39th Annual Conference of the Midwest Association for Public Opinion Research

Changing Latitudes, Changing Attitudes

November 21-22, 2014
Renaissance Chicago Downtown Hotel
1 W. Upper Wacker Dr.
Chicago, IL 60601
## CONFERENCE AT A GLANCE

### FRIDAY, NOVEMBER 21

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<th>Time</th>
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<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Third Floor Lounge</td>
<td>Registration for Short Course Participants</td>
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<tr>
<td>8:00 AM – 10:00 AM</td>
<td>Renaissance A</td>
<td>Short Course</td>
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<td>8:30 AM – 4:30 PM</td>
<td>Third Floor Lounge</td>
<td>General Registration (refreshments)</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Renaissance A</td>
<td>Issues in Measuring Health &amp; Well-Being</td>
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<td>Renaissance B</td>
<td>Interviewer Characteristics: Effects &amp; Consequences</td>
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<td>Renaissance C</td>
<td>Mobile &amp; Visual Survey Data</td>
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<td>Renaissance D</td>
<td>Culture, Identity, &amp; Cross-National Comparisons in Attitudes &amp; Perceptions</td>
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<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Gold Coast/Bucktown</td>
<td>Networking Luncheon (ticket required)</td>
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<tr>
<td>1:15 PM – 2:45 PM</td>
<td>Renaissance A</td>
<td>Questions &amp; Responses: Context, Culture, &amp; Order Effects</td>
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<td>Renaissance B</td>
<td>Online Content Viewing, Creating, &amp; Sharing</td>
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<td>Renaissance C</td>
<td>Political Engagement &amp; Discussion in U.S. &amp; International Contexts</td>
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<td>Renaissance D</td>
<td>Issues with Cell-Phone-Only Households &amp; Sampling</td>
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<td>2:45 PM – 3:15 PM</td>
<td>Third Floor Lounge</td>
<td>Snack Break</td>
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<tr>
<td>3:30 PM – 4:45 PM</td>
<td>Renaissance Ballroom</td>
<td>Student Paper Awards &amp; MAPOR Fellow Keynote Speaker</td>
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<td>5:00 PM – 6:00 PM</td>
<td>Gold Coast/Bucktown</td>
<td>President’s Reception &amp; Sponsor Tables</td>
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<td>Poster Session</td>
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<td>Student Book Raffle</td>
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### SATURDAY, NOVEMBER 22

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<tr>
<td>8:00 AM – 3:00 PM</td>
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<td>General Registration (refreshments)</td>
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<tr>
<td>8:30 AM – 10:00 AM</td>
<td>Renaissance A</td>
<td>Journalistic Freedom &amp; the Public Sphere</td>
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<td>Renaissance B</td>
<td>New, Alternative, &amp; Traditional Modes of Media Consumption</td>
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<td>Renaissance C</td>
<td>Issues with Internet Surveys: Contact Strategies, Usability, &amp; Devices</td>
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<td>Renaissance D</td>
<td>Measuring Opinions on Hot-Button Issues</td>
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10:15 AM–11:45 AM  Renaissance A  Nonresponse, Gamification, & the Total Survey Error Framework
Renaissance B  Partisan Selectivity, Political Diversity, & Opinion Expression
Renaissance C  Public Opinion in Context: Paradata, Locational Variables, & Geolocation Data
Renaissance D  Panel Development & Maintenance of Contestable Beliefs: New Approaches & New Directions

11:45 AM – 1:15 PM  Lunch (on your own)

1:30 PM – 2:30 PM  Renaissance A  Pedagogy Hour | Paul J. Lavrakas: “Thinking About the Use of Old and New Methods for Sampling, Recruitment, and Data Collection in Public Opinion Research”

2:45 PM – 4:15 PM  Renaissance A  Media Framing of Disaster, Crisis, & Conflict
Renaissance B  Public Policy & Formation of Political Attitudes
Renaissance C  Information, Trust, & Social Capital: Social Media & Beyond
Renaissance D  Data Quality: Accuracy & Interest

4:30 PM – 5:30 PM  Renaissance A  Annual Member Meeting

Map of the Third Floor
MAPOR Officers

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We apply best practices in survey research and statistics to address issues in

- Survey methods
- Child and family well-being
- Public health and clinical research services
- Disease control and registry building
- Health services research
- Election studies
- Military personnel
- Mental health
- Substance abuse
### Refreshments

