

Autumn 2011

The Midwest Association for Public Opinion Research holds its 36th annual meeting November 18-19 at the Avenue Crowne Plaza Hotel in Chicago.

Scott Keeter, of the Pew Research Center, will discuss some of the Center's international research during our luncheon keynote address.

Michael Link of the Nielsen Company will discuss advances in address-based sampling during Friday's Pedagogy Hour.

Trent Buskirk of Saint Louis University will teach "Surveys as Smart as Your Smartphone" at Friday's new short course.

Registration is open for MAPOR 2011. Save \$30 if you sign up by November 1 (www.mapor.org).

Discounted room rates available to MAPOR 2011 attendees. Contact the Avenue at 312-787-2900, to make your reservation.

Elections for MAPOR vice president/president-elect and conference co-chair are underway. On-line balloting ends November 1. See page 4.

MAPOR showcases emerging & leading researchers

By Tim Johnson, MAPOR President, University of Illinois at Chicago



MAPOR continues to grow its reputation as one

of the premier chapter affiliates of the American Association for Public Opinion Research (AAPOR). Our annual conference, now less than a month away, is highly regarded for its consistently strong program, which attracts researchers and students from across the country. Elsewhere in this issue, 2011 Conference Chair Joe Murphy provides details regarding this year's planned activities. Please plan to attend our awards luncheon, to be held on Friday during the conference. Highlights will include a presentation by current AAPOR President Scott Keeter on recent international research conducted by the Pew Research Center. We will also be announcing the winners of this year's Student Paper Awards.

Continued on page 7.

MAPOR 2011: Bringing you to the frontier of opinion research

By Joe Murphy, Conference Chair, RTI International



When the MAPOR board gathered for our annual

planning meeting this spring, one thing was unanimous—the 2011 MAPOR conference should push the organization forward. Armed with fresh data from the MAPOR members' survey, we set about answering the question of "how?"

One item that resonated with members in the survey was the prospect of adding a short course to the MAPOR annual conference program. We set out to identify the topic and instructor that best fit the conference theme of "Public Opinion Frontiers" and are thrilled to welcome Trent D. Buskirk of Saint Louis University to teach "Surveys as Smart as Your Smartphone: Developing and Deploying Surveys for Mobile Devices" at the start of day one of the 2011 conference.

Continued on page 3.

Where are they now? 2010 MAPOR Fellows Student Paper Competition Winners

A multiple-authored paper from the School of Journalism and Mass Communication at the University of Wisconsin-Madison, ***Filmed in Front of a Live Studio Audience: Using Laughter to Offset Aggression in Political Entertainment Programming***, won the 2010 MAPOR Fellows Student Paper Competition. Showing once again that “Midwest” is a state of mind, its authors now are as far as Washington State and Washington, DC. Below are updates on each of the award winners listed in authorship order:

Emily Vraga received her Ph.D. in August 2011. She is now a Post-Doctoral Research Instructor in the School of Media and Public Affairs at The George Washington University. Her research focuses on how the changing political media environment, particularly digital technologies and social media, affect audience processing and credibility perceptions, and how people respond to information incongruent with entrenched attitudes, particularly political identity.

Courtney Johnson, pictured nearby, completed her master’s degree at Wisconsin this past spring. She recently began working toward her Ph.D. at the University of Washington’s Department of Communication. Her research interests focus on political communication, health policy, and public opinion.



D. Jasun Carr is a doctoral candidate at Wisconsin. His current research projects focus on the interplay of cues, arguments, and production choices within entertainment and strategic communication programs on the persuasive process; the role of the third-person and presumed influence perceptions on persuasion and culture; and the interaction of product placements, consumer culture, and peer groups.



Mitchell Bard, pictured nearby, is still a graduate student at Wisconsin. He is a co-author of the 2010 student paper competition winner. Mitchell’s research interests center on the role of mass communication in society. Specifically, he is interested in how the atomization of the 20th century mass media system has affected news on television, in newspapers and online, and what those developments mean for the American democratic system.

Mitchell is currently completing his master’s thesis on the role of journalistic norms in the editorial processes of Fox News and MSNBC while continuing his coursework towards his Ph.D. He is also a featured blogger for *Huffington Post*. He also authored the honorable mention paper ***Do Latinos Exist? Comparing the***

Political Engagement of Mexicans, Puerto Ricans and Cubans in the United States.

Leticia Bode is a PhD candidate in the department of Political Science at the University of Wisconsin – Madison. Her work focuses on the intersection of new media and technology, communication, and political behavior.

