Midwest Association for Public Opinion Research

43rd Annual Conference
Embracing a Diverse Future in Public Opinion Research

FINAL PROGRAM

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<td>3:00 PM – 4:45 PM</td>
<td>River North BCD</td>
<td>Student Paper Awards &amp; MAPOR Fellow Keynote Speaker</td>
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<td>5:00 PM – 6:00 PM</td>
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<td>President’s Reception (Cash Bar) Sponsor Tables; Poster Session; Student Book Raffle</td>
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CONFFERENCE AT A GLANCE

SATURDAY, NOVEMBER 17

8:00 AM – 3:00 PM  Atrium South  General Registration

8:00 AM – 10:00 AM  Outside DePaul  Refreshments

8:30 AM – 10:00 AM  DePaul  Social Media and Social Movements
                    River North B  Panel | Public Opinion and Media in Disbelieving America: Democracy in the Crosshairs?
                    Lincoln Park  Briefs | Computational, Statistical, and Substantive Advances in Social Science Research
                    River North A  Methodological Advances in Sampling and Analysis

10:15 AM – 11:45 AM  DePaul  Matters of Mode: Survey Design Elements and their Effects
                    River North B  Public Opinion and Communication about Science and the Environment
                    Lincoln Park  Measuring Public Opinion and Attitudes
                    River North A  Considering Culture: Cross-Cultural Survey Research

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

1:30 PM – 2:30 PM  River North BCD  Pedagogy Hour | Colm O’Muircheartaigh, NORC at University of Chicago and the Harris School of Public Policy Research at the University of Chicago Predicting and Understanding Nonresponse

2:30 PM – 2:45 PM  Outside DePaul  Break and Refreshments

2:45 PM – 4:15 PM  DePaul  Briefs | Fake News and Misinformation
                    River North B  Briefs | Advancing our Understanding of Novel Constructs and Designs
                    Lincoln Park  Reaching the Hardest to Reach: New Techniques and Tough Questions
                    River North A  Panel | Gender Inclusivity in Market Research

4:30 PM – 5:30 PM  River North B  Annual Member Meeting
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| **Refreshments — Outside DePaul** | **Friday, 7:40 AM – 10:00AM**  
Sponsored by Ipsos Public Affairs |
| **Short Course (registration required)** | **Friday, 8:00 AM – 10:00AM**  
Sponsored by the University of Chicago Survey Lab |
| **Stephanie Eckman, RTI International** | **Collection and Use of Location Data in Surveys**  
Lincoln Park |
| **Round Table Discussion** | **Friday, 8:00 AM – 10:00AM**  
Interviewer-Respondent Interaction Working Group  
**Organizer:** Kristen Olson, University of Nebraska-Lincoln  
River North B |
| **This roundtable discussion is open to anyone (including students) who is currently studying or interested in the practical details of Interviewer-Respondent Interaction, such as issues involving recording, transcribing, coding, analyzing, and interpreting interaction between interviewers and respondents.** |
| **Paper Session 1** | **Friday, 10:15 AM – 11:45 AM**  
Effects of Social Media on Politics and Public Opinion  
**DePaul** |
| **Moderator:** Shreenita Ghosh, University of Wisconsin-Madison |
| **What Drives Virality on Social Media?** | Aman Abhishek, University of Wisconsin-Madison |
| **News Feeds and Salience: How SNS Use Feeds News Awareness** | Benjamin Burnley, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University; Kenneth Blake, Middle Tennessee State University |
| **SNS, Fandom, and New Enjoyment: Can People Love a Celebrity Without Having Pleasure?** | Hyunsuk Jang, Sungkyunkwan University |
| **Reaching Diverse Audiences: LGBT Activists on Social Media in Taiwan and India** | Paromita Pain, University of Nevada-Reno; Victoria Y Chen, National Chung Cheng University |
| **The Influence of News Choice, Social Media Use, and Social Media Activism on Political Participation** | Dannie Parker, University of Georgia; Matt Binford, University of Georgia; |
| **An Exploration of How Politicians Construct Image on Facebook** | Zhao Peng, Michigan State University; Apoorva Joshi, Michigan State University; Soo Young Shin, Michigan State University |
Panel: Women and Leadership in Public Opinion and Survey Research

Chair: Dana Garbarski, Loyola University Chicago

The panelists will discuss women and leadership in public opinion and survey research. Topics include paths to leadership, approaches to leadership, the dynamics of gender and leadership in our various fields, and where leadership in these fields is going in the future. The panel discussion is followed by time for audience Q and A.