Friday, 8:00 AM – 10:00 AM

*Sponsored by RTI International*

### Short Course (registration required)

Friday, 8:00 AM – 10:00 AM

*Sponsored by the University of Chicago Survey Lab*

**Todd Schuble, University of Chicago**

*Renaissance A*

*Everything Has a Location: Obtaining Better Insight with GIS*

### Paper Session 1

Friday, 10:15 AM – 11:45 AM

**Issues in Measuring Health & Well-Being**

*Renaissance A*

**Moderator:** Mandy Sha, RTI International  
**Discussant:** Matthew Courser, PIRE

**Examining the Predictors of Interviewers’ Ratings of Respondents’ Health**  
Dana Garbarski, Loyola University Chicago; Nora Cate Schaeffer, University of Wisconsin – Madison; Jennifer Dykema, University of Wisconsin – Madison

[Abstract] | [Slides] | [Paper]

**Subjective Well-Being in Mexico: The Happiness Ranking**  
Diana Paola Penagos Vasquez, Parametria; Ivan Martinez Bravo, Parametria; Francisco Abundis Luna, Parametria; Ruben Ortigoza, Parametria

[Abstract] | [Slides] | [Paper]

**Can Attention to Health and Medical Information in Media Bridge the E-health Literacy Knowledge Gap**  
Fiona Chew, Syracuse University

[Abstract] | [Slides] | [Paper]

**Remembering Where: A Look at the American Time Use Survey**  
Caitlin Deal, University of Nebraska – Lincoln; Ana Lucia Cordova Cazar, University of Nebraska – Lincoln; Austin Countryman, University of Nebraska – Lincoln; Antje Kirchner, University of Nebraska – Lincoln; Robert Belli, University of Nebraska – Lincoln

[Abstract] | [Slides] | [Paper]

**Creating a Cognitive Research Protocol: Decision-Making and Tradeoffs**  
Rene Bautista, NORC at the University of Chicago; Erin Fordyce, NORC at the University of Chicago; Reem Ghandour, HRSA/Maternal and Child Health Bureau; Jessica Jones, HRSA/Maternal and Child Health Bureau; Marie Kirsch, NORC at the University of Chicago

[Abstract] | [Slides] | [Paper]
Interviewer Characteristics: Effects & Consequences

**Moderator:** Jenny Marlar, Gallup  
**Discussant:** Rachel Levenstein, University of Chicago

**Interviewer Voice Characteristics and Data Quality**  
Nuttirudee Charoenruk, University of Nebraska-Lincoln

- Abstract  |  Slides  |  Paper

**Hours or Minutes: Does One Unit Fit All?**  
Beth Cochran, University of Nebraska – Lincoln; Jolene Smyth, University of Nebraska – Lincoln

- Abstract  |  Slides  |  Paper

**Understanding First Contacts on Cell Phones: Interview Voice Characteristics, Perceived Interviewer**  
Viet Nguyen, NORC at the University of Chicago; Mingnan Liu, University of Michigan; Colleen McClain, University of Michigan; Nina Pourahmadi, University of Michigan; Jenny Kelly, NORC at the University of Chicago

- Abstract  |  Slides  |  Paper

**Commitment, Concealment, Confusion and Carefulness: Interviewer and Respondent Behaviors**  
Antje Kirchner, University of Nebraska – Lincoln

- Abstract  |  Slides  |  Paper

**Are Interviewer Observations Influenced by Interviewers’ and Respondents’ Characteristics?**  
Mengmeng Zhang, University of Michigan

- Abstract  |  Slides  |  Paper

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Mobile & Visual Survey Data

**Moderator:** Lars Willnat, Indiana University  
**Discussant:** Doug Currivan, RTI International

---

**Swipe, Snap & Chat: Mobile Survey Data Collection Using Touch Question Types and Mobile OS Features**  
Trent Buskirk, Marketing Systems Group; Joey Michaud, Maritz Research; Ted Saunders, Maritz Research

- **Abstract**  
- **Slides**  
- **Paper**

---

**Attrition in a Mobile Ratings Panel**  
Timothy Oltman, Nielsen

- **Abstract**  
- **Slides**  
- **Paper**

---

**Data Quality among Devices to Complete Surveys: Comparing Personal Computers, Smartphones and Tablets**  
Mengyang Wang, University of Nebraska – Lincoln; Allan McCutcheon, University of Nebraska – Lincoln

