38th Annual Conference of the Midwest Association for Public Opinion Research

Synergies in Measuring and Understanding Public Opinion

November 22-23, 2013
The Avenue Crowne Plaza Hotel and Suites, Chicago, IL
## Conference Overview

### Friday, November 22

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<thead>
<tr>
<th>Time</th>
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<th>Activity</th>
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<tr>
<td>7:30 AM – 8:30 AM</td>
<td>2nd Floor Lobby</td>
<td>Registration for Short Course Participants</td>
</tr>
<tr>
<td>8:00 AM – 10:00 AM</td>
<td>Grand Ave C</td>
<td>Short Course: An Introduction to the Measurement and Analysis of Networks</td>
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<tr>
<td></td>
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<td>(registration required)</td>
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<tr>
<td>8:30 AM – 4:30 PM</td>
<td>2nd Floor Lobby</td>
<td>General Registration (coffee, tea, pastries)</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Grand Ave A</td>
<td>Comparative Research</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Grand Ave B</td>
<td>Public Opinion Over Time</td>
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<tr>
<td></td>
<td>Michigan Ave</td>
<td>Media Use and Abuse</td>
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<tr>
<td>12:00 PM – 1:30 PM</td>
<td>Park Ave</td>
<td>Luncheon, 13th floor (ticket required)</td>
</tr>
<tr>
<td>1:45 PM – 3:15 PM</td>
<td>Grand Ave A</td>
<td>Deliberation, Discussion, and Elaboration</td>
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<td>Grand Ave B</td>
<td>Survey Measurement and Error</td>
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<td></td>
<td>Grand Ave C</td>
<td>Health Communication, Knowledge, and Behavior</td>
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<td></td>
<td>Michigan Ave</td>
<td>International Populations and Topics</td>
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<tr>
<td>3:30 PM – 5:00 PM</td>
<td>Grand Ave A</td>
<td>Public Opinion and Underrepresented Minorities</td>
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<td></td>
<td>Grand Ave B</td>
<td>Nonresponse and Data Quality</td>
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<td></td>
<td>Grand Ave C</td>
<td>Public Opinion Across Issues</td>
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<td></td>
<td>Michigan Ave</td>
<td>Web Survey Methods</td>
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<tr>
<td>5:15 PM – 6:15 PM</td>
<td>Park Ave</td>
<td>Poster Session and President’s Reception (13th Floor)</td>
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<tr>
<td>5:45 PM</td>
<td>Park Ave</td>
<td>Student Book Raffle (13th Floor)</td>
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### Saturday, November 23

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<td>8:00 AM – 3:00 PM</td>
<td>2nd Floor Lobby</td>
<td>General Registration (coffee, tea, pastries)</td>
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<tr>
<td>8:30 AM – 10:00 AM</td>
<td>Grand Ave A</td>
<td>Sampling and Interviewers</td>
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<td>Grand Ave B</td>
<td>Agenda Setting</td>
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<td>Grand Ave C</td>
<td>Party Identification and Partisanship</td>
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<td></td>
<td>Michigan Ave</td>
<td>Networks, Language, and Measurement</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Grand Ave A</td>
<td>Framing Effects</td>
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<td>Grand Ave B</td>
<td>Local and Regional Issues, Policies, and Elections</td>
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<td>Grand Ave C</td>
<td>Social Media and Survey Research</td>
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<td>Michigan Ave</td>
<td>Cell Phones and Smart Phones</td>
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<tr>
<td>11:45 AM – 1:30 PM</td>
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<td>Lunch (on your own or with “Birds of a Feather”)</td>
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<tr>
<td>1:30 PM – 2:30 PM</td>
<td>Grand Ave A</td>
<td>Pedagogy Hour</td>
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<tr>
<td>2:45 PM – 4:15 PM</td>
<td>Grand Ave A</td>
<td>Survey Paradata</td>
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<td>Grand Ave B</td>
<td>The Role of the Media</td>
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<td>Grand Ave C</td>
<td>Public Understanding of Science</td>
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<td>Michigan Ave</td>
<td>Privacy, Ethics, and Transparency</td>
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<td>4:30 PM – 5:30 PM</td>
<td>Grand Ave C</td>
<td>Business Meeting</td>
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MAPOR Officers