Panelists:
Jennifer Agiesta, CNN
Patricia Moy, University of Washington
Nora Cate Schaeffer, University of Wisconsin-Madison
Anna Wiencrot, NORC

Moderator: Dana Garbarski, Loyola University Chicago

Journalism, Media, Politics, and Public Opinion

Moderator: Laura Brown, Middle Tennessee State University

Democracy and the “Other”: Outgroup Attitudes and Support for Anti-Democratic Norms
Beyza Ekin Buyuker, University of Illinois-Chicago

Unintentional Silencing: Effects of Negative Elite Coverage on Public Deliberation
Jessica Collier, University of Texas-Austin

Mainstream Media Effects and Public Opinion in China
Lu Fan, Southern Illinois University-Carbondale

Attitudes Toward Syrian Refugees: The Compounded Effects of Economic and Cultural Threat
Alexandra Filindra, University of Illinois-Chicago; Rita Nasser, Indiana University-Bloomington; Loren Collingwood, University of California Riverside

“You Will Not Replace Us”: White Backlash to Minority Inclusion in Popular Fiction
Sam Gubitz, Northwestern University; Denzel Avant, Northwestern University

Reciprocity Now, Serenity Later? Journalists’ Attitudes about Audience Engagement
Jason Martin, DePaul University
Moderator: Brendan Watson, Michigan State University
Discussant: Matthew Courser, PIRE

Trends in College Student Web Surveys: 15 Years of Clicking
Angela Baker, SoundRocket; Scott D. Crawford, SoundRocket; Julie M. Smith, SoundRocket

Enhanced Mobile Optimization: An Experimental Design
Scott D. Crawford, SoundRocket; Dayna S. Wientraub, Rutgers University-New Brunswick; Robert H. Young, SoundRocket; Ronald J. Plunkett, SoundRocket

Unexpected Benefits of Accessibility Options in Web-based Surveys
Jillian A. Hunsanger, SoundRocket; Scott D. Crawford, SoundRocket; Jane Berliss-Vincent, University of Michigan; Katrina Wade-Golden, University of Michigan Office of Diversity, Equity & Inclusion

Feedback in Mixed Device Studies
Katharina Meitinger, GESIS; Henning Silber, GESIS; Jessica Daikeler, GESIS; Christoph Beuthner, GESIS

Evaluating Response Quality in Conference Feedback: An Experiment in Timing of Web Survey Request
Justine Yeo, Nebraska Department of Education; Kunal Dash, Nebraska Department of Education
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Networking Lunch Buffet | Atrium North | Friday, 12:00 PM - 1:00 PM

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Make new connections, connect with old friends, or network based on different topics and interest groups during our Grand Lunch Buffet. Tables will be marked with different themes. Find a table you are interested in to network and discuss with other conference attendees!

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

**Measuring and Analzying Identity and Diversity in Public Opinion**

**Moderator:** Debra Rusz, Michigan State University

- **Diversity, Measures and Samples: What We Miss by Focusing on Macro-level Volume**
  Joseph Cabosky, University of North Carolina-Chapel Hill

- **How (Some) Latinos Become White: Phenotype, Racial Prejudice, and Policy Consequences**
  Eduardo Salinas, NORC at the University of Chicago

- **Dealing a Race Card: Does It Pay for Black Candidates to Derogate the In-Group?**
  Tabitha Bonilla, Northwestern University; Alexandra Filindra, University of Illinois-Chicago

- **Intersectional Policy Frames & Women’s Public Opinion**
  Margaret Brower, University of Chicago

- **The Measurement of Sexual Attraction and Gender Expression: Cognitive Interviews with Queer Women**
  Dana Garbarski, Loyola University Chicago; Dana LaVergne, University of Massachusetts-Boston

- **Diversity in the STEM Workplace: Attitudes and Experiences**
  Nikki Graf, Pew Research Center
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From Calling you (Again) to Analyzing the Data:
Advances in Survey Methodology

Moderator: Jessica Graber, US Census Bureau
Discussant: Kristen Olson, University of Nebraska-Lincoln

Effects of Statistical Adjustments for Subgroup Differences in Non-Probability Sample Web Surveys
Fernanda Alvarado-Leiton, University of Michigan; Sunghee Lee, University of Michigan

Patient Experience Surveys as a Communication Mechanism
Robert Ksiazek, Ipsos; Libby Snow, Ipsos; Joann Franzen, Ipsos; Randall Goldammer, Ipsos