Bryan McLaughlin is a Ph.D. student in the School of Journalism and Mass Communication at the University of Wisconsin-Madison.

The 2011 MAPOR Fellows’ Student Paper will be announced during Friday’s Luncheon.

MAPOR recognizes the generous support of our 2011 conference sponsors

Marketing Systems Group-MSG
Gallup, Inc.
RTI International
NORC at the University of Chicago
The Everett Group
University of Illinois at Chicago
The Ohio State University

Thank you!

Conference Chair's column continued: MAPOR at the frontier

If you haven't yet, check out the course description at www.mapor.org. The course is \$50 for conference attendees and seating is limited, so register now to get a seat!

Another item of interest to members was to be able to share their research more widely with MAPOR and the research community after the conference. So, for the first time, *we are posting abstracts of all papers and the papers themselves* (at the authors' discretion) at www.mapor.org. The conference program on the website already includes links to each abstract and we will be adding the slides and papers this December.

This year's conference is shaping up to be one of the most popular and memorable in MAPOR's history. In addition to the short course, we are pleased to welcome **AAPOR President Scott Keeter (Pew Research Center) to present the keynote address and Michael W. Link (The Nielsen Company) for the Pedagogy Hour**. There will also be over 125 paper and poster presentations this year! This includes three special panels on frontiers of the belief gap hypothesis, issues in school based data collection, and the role of patient opinions in measuring health care quality.

If you're pressed for time, here's a glimpse of the focus of authors this year. This word cloud shows all terms that appear in the presentation titles 3 or more times, with bigger words appearing more frequently (Murphy, Weaver, and Richards, 2011).



We understand that moving forward should not mean changing those things about MAPOR that we love and that keep members engaged and returning year after year. We are happy to be back at the Avenue Crowne Plaza on Chicago's Magnificent Mile, where you can book your room at the special conference rate of \$159/night, including free wi-fi.

Call 312-787-2900 to book and be sure to mention the conference rate! We'll continue the popular social and business events you've come to identify with MAPOR, including the Friday luncheon, cocktail hour, President's dinner (Dutch treat), and Saturday afternoon business meeting to discuss and learn about ongoing and new MAPOR initiatives. It should be a fascinating and fun weekend for both long-time and new members.

I look forward to seeing you there!



Reference:

Murphy, J., Weaver, D., and Richards, A. (2011) "MAPOR Programs through the Years: An Analysis of Content Using Automated Methods." Poster to be presented at the 36th Annual Conference of the Midwest Association for Public Opinion Research, Chicago, IL.

Elections underway for MAPOR officers

Elections for MAPOR officers are open only to “Regular” members of MAPOR. Elections will be open through November 1, 2011. Balloting is on-line only, and log-in credentials are delivered by email. To be an eligible voter you must have paid dues by June 2011. New members registered after that point will be eligible to vote in the 2012 elections. If you have paid, but did not receive your ballot, contact Sean Hogan at shogan@clcollinois.edu.

Brief biographies of the candidates for vice president/president-elect and conference co-chair follow.

Vice President/President-Elect Candidates

Dominique Brossard

Dominique Brossard (Ph.D., Cornell University) is an Associate Professor and Director of Undergraduate Studies in the Department of Life Sciences Communication at the University of Wisconsin-Madison. She is on the Steering Committee of the UW-Madison Robert and Jean Holtz Center for Science and Technology Studies, and a member of the UW Center for Global Studies and the Center for European Studies. Brossard served on the MAPOR board from 2006 to 2008 and was MAPOR Conference Chair in 2009. One of the board members of the International Network of Public Communication of Science and Technology, Brossard is an internationally known expert in public opinion related to scientific issues and co-editor of *The media, the public and agricultural biotechnology*, published by CABI/Oxford University Press. Professor Brossard’s research is supported by ongoing grants from the National Science Foundation, the Department of Energy, and the Department of Natural Resources. She has published extensively on issues related to public opinion and mass communication. Her work has appeared in outlets such as *Public Opinion Quarterly*, *Mass Communication and Society*, *Public Understanding of Science*, *Communication Research*, and the *International Journal of Public Opinion Research*.