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Short Course (registration required)  
Friday, 8:00 AM – 10:00AM  
Grand Avenue C: An Introduction to the Measurement and Analysis of Networks  
(Michael Siciliano, University of Illinois at Chicago)

Paper Session 1  
Friday, 10:15 AM – 11:45 AM

Grand Ave A: Comparative Research  
**Discussant: Mandy Sha, RTI International**  
**Moderator: Alian Kasabian, University of Nebraska - Lincoln**  
Inequality Is In the Eye of the Beholder  
David Coppini, University of Wisconsin Madison  
Abstract | Slides | Paper

Social Media and the 2012 US and Korean Elections  
Lars Willnat, Indiana University; Jae Kook Lee, Indiana University; Jihyang Choi, Indiana University; Young Min, Korea University; Sung Tae Kim, Korea University  
Abstract | Slides | Paper

Comparing Twitter and Weibo on U.S. China Relations  
Lindsay Hoffman, University of Delaware; Fei Shen, City University of Hong Kong; Cady Zuvich, University of Delaware  
Abstract | Slides | Paper

How People from the U.S. and China Perceive Self-Rated Health  
Mengyao Hu, University of Michigan  
Abstract | Slides | Paper

Grand Ave B: Public Opinion Over Time  
**Discussant: Thomas Lamatsch, Monmouth University**  
**Moderator: Allan McCutcheon, UNL-Gallup Research Center**  
Following Cohorts: An Analysis of Values  
H. Allen White, Murray State University  
Abstract | Slides | Paper

Psychological and Economic Well-Being  
Tom W. Smith, NORC; Jaesok Son, NORC  
Abstract | Slides | Paper

The Mormon Effect: Romney’s Religion and the 2012 Presidential Election  
Joy Wilke, University of Michigan, Program in Survey Methodology  
Abstract | Slides | Paper

The Impact of Emotions in the 2008 Campaign  
Doo-Hun Choi, University of Wisconsin-Madison  
Abstract | Slides | Paper

Media Use and Attitudes about Barack Obama  
Michael Traugott, University of Michigan; Ashley Jardina, University of Michigan  
Abstract | Slides | Paper
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- Health, Social and Public Policy Expertise
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- Cognitive and Usability Testing
- Multi-Language Interviewing
- Respondent Location and Tracking
- Geographic Information Systems (GIS)

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New York City • Washington, DC • Cambridge, MA • Chicago, IL
Cincinnati, OH • Durham, NC • New Jersey
Michigan Ave: Media Use and Abuse

*Discussant: Douglas Blanks Hindman, Washington State University*

*Moderator: Linda J Pfeiffer, University of Wisconsin - Madison*

Political Memes and Third Person Effects: Correcting Perceived Misinformation

Benjamin A Lyons, Southern Illinois University Carbondale

[Livestream]  |  [Slides]  |  [Paper]

News Source Reliance and Political Rumor Beliefs

Soo Young Bae, University of Michigan

[Livestream]  |  [Slides]  |  [Paper]

The Dark Side of Political Public Relations

Weiwu Zhang, Texas Tech University; Trent Seltzer, Texas Tech University

[Livestream]  |  [Slides]  |  [Paper]

An Echo Chamber for You, Not Me: Tailored Political News and the Third-Person Effect

Lisa Barnard, UNC Chapel Hill

[Livestream]  |  [Slides]  |  [Paper]

Luncheon (ticket required)  
Friday, 12:00 PM - 1:30 PM

Park Avenue, 13th floor

**Presentation of student paper winners**

Michael Traugott, University of Michigan

**Announcement of 2013 MAPOR Fellow**

MAPOR President Joe Murphy, RTI International

**Keynote Address: The Rise of the Networked**

Lee Rainie, Director of the Pew Research Center’s Internet and American Life Project