The Effects of Adding a Mailback Questionnaire to Supplement CAWI Data Collection in an Addressed-Based Sample Survey
Paul Lavrakas, Independent Consultant; Mark Mailloux, University of Wisconsin Extension; John Stevenson, University of Wisconsin Survey Center; Nadia Assad, University of Wisconsin Survey Center; Kelly Elver, University of Wisconsin Survey Center

Cell Phone Call Patterns in the Surveys of Consumers Attitudes
Raphael Nishimura, University of Michigan; Z. Tuba Suzer-Gurtekin, University of Michigan; Grant Benson, University of Michigan

Design-based Approaches to Adjust for Complex Sampling Scheme in Additive Hazards Models
Ali Rafei, ISR-University of Michigan; Yan Li, Joint Program of Survey Methodology-University of Maryland

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Briefs: New Methods for Interviewing Respondents and Assessing Interview Quality

**Moderator:** Colleen McClain, University of Michigan

**Using Life History Calendars to Improve Measurement of Lifetime Experience with Psychiatric Disorder**
Stephanie Chardoul, University of Michigan, Survey Research Center; William Axinn, University of Michigan, Survey Research Center; Heather Gatny, University of Michigan, Survey Research Center; Dirgha Ghimire, University of Michigan, Population Studies Center

**Observations from Interviewing Refusals: Timing is Everything**
Jim Clinton, Nielsen; Megan Walsh, Nielsen

**Interviewers’ Observations and Data Quality: Findings from a Dual-frame Telephone Survey**
Erin O. Heiden, Center for Social and Behavioral Research, University of Northern Iowa; Ki H. Park, Center For Social and Behavioral Research, University of Northern Iowa; Eva Aizpurua, Trinity College Dublin; Mary Losch, Center for Social and Behavioral Research, University of Northern Iowa

**The Effects of Flexible Memory Searches on Data Quality: Event History Calendar Method**
Jinyoung Lee, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln

**Incomplete Timelines in Calendar Interviews: An Audit Trail Analysis of the 2014 SIPP**
Benjamin Seloske, University of Nebraska-Lincoln; Robert Belli, University of Nebraska-Lincoln

**Misperceptions Matter: Measuring Race-related Attitudes and Perceptions of Interviewer Race**
Daniel Thaler, Michigan State University Office for Survey Research; Paul Lavrakas, Independent Consultant; Lin Stork, Michigan State University Office for Survey Research; Delicia Solis, Michigan State University Office for Survey Research

**Does Partner Presence Affect Estimates of Heterosexuals’ Attitudes towards Homosexuality?**
Jerry Timbrook, University of Nebraska-Lincoln
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Message Framing in News and Media and its Social Impacts  

**Moderator:** Dannie Parker, University of Georgia

- Civic Participation and News Industry Disruption: Assessing Societal Effects of Shifting Business Models  
  Laura Brown, Middle Tennessee State University; Kenneth Blake, PhD, Middle Tennessee State University; Jason Reineke, PhD, Middle Tennessee State University

- Health Frames of E-Cigarettes in Newspapers—A Pilot Study  
  Chia-I Hou, National Taiwan University; Jiun-Hao Wang, National Taiwan University; Kun-Sun Shiao, National Taiwan University

- Impact of Individuals’ Media Source Diversity: Evidence from the 2012 and 2016 Presidential Campaign  
  Xinle Jia, University of Wisconsin-Madison; Zongdang Pan, University of Wisconsin-Madison; Fangjing Tu, University of Wisconsin-Madison

- Effects of Anger-inducing Political Messages  
  Clara Juarez-Miro, University of Minnesota; Michaele Myers, University of Minnesota

- Beyond the Accessibility Bias: Message Content as the Root of Agenda-Setting, Priming and Framing  
  Byunggu Lee, University of Wisconsin-Madison; Jiawei Liu, University of Wisconsin-Madison; Hyesun Chong, University of Wisconsin-Madison; Douglas McLeod, University of Wisconsin-Madison

  Jason Martin, DePaul University

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**Break and Refreshments**  
**Outside Depaul**  
**Friday, 2:45 PM – 3:00 PM**

Sponsored by MSG

Enjoy freshly brewed coffee, tea, and water, as well as tasty desserts.