Joe Murphy

Joe Murphy is a Manager and Survey Methodologist at the Chicago office of RTI International. Joe holds a Masters degree in Applied Demography from Georgetown University and has published in journals such as the *American Journal of Public Health*, *Statistics in Medicine*, and *The American Statistician* on topics such as the health status of those exposed to the September 11, 2001 terrorist attacks and the reliability of uncertified ballots in the 2000 presidential election in Florida. His recent research focuses on social media and new technologies in survey research. Mr. Murphy has served on the MAPOR board as an at-large councilor (2007), as Secretary-Treasurer (2008-09), Conference Co-Chair (2010), and currently as Conference Chair (2011). He has made several presentations and organized topic-contributed sessions at MAPOR. In his time on the board, Joe has worked to institute improvements in the organization and conference (adding a short course to the conference program, organizing the optional posting of conference papers on the MAPOR web site for the first time this year). He is also a member of the AAPOR Executive Council, serving as Membership and Chapter Relations Chair and has worked to coordinate efforts with our chapter and the national organization including database review and management, and organizing events and promoting MAPOR at the annual AAPOR conferences. Mr. Murphy shares: “I’m excited by the opportunity to continue my dedication in serving MAPOR. In my time as a member and councilor, I’ve come to learn that MAPOR represents a unique mix of public opinion and methodological expertise. There is opportunity to both maintain the tradition of MAPOR and continue creatively expanding what we can offer members, be it short courses, invited speakers from adjacent fields, or other new benefits desired by our members.”

Continued on following page.

MAPOR Officer Candidate Biographies Continued

Conference Co-Chair Candidates

Allyson Holbrook

Allyson Holbrook is an associate professor of public administration and psychology (by courtesy) at the University of Illinois at Chicago. Allyson has taught master's and Ph.D.-level statistics courses and courses related to various aspects of survey methodology, including survey nonresponse, the history of survey methods, and ethical issues in survey research. These courses are part of an interdepartmental graduate concentration in survey research methods (GCSRМ), and interdepartmental program of which Dr. Holbrook is current co-director. Allyson's research is primarily focused on questionnaire design and data quality, specifically how aspects of question wording influence the quality of data obtained and when and for whom these effects are most likely. Her work has been published in journals like *Public Opinion Quarterly*, the *Journal of Personality and Social Psychology*, and the *American Journal of Political Science*. Dr. Holbrook has been a member of AAPOR for more than 10 years and currently serves on AAPOR's education and standards committees. She received her B.A. in psychology and political science from Dickinson College (1995), her M.A. in psychology from the Ohio State University (1997) and her Ph.D. in social psychology from the Ohio State University (2002).

Kate Kenski

Kate Kenski (Ph.D., University of Pennsylvania, 2006) is an Assistant Professor in the Department of Communication at the University of Arizona, where she teaches political communication, research methods, and statistics. She was a member of the National Annenberg Election Survey team at the Annenberg Public Policy Center of the University of Pennsylvania in 2000, 2004, and 2008. Her research interests include presidential campaigns, public opinion, research methods and statistics, and gender and politics. Professor Kenski has published several book chapters and more than 20 articles and research notes in journals such as *The Annals of the American Academy of Political and Social Science*, *Communication Research*, the *International Journal of Public Opinion Research*, *The Journal of Applied Social Psychology*, and *Public Opinion Quarterly*. She is co-author of the book *Capturing Campaign Dynamics: The National Annenberg Election Survey* (with Daniel Romer, Paul Waldman, Christopher Adasiewicz, and Kathleen Hall Jamieson; 2004, Oxford University Press). Her recent book *The Obama Victory: How Media, Money, and Message Shaped the 2008 Election* (co-authored with Bruce W. Hardy and Kathleen Hall Jamieson; 2010, Oxford University Press) won the 2010 PROSE Award for best book in government and politics and the 2011 International Communication Association's Outstanding Book Award. She is one of the editors of the *International Journal of Public Opinion Research*.

Students attending MAPOR 2011 could win an autographed copy of one of these books, written by MAPOR members!

Nonresponse in Household Interview Surveys by Robert Groves and Mick Couper, John Wiley & Sons. (Signed by Groves)

Encyclopedia of Survey Research Methods, by Paul Lavrakas. Sage Publications.

Envisioning the Survey Interview of the Future, by Fred Conrad and Michael Schober. John Wiley & Sons.

Designing Effective Web Surveys, by Mick Couper. Cambridge University Press.