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Paper Session 2  
Friday, 1:45 PM – 3:15 PM

Grand Ave A: Deliberation, Discussion, and Elaboration

*Discussant: Alexandra Filindra, University of Illinois at Chicago*

*Moderator: Tom W. Smith, NORC*

Differential Roles of Political Deliberation

Chang Sup Park, Southern Illinois University

[Livestream]  |  [Slides]  |  [Paper]

Media Experts and News Novices

Erik Bucy, Texas Tech University; Nichole Bauer, Indiana University

[Livestream]  |  [Slides]  |  [Paper]

How We Think About the News: A Change in (the Number of) Perspectives

Mallory Perryman, University of Wisconsin - Madison

[Livestream]  |  [Slides]  |  [Paper]
Grand Ave B: Survey Measurement and Error  
*Discussant: Trent D. Buskirk, Marketing Systems Group*  
*Moderator: Jenny Marlar, Gallup*

**Item Nonresponse: More about Items than Respondents?**  
Alian Kasabian, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

**Acquiescence Bias in Facebook Research and Implications for Predicting Political Participation**  
Ozan Kuru, University of Michigan - Ann Arbor; Asst. Prof. Josh Pasek, University of Michigan - Ann Arbor

**Using Vignette Questions to Correct for Response Scale Usage**  
Sunghee Lee, University of Michigan; Mengyao Hu, University of Michigan; Mingnan Liu, University of Michigan

**Straightlining: Overview of Measurement**  
Yujin Kim, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin Survey Center; John Stevenson, University of Wisconsin Survey Center; Penny Black, University of Wisconsin-Madison; Paul Moberg, University of Wisconsin-Madison

**Database for Predicting Biases in Survey Responses**  
David Fan, University of Minnesota; Joe Murphy, RTI International

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We congratulate MAPOR in its 38th year and wish everyone a most educational and interesting conference.

- Paul J. & Barbara J. Lavrakas
Health Communication Practices in Rural Senegal
Eulàlia Puig Abril, University of Illinois at Chicago; Magdalena Kupczyk, University of Illinois at Chicago; Grant L. Zwicke, University of Illinois at Chicago; Ginnifer L. Mastarone, University of Illinois at Chicago; Tracy Irwin, University of Illinois at Chicago

Does an E-Health Literacy Knowledge Gap Exist?
Fiona Chew, Syracuse University

News on Risky Behavior: Format, Relevance, Worry
Julie Andsager, University of Iowa / Everett Group; Michael Sears, University of Iowa; Paige Madsen, University of Iowa

Engaging Public Opinion on Complex Health Risk in Policy Decisions: Does Media Type Matter?
Linda J Pfeiffer, University of Wisconsin-Madison; Eun Jeong Koh, University of Wisconsin-Madison

A New Source of Local Health Data: Facebook Likes
Steven Gittelman, Mktg, Inc.; Elaine Trimarchi, Mktg, Inc.
Michigan Ave: International Populations and Topics

Discussant: Sherice Gearhart, University of Nebraska - Omaha
Moderator: David Coppini, University of Wisconsin-Madison

Understanding Attitude Towards Civic and Political Participation in Nigeria: A Descriptive Approach
Adaobi Vivian Duru, Louisiana State University, Baton Rouge, LA
Abstract | Slides | Paper

Religious Beliefs in Re-unified Germany
Allan McCutcheon, UNL-Gallup Research Center, Univ. of Nebraska-Lincoln
Abstract | Slides | Paper

The Pre-Election Polls in Mexico: Scientific Exercise or Political Strategy?
Francisco Abundis Luna, Parametría S.A. de C.V.; Diana Penagos Vázquez, Parametría S.A. de C.V.; Alejandro Espinosa Granados, Parametría S.A. de C.V.
Abstract | Slides | Paper