- **Abstract**  
- **Slides**  
- **Paper**

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**The Effect of Mobile Web Survey Design on Screen Orientation Manipulation**  
Robert Young, Survey Sciences Group LLC; Scott D. Crawford, Survey Sciences Group LLC; Mick Couper, University of Michigan – Ann Arbor; Toben Nelson, University of Minnesota – Twin Cities

- **Abstract**  
- **Slides**  
- **Paper**

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**Visual Grouping of Skip Patterns: Helping Respondents of Differing Cognitive Levels Navigate Surveys**  
Rebecca Powell, University of Nebraska – Lincoln

- **Abstract**  
- **Slides**  
- **Paper**

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**Culture, Identity, & Cross-National Comparisons in Attitudes & Perceptions**

**Moderator:** Courtney Johnson, University of Washington  
**Discussant:** Allan McCutcheon, Gallup

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**Attitudes towards Homosexuality and Gay Rights: Trends and Cross-National Comparisons**  
Tom W. Smith, NORC at the University of Chicago; Jibum Kim, Sungkyunkwan University; Jaesok Son, NORC at the University of Chicago

- **Abstract**  
- **Slides**  
- **Paper**

---

**Cross-Cultural Comparisons of Political Gender Stereotypes, Gender Biases and Gender Balance**  
Yunying Zhang, Austin Peay State University; Eun-Jeong Han, John Carroll University

- **Abstract**  
- **Slides**  
- **Paper**

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**Muslim Americans’ Perceptions of Media Coverage: The Role of Demographics, Identity and Experiences**  
Mustafa Oz, University of Texas – Austin

- **Abstract**  
- **Slides**  
- **Paper**

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**History and Racial Identity Voting in South Africa: Motivating Factors in the 2014 General Elections**  
Lindani M bunyuza-Memani, Southern Illinois University

- **Abstract**  
- **Slides**  
- **Paper**
Assessment of Community Basics: Evaluating Country Development Using Local Citizen Ratings
Elizabeth Steele, Gallup; Cynthia English, Gallup

Networking Luncheon  Gold Coast / Bucktown  Friday, 12:00 PM - 1:00 PM

Sponsored by NORC at the University of Chicago

This year’s luncheon will be plated, and tables will be marked with topics. Find a table you are interested in to network with other conference attendees!

Paper Session 2  Friday, 1:15 PM – 2:45 PM

Questions & Responses: Context, Culture, & Order Effects  Renaissance A

Moderator: Nora Cate Schaeffer, University of Wisconsin – Madison
Discussant: Trevor Tompson, NORC at the University of Chicago

Does Topical Section Order Influence Self-rated Health? Findings from an Internet Survey
Mengmeng Zhang, University of Michigan; Ting Yan, University of Michigan; Lindsay Ryan, University of Michigan; Jacqui Smith, University of Michigan

Effects of Attitude Strength and Physical Characteristics on Responses to Survey Questions
Minchul Kim, Indiana University

Student Reading Ability and Survey Measure Fit
Rachel Levenstein, University of Chicago; Stuart Luppescu, University of Chicago

Racial and Ethnic Differences in Extreme Response Style: Testing Explanations
Allyson Holbrook, University of Illinois at Chicago; David Sterrett, NORC at the University of Chicago; Timothy Johnson, University of Illinois at Chicago

Testing “Same-Sex” and “Opposite-Sex” Response Options for Marital Status Questions
Mathew Stange, University of Nebraska – Lincoln
NORC, an independent research organization, informs decision-makers and the public on key issues facing society by collecting, analyzing, and disseminating objective information.

NORC is a Proud Gold Sponsor of MAPOR 2014
We congratulate MAPOR in its 39th year and wish everyone a most educational and interesting conference.