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**Annual Address**  
**River North BCD**  
**Friday, 3:00 PM – 4:45 PM**

Sponsored by NORC at the University of Chicago

Presentation of Awards and New MAPOR Fellow Announced

Keynote Speaker | Jennifer Agiesta, CNN  
*The Numbers in the News: On Polling for the Public*

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**President’s Reception & Poster Session**  
**Atrium**  
**Friday, 5:00 PM – 6:00 PM**

Jointly Sponsored by the University of Michigan Survey Research Operations, Survey Research Center and the University of Michigan—Michigan Program in Survey Methodology

Join us for drinks (cash bar) and appetizers and celebrate MAPOR’s 43rd birthday! Posters will be on display, and you can meet some of our sponsors in person.
POSTERS

Sponsored by the University of Wisconsin Survey Center

1. **The President is in: Public Opinion and the Presidential Use of Twitter**  
   Paromita Pain, University of Nevada-Reno; Dr. Gina M. Chen, The University of Texas at Austin

2. **Gender Inequality in the United States and Mexico. A Contrast From the Perspective of Public Opinion**  
   Diana Penagos Vasquez, Research Academic Coordination; Francisco Abundis Luna; José Alberto Vera Mendoza

3. **A View from Out of the Blue: The Effects of Unexpected Frames**  
   Andrew Thompson, Northwestern University

4. **Examining the Effect of Twitter's Social Endorsements on the Partisan Selective Exposure Among Students**  
   Mohammad Alotaibi, Southern Illinois University-Carbondale

5. **Automated Model Selection within Sequential Imputation of Missing Data for High-Dimensional Data Sets**  
   Micha Fischer, University of Michigan

   Julie M. Smith, SoundRocket; Robert H. Young, SoundRocket; Kira O. McCabe, Department of Psychology & Human Development, Vanderbilt University; David Lubinski, Department of Psychology & Human Development, Vanderbilt University

7. **You're Killing it: The Portrayal of Females' Fitspo Body Images on Instagram**  
   Dania Aljouhi, The University of Illinois-Chicago

8. **Exploring Activism: Testing the Theory of Situational Support in Diverse Political Contexts**  
   Brooke McKeever, University of South Carolina; Robert McKeever, University of South Carolina; Lucinda Austin, University of North Carolina-Chapel Hill

9. **Just Spell the Name Right**  
   Tim Vance, Murray State University

10. **Examining News Media References of Mental Illness in the Wake of Mass Shooting Events**  
    Joshua Hollibush, Middle Tennessee State University; Dr. Jason Reineke, Middle Tennessee State University; Dr. Ken Blake, Middle Tennessee State University

11. **Adults With IDD Empower Their Financial Well-Being: A Transformative Mixed Methods Proposal**  
    Allison D'Aguilar, Virginia Commonwealth University

12. **When Do Sport Starts Shine? The Roles of Placement, Product Category, and Game Result**  
    Kibum Youn, Colorado State University

13. **A Quantitative Study on the Political Fandom in South Korea**  
    Namhoon Jeong; Jinhyun Seo

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**Student Book Raffle! Atrium  Friday, 6:00 PM**

*Sponsored by NPC*

MAPOR's student members can enter the raffle at the Registration Desk to win one of the books on display.
The Michigan Program in Survey Methodology (MPSM) is a program where students learn the science of surveys. Students in the program receive theoretical grounding in all aspects of survey methodology, from sample design and measurement, to modes of data collection, statistical estimation, questionnaire design and probability sampling methods. Students have the opportunity to explore novel ways to develop applications of survey methodology in a wide variety of fields.

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DETAILED SCHEDULE | SATURDAY NOVEMBER 17, 2018

Refreshments
Outside DePaul  Saturday, 8:00 AM – 10:00AM

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Paper Session 3
Saturday, 8:30 AM – 10:00 AM

Social Media and Social Movements
DePaul

Moderator: Aman Abhishek, University of Wisconsin-Madison

News on Social Media: Engaging Readers and Building News Brands
Victoria Y. Chen, National Chung Cheng University, Taiwan; Paromita Pain, University of Nevada-Reno

Agenda and Frame Setting in Social Media Movement - The Case of Science March
Junhan Chen, University of Wisconsin-Madison; Juwon Hwang, University of Wisconsin-Madison; Ran Tao, University of Wisconsin-Madison

The Boomerang Effect for Online Social Movement: A Case Study of #metoo Event
Shreenita Ghosh, University of Wisconsin-Madison; Ellie Fan Yang, University of Wisconsin-Madison

Social Media and Social Movement
Chia-I Hou, National Taiwan University; Jiun-Hao Wang, National Taiwan University; Kun-Sun Shiao, National Taiwan University

Understanding Patient Satisfaction in the Prosumer Age
Qiwei Wu, Texas A&M University

CEO Standing-out on Twitter, is it True to its Name as CEO Activism?
Chris Yim, Loyola University Chicago; Khwan Kim, University of Chicago
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Panel: Public Opinion and Media in Disbelieving America: Democracy in the Crosshairs?

