:**  
Allan McCutcheon  
Kimberly Neuendorf  
  
**Program Co-chair**  
Ward Kay  
Dietram Scheufele

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## **MAPOR: “A Student Friendly Organization”**

**by Michael Traugott**

The MAPOR annual conference has always been an important event for socializing Michigan students into important aspects of the professional life of a researcher. Because of Chicago’s proximity to Ann Arbor, we find the conference to be a low-cost and effective way to show students how research results are converted into professional presentations, how the peer review process operates through discussions at panel sessions, and what the norms of professional behavior are when interacting with colleagues.

In the last few years, panels on career opportunities have become a formal part of the MAPOR program, boosting the value of a MAPOR conference for students. And the range of affiliations of the presenters shows students the range of professional employment opportunities that are open to them.

Because of the wide substantive and methodological coverage of the typical MAPOR program, these opportunities are important and attractive for students in a wide range of disciplines, including communication studies, political science, sociology, and survey methodology. While most of the students who come to MAPOR are graduate students, at the University of Michigan we have an Undergraduate Research Opportunity Program (UROP) that gives lower level students a chance to work on research projects; and I have on occasion brought undergrads to MAPOR as an important introduction to the research life and potential of attending graduate school.

Typical student attendees are co-authors on papers,

and for many of our graduate students, the MAPOR conference has been the site of their first professional presentation. I encourage students to participate in this way because the audiences are small, attentive, and sensitive to the pressures of such presentations – attributes that are not always found at larger national meetings of other professional associations (AAPOR excluded, of course!). We usually try to arrange practice panels in Ann Arbor just before the conference, giving students a chance to work on their presentations and to receive constructive criticism about how to improve them. At the conference, student presenters are treated with courtesy and respect, no matter how nervous they may be. And some students are also asked to serve as moderators or even discussants on panels, providing them with experience in yet other important professional roles.

The MAPOR conference also provides an unusual opportunity for students to have close interaction with leading figures in the field. Some of this comes from observing panels as an audience member, but the most important observations may be made at social events. In addition to the afternoon reception and breakfasts, the Friday night group dinner gives students a chance for close social interaction with others, including a chance to discuss and share their experiences with other students and young professionals.

My own experience confirms the notion that MAPOR really is a “student-friendly organization.” And in my department, we have increasingly scouted for talent to consider for open positions in relevant fields.

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**For conference information, go to**

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## MAPOR 2002: Preliminary Conference Program

### Friday Morning Sessions

#### **Knowledge Gaps**

- The contributions of education, motivation and mass media to public affairs knowledge gaps — Cecilie Gaziano
- Structural and individual determinants of knowledge and participation gaps at the individual and community level — Jaeho Cho and Douglas M. McLeod
- Applying the knowledge gap framework to identify communication opportunities for health promotion — Fiona Chew and Kalyani Subbiah
- When it comes to the big "C": Understanding knowledge levels and the knowledge gap on breast cancer among Hispanic women — Kun Gao

#### **Engagement and Community**

- Political discussion networks and political engagement: Talk the walk or walk the talk — Hernando Rojas, So-Hyang Yoon, Seungahn Nah, Dhavan V. Shah, Douglas M. McLeod and Zhongdang Pan
- Rethinking the virtuous circle: Reciprocal relationships between communication and civic engagement — Heejo Keum, Jaeho Cho, Hernando Rojas, Dhavan V. Shah, Douglas M. McLeod, Zhongdang Pan
- Media use, consumer culture, and civic engagement: Exploring assumptions and testing effects — Heejo Keum, Narayan Devanathan, Elliot Hillback, Sameer Deshpande, Michelle R. Nelson and Dhavan V. Shah
- The myth of edge cities — Woody Carter, Robert Frolick and Tim Frye
- Dimensions and directions in the study of community pluralism — Cory L. Armstrong