-Paul J. & Barbara J. Lavrakas

Online Content Viewing, Creating, & Sharing    Renaissance B

Moderator: Fiona Chew, Syracuse University
Discussant: Lindsay Hoffman, University of Delaware

Clicking vs. Sharing: The Impact of Online News Viewing and News Sharing on Political News
Michael Beam, Kent State University; Myiah Hutchens, Washington State University; Jay Hmielowski, Washington State University

Abstract | Slides | Paper

Are We Really Creating More? Exploring the Influence of Mobile Use on Online Video Creation
Siyi Liu, University of Wisconsin – Madison

Abstract | Slides | Paper

Share and Share Alike? How Online Radio Listeners Use Digital Devices
Helena Mendrisova, Nielsen, Measurement Science

Abstract | Slides | Paper

Differences in Online Structural Conditions, Changes in Speaking Out
Yu Won Oh, University of Michigan

Abstract | Slides | Paper

Effect of Opinion Climate on Perceived News Bias
Megan Duncan, University of Wisconsin – Madison; David Wise, University of Wisconsin – Madison; Thomas Jaime, University of Wisconsin – Madison; Matthew Barnidge, University of Wisconsin – Madison

Abstract | Slides | Paper
Political Engagement & Discussion in U.S. and International Renaissance Contexts

Moderator: Elizabeth Steele, Gallup
Discussant: C. Ann Hollifield, University of Georgia

Digital Media and Women’s Political Participation in Kuwait
Fatima Alsalem, Kuwait University
Abstract | Slides | Paper

Opinion Leadership and Political Discussion: Two-step Flow and Social Media User Influence
Chan Chen, Washington State University; Jason Reineke, Middle Tennessee State University
Abstract | Slides | Paper

A Comparative Approach to the Role of Mass Media in Democratizing Arab Countries
Kwansik Mun, University of Wisconsin – Madison
Abstract | Slides | Paper

Online Networking and Protest Attitudes and Behaviors in the Americas
Rachel Reis Mourao, The University of Texas at Austin; Magdalena Saldana, The University of Texas at Austin; Shannon McGregor, The University of Texas at Austin
Abstract | Slides | Paper

Better Understanding Antecedents to Facilitate Civic Engagement
Kwansik Mun, University of Wisconsin – Madison; Min-Woo Kwon, University of Wisconsin – Madison
Abstract | Slides | Paper
Moderator: Rene Bautista, NORC at the University of Chicago
Discussant: Michael Link, Nielsen

Exploring Demographic, Geospatial and Household Correlates of U.S. County-Level Household CPO Rates
Trent Buskirk, Marketing Systems Group; Jeffrey S. Bareham, Marketing Systems Group; Nathaniel Bordy, Marketing Systems Group; Dennis Dalbey, Marketing Systems Group

Exploring Relationships between Respondent Demographics and Successful First Contacts
David Kordus, NORC at the University of Chicago

Effects of Unfamiliar Terms on Interviewer and Respondent Behaviors: Are Subsequent Items Affected?
Jinyoung Lee, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

Within-Household Selection for Telephone Surveys: An Experiment of Eleven Selection Methods
Jenny Marlar, Gallup; Jeff Jones, Gallup; Manas Chattopadhayay, Gallup; Stephanie Kafka, Gallup; Frauke Kreuter, University of Maryland

Snack Break  Third Floor Lounge  Friday, 2:45 PM – 3:15 PM
Enjoy freshly brewed coffee, juices, and water, as well as yogurt, macaroons, and cake.

Annual Address  Renaissance Ballroom  Friday, 3:30 PM – 4:45 PM
Sponsored by Nielsen

Presentation of Awards and New MAPOR Fellow Announced

Keynote Speaker  Bob Groves, Georgetown University  Is There a Future for Probability Sample Surveys of Large Human Populations?

Slides
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President’s Reception & Poster Session    Gold Coast    Friday, 5:00 PM – 6:00 PM

Sponsored by University of Wisconsin Survey Center

Join us for drinks and appetizers while you take in the stunning view in our new space! Posters will be on display, and you can meet some of our sponsors in person.

Posters:

1) When the Perfectly Correlated World Doesn't Exist for Dual Enrollment and College Continuation [Abstract]
   Caitlin Deal, Survey Research and Methodology at University Nebraska – Lincoln and Nebraska’s Coordinating Commission for Postsecondary Education; Jill Heese, Nebraska’s Coordinating Commission for Postsecondary Education

   Nermeen Khedr, Cairo University

3) The Utility of Assessment Tools for Hiring Telephone Research Interviewers [Abstract]
   Viet Nguyen, NORC at the University of Chicago; Rosalind Koff, NORC at the University of Chicago; Jenny Kelly, NORC at the University of Chicago

4) Indications of Attitude Change and Behavioral Intention in Response to Banner Advertising [Abstract]
   Chichang, Xiong, Cleveland State University, Kimberly Neuendorf, Cleveland State University, Richard Perloff, Cleveland State University, Leo Jeffres, Cleveland State University

5) Framing Energy Communication: Episodic and Thematic Frame Comparisons [Abstract]
   Keith Zukas, Carroll University

6) Online International News Coverage Trends in the U.S., U.K., China and India [Abstract]
   Xinxin Yang, Indiana University Bloomington

Student Book Raffle!    Gold Coast    Friday, 6:00 PM

MAPOR’s student members can enter the raffle at the Registration Desk to win one of the books listed below.