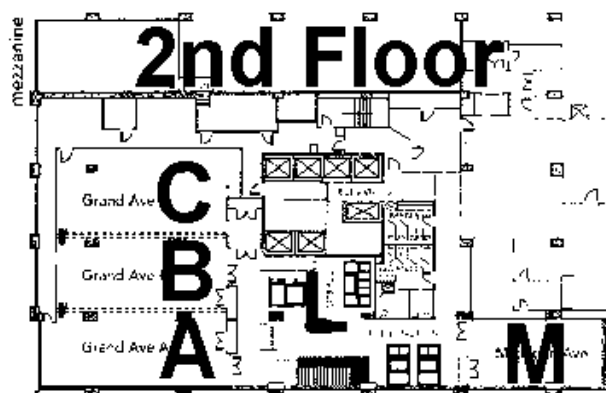
Survey Methods in Multinational, Multiregional, and Multicultural Contexts, by Janet Harkness et al. John Wiley & Sons.

The Obama Victory: How Media, Money, and Message Shaped the 2008 Election, by Kate Kenski et al. Oxford University Press.

Conference at a Glance

Friday	8:00 - 10:00pm	C	Short Course (ticket required) – Trent D. Buskirk, Saint Louis University
	8:30 - 5:00pm	L	Registration (coffee, tea, bakery)
	10:15 - 11:45am	A	Agenda Setting
		B	Health: Data, Knowledge, and Opinion
		C	Networks, Communication, and Opinion
		M	Representativeness, Reliability, and Error
	12:00 - 1:30pm		Luncheon (ticket required) – Presentation of Student Paper Awards by Albert Gunther, MAPOR Fellow, University of Wisconsin-Madison
		13	Keynote - Scott Keeter, AAPOR President, Pew Research Center
	2:00 - 3:00pm	A	Pedagogy Hour – Michael W. Link, The Nielsen Company
	3:15 - 4:45pm	A	Politics and Politicians
B		The Measurement of Excellence in Healthcare Quality	
C		Social Media, Engagement and Participation	
M		Measuring Change: Longitudinal Surveys	
5:00 - 6:00pm	L	Poster Session, Student Book Raffle, Cocktail Hour	
6:30pm	H	Gather for President's Dinner (Dutch treat)	
Saturday	8:00 - 11:30am	L	Registration (coffee, tea, bakery)
	8:30 - 10:00am	A	From Midwest to Mideast
		B	Race and Immigration: Framing and Perception
		C	Networks and the Flow of Information
		M	Sampling, Recruiting, and Securing Response
	10:15 - 11:45am	A	Identity, Ideology, and Polarization
		B	Science: Coverage and Perception
		C	Frontiers of the Belief Gap Hypothesis
M		Questions and Questionnaires	
1:30 - 3:00pm	A	Engagement and Isolation	
	B	Issues in School Based Data Collections	
	C	Framing, Influence, and the Role of Journalism	
	M	Mode Issues: Evaluations and Effects	
3:15 - 4:45pm	A	Power and Conflict	
	B	Analysis issues	
	C	Attitudes and Beliefs	
	M	Data Quality	
5:00 - 5:30pm	C	Business Meeting (all welcome)	

- A Grand Avenue A
- B Grand Avenue B
- C Grand Avenue C
- H Hotel Lobby
- L 2nd Floor Lobby
- M Michigan Ave
- 13 13th Floor (Park Ave.)



Continued from page 1.

President's Column: Leading & Emerging Researchers at MAPOR 2011

Through generous contributions from several MAPOR Fellows, we will for the first time make **student paper awards for both for theory and for methodology**. We will in addition be announcing this year's new MAPOR Fellow during the luncheon, so please plan to attend.

You are also invited to participate in our annual business meeting, held immediately after the final paper sessions of the Conference on Saturday afternoon. We will be considering several topics central to our organization, including some proposed changes to our by-laws. These proposed revisions, which mostly deal with updating some of our procedures to take advantage of the Web, will be distributed by e-mail to MAPOR's membership several weeks in advance of the Conference.

One more invitation regarding the Conference: we invite you to **stay at the Conference hotel - The Avenue – and take advantage of the MAPOR discount**, which will get you a room for \$20 per night less than last year's rate. It's important to MAPOR's continued financial well-being that our members fill a room block at the hotel in order for us to continue to enjoy the free use of their meeting facilities. If possible, and for the good of our Association – and personal convenience -- I urge you to consider staying at The Avenue during this year's conference.

Your 2010 – 2011 MAPOR Officers

Tim Johnson, University of Illinois at Chicago
President

Joe Murphy, RTI International
Conference Chair

Michael Traugott, University of Michigan
President-elect

Kristen Olson, University of Nebraska-Lincoln
Conference Co-chair

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Kate Kenski, University of Arizona
Member-at-large

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<https://www.facebook.com/MidwestAPOR>

for frequent updates about the conference, short course, and all other things MAPOR related.