#### **Religion and Trust**

- Preaching tolerance? Religion, political talk, and support for gay rights — Matthew C. Nisbet, Erik C. Nisbet and Yemi K. Rose
- The religious factor in public opinion on science and technology — Nancy K. Enright
- Religion, rallying effects, and mass media after September 11 — Dietram A. Scheufele, Matthew Nisbet and Allison Kornet
- Media, institutional trust and public opinion: The case of agricultural biotechnology— Dominique Brossard and Matthew C. Nisbet
- Conceptualizing Trust: Its causes, components and consequences — Seung-Ahn Nah, Sameer Deshpande, Michael McCluskey, Elliott Hillback, Zhongdang Pan, Dhavan V. Shah and Douglas M. McLeod

#### **Media Effects**

- Media priming and citizen reasoning processes in the evaluation of the Ohio governor — Gerald M. Kosicki and Yangyang Yuan
  - As seen on TV: Do media violence and pornography affect viewers outside of the laboratory? — Samuel D. Bradley
  - The protest paradigm and the WTO: Media portrayals of public opinion — Patricia Moy, Michael R. McCluskey, Keiko Tanaka and Marcos Torres
  - Newspaper opinion and conflict: An analysis of social control and 'guard dog' roles — Nikhil Moro
  - Media system dependency and support for administration policies — Douglas Hindman
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### **9/11 and the War on Terrorism**

- Mass media and the war on terror: Should we believe what we hear? — Jessie Moskal
- Partisan differences in responses to the September 11th terrorist attacks — Kenneth A. Rasinski and Tom W. Smith
- The pen and the sword: News coverage and public opinion of president bush and the war on terrorism — Joe Cutbirth
- Person effects and the war on terrorism: Motivational and processing mechanisms — Kurt Neuwirth
- Information seeking and emotional reactions to the September 11 terrorist attacks — Michael P. Boyle, Mike Schmierbach, Cory L. Armstrong, Zhongdang Pan, Dhavan V. Shah, and Douglas M. McLeod

### **MAPOR ANNUAL AWARDS LUNCHEON**

Chair: K. Viswanath, National Cancer Institute  
President, MAPOR

Speaker: Mark Schulman, Ph.D.  
President, American Association for Public Opinion Research (AAPOR),  
President Schulman, Ronca, & Bucuvalas, Inc., New York, NY

### **Friday Afternoon Sessions**

#### **Survey Methodology**

- The use of web-based instant messaging as a research tool — Rohit Tote
- Best practice models for the use of web surveys: Questions the non-profit world should consider — William L. Rosenberg
- Preference separability and survey context effects — Mihye Seo and Kaiya Liu
- Interviewers' self-efficacy and their overall performance in telephone interview — Dong Xie
- Reliability and validity of supervisor's ratings of interviewer's performance in telephone interview: An exploratory analysis — Dong Xie

#### **Polling on the Issues**

- Determinants of opinions on homosexuals: Political ideologies and stands on other social Issues — Gary Hicks and Tien-tsung
- Rethinking capital punishment: Is media exposure central to America's changing attitudes toward the death penalty? — Leigh Moscovitz
- Question wording and capital punishment: Do we overestimate support for the death penalty — Thomas Lamatsch and Jacqueline M. Peltier
- How attitudes influence public opinion about U.S. slave reparations — Shelly Campo, Teresa Mastin and M. Somjen Frazer
- Issue publics: Domain-specific issue salience and communication—Young Mie Kim

#### **Framing**

- Examining one medium's role in shaping public opinion regarding upstate New York land claims — M. Somjen Frazer, Shelly Campo, Teresa Mastin
  - Frame combinations, ethical interpretations, and moral conflict: Non-linear effects on electoral judgment and civic participation — Dhavan V. Shah and Heejo Keum
  - Framing Watergate: A content analysis of the Washington Post's coverage of the Watergate scandal — F. Gilland Welsch and H. Allen White
  - Media salience, framing and individual opinion in an election campaign — Young Jun Son and David H. Weaver
  - The effect of value conflict in frames on public opinion — Deborah Bush Haffey
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### **The Internet: Its Politics and Effects**