Online Panel Research: A Data Quality Perspective (2014) – Callegaro, Baker, Bethlehem, Göritz, Krosnick, and Lavrakas (Eds.)


Global Journalism Research: Theories, Methods, Findings, Future – Löffelholz, Weaver, and Schwarz (Eds.)

Newsroom Guide to Polls and Surveys – Weaver and Wilhoit

Community Conflict and the Press – Tichenor, Donohue, and Olien (1980)


Top Student, Top School?: How Social Class Shapes Where Valedictorians Go to College (2013) – Radford

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## DETAILED SCHEDULE | SATURDAY NOVEMBER 22, 2014

### Refreshments

Saturday, 8:00 AM – 10:00 AM

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### Paper Session 3

Saturday, 8:30 AM – 10:00 AM

**Journalistic Freedom & Autonomy in the Public Sphere**

**Renaissance A**

**Moderator:** Michael Beam, Kent State University  
**Discussant:** William “Chip” Eveland, The Ohio State University

#### Evaluating Discrepancies Between Public And Professional Assessments Of Media Freedom

Lee Becker, University of Georgia; Cynthia English, Gallup; Karin Karlekar, Freedom House; Tudor Vlad, University of Georgia

[Abstract](#) | Slides | Paper

#### Challenges to Journalistic Autonomy: An Examination of Metajournalistic Discourse Surrounding the WikiLeaks and Snowden Disclosures

Courtney Johnson, University of Washington

[Abstract](#) | Slides | Paper

#### Social Media Oracle: Professional and Contextual Variables in Journalists’ Tweeting of Poll Results

Vinicio Sinta, University of Texas at Austin; Shannon McGregor, University of Texas at Austin

[Abstract](#) | Slides | Paper

#### The Public and the Media: How Americans Think About Journalists

Lars Willnat, Indiana University; David H. Weaver, Indiana University

[Abstract](#) | Slides | Paper

#### Citizen Journalism and Mainstream Media—Competing Entities or Complementary Beings?

Paromita Pain, University of Texas at Austin

[Abstract](#) | Slides | Paper
New, Alternative & Traditional Modes of Media Consumption

Moderator: Jennifer Carter, University of Illinois - Springfield
Discussant: Eulàlia Puig Abril, University of Illinois – Chicago

Political Entertainment: News Affinity and its Effects on Political Knowledge and Media Consumption
Matthew Binford, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University
[Abstract] | Slides | Paper

Power and Complex Science in the Public Sphere: Who Gets “Voice” in Mediated Policy Debates?
Linda Pfeiffer, University of Wisconsin – Madison
[Abstract] | Slides | Paper

The Moderating Role of Information on Counterarguing Candidate-Related Messages in The Colbert Report
Michaele Myers, University of Delaware
[Abstract] | Slides | Paper

How Chicaigoans Follow the News
David Sterrett, NORC at the University of Chicago; Nicole Willcoxon, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago; Tom Rosenstiel, American Press Institute
[Abstract] | Slides | Paper

Need for Presence, and Enjoyment, and Attitude toward Vendor: Predicting Purchase Intent Online
Chichang Xiong, Cleveland State University; Kimberly Neuendorf, Cleveland State University; Brian Blake, Cleveland State University; Karen Hudzinski, Cleveland State University
[Abstract] | Slides | Paper

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Issues with Internet Surveys: Contact Strategies, Usability, & Devices

Moderator: Mengmeng Zhang, University of Michigan
Discussant: Scott Crawford, Survey Sciences Group LLC

When do I Want to Send My Web Survey Invitation?
Alycia Cameron, Indiana University Center for Survey Research

