

MAPOR

1986 - 87

**Midwest Association for
Public Opinion Research**

Thirteenth Annual Conference

November 20-21, 1987

Chicago Sheraton - Plaza Hotel

David Wilson

MAPOR

Midwest Association for Public Opinion Research
A Chapter of the American Association for Public Opinion Research

Officers 1986-87

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Indiana University

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CONFERENCE PROGRAM

Friday, November 20

9:30 a.m. Registration begins in the Foyer,
13th Floor Meeting Rooms.

10:30 a.m.-12:00 noon

Yorkshire Room North STATISTICAL PROGRAMS

Chair: Ronald E. Anderson, Department of Sociology,
University of Minnesota.

Papers: Betsy Goodnow, Market ACTION Inc., Business
Technology Center, Bradley University,
"Multiple Correspondence Analysis."

Tony Rimmer, Department of Communications,
California State University-Fullerton,
S. Curtiss Willis and Jianhua Zhu, School of
Journalism, Indiana University, "Locating
Households Via Random Digit Dialing: A
Test of Waksberg's Sampling Modification."

S. Curtiss Willis, School of Journalism,
Indiana University, "Matrix: A PC and
Compatibles Program for Producing and Managing
Random Digit Dial Telephone Number Sets."

Discussant: Albert Madansky, Graduate School of Business,
University of Chicago, and Principal,
Analytical Computer Software, Chicago.

10:30 a.m.-12:00 noon THE BUSINESS OF RESEARCH FOR

Yorkshire Room South BUSINESS DECISIONS

Moderator: Donna S. Charron, President, Decision Research
Corporation, St. Louis, Mo., "Overview."

Panelists: Verne B. Churchill, Chairman and C.E.O., Market
Facts International Market Research, Chicago,
"Too Much Information."

Robert E. Steen, Vice President and Associate
Director, Fleishman-Hillard Research, St.
Louis, Mo., "How Confident Do You Have to Be?"

Gary Siegel, President, Gary Siegel
Organization, Chicago, "How to Avoid Working
for Ten Cents an Hour."

Commentator: Melanie Payne, Vice President, Elrick and
Lavidge, Chicago.

Friday, November 20

2.

12:00 noon-1:30 p.m. Yorkshire Room North Friday Luncheon Session (order your own lunch at Registration Table in Foyer)
PANEL: MEASURING VALUES AND LIFESTYLES

- Chair:** Adele Halkin, Director of Development, Chicago Common Association.
- Overview:** Claire Badaracco, Assistant Professor, College of Communication, Marquette University.
- Panelists:** Margaret Wainer, Corporate Operations Specialist, Corporate Planning Division, Northwestern Mutual Life, Milwaukee, "Issues Planning and Management."
Channing Stowell, Regional Vice President, Claritas Corporation, Chicago, "Using Prizm to Actually Market to Differing Values and Lifestyles."
Harry O'Neill, Vice Chairman, Opinion Research Corporation, Princeton, N.J., "Don't Force a Round Problem into a Square Hole."

1:45-3:15 p.m. Yorkshire Room South ISSUES IN ADVERTISING AND MARKETING

- Chair:** Glenn H. Roberts, Glenn Roberts Research, Des Moines, Iowa.
- Papers:** Shelley S. Harp, Department of Merchandising, Environmental Design and Consumer Economics, and Dennis A. Harp, Department of Mass Communications, Texas Tech University, "Factors Influencing Product Awareness in Retail Video."
Michael J. Stankey, Department of Advertising, University of Tennessee, "How Advertising Affects Profitability and Sustainable Growth."
Stephen Lacy, School of Journalism, Michigan State University; Ardyth B. Sohn, School of Journalism and Mass Communication, University of Colorado; and Lowndes F. Stephens, College of Journalism, University of South Carolina, "Coverage of the Suburbs by Metropolitan and Suburban Newspapers: A Case Study of Two Markets."
- Discussant:** George I. Balch, DDB Needham, Chicago.

Friday, November 20

3.

1:45-3:15 p.m. Yorkshire Room North RELATIONSHIPS BETWEEN AUDIENCES AND NEW TECHNOLOGY

- Chair:** Tony Atwater, School of Journalism, Michigan State University.
- Papers:** Lee B. Becker, School of Journalism, Ohio State University, and Klaus Schoenbach, School of Journalism, Academy for Music and Theater, Hannover, West Germany, "Audience Responses to Media Content Diversification: Summary of a Multinational Examination."
Robert Larose and David Atkin, Department of Telecommunication, Michigan State University, "An Analysis of Cable Subscribership Behavior."
Vernone Sparkes, Newhouse School of Public Communications, Syracuse University, "Does Subscription to Basic or Pay Cable TV Decrease Donating to and Viewing of Public Television?"
Sue A. Lafky, School of Journalism, Indiana University; Mary Alice Sentman, School of Journalism, University of North Carolina at Chapel Hill; and Eric Fredin, School of Journalism, Ohio State, "Community Leaders Look at Push-Button Democracy."
- Discussant:** James Danowski, Department of Communication and Theater, University of Illinois-Chicago.