#blocparty?: A Multidimensional Analysis of Online News and Social Media’s Impact on Attitudes Towards the European Union
Rachel Reis Mourao, University of Texas at Austin; Joseph Yoo, University of Texas at Austin; Jose Andres Araiza, University of Texas at Austin; Thomas J. Johnson, University of Texas at Austin
Abstract | Slides | Paper

American Public Opinion of the Egyptian Revolution
Geoffrey Cloepfil, Monmouth University; David Goldenthal, Monmouth University
Abstract | Slides | Paper
Grand Ave A: Public Opinion and Underrepresented Minorities

Moderator: Benjamin Lyons, Southern Illinois University Carbondale

Immigration and the Informed Public
Alexandra Filindra, University of Illinois at Chicago; Parina Patel, Georgetown University

Abstract | Slides | Paper

Authoritarianism, Threat, and Immigration Policy Preferences
Alicia Race, University of Illinois at Chicago

Abstract | Slides | Paper

Examining LGBTQ Adults Quality of Life Evaluations
Ashley Kirzinger, Survey Research Office, University of Illinois Springfield; Matthew Case, University of Illinois Springfield

Abstract | Slides | Paper

Visuals, Female Candidates and Stereotype Activation
Nicole Bauer, Indiana University

Abstract | Slides | Paper

DREAM Act Beyond the Border
Xinxin Yang, Indiana University Bloomington

Abstract | Slides | Paper

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Questions? Please contact SP Editors, Kumar Rao & Kirby Goidel
survprac@gmail.com
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
Grand Ave B: Nonresponse and Data Quality

Discussant: Stanislav Kolenikov, Abt SRBI
Moderator: Paige Madsen, University of Iowa

The Use of GIS Information for Nonresponse Bias
Kumar Rao, Nielsen; Stephanie Eckman, University of Mannheim
  | Abstract  | Slides  | Paper

The Multi-Level, Multi-Source (ML-MS) Approach
Tom W. Smith, NORC
  | Abstract  | Slides  | Paper

Item Nonresponse in Weighting Adjustment Variables
Raphael Nishimura, University of Michigan
  | Abstract  | Slides  | Paper
Grand Ave C: Public Opinion Across Issues  
**Discussant:** Jennifer Benz, NORC  
**Moderator:** Fiona Chew, Syracuse University

**Knowledge Gaps and Belief Gaps About Cannabis**  
Douglas Blanks Hindman, Washington State University; Eric Hoffman, Washington State University  
[Abstract] | [Slides] | [Paper]

**Same Spiral, Different Day? Testing the Spiral of Silence across Issue Types**  
Sherice Gearhart, University of Nebraska Omaha; Weiwu Zhang, Texas Tech University  
[Abstract] | [Slides] | [Paper]

**Same-Sex Marriage and Legalizing Marijuana**  
Tyler Breder, Monmouth University  
[Abstract] | [Slides] | [Paper]

**Value-Trait Consistency in News Media Exposure**  
Dam Hee Kim, University of Michigan; Josh Pasek, University of Michigan  
[Abstract] | [Slides] | [Paper]

**Self-Interest and Policy Preferences**  
David Sterrett, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago; Timothy Johnson, University of Illinois at Chicago  
[Abstract] | [Slides] | [Paper]

Michigan Ave: Web Survey Methods  
**Discussant:** David Fan, University of Minnesota  
**Moderator:** Anne Diffenderfer, University of Illinois at Chicago

**Survey Breakoff and Panel Attrition in Internet Surveys**  
Allan McCutcheon, UNL-Gallup Research Center  
[Abstract] | [Slides] | [Paper]

**Web vs. Phone: A Mode Face-Off**  
Jenny Marlar, Gallup; Kyley McGeeney, Gallup  
[Abstract] | [Slides] | [Paper]

**Using Eye Tracking to Evaluate the Impact of Visual Design on Speeders**  
Kay Ricci, University of Nebraska-Lincoln  
[Abstract] | [Slides] | [Paper]