The Comparison of Web-Mail Contact Strategies in a General Population Panel Survey
Z. Tuba Suzer-Gurtekin, University of Michigan; Mingnan Liu, University of Michigan; Mahmoud ElKasabi, ICF International; James M. Lepkowski, University of Michigan; Richard Curtin, University of Michigan; Rebecca McBee, University of Michigan

Oops, I Did It Again: Usability Tests to Assess the Consistency of Mistakes in Web Survey Navigation
Michael Stern, NORC at the University of Chicago; Sabrina Bauroth, NORC at the University of Chicago; Jessica Jones, HRSA/Maternal and Child Health Bureau; Marie Kirsch, NORC at the University of Chicago

The Role of Device Type in Internet Panel Survey Breakoff
Allan McCutcheon, Gallup Research Center, University of Nebraska-Lincoln

Return To Sender: An Evaluation of Undeliverable (e)Mail in the Modern Age
Jenny Marlar, Gallup; Daniela Yu, Gallup

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Measuring Opinions on Hot-Button Issues

Moderator: Sabrina Pasztor, University of Illinois - Chicago
Discussant: H. Allen White, Murray State University

The Effect of Individual Traits and Knowledge on Partisan Selectivity of Science Information
Sara Yeo, University of Utah; Dominique Brossard, University of Wisconsin – Madison; Dietram A. Scheufele, University of Wisconsin – Madison; Michael A. Xenos, University of Wisconsin – Madison

Abstract | Slides | Paper

I Only Have Eyes for YouTube: Motives for Political Use
Barbara Kaye, University of Tennessee-Knoxville; Thomas J. Johnson, University of Texas at Austin

Abstract | Slides | Paper

Attribute Agenda Setting Effect of Same-Sex Marriage Coverage
Victoria Chen, University of Texas at Austin

Abstract | Slides | Paper

Tom W. Smith, NORC at the University of Chicago; Faith Laken, NORC at the University of Chicago; Jaesok Son, NORC at the University of Chicago

Abstract | Slides | Paper
Nonresponse, Gamification & The Total Survey Error Framework

Moderator: Amanda Timm, University of Nebraska - Lincoln
Discussant: Trent Buskirk, Marketing Systems Group

Greeting and Response: Can We Predict Participation from the Call Opening?
Nora Cate Schaeffer, University of Wisconsin-Madison; Thomas Purnell, University of Wisconsin – Madison; Bo Hee Min, University of Wisconsin – Madison; Dana Garbarski, Loyola University Chicago; Jennifer Dykema, University of Wisconsin – Madison; Ellen Dinsmore, University of Wisconsin - Madison

A Review of Issues in Gamified Survey Design
Florian Keusch, University of Michigan

Can a Total Survey Error Framework Be Applied to Social Media? The Example of Marijuana Attitudes
Yuli Patrick Hsieh, RTI International; Joe Murphy, RTI International

Monitoring Nonresponse Mechanism Using Adaptive Design and an External Benchmark
Shin-Jung Lee, University of Michigan

Consequences of Anonymity: A Survey Experiment Examining How Being Anonymous Affects Survey Results
Jennifer Carter, University of Illinois – Springfield; Ashley Kirzinger, University of Illinois – Springfield

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at the University of Nebraska–Lincoln

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Partisan Selectivity, Political Diversity, & Renaissance B
Opinion Expression

Moderator: Lee Becker, University of Georgia
Discussant: Sara Yeo, University of Utah

Engagement with Political Diversity: The Nature of Citing Political Messages from the Opposing Camp
Rebecca Yu, University of Michigan; Yu Won Oh, University of Michigan

Abstract | Slides | Paper

Tending to See Similarities: Isolation, Self-Censorship, and Perceptions of Opinion Congruency
Sherice Gearhart, University of Nebraska at Omaha; Weiwu Zhang, Texas Tech University

Abstract | Slides | Paper

Partisan Polarization and Independent Voters’ Political Attitudes and Participation
Jungmin Hong, University of Cincinnati

Abstract | Slides | Paper

Predicting Voters’ Beliefs About Negative Ads
Brendan Watson, University of Minnesota; Lisa Barnard, Ithaca College; Daniel Riffe, University of North Carolina; Martin J. Kifer, High Point University; Sadie Leder Elder, High Point University

Abstract | Slides | Paper

Public Opinion in Context: Paradata, Locational Variables & Geolocation Data

Moderator: Alycia Cameron, Indiana University Center for Survey Research
Discussant: Michael Stern, NORC at the University of Chicago

