1994 MAPOR CONFERENCE PROGRAM

FRIDAY, NOVEMBER 18

8:00 AM - 9:30 AM
Professional Development Workshop and Buffet Breakfast ($30)
Salon B

Presiding: Dr. Paul Lavrakas, MAPOR President
Director: Dr. Murray Edelman, Editorial Director
Voter News Service

8:30 AM - 5:00 PM
Registration in the Library

10:00 AM - 11:30 AM

Paper Session 1: Focus Groups I: Questions, Issues and Concerns
Salon A
Moderator: Katie Daily, University of Wisconsin-Madison

Recruiting Respondents for Cognitive Survey Interviews. Gloria Chapa-Resendez, Charles Bright,
Francisco Perez, Diane O’Rourke, and Timothy Johnson, University of Illinois.
Reacting to Focus Group Research. John W. Williams, Southern Illinois University at Carbondale.
Bringing Social Psychology Into Focus Group Research. Katherine Bischoping, York University,
and Jennifer Dykema, University of Wisconsin.

Discussant: Fiona Chew, Syracuse University

Panel Session 1: Media, Public Opinion, Guilt and Innocence: Coverage and Response to the Simpson Case
Salon C

Organizers: James Bernstein, Frank N. Magid Associates
Paul Lavrakas, Northwestern University

Moderator: Paul Lavrakas, Northwestern University

Panelists: James Bernstein, Frank N. Magid Associates
Prof. Charles Whitaker, Northwestern University
Mary Ann Weston, Northwestern University

11:45 AM - 1:15 PM

LUNCHEON ($20). A Taste of Italy
Salon B

Presiding: Paul Lavrakas, MAPOR President
Announcement of the 1994 MAPOR Fellow
Speaker: Dr. Murray Edelman, Editorial Director
Voter News Service

“The Exit Polls of 1994”
FRIDAY, NOVEMBER 18

1:30 PM - 3:00 PM

Paper Session 2: Methodology: New and Old Issues
Salon A

Moderator: Linda Pifer, Chicago Academy of Sciences


Applying Readability Formula to Poll Questions. Mark D. Harmon, Texas Tech University, and Benjamin Bates, University of Tennessee.


Discussant: George Bishop and Andy Smith University of Cincinnati

Paper Session 3: Understanding the Community
Salon C

Moderator: Mahmoud Braima, Philander Smith College

Local Media Use and Perceptions of Media Functions as Predictors of Local Political Participation. Mengbai Zhong and Zhongshi Guo, University of Wisconsin-Madison.


Community Newspapers and Community Conflict with Outside Groups. Douglas Blanks Hindman, North Dakota State University.

Discussant: Lori A. Bergen, Kansas State University

Paper Session 4: Political Issues and Knowledge
Hampshire

Moderator: Margaret Young, University of Michigan


Attentive Media Junkies Do Know More About Politics. Margaret Howard, University of Michigan.


Discussant: Richard M. Perloff, Cleveland State University

3:15 PM - 4:45 PM

Discussion Tables: Salon C

Organizer: Ellen M. Dran, Northern Illinois University

Focus Groups: Problems and Promise
Sampling: Selection and Response Rates
Freedom of Expression on Campus: Research possibilities on politically correct speech
FRIDAY, NOVEMBER 18

3:15 PM - 4:45 PM

Paper Session 5: Experimental Poster Session
Salon A

Organizer: William R. Elliott, Southern Illinois University at Carbondale

* Exploring Patterns of Controversy: Newspaper Coverage of RU-486. Julie L. Andsager, Middle Tennessee State University, and M. Mark Miller, University of Tennessee.
* The Influence of Critically Important Historical Events on Journalists and Public Opinion. Thomas J. Johnson and James D. Kelly, Southern Illinois University at Carbondale.
* Patterns and Trends in 20 Years of Public Opinion Quarterly: An Application of Concept Mapping. M. Mark Miller, University of Tennessee.
* Public Attitudes Toward Polls and Surveys as a Representation of Public Opinion. Laimor Peer, Northwestern University.

5:00 PM - 6:00 PM

Cash Bar, Social Hour and Reception in the Library. The cash bar will open at 3:15 (to facilitate discussion at the discussion tables and at the poster session). The Social hour will officially begin at 5:00 PM in the Library.

7:00 PM

WELCOME DINNER. New and old members and guests are invited to join MAPOR's President, Paul Lavrakas, and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.
SATURDAY, NOVEMBER 19

8:00 AM - Noon
Registration in the Library. Coffee, tea, bakery

8:45 AM - 10:15 AM

Paper Session 6: Focus Groups II, Applications
Salon A
Moderator: Ward Kay, Apogee Market Strategies

What Does the Public Think About Polling? A Focus Group Analysis. Anne Hildreth, SUNY Albany, and Ellen M. Dran, Northern Illinois University.


Probing Public Opinion Through Focus Groups: Cable Subscribers and Franchise Renewal in Denver. Shu-Ling Everett, University of Colorado at Boulder.

Discussant: Roya Akhavan-Majid, Southern Illinois University at Carbondale

Paper Session 7: Knowledge Gaps and Third Person Effects
Salon C
Moderator: William P. Eveland, Jr., University of Wisconsin-Madison

A Typology for Knowledge Gap Theory Development. Emanuel Gaziano, Jr., Indiana University, and Cecilie Gaziano. Research Solutions, Inc.