**Key Insights on Follow-up Methodology with Mobile/Web App Users**  
Mengmeng Zhang, University of Michigan Ann Arbor; Jennie Lai, Independent Consultant; Teresa Jin, The Nielsen Company  
[Abstract] | [Slides] | [Paper]

**Can Respondents Update Their Contact Information?**  
Ryan Callahan, Mathematica Policy Research; Linda Mendenko, Mathematica Policy Research; Barbara Rogers, Mathematica Policy Research; Karen CyBulski, Mathematica Policy Research; Laura Milazzo-Sayre, Substance Abuse and Mental Health Administration, U.S. DHS  
[Abstract] | [Slides] | [Paper]
Poster Session and President's Reception  
Friday, 5:00 PM – 6:00 PM  
Park Avenue (13th Floor)  

Cash Incentive to Increase Screening Response Rate in an In-Person Health Survey  
Andrew J. Bersch, University of Wisconsin - Madison; Matthew C. Walsh, University of Wisconsin - Madison; Kristen M. Malecki, University of Wisconsin - Madison; Paul E. Peppard, University of Wisconsin - Madison; F. Javier Nieto, University of Wisconsin – Madison  

How 9/11 and the War on Terror Affect Attitudes Toward North Korea: A Political Socialization Perspective  
Edward M. Horowitz, Cleveland State University; Hocheol Yang, Cleveland State University  

The Framing Effect of News Comments  
Hyon Jin Ahn, Indiana University  

Comparing Raking and Poststratification  
Raphael Nishimura, University of Michigan  

Public Opinion of John F. Kennedy and the Assassination  

Student Book Raffle!  
Friday, 5:45 PM  
MAPOR’s student members have the opportunity at this year’s student book raffle to win a book, including one of the books listed below!  

*The American Journalist (1991) – David H. Weaver, G. Cleveland Wilhoit and Lori A. Bergen*  


*Newsroom Guide to Polls & Surveys (1990) – G Cleveland Wilhoit and David H Weaver*  

*Social Media, Sociality, and Survey Research (2013) – Craig A. Hill, Elizabeth Dean, and Joe Murphy*  

*Living with Television Now: Advances in Cultivation Theory and Research (2012) – Michael Morgan, James Shanahan, and Nancy Signorielli*
Interviewer Perception of Survey Data Quality
Yichen Wang, NERA Economic Consulting; Brady T. West, University of Michigan; Mingnan Liu, University of Michigan

Optimizing Interviewing in Dual Frame Surveys
Becky Reimer, NORC at the University of Chicago; Wei Zeng, NORC at the University of Chicago; Jennifer Kelly, NORC at the University of Chicago; Emily Alvarez, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago

Surveying Rare Population in Small Areas
Chintan Turakhia, Abt SRBI; Marci Schalk, Abt SRBI; Dean Williams, Abt SRBI; Jeff Pagan, Columbia University; Tom Tyler, Yale University

Comparing Interviewer Variance Components Between Telephone and Text Message Interview
Huiying Yanna Yan, University of Michigan; Brady T. West, University of Michigan; Frederick G. Conrad, University of Michigan; Michael F. Schober, The New School for Social Research

Adaptive ABS Design of Households with Children
Stanislav Kolenikov, Abt SRBI; Heather Hammer, Abt SRBI; Charles DiSogra, Abt SRBI; David Finkelhor, University of New Hampshire; Heather Turner, University of New Hampshire
Grand Ave B: Agenda Setting

*Discussant: Gerry Lanosga, Indiana University*

*Moderator: Mengyang Wang, University of Nebraska - Lincoln*

**Idiot, Intelligent, Arrogant, or Good? One-word Descriptions of Presidential Candidates and Second-Level Agenda Setting**