The Use of Paradata to Evaluate Interview Complexity and Data Quality (in Time Use Surveys)
Ana Lucia Cordova Cazar, SRAM – University of Nebraska, Lincoln; Robert F. Belli, SRAM – University of Nebraska, Lincoln

Abstract | Slides | Paper

Self-report Location vs. Geolocation - Speeding Down the Highway or Couch Surfing?
Scott Crawford, Survey Sciences Group LLC; Toben F. Nelson, University of Minnesota; Robert H. Young, Survey Sciences Group LLC

Abstract | Slides | Paper

Optimizing Returned Surveys: Exploring Data Quality Escapes in a Long Standing Survey
Austin Countryman, University of Nebraska – Lincoln; Lauren Walton, Nielsen

Abstract | Slides | Paper

The Environment’s Minority Report
Timothy Salazar, University of Chicago

Abstract | Slides | Paper

Google Street View: A Viable Alternative to In-Person Visits on Gathering Observation Data
Zhe Wang, University of Michigan; James Wagner, University of Michigan

Abstract | Slides | Paper
Panel | Development and Maintenance of Contestable Beliefs: New Approaches and New Directions

Co-sponsored by the Communication Theory & Methodology division of the Association for Education in Journalism and Mass Communication

Abstract

Renaissance D

Identity Influences on Health Beliefs: An Examination of Identity Salience
Aaron S. Veenstra, Southern Illinois University – Carbondale; Elaine Jurkowski, Southern Illinois University – Carbondale; Benjamin A. Lyons, Southern Illinois University – Carbondale; Mohammad Delwar Hossain, University of Wisconsin – Whitewater; Chang Sup Park, Bloomburg University; Scott D. McClurg, Southern Illinois University – Carbondale

Is Ideology, Party, or Education Most Important? Toward a Typology for Controversial Beliefs
Benjamin A. Lyons, Southern Illinois University Carbondale

Political Misperception vs. Expression: Impact of Partisan Cues on Beliefs about Politically Contested Facts
Douglas Blanks Hindman, Washington State University

Citizen-Partisan Dilemma: The Impact of Nationalism and Ideology on Misperceptions towards Publicized Truth Claims about Foreign Affairs
Larry Zhiming Xu, University of Southern California

Using Process Modeling to Explore the Roles of Ideology, Education and Partisan Media Use in the Development of Belief Gaps
Ken Blake, Middle Tennessee State University; Angela Gonzales, Middle Tennessee State University; Rebecca R. Donaway, Middle Tennessee State University

Moderator: Eulàlia Puig Abril, University of Illinois – Chicago
Discussant: Aaron S. Veenstra, Southern Illinois University – Carbondale
Lunch
Saturday, 11:45 AM – 1:15 PM

On your own.

Pedagogy Hour
Renaissance Ballroom
Saturday, 1:30 PM – 2:30 PM

Sponsored by Marketing Systems Group

Paul J. Lavrakas, NORC at the University of Chicago | Thinking About the Use of Old and New Methods for Sampling, Recruitment, and Data Collection in Public Opinion Research

Slides

Paper Session 5
Saturday, 2:45 PM – 4:15 PM

Media Framing of Disaster, Crisis, & Conflict

Renaissance A

Moderator: Michaele Myers, University of Delaware
Discussant: Brendan R. Watson, University of Minnesota

Does Out-Group Cool off Conflicts as a Counter Frame?
Myung Ok Yim, Sungkyunkwan University; Hyun Soon Park, Sungkyunkwan University; Gain Park, Sungkyunkwan University

Abstract | Slides | Paper

Media's Influence (RT vs. CNN) on Public Opinion Regarding Crimean Crisis
Anton Lupanau, Sungkyunkwan University

Abstract | Slides | Paper

Framing Disaster: A Topic Modeling Approach for the Case of Chile
Magdalena Saldana, University of Texas at Austin

Abstract | Slides | Paper

Media and Public Frame under Crisis: A Content Analysis of the Missing Malaysia Airlines Plane
Yifei Wang, Sungkyungkwan University; Young Ju Lee, Sungkyungkwan University

Abstract | Slides | Paper

Framing the U.S. Gender Wage Gap Debate and Implications for Public Policy Reform
Sabrina Pasztor, University of Illinois at Chicago