Chair: Richard Perloff, Cleveland State University

Democracy is in ideological tatters; there is no center to hold; illiberal democracies without rights and liberties are on the rise; money, media, and masses of people tethered to like-minded partisan social media are destroying the fabric of civil society on which democracies rely to prevent the erosion of civic norms.

These themes, the focus of recent scholarly books, invite thoughtful consideration by experts on media, marketing, and public opinion. This panel, composed of a disciplinarily diverse panel of outstanding Chicago-area scholars, congenial with the conference theme, blends normative issues with empirical research to illuminate the crisis in democracy and public opinion du jour.

After a short introduction by Richard M. Perloff, political communication scholar at Cleveland State, DePaul marketing expert Bruce Newman begins with a panoramic view of politics, examining politics in an age of branded imagery, laying out the potential and perils of candidate-branded political marketing. University of Chicago political scientist Eric Oliver follows, calling on his research on Trump’s anti-expertise rhetoric in an America rife with increasing public acceptance of false information. He contrasts the dark national political environment with more salutary local elections.

UIC political scientist Alexandra Filindra, with an eye on symbolic politics, reviews her disturbing research-based evidence of how prejudice lacerates egalitarian norms, notably ways that media-primed racial resentment underpins whites’ attitudes toward guns. Turning a more micro lens on partisanship, political scientist John Bullock of Northwestern explores the complex dynamics of survey findings on partisanship and real vs. illusory evidence of belief polarization. Ending on perhaps a more hopeful, but certainly multitudinous, note, Northwestern journalism professor Stephanie Edgerly reviews her research on the civic network connections of adolescents and surprisingly diverse political communication repertoires among youth. All this should stimulate thoughtful discussion.

A Scholarly Overview of Democracy’s Deficiencies: Real? Overdrawn? Both of the Above?
Richard M. Perloff, Cleveland State University

Democracy in an Era of Manufactured Brand Images
Bruce Newman, DePaul University,

Extremism and Support for Democratic Norms in the U.S.
Eric Oliver, University of Chicago,

Of Regimes and Rhinoceroses: Immigration, Outgroup Prejudice, and the Micro-Foundations of Democratic Decline
Alexandra Filindra, University of Illinois at Chicago

Partisan Bias in Factual Beliefs about Politics
John G. Bullock, Northwestern University

Unequal from the Start? Youth Media Repertoires and the Democratic Consequences
Stephanie Edgerly, Northwestern University
Moderator: Weifeng Zhong, American Enterprise Institute

The Politics of Sexual Harassment & Millennial Evaluations of Politicians
Margaret Brower, University of Chicago

Examination of Profile Data Updates in Probability-based Panel Studies
Qiayin Huang, NORC at the University of Chicago; Ipek Bilgen, NORC at the University of Chicago; J. Michael Dennis, NORC at the University of Chicago

Using Natural Language Processing to Classify Patient Experience Comments
Robert Ksiazek, Ipsos; Randall Goldammer, Ipsos; Mark Polyak, Ipsos; Mack Blackburn, Ipsos

What Type of “Truth” is Out There? ‘Ground Truthing’ Socio-Demographic Predictions from Social Media Data
Colleen McClain, University of Michigan; Zeina Mneimneh, University of Michigan; Lisa Singh, Georgetown University; Trivellore Raghunathan, University of Michigan

Improving Rotation Group Bias in the Current Population Survey Using a Modified Hidden Markov Model
Ali Rafei, Survey Methodology Program, ISR, University of Michigan; Sunghee Lee, University of Michigan

Advancing Methods and Substance by Applying the Multi-level, Multi-Source (MLMS) Approach to the 2016 General Social Survey
Tom W. Smith, NORC at the University of Chicago

Comparing Coding of Interviewer Question-Asking Using Recurrent Neural Networks to Human Coders
Jerry Timbrook, University of Nebraska-Lincoln; Adam Eck, Oberlin College

Computational Techniques for Developing Search Strings to Retrieve Discourse, Public Opinion
Brendan Watson, Michigan State University
Moderator: Raphael Nishimura, University of Michigan

How Many Turtles Are in the Pond?: Application of Capture-Recapture Framework for the Analysis of Web Panelists
Masahiko Aida, Civis Analytics; Nick Marchio, Civis Analytics; Allison Sullivan, Civis Analytics

