MAPOR

Midwest Association for Public Opinion Research

The Drake, Chicago

Annual Conference
November 17-18, 1989
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MAPOR Conference Program—1989
The Drake Hotel
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Friday, November 17
8:15 a.m. Registration begins; Coffee and rolls
Michigan & Huron Rooms

8:45 a.m. to 10:15 a.m.
Session 1: Persuading the Public—Health & Medical Information Campaigns
Michigan Room

Chair: George Balch, School of Business, Aurora University

Stephen E. Everett, School of Journalism and Mass Communication, University of Colorado at Boulder, "Lay Audience Response to Prescription Drug Advertising"

Stanley S. Robin, Department of Sociology, Western Michigan University, "Public Opinion Toward the Human Use of Recombinant DNA Medical Therapy: General and Special Publics"

Phillip J. Tichenor, Department of Journalism and Mass Communication, Clarice M. Olin, Department of Rural Sociology, & George A. Donohue, Department of Sociology, University of Minnesota, "Knowledge Gaps and Smoking Behavior"

M. Mark Miller, College of Communication, University of Tennessee, H. Allen White, Kansas State University, & Jeff Boone, College of Communication, University of Tennessee, "Reports of Persuasive Cues—Need for Cognition and Self Report of What Makes Messages Persuasive"

Discussant: Edward L. Fink, Department of Speech Communication, University of Maryland

Session 2: New Twists in the Spiral of Silence
Huron Room

Chair: James Brentar, Department of Communication, Cleveland State University

Ruth Morgan Raffaelli, Department of Communication, Cleveland State University, "The Mass Communication Media, Social Change, and the Spiral of Silence"

Shirley Hsiu-hui Sun & Charles T. Salmon, School of Journalism, University of Wisconsin-Madison, & Diane Rucinski, University of Iowa—Iowa City, "Roles of Hardcores in the Spiral of Silence Theory"

Tony Rimmer, Department of Communications, California State University-Fullerton, "Pluralistic Ignorance and the Spiral of Silence: Issue Specificity and the Role of Communication"

Discussant: Donna Rouner, Department of Technical Journalism, Colorado State University
Houston Chronicle, Houston, Texas

Section 2: Issues in Media and Communication Patterns

NAME: MARTIN MILLER, Ph.D., Department of Communication, College of Communication, University of Houston, Houston, Texas

Date: October 16, 1980

Title: The Role of Communication in the Formation of Public Opinion and Policy Making

ABSTRACT

The paper will discuss the role of communication in the formation of public opinion and policy making. It will examine the ways in which communication influences public opinion and policy, and the ways in which public opinion and policy influence communication. The paper will also discuss the role of the media in the formation of public opinion and policy, and the ways in which the media influence public opinion and policy.

The paper will be presented at the American Association for Public Opinion Research Conference, October 16, 1980, Houston, Texas.
accelerating forays beyond education...
5:00 p.m. to 5:30 p.m. Business Meeting
Michigan Room

5:30 p.m. to 6:30 p.m. Social Hour & Cocktail Reception
Parkside Room

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