Aileen Bennett, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University

[Abstract]  |  [Slides]  |  Paper

**Agenda Setting and Opinion Polarization**

Cheonsoo Kim, Indiana University School of Journalism

[Abstract]  |  [Slides]  |  Paper

**Measuring the Public Agenda Using Reader Comments**

Fatima Alsalem, Indiana University

[Abstract]  |  [Slides]  |  Paper

**Candidate Image Attributes Agenda-Setting: Comparison between Traditional Mainstream Media and Social Media**

Kun Peng, Indiana University Bloomington

[Abstract]  |  [Slides]  |  Paper

**Compelling Associations in Agenda-Setting Studies**

Magdalena Saldana, The University of Texas at Austin; Alberto Ardevol-Abreu, Universidad de La Laguna; Lei Guo, The University of Texas at Austin

[Abstract]  |  [Slides]  |  Paper

Grand Ave C: Party Identification and Partisanship

*Discussant: Michael Traugott, University of Michigan*

*Moderator: Dam Hee Kim, University of Michigan – Ann Arbor*

**Elite Polarization and Independent Voters**

Jungmin Hong, University of Cincinnati

[Abstract]  |  [Slides]  |  Paper

**Education as a Moderator in Partisan Opinions**

Ken Blake, Middle Tennessee State University; Rebecca R. Donaway, Middle Tennessee State University

[Abstract]  |  [Slides]  |  Paper

**Split Ballots: Response Label Effects on Party ID**

Larry Osborn, GfK Custom Research; Sergei Rodkin, GfK Custom Research; Curtiss Cobb, GfK Custom Research

[Abstract]  |  [Slides]  |  Paper

**Across the Great Divide: How Partisanship Affects Media Exposure**

Thomas Johnson, University of Texas; Barbara K. Kaye, University of Tennessee

[Abstract]  |  [Slides]  |  Paper

**The Tea-Party Express Coming to a Screeching Hold?**

Thomas Lamatsch, Monmouth University

[Abstract]  |  [Slides]  |  Paper
Michigan Ave: Networks, Language, and Measurement

**Discussant: Jolene Smyth, University of Nebraska - Lincoln**

**Moderator: Heather Akin, University of Wisconsin-Madison**

“**The Most Important Problem**: Survey v. Search

Brendan R. Watson, University of Minnesota-Twin Cities, School of Journalism and Mass Communication

[Abstract] [Slides] [Paper]

**Measuring the Meaning of Response Categories**

Randall K. Thomas, GfK Custom Research; Wolfgang Neubarth, GfK Group

[Abstract] [Slides] [Paper]

**Testing Information and Communication Technology (ICT) Recall Aids for Personal Networks Surveys**

Yuli Patrick Hsieh, Northwestern University, Media, Technology and Society Program

[Abstract] [Slides] [Paper]

**Weak Ties, Interpersonal Trust, Civic Engagement**

Angela Anima-Korang, Southern Illinois University

[Abstract] [Slides] [Paper]

**Examining the Consequence of Political Leaders’ Inappropriate Facial Expressions: An Eye-Tracking Study**

Zijian Gong, Texas Tech University

[Abstract] [Slides] [Paper]
Paper Session 5

Grand Ave A: Framing Effects

Discussant: Julie Andsager, University of Iowa/Everett Group
Moderator: Magdalena Saldana, The University of Texas at Austin

The Effect of Self-Interest Frames on Attitudes
David Sterrett, University of Illinois at Chicago

Abstract | Slides | Paper

Revisiting and Expanding Gain Versus Loss Framing
Keith J. Zukas, Carroll University; Joshua D. Villanuev, University of Wisconsin - Madison; Zander Miller, University of Wisconsin - Madison

Abstract | Slides | Paper

Value Framing Effects on Environmental Attitudes
Paige Brown, Louisiana State University

Abstract | Slides | Paper

It’s All in Your Head?: Newspaper Framing of Mental Illness
Stephanie Miles, University of Iowa

Abstract | Slides | Paper

Hegemony, Soft Power and Re-framing of East Asia
Sung Woo Yoo, University of Texas at Austin

Abstract | Slides | Paper
Grand Ave B: Local and Regional Issues, Policies, and Elections