Imputation of Missing Data under a NMAR Assumption – Incorporating Missing Patterns in Covariates
Micha Fischer, University of Michigan; Felicitas Mittereder, University of Michigan

Variance Estimation for Respondent Driven Sampling Data
Ai Rene Ong, University of Michigan; Sunghee Lee, University of Michigan; Michael Elliot, University of Michigan

What is in Play? Applying TSE Framework to a National Probability-Based Sample of Public Playground
Ki Park, UNI-CSBR; Andrew Stephenson, UNI-CSBR; Eva Aizpurua, UNI-CSBR; Mary Losch, UNI-CSBR; Ashley Hyon, MSG

Examining the Effect of Financial Incentives on Item Nonresponse via Propensity Score Analysis
Iago Santos Muraro, University of Michigan/Michigan State University

Who Opt In to Online Survey Panels?
Allison Sullivan, Civis Analytics
Matters of Mode: Survey Design Elements and Their Effects

Moderator: Daniel Thaler, Michigan State University
Discussant: Kevin Ulrich, University of Chicago Survey Lab

Perceived Respondent Burden Differences between Paper and Web Questionnaires
  Caitlin Beach, University of Michigan

Effects of Sequential Prepaid Incentives and Cover Letter Appeals on Participation and Data Quality
  Vicki Lein, University of Wisconsin Survey Center; Jennifer Dykema, University of Wisconsin Survey Center; John Stevenson, University of Wisconsin Survey Center

Grids vs. Item-by-Item Design & Visual Design for a Mixed Mode Web Push Survey on Nondifferentiation
  Kristen Olson, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln

Exploring the Methodological Tradeoffs of Mixed-Mode Surveys with an Experimental Design
  David Sterrett, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Ipek Bilgen, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Vicki Pineau, NORC at the University of Chicago

Fewer Pages or Respondent-Friendly Design: Which Leads to Higher Response?
  Lindsey Witt-Swanson, University of Nebraska-Lincoln; Quan Zhou, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln
Public Opinion and Communication about Science and the Environment

Moderator: Tomoko Okada, University of Wisconsin-Madison

Poll Trends: U.S. Perceptions of Infectious Disease Outbreaks & Global Health Threats
Sarah Clifford, University of Wisconsin-Madison; Christopher D. Wirz, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison

Turn off that Faucet: An Analysis of Conservation and the Integrated Model of Behavioral Prediction
Derrick Holland, Texas Tech University

Proximity (Mis)perception: Public Awareness of Nuclear, Refinery, Fracking and GM Crop Sites
Benjamin Lyons, University of Exeter; Heather Akin, University of Missouri; Talia Stroud, University of Texas

From Public Opinion to Private Actions: A Psychological Distance Perspective
Gain Park, Sungkyunkwan University; Jisoo Kim, Sungkyunkwan University; Hyunsoo Park, Sungkyunkwan University

Public Opinion of Evolution: Using Science and Beliefs to Understand the World
Kathleen Rose, University of Wisconsin-Madison; Michael Xenos, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram Scheufele, University of Wisconsin-Madison

Fish Farming in the Midwest: Public Opinion, Media, and Geography
Laura Witzling, Iowa State University; Shiyu Yang, University of Wisconsin-Madison; Bret Shaw, University of Wisconsin-Madison; Kristin Runge, UW-Extension; Deidre Peroff, UW-Sea Grant; Chris Hartleb, UW-Stevens Point
Measuring Public Opinion and Attitudes

**Moderator:** Jessica Collier, University of Texas at Austin

**Predicting Biased Behavior with Implicit Attitudes: Results from a Voting Experiment**  
Tabitha Bonilla, Northwestern University; Cecilia Mo, University of California-Berkeley

**“No Condoms in My Entertainment”: Public Opinion, Government Regs & The Diversity of Preferences**  
Joseph Cabosky, UNC-Chapel Hill; Kyla Garrett Wagner, UNC-Chapel Hill

**Developing a Framework to Measure the Effectiveness of South Korean Propaganda towards the North**  
Won Yong Jang, University of Wisconsin at Eau Claire; Efe Sevin, Reinhardt University; Kadir Ayhan, Hankuk University of Foreign Studies; Hyelim Lee, Seoul National University

**How Much Should We Eat? The Effect of Temporal Distance of the Chemical Intake Recommendations on Risk Perception**  
Jin Ah Park, Sungkyunkwan University