- Digital divide and the perils of e-voting — Chris Morgan and Sung Tae Kim
- Indiana's general assembly on the web: Do newspaper journalists pay attention? — Elizabeth K. Viall
- Internet filtering decisions in public libraries: Making policy choices in a volatile legal and social climate — Michael R. McCluskey
- Cosmopolitanism in the internet age — Leo W. Jeffres, Kimberly Neuendorf and David Atkin
- Building a web of trust: Testing the Gamson hypothesis on politically Interested internet users — Thomas J. Johnson and Barbara K. Kaye

### **The Impact of Media on Opinion**

- Elite messages and public opinion: An analysis of support for the Ohio supreme court — Matthew W. Courser
- How cosmopolites react to messages: America under attack — Cheryl Campanella Bracken, Jennifer Kopfman Leo Jeffres, and Kim Neuendorf
- Perceived agenda setting and perceived media influence on voting decisions as third person effects — Leo W. Jeffres, Kimberly Neuendorf, Cheryl Bracken and David Atkin
- Third-person effect and attribution theory — Stella C. Chia and Kerr-hsin Lu
- The influences of perceived opinion climate on willingness to express opinions: Perceived difference between 'we' and 'they' — Hyunseo Hwang

### **MAPOR PEDAGOGY SESSION**

Chair: K. Viswanath, National Cancer Institute  
President, MAPOR

Speaker: Arthur Stone, Ph.D.  
Professor & Vice Chair, Stony Brook University, NY  
Associate Chair, Scientific Advisory Board, Invivo Data, Scotts Valley, CA.

### **Saturday Morning Sessions**

#### **Health and Prescription Drugs**

- Direct-to-consumer prescription drug advertising: Understanding its consequences — Jisu Huh and Lee B. Becker
- Feeling down but not out: The discrepancy between public opinion and direct-to-consumer psychotropic prescription drug advertising — Julie Andsager
- Can health-related and general personality traits predict television program — viewing patterns and leisure time use?: Exploring links between personality and television program viewing and leisure time use — Soohong Kim
- Young adults tobacco use patterns, stage of change of tobacco abstinence and level of nicotine dependence: Analysis of results from the national health interview survey — Moh Yin Chang

#### **Presidential Elections**

- Who cares about the issues? Issue voting and the role of news media during the 2000 presidential election — Sei-Hill Kim, Dietram A. Scheufele and James Shanahan
  - The big dog that did not run: An analysis of president Clinton's role in the 2000 presidential election — Justin R. Horvath
  - Candidate image, issues, and party identification in 2000 presidential election: being primed or muted by media and interpersonal communication — Jaeho Cho
  - The 2000 national election studies: A conceptual and methodological critique — Bryan E. Denham
  - Who is going to win the election? News media effect on voters' predictions of election outcomes and voting behaviors during the 1996 presidential election — Sei-Hill Kim and Vicente Berdayes
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### **9/11: Media and Opinion**

- Mass media and rally effect in international crisis: Media's social integrative role in the wake of Sept. 11 terrorist attacks — Fang Yang
- News media use, civic engagement, and social capital after September 11, 2001 — Johnny Sparks, Weiwu Zhang and Ellen Kanervo
- Coverage of the '911' attack in U.S. and U.K. major newspapers — Li Zeng
- College students' views on news coverage and news viewing habits after September 11 — Tak Shing (Leo) Chan
- Two national tragedies: Public reaction to president Kennedy's assassination and the September 11th terrorist attacks — Tom W. Smith and Kenneth A. Rasinski

### **Internet Use**

- Around the world wide web in 80 ways: How motives for going online are linked to internet activities among politically interested internet users — Thomas J. Johnson and Barbara K. Kaye
- Audience specialization in the use of online news sites — David Tewksbury
- Internet use and gratifications gained: Rethinking the digital divide — Jaeho Cho, Abhiyan
- Humane, Hyunseo Hwang, Seung-Ahn Nah, Hernando Rojas, Homero Gil de Zuniga, Greg Downey and Dhavan V. Shah
- Displacement effects of internet use on mass media as sources of advertising information — James C. Tsao and Stanley D. Sibly
- Dependency relations and the time spent on web-based online news: Predicting the amount of time spent on web-based online news in general,
- international news and national news — *Jin Yang*