Discussant: Eulàlia Puig Abril, University of Illinois at Chicago
Moderator: Ozan Kuru, University of Michigan – Ann Arbor
Yard Signs as Social Cues in a Municipal Election
Aaron S. Veenstra, Southern Illinois University Carbondale; Scott D. McClurg, Southern Illinois University Carbondale; Changsup Park, Southern Illinois University Carbondale; Benjamin A. Lyons, Southern Illinois University Carbondale; Chee Youn Kang, Southern Illinois University Carbondale; Mohammad Delwar Hossain, Southern Illinois University Carbondale; Yang Feng, Southern Illinois University Carbondale

The Need for Community Gardens by Demographics
Ashley Kirzinger, Survey Research Office, University of Illinois Springfield; Matthew Case, University of Illinois Springfield

In the Eyes of the Public: A Look into the Qualifications of Education in America
Jordan M. DiGiovanni, Monmouth University

Comparing Perspectives on K-12 Education and Schooling
Paul DiPerna, Friedman Foundation for Educational Choice

Measuring Recovery and Resilience after a Disaster: A Post-Superstorm Sandy Survey?
Jennifer Benz, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago; Jennifer Agiesta, The Associated Press; Emily Alvarez, NORC at the University of Chicago; Daniel Malato, NORC at the University of Chicago
Social Media Analysis for Questionnaire Design
Christine Pierce, Nielsen; Jessica Williams, Northwestern University; Anh Thu Burks, Nielsen; Lauren Walton, Nielsen

Context Effects in Surveys of Social Media Users
Eric Cook, University College Dublin; Chan Zhang, University of Michigan; Stephanie D. Teasley, University of Michigan

Facebook Photos and the Level of Jealousy
Heeyoung Jung, Indiana University

Using Twitter to Predict Survey Responses
Joe Murphy, RTI International; Justin Landwehr, RTI International; Ashley Richards, RTI International

How Do I Reach Thee?
Soo Young Bae, University of Michigan

Experimenting with Incentives for Cell Respondents
Becky Reimer, NORC at the University of Chicago; Daniel Malato, NORC at the University of Chicago; Jennifer Kelly, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago

Are Demographics Adequate Controls for Cell-Phone Only Coverage Bias in Mass Communication Research?
Brendan R. Watson, University of Minnesota-Twin Cities, School of Journalism and Mass Communication; Rodrigo Zamith, University of Minnesota-Twin Cities, School of Journalism and Mass Communication; Sarah Cavanah, University of Minnesota-Twin Cities, School of Journalism and Mass Communication; Seth C. Lewis, University of Minnesota-Twin Cities, School of Journalism and Mass Communication

Mobile-Mostly Internet Users and Noncoverage in Traditional Web Surveys
Christopher Antoun, Michigan Program in Survey Methodology; Mick P. Couper, Survey Research Center, University of Michigan

Breadth of Mobile Phone Use and Political Engagement
Jason Martin, DePaul University

Leverage Smartphone Application for Repeated Measure of Young Adults in Age 18 to 24
Shu Duan, Nielsen; Michael Link, Nielsen
Lunch
Saturday, 12:00-1:39PM

*Lunch is on your own or with a “Birds of a Feather Group.” Groups will meet on the Mezzanine.*

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

*Grand Ave A: Respondent Engagement*
Inna Burdein, The NPD Group

Paper Session 6
Saturday, 2:45 PM – 4:15 PM

*Grand Ave A: Survey Paradata*

*Discussant: H. Allen White, Murray State University*

*Moderator: Keith J. Zukas, Carroll University*

**Respondent Processing of Images in Web Surveys**
Mathew Stange, University of Nebraska-Lincoln; Nuttirudee Charoenruk, University of Nebraska-Lincoln

[Abstract]  |  [Slides]  |  Paper

**Using “No-opinion” Responses to Detect Satisficing**
Mengyang Wang, University of Nebraska-Lincoln; Leah Ruppanner, University of Nebraska-Lincoln