**America’s Image in the Trump Era**  
Holli Semetko, Emory University; Anup Kumar, Cleveland State University; Yao Sun, University of Pennsylvania; Siqi Zheng, University of Rochester; Emanuel Castro, Columbia University

**Reading China: Measuring Policy Change with Machine Learning**  
Weifeng Zhong, American Enterprise Institute; Julian TszKin Chang, Bates White Economic Consulting
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Considering Culture: Cross-Cultural Survey Research

**Moderator:** Heidi Grunwald, Temple University  
**Discussant:** Nikki Graf, Pew Research Center

**Correlates of Differences in Interactional Patterns among Black and White Respondents**  
Jennifer Dykema, University of Wisconsin Survey Center; Dana Garbarski, Loyola University Chicago; Nora Cate Schaeffer, University of Wisconsin Survey Center; Isabel Anadon, University of Wisconsin-Madison; Dorothy Farrar Edwards, University of Wisconsin-Madison

**Constructing Latent Variable Models to Examine Cultural Differences in Question Comprehension**  
Timothy Johnson, University of Illinois-Chicago; Allyson Holbrook, University of Illinois-Chicago; Young Ik Cho, University of Wisconsin-Milwaukee

**Using Apples and Oranges to Judge Quality? Selection of Appropriate Cross-National Indicators of Response Quality in Open-Ended Questions**  
Katharina Meitinger, GESIS; Michael Braun, GESIS; Dorothée Behr, GESIS

**One Size Does Not Fit All: The Application of Multiple Strategies in a Health Disparity Study**  
Debra Rusz, Michigan State University Office for Survey Resarch; Delicia Solis, Michigan State University Office for Survey Resarch

**Of Melting Pots and Melting Points: A Meta-Analysis of Response Tendencies of International Students**  
Lilian Yahng, Indiana University; Jesse Talley, Indiana University; Derek Wietelman, Indiana University

**Lunch**  
Saturday, 11:45 AM – 1:15 PM  
On your own

**Pedagogy Hour**  
River North BCD  
Saturday, 1:30 PM – 2:30 PM

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Break and Refreshments
Outside Depaul Friday, 2:30 PM – 2:45 PM
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Enjoy freshly brewed coffee, tea, and water, as well as tasty desserts.

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

Briefs: Fake News and Misinformation

**Moderator: Sam Gubitz, Northwestern University**

**Fake News, the Third-Person Effect, and Epistemic Political Efficacy**
Lisa Farman, Ithaca College

**Partisan Views on Fake News and Their Influence on Third-Person Perception and Corrective Action**
HyungJin Gill, University of Wisconsin-Madison; Moonhoon Choi, University of Wisconsin-Madison

**Audiences Are Uninformed Rather Than Misinformed of the Facts Verified by Fact-checking**
Jianing Li, University of Wisconsin-Madison; Michael Wagner, University of Wisconsin-Madison

**What Do We Mean When Talking About “Trust in Media“?**
Ningyuan Ma, University of Wisconsin-Madison

**All about them Vids: Achieving Influencer Status on YouTube**
Lisabeth Matyash, University of Illinois-Chicago

**Revisit of Factual Knowledge in Science Communication: Distinguishing Misinformed from Uninformed**
Tomoko Okada, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael Xenos, University of Wisconsin-Madison

**Credibility of Government, Media and Peer Sources on Twitter**
Brian Schanen, University of Wisconsin-Whitewater

**What Americans and the News Media Do – and Don’t – Understand About Each Other**
David Sterrett, NORC at the University of Chicago; Nicole Willcoxon, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Liz Kantor, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago

**Fake News, Social Media And The Third-Person Effect in China**
Shuo Tang, Indiana University; Lars Willnat, Syracuse University; Hongzhong Zhang, Beijing Normal University
**Moderator:** Holli Semetko, Emory University

**Assessing the Impact of Social Support and eHealth Literacy on the Health Status of Older Adults**
Fiona Chew, Syracuse University; Ruochen Jiang, Syracuse University

**Policy Preferences and Self-Interest on the Affordable Care Act**
Leah Dean, University of Cincinnati

**Not Just Asking Questions: Effects of Implicit and Explicit Conspiracy Information About Vaccines**
Benjamin Lyons, University of Exeter; Vittorio Merola, Stony Brook University; Jason Reifler; University of Exeter

**The Discrepancy between ‘Giving’ and ‘Receiving’ Attention on Instagram and Psychological Well-Being**
Lihong Quan, Sungkyunkwan University