Abstract | Slides | Paper
Moderator: David Sterrett, NORC at the University of Chicago
Discussant: Jason Reineke, Middle Tennessee University

Public Policy, Public Knowledge, and Public Opinion: A Study of Financial Public Policy Issues
Andrew Crosby, University of Illinois at Chicago
Abstract | Slides | Paper

How Information Shapes Responsiveness: A Field Experiment on State Legislators
D.J. Flynn, Northwestern University
Abstract | Slides | Paper

Unauthorized Immigration and Language Policy: The What and Why of Millennials’ Attitudes
Vincent J. Palozzi, Miami University; Michael R Hughes, Miami University
Abstract | Slides | Paper

Political Activism and Online Political Donation
Chan Chen, Washington State University; Michael Beam, Kent State University
Abstract | Slides | Paper

Public Support for a Balanced Federal Budget
Allyson Holbrook, University of Illinois at Chicago; Andrew Crosby, University of Illinois at Chicago
Abstract | Slides | Paper
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Moderator: Mathew Stange, University of Nebraska - Lincoln
Discussant: Sherice Gearhart, University of Nebraska – Omaha

Visual vs. Text Communication in Social Media and Relation to Privacy Attitudes and Technology Use
  Michael Link, Nielsen; Brittany Link, Equality Florida
  Abstract | Slides | Paper

Political Interest as a Predictor of Trust in Democratic Institutions in Nigeria
  Adaobi Duru, Louisiana State University
  Abstract | Slides | Paper

Remaining Misinformed: The Influence of Partisan and Racial Cues
  D.J. Flynn, Northwestern University; Yanna Krupnikov, Northwestern University
  Abstract | Slides | Paper

Toward A Multi-Step Model for the Impact of Structural Social Capital, Community-Oriented Social Net
  Sha Li, Texas Tech University
  Abstract | Slides | Paper

The Need for Art: Proclivity to Respond to Peripheral Cues
  H. Allen White, Murray State University; Bella Ezumah, Murray State University; Marcie Hinton, Murray State University; Kevin Qualls, Murray State University; Melony Shemberger, Murray State University; Leigh Wright, Murray State University
  Abstract | Slides | Paper
Factors Influencing the Accuracy of Student Reports of Family Background: Evidence from Qatar
Jill Wittrock, University of Michigan; Brian Hunscher, University of Michigan; Linda Kimmel, University of Michigan; Kien Trung Le, SESRI, Qatar University

Having a Lasting Impact: The Effects of Interviewer Errors on Data Quality
Amanda Timm, University of Nebraska – Lincoln; Kristen Olson, University of Nebraska – Lincoln; Jolene Smyth, University of Nebraska – Lincoln

Validating Metrics: Comparing Predictive- and Criterion-Based Validation in a Qualitative Study
Erin Fordyce, NORC at the University of Chicago; Sabrina Bauroth, NORC at the University of Chicago; Reem Ghandour, HRSA-MCHB; Michael Stern, NORC at the University of Chicago

Protocol Playbooks: Improving Data Quality through Respondent Interest
Hildie Cohen, NORC at the University of Chicago; Nicki Dunnavant, NORC at the University of Chicago

Weather Conditions, Social Exclusion and Social Desirability Bias
Marina Stavrakantonaki, Survey Research Laboratory - University of Illinois at Chicago; Timothy Johnson, Survey Research Laboratory - University of Illinois at Chicago

Annual Member Meeting
MAPOR President Kristen Olson will lead the annual member and business meeting.

MAPOR extends special thanks to:
- David Weaver, Paul Lavrakas, Sharon Dunwoody, Mandy Sha, and Kristen Olson for donating books for the student book raffle
- RTI International, University of Illinois-Chicago Survey Research Lab, PIRE, and University of Chicago Survey Lab for providing laptops, iPads, and projectors
- Stephen E. Everett for providing video and photographic documentation of the conference
### MAPOR Fellows

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<th>Year</th>
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<tr>
<td>1988</td>
<td>Doris Graber</td>
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<td>George Donahue, Clarice Olien &amp; Phillip Tichenor</td>
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<td>2006</td>
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<td>2007</td>
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<td>2012</td>
<td>Peter V. Miller</td>
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<td>Patricia Moy</td>
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### MAPOR Presidents

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