3:30-5:00 p.m. Yorkshire Room South NEW ISSUES IN MEDIA EFFECTS

- Chair:** Donna Rouner, Department of Technical Journalism, Colorado State University.
- Papers:** Brian S. Vargus and Jennie Lengarcher, Public Opinion Laboratory, Indiana University, "An Attempt to Evaluate the Effectiveness of Anti-Drunken Driving Messages."
Walter Gantz, Michael Fitzmaurice, and Euisun Yoo, Department of Telecommunications, Indiana University, "Seat Belt Campaigns and Buckling Up: Do the Media Make a Difference?"

(continued)

Friday, November 20

4.

Robert Abelman, Department of Communication, Cleveland State University, "The Impact of the PTL Scandal on Religious Television Viewers."

Barbara Allen and Sue Lafky, School of Journalism, Indiana University, "Opinions About Abortion Among Low-Income Men and Women."

Discussant: Jack M. McLeod, School of Journalism and Mass Communication, University of Wisconsin-Madison.

3:30-5:00 p.m. COMMUNITY AND STATE ORIENTATIONS,
Yorkshire Room North ELITES, AND MEDIA

Chair: Mark Miller, College of Communications, University of Tennessee.

Papers: Bill Griswold, School of Journalism, University of Kentucky, "Leader and Public Opinions on Roles of the Press."

Charles T. Salmon and Kurt Neuwirth, School of Journalism and Mass Communication, University of Wisconsin-Madison, "Community Orientation and Media Use."

Leo W. Jeffres, Gary Pettey, Jean Dobos, and Jae-Won Lee, Department of Communication, Cleveland State University, "Public Perceptions of the Quality of Urban Life."

Nick Panagakis, President, Market Shares, Inc., Mt. Prospect, Ill., "How Do Undecideds Decide in State and Local Incumbent Races?"

Discussant: Robert Daves, Assistant Managing Editor/Research, Minneapolis Star Tribune.

5:00-6:30 p.m.
Foyer COCKTAIL PARTY

Saturday, November 21

5.

8:45-10:15 a.m. ASNE NEWSPAPER SUBSCRIPTION RETENTION
Yorkshire Room North STUDY: "LOVE US AND LEAVE US"

Chair: George Mead, Management Consultant, Elm Grove, Wisc.

SLIDE PRESENTATION: Virginia Dodge Fielder, Vice President, News and Circulation Research/Newspaper Division, Knight-Ridder, ASNE-sponsored study: "Love Us and Leave Us: New Subscribers One Year Later."

Commentators: Edna F. Einsiedel, Communication Studies Program, University of Calgary, Canada.

William B. Blankenburg, School of Journalism and Mass Communication, University of Wisconsin-Madison.

8:45-10:15 a.m. ATTITUDE MEASUREMENT IN
Yorkshire Room South SPECIALIZED GROUPS

Chair: Frederick Fico, School of Journalism, Michigan State University.

Papers: Zadie Jackson, Gus Breymann, Helenan Robin, and Stanley S. Robin, Department of Political Science and Center of Social Research, Western Michigan University, "Perceived Seriousness of Breaches of Police Ethics: A Survey Using Vignettes of Two Detroit Area Police Departments."

Ilya Adler and Betsy J. Blosser, Department of Communication and Theater, University of Illinois at Chicago, "Mass Media, Assimilation and Political Sources of Information Among Latinos in Chicago."

Jean Dobos, Department of Communication, Cleveland State University, "Communication Patterns and Channel Choices Among Employees at All Levels in Organizations in Different Stages of the Organizational Life Cycle."

Discussant: Tom W. Smith, NORC (National Opinion Research Center), Chicago.

Saturday, November 21

6.

Saturday, November 21

7.

10:30 a.m.-12 noon
Yorkshire Room North

MEDIA AS GATEKEEPERS OF INFORMATION

Chair:

David H. Weaver, Director of Bureau of Media Research, Indiana University.

Papers:

Stephen D. Reese and Lucig H. Danielian, School of Journalism, University of Texas at Austin, "Inter-Media Agenda-Setting Processes Within the Media: A Closer Look at Newspaper Coverage of the Cocaine Issue."

George A. Donohue, Phillip J. Tichenor, and Clarice N. Olien, Department of Rural Sociology, University of Minnesota, "Tough Gatekeeping Decisions in Transitional Community Structures."

Stephen Lacy, Tony Atwater, and Angela Powers, School of Journalism, Michigan State University, "Use of Satellite Technology in Local Television News: A National Survey."

Discussant:

D. Charles Whitney, Institute of Communication Research, University of Illinois-Champaign.

10:30 a.m.-12 noon
Yorkshire Room South

MASS MEDIA USE AMONG DIFFERENT AGE GROUPS

Chair:

Marijean Suelzle, Family Development Associates, Inc., Chicago.