**Climate, Motivation, Commitment: Applying Self-determination Theory to Online Communities**
So Yun Ahn, University of Wisconsin-Madison; Jia Liao, University of Wisconsin-Madison; Ryan P. Bower, University of Wisconsin-Madison

**Methodology of Establishment and Organizational Surveys**
Evgenia Kapousouz, University of Illinois-Chicago; Allyson Holbrook, University of Illinois-Chicago; Liz Kantor, NORC at the University of Chicago; Danny Lee Lambouths, University of Illinois-Chicago

**Increasing “We Can Do” Perception: The Influence of Other People’s Behaviors on Collective Efficacy**
Inho Park, Sungkyunkwan University; Jin Ah Park, Sungkyunkwan University

**Why Multiple Measures Are Needed to Study Societal Change**
Tom W. Smith, NORC at the University of Chicago

**To Tease or Not To Tease? Testing the Use of Teasers on Mail Survey Envelopes**
Delicia Solis, Michigan State University Office for Survey Research; Karen Clark, Michigan State University Office for Survey Research; Paul J. Lavrakas, PhD; Daniel Thaler, Michigan State University Office for Survey Research; Lin Stork, Michigan State University Office for Survey Research
Reaching the Hardest to Reach: New Techniques and Tough Questions

Moderator: Qianyin Huang, NORC at the University of Chicago

The Other Kind of Hard To Survey: An Online Survey of Reluctant Professionals
   Austin Countryman, Nielsen

Methodological Considerations When Using Survey Data & Biomarkers in an Evaluation of Drug Treatment in Afghanistan
   Matthew Courser, PIRE; Stephen R. Shamblen, PIRE; Linda Young, PIRE; Cassandra Shepherd, PIRE; April Schweinhart, PIRE

Reaching the Hard to Reach with Intermediaries: The Kansas City Fed’s LMI Survey
   Kelly Edmiston, Federal Reserve Bank of Kansas City; Daniel Perez, Federal Reserve Bank of Kansas City

What is its Shelf Life?: Testing the Viability of a Convenience Frame of Hard-to-Reach Households
   Jessica Graber, US Census Bureau; Matthew Virgile, US Census Bureau

Ni Hao and Hello! Results of an Incentive Experiment and Language Preferences For Asian Populations in the BeHeardPhilly Panel
   Heidi Grunwald, Temple University Institute for Survey Research; Trent Buskirk, University of Massachusetts-Boston

A Multi-Mode Investigation of Response Rates for a Hard to Reach Population
   Mazen Sarwar, University of Nebraska-Lincoln

Survey Science that delivers. Tools that empower.
Panel: Gender Inclusivity in Market Research

**Chair:** Jennifer Berg, Ipsos

Most surveys follow the same standard format for gathering demographics, asking about age, education, income, household size, race, gender, etc. Largely uncontroversial questions that nevertheless allow researchers to mine valuable insight from the population's varied experiences. While race, another standard demographic question, has been largely discussed and revisited due to its own issues with inclusivity, the gender question has remained largely unchanged. In the United States, the LGBT community has been fighting against discrimination for decades and their voice has only gotten louder as more and more join in to support. But as society's conscientiousness of gender equality rises, market research has stayed behind, with most questions eliciting a response for gender only including the traditional male and female options. Latest estimates say about 1.4 million adults in the U.S identify as transgender, 1.4 million voices with unique opinions and experiences that are being blended into other groups. As one of the leading market research firms, we have the opportunity to pave the way for inclusivity of the transgender community in research and to gain insight on the unique points of view and experiences that this community can bring to every aspect of when it comes to questions on health care access. Not including the transgender option or an "other" box for gender is just another form of the exclusivity that this community is left to fight against, and a loss to researchers everywhere seeking to understand unique points of view and experiences. Using a variety of survey designs, we hope to showcase the significant impact that adding a transgender option to the gender question on surveys can have on insight gathered.

Willow Kreutzer, Ipsos Public Affairs  
Jocelyn Duran, Ipsos Public Affairs  
Jennifer Berg, Ipsos Public Affairs  
Julia Clark, Ipsos Public Affairs

**Annual Member Meeting**

MAPOR President Ron Langley will lead the annual member and business meeting.

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- RTI International and NORC at the University of Chicago for providing laptops for the session rooms.
- The University of Chicago Survey Lab for providing iPads and a laptop to support onsite registration.
- NORC at the University of Chicago Desktop Publishing for professionally editing the layout of the program.
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