[Abstract]  |  [Slides]  |  Paper

**The Effect of the Graphic Layout of Question Stems and Rating Scales on Respondents’ Behavior**
Quan Zhou, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln; Kristen M. Olson, University of Nebraska-Lincoln

[Abstract]  |  [Slides]  |  Paper

**Fast and Furious or Much Ado About Nothing?**
Randall K. Thomas, GfK Custom Research; Curtiss Cobb, GfK Custom Research

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Grand Ave B  The Role of the Media

*Discussant: Jason Martin, DePaul University*

*Moderator: David Sterrett, University of Illinois at Chicago*

**Investigative Journalists in the 21st Century**

Gerry Lanosga, Indiana University; Brant Houston, University of Illinois

[Abstract] [Slides] [Paper]

**Definition of Journalists in Shield law**

Kun Peng, Indiana University Bloomington

[Abstract] [Slides] [Paper]

**What Kind Of A Dog Is That?**

Lee B. Becker, University of Georgia; Cynthia English, Gallup; Tudor Vlad, University of Georgia; Jeong-Yeob Han, University of Georgia

[Abstract] [Slides] [Paper]

**Predicting a Failing Grade for the Press**

Robin Blom, Ball State University

[Abstract] [Slides] [Paper]

**Community or Crowd: An Exploration of Comments**

Serena Carpenter, Michigan State University; Robin Blom, Ball State University; Stephen Lacy, Michigan State University; Ryan Lange, Alvernia University

[Abstract] [Slides] [Paper]

Grand Ave C  Public Understanding of Science

*Discussant: Brendan R. Watson, University of Minnesota-Twin Cities*

*Moderator: Larry Osborn, GfK Custom Research*

**Neuroscientists, Media, and the Public**

Eun Jeong Koh, Department of Life Sciences Communication, University of Wisconsin-Madison; Dominique Brossard, Department of Life Sciences Communication, University of Wisconsin-Madison; Sharon Dunwoody, School of Journalism and Mass Communication, University of Wisconsin-Madison; Joachim Allgaier, Research Center Juelich, Institute of Neuroscience and Medicine, Ethics in the Neuroscience

[Abstract] [Slides] [Paper]

**Evaluating Science: How the Public Weighs Risks and Benefits of Controversial Technologies**

Heather Akin, University of Wisconsin-Madison; Michael A. Cacciatore, University of Wisconsin-Madison; Sara K. Yeo, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison

[Abstract] [Slides] [Paper]

**Closing the Partisan Gap for National Policy on Climate Change: The Power of Social Norms**

Leona Yi-Fan Su, University of Wisconsin-Madison; James T. Spartz, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Robert J. Griffin, Marquette University

[Abstract] [Slides] [Paper]

**Global Warming and the Wisconsin Political Climate**

Robert J. Griffin, Marquette University; Sharon Dunwoody, University of Wisconsin-Madison

[Abstract] [Slides] [Paper]
How Do News Agencies Cover Climate Change?
Won Yong Jang, Ph.D., University of Wisconsin-Eau Claire; Edward Frederick, Ph.D., University of Wisconsin-Whitewater

Michigan Ave Privacy, Ethics, and Transparency
_Moderator: Shu Duan, Nielsen_
_Tell It to Me Straight: Opinion on Public Notice_  
A. Jay Wagner, Indiana University

Perceptual Dissonance and Ethical Valuation
Aziz Mama, Monmouth University

The Mobile Privacy: Policy and Skill Patterns
Yong Jin Park, Howard University

The Power of Verification: The Impact of Online Identity Verification on Perceived Source Credibility
Zijian Gong, Texas Tech University

Business Meeting (everyone welcome)  Saturday, 4:30 PM – 5:30 PM
Grand Avenue C
MAPOR President Joe Murphy will lead the annual MAPOR business meeting.

NOTE: PAPERS AND SLIDES PROVIDED BY PRESENTERS WILL BE AVAILABLE ON MAPOR’S WEBSITE (WWW.MAPOR.ORG) IN EARLY 2014!
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