Papers:

Mary C. Brohier, Department of Telecommunications, Indiana University, "Family Discussion About Drugs: Does It Make a Difference?"

Betsy J. Blosser, Department of Communication and Theater, University of Illinois at Chicago, "Family Communication Patterns and Mass Media Use Among Latino Adolescents."

Garrett J. O'Keefe, Department of Technical Journalism, Colorado State University, and Kathleen Reid, Department of Language Arts, Lee College, Cleveland, Tenn., "Mass Media Use Among the Oldest Old."

Discussant:

Kimberly A. Neundorff, Department of Communication, Cleveland State University.

LUNCH (ON YOUR OWN)

1:30-3:00 P.M.
Yorkshire Room North

THE ROLE OF MEDIA IN STRUCTURING PUBLIC OPINION

Chair:

Vincent Price, Department of Communication, University of Michigan.

Papers:

Ralph E. Hanson, Department of Journalism and Mass Communication, Iowa State University, and Robert E. Hurd, Gordon S. Black Corp., Washington, D.C., "Interest, Exposure and Learning from the News: A Quantitative Replication of Graber's Qualitative Research on Information Processing."

Dianne Rucinski and Charles T. Salmon, School of Journalism and Mass Communication, University of Wisconsin, "Perceptions of Media Consonance."

Nick Kovijanic, Department of Communication, Cleveland State University, "Agenda-Setting and Sports."

Craig Sanders, School of Journalism, Indiana University, "Voices of Consensus: A Study of 50 Years of the Editorial Writing of Four Southern Indiana Weekly Newspapers."

Discussant:

Doris Graber, Department of Political Science, University of Illinois-Chicago.

Saturday, November 21

8.

1:30-3:00 p.m.

Yorkshire Room South **PROGRESS IN MEASUREMENT ISSUES**

Chair: Paul J. Lavrakas, Survey Laboratory, Northwestern University.

Papers: Kenneth A. Rasinski and Roger Tourangeau, MORC, University of Chicago, "Cognitive Factors Influencing Economic Judgments in Surveys."

David Kamerer, Department of Communication, Trinity University, San Antonio, Texas, "Making the Transition to People Meters."

Paul J. Lavrakas, Survey Laboratory, Northwestern University, "A Comparison of Some Operational Definitions Used to Identify Newspaper Readers in Cross-sectional Surveys."

Barry Pollick, Department of Communication, Cleveland State University, "Policy Statements and Experiments Conducted in College Classes."

Discussant: Dorothy Davidson Nesbit, DDB Needham, Chicago.

3:15-4:45 p.m.

Yorkshire Room North **POLITICS, POLICY, AND NEWS**

Chair: Gerald M. Kosicki, School of Journalism, Ohio State University.

Papers: Dan Berkowitz and David Pritchard, School of Journalism, Indiana University, "Media Use and the Holding of Political Information in an Off-Year Congressional Election."

Steven H. Swindel, Department of Mass Communications, Texas Tech University, "Spatial Considerations for the Study of Perceived Bias in the News: The Role of Political Ideology."

Tsan-kuo Chang, Department of Communication, Cleveland State University, "Foreign Policy Makers, the Mass Media, and Public Opinion: The Case of China: 1950-1971."

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Saturday, November 21

9.

Hairong Li, People's University, Beijing, China, and Jianhua Zhu, School of Journalism, Indiana University, "Satisfaction with Environment and Satisfaction with Media: A Survey of Chinese Public Opinion."

Discussant: Barbara Bardes, Department of Political Science, Loyola University of Chicago.

3:15-4:45 p.m. **THE PUBLIC AND "AMERIKA": MUCH ADO ABOUT NOTHING?**
Yorkshire Room South

Chair: William R. Elliott, School of Journalism, Southern Illinois University.

Papers: William Adams, Department of Public Administration, George Washington University, "Public Opinion, 'Amerika,' and the Soviets."

Sharon Strover, Horace Newcomb, and Dong-Sook Kim, Department of Radio-TV-Film, University of Texas-Austin, "Audience Understandings of a Controversial Television Series."

Dominic L. Lasorsa, Department of Journalism, University of Texas-Austin, "The People Look at 'Amerika': The Third Person Effect at Work."

Richard Perloff, Tsan-Kuo Chang, Kimberly A. Neuendorf, Dennis Giles, Leo W. Jeffres, and Jae-Won Lee, Department of Communication, Cleveland State University, "The Public's Opinion About 'Amerika's' Impact on the Public."

Discussant: Jon D. Miller, Public Opinion Laboratory, Northern Illinois University.

4:45-5:15 p.m.
Yorkshire Room North **MAPOR Business Meeting**

5:00-6:30 p.m.
foyer **COCKTAIL PARTY**