The Roles of Question Order, Contrast, and Knowledge in the “Third Person Effect.” Vincent Price and David Tweskbury, University of Michigan.

Discussant: Roger Haney, Murray State University

Paper Session 8: Media Industry Issues
Hampshire
Moderator: Cynthia B. Hopson, Murray State University


Discussant: David Demers, University of Wisconsin-River Falls
SATURDAY, NOVEMBER 19

10:30 AM - Noon

Paper Session 9:  Reviewing Response Rates
Salon A

Moderator:  Kurt Neuwirth, University of Wisconsin-Madison

*Incentive Appropriateness, Respondent Involvement, and Mail Survey Response Rates. Fiona Chew, Syracuse University.*

*Citizens' Telephone Related Behaviors and Attitudes: Implications for Telephone Surveys. Paul J. Lavrakas, Sandra L. Bauman, and Judith A. Schejbal, Northwestern University.*


*Panel Attrition in a Dual-Frame Local Area Telephone Survey. Judith A. Schejbal and Paul J. Lavrakas, Northwestern University.*

Discussant: Janet I. McConeghy, Northern Illinois University

Paper Session 10:  Group and Individual Information Processing Models
Salon C

Moderator: Timothy Boudreau, Southern Illinois University at Carbondale

*Effects of Information Processing Strategies on Perceptions and Knowledge: Same Across Media and Same Effects? Catherine A. Steele, Syracuse University.*

*Central and Peripheral Routes as Independent Components of Persuasion. John F. Dillon, Allen White, and Roger D. Haney, Murray State University.*


Discussant: Julie L. Andsager, Middle Tennessee State University

Paper Session 11:  Consumption, Ads, and Markets
Hampshire

Moderator: Eric Reither, Northern Illinois University

*Group Viewing and Group Drinking: Attitudes Toward Alcohol Use in Social Television Sports Viewing Situations. Larry Collette, Southern Illinois University at Carbondale.*

*The Importance of Advertising in Making Purchasing Decisions. Jerry C. Hudson and Wayne Melanson, Texas Tech University.*

*The Importance of Acculturation in Understanding the Use of the Mass Media by Hispanics. Luis M. Salces, UNIMAR, Inc.*

Discussant: Cecilia Gaziano, Research Solutions, Inc.

Noon - 1:30 PM

Lunch (On Your Own)
Saturday, November 19

1:30 PM - 3:00 PM

Paper Session 12: Informed Consent and Reaching Difficult Populations
   Salon A

Moderator: John Williams, Principia College

Informed Consent for Telephone Surveys: Do You Have to Ask? Sherry Marcy, DataStat, Inc.

Discussant: Katherine Bischoping, York University

Paper Session 13: Media Content
   Salon C

Moderator: Debra Krankavitch, Northern Illinois


Discussant: Michael Traugott, University of Michigan

Paper Session 14: Expression, Norms, and Ideals
   Hampshire

Moderator: Gary Wolf, Southern Illinois University at Carbondale

How Personal Control and Political Orientation Relate to Support for Expressive Rights. Julie A. Andsager, Middle Tennessee State University.
Media Mainstreaming and Public Opinion: Pulling the Public Toward the Middle? Leo W. Jeffres and David J. Atkin, Cleveland State University.

Discussant: Sharon Dunwoody, University of Wisconsin-Madison
Saturday, November 19

3:15 PM - 4:45 PM
Paper Session 15: Framing
Salon A
Moderator: Jeff Whitney, Middle Tennessee State University
Framing Analysis: Most-Favored Nation Trade Status or Human Rights or Both? A comparative Study of the American and Chinese Newspapers. Li-Ning Huang, University of Michigan.
Importance of Mass Media Framing on Drug Use and the Drug Agenda. David P. Fan, University of Minnesota.
Media Frames and Issue Interpretations: Their Roles in Voters' Decision-making Processes. Dhavan Shah and David Domke, University of Minnesota.
Discussant: M. Mark Miller, University of Tennessee

Paper Session 16: A Changing Technology Environment
Salon C
Moderator: Brian Denham, University of Tennessee
Readership of an Electronic Newspaper. David Kamerer, Kansas State University, and Jennifer Mueller, Wichita State University.
Interactive Mass Media and Political Participation. J. Michael Jaffee, University of Michigan.
Discussant: Larry Collette, Southern Illinois University at Carbondale

Paper Session 17: Science and Health Issues
Hampshire
Moderator: Judith A. Schejbal, Northwestern University
Environmental and Scientific Knowledge in Five Countries. Tom W. Smith, National Opinion Research Center.
Expected Cost and Channel Utility as Predictors of Channel Exposure and Attention to HIV Information. Kurt Neuwirth and Sharon Dunwoody, University of Wisconsin-Madison.
Discussant: Steve Everett, University of Colorado at Boulder

5:00 PM - 5:30 PM
Business Meeting
Salon A

5:30 PM - 6:30 PM
Social Hour
Library

6:30 PM
Dinner (On Your Own)
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The MAPOR members acknowledge and thank the following organizations for their contributions toward the 1994 MAPOR Conference:

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