### **Posters**

- Dimensions of civic behavior: The role of mass media and interpersonal communication — Ellen Kanervo and Weiwu Zhang
  - Information processing, person-effects, and voting in the Mississippi flag referendum — Kurt Neuwirth
  - Effects of questionnaire and fieldwork characteristics on response rates — Krisztina Marton and Gerald M. Kosicki
  - In black and white: Public opinion of U.S. slave reparations — Teresa Mastin, Shelly Campo, and M. Somjen Frazer
  - An attenuating influence on third-person persuasion: Over-generalizing from small samples — H. Allen White
  - Are Las Vegas residents typical Americans? — Noah Wheatley
  - Assessing the predicting power of mediating variable of health belief model on nutrition behavior in Czech republic — Soohong Kim
  - Local unemployment, media use and consumer confidence — Lewis R. Horner
  - The cultivation of international students — Roger Haney
  - Go ahead and make my spam: A survey of college students' attitudes, motivations and use of spam email — Rey Rosales and Tim Veleker
  - The relationship between intercultural communication apprehension and intercultural conflict management styles: A comparison between U.S. and Korean college students — Jongbae Hong
  - Media credibility post 9/11: A rebound, but no redemption — Kenneth R. Blake
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## **Saturday Afternoon Sessions**

### **Panel: Public Opinion at the Crossroads: Questioning Assumptions in a Time of Transition**

Richard M. Perloff, Organizer (Dedicated to Eric Fredin, Ohio State — University, Friend, Colleague, Public Opinion Scholar)

Chair, Richard M. Perloff, Cleveland State University

- The illusion of public opinion — George F. Bishop, University of Cincinnati.
- There is no public sphere: Rational-critical political thought as disincentive for political participation — Robert O. Wyatt, Middle Tennessee State Univ.
- False starts, dead ends, and new opportunities in public opinion research. — Scott Althaus, University of Illinois
- The scary world of mass communication and public opinion research: Critical Perspectives — Richard M. Perloff, Cleveland State University.
- A conflict functionalist and health campaign approach to public opinion Research — K. Viswanath, National Cancer Institute

### **Non-response and Missing Data**

- An experimental testing of format changes to reduce missing data in the Nielsen tv diary — Kenneth W. Steve and Paul J. Lavrakas
- Attempting to interview uncooperative and hard-to-reach respondents: Is it worth the effort? — Kana Fuse and Mary Outwater
- Reducing non-response among targeted demographic subgroups using larger cash incentives — Norman Trussell and Paul J. Lavrakas
- Non-response bias, context dependency, social desirability and response set: An experimental comparison of web vs. telephone surveys — William P. Eveland, Jr.

### **International**

- Public response to the dual transition in post-communist Poland — Sandra Marquart-Pyatt
- The spiral of silence and the issue of Korean unification: Normative vs. informational influences of public opinion — Sei-Hill Kim, Miejeong Han and James Shanahan
- From one union to another: Media, Baltic public opinion and the quest for EU Membership — Janis Cakars
- Has the end of the cold war left a warm feeling? An examination of the relationship among ethnocentrism, the mass media and attitudes towards Russians and Eastern Europeans — Elza Ibroscheva
- Talking about the 'sunshine' policy on North Korea: A test of the spiral of silence as a theory of powerful media effects — Sei-Hill Kim, Miejeong Han and Vicente Berdayes

### **Polling the Next Generation**

- A typology of musical preferences among 18-34 year olds in the United States — Paul J. Lavrakas and Nikolas J. Lavrakas
- Internet use vs. television use by 18-34 year olds: Results of a national survey — Gerald A. Kosicki and Paul J. Lavrakas
- Kids voting and the value of political knowledge — Patrick Meirick and Daniel Wackman
- Gauging media career interests of the next generation: A survey of urban high school students in times of transition — George L. Daniels
- Communication entry-level professionals' attitudes toward unions and workplace rights — Hugh J. Martin, Tudor Vlad and Lee B. Becker

### **Business Meeting – 5:00-6:00**

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