Annual Meeting and Convention

November 17-18, 1995

Radisson Hotel & Suites Chicago
Friday, November 17

8:00 AM - 9:30 AM
Professional Development Workshop and Buffet Breakfast ($30)
Presiding: Richard M. Perloff, MAPOR President
Presenter: Christine Song, SPSS

8:30 AM - 5:00 PM
Registration at the Intermezzo (formerly the Library)

10:00 AM - 11:30 AM
Paper Session 1
Media Effects on Political Knowledge and Participation
Lyric

Moderator: Judy Maritato, The Bradford Exchange

- Retrospective and Prospective Voting: Do Primary Sources of Political News Make a Difference?
  Sophia Chan, University of Wisconsin
- A Comparative Analysis of Measurement Effects of Television Reports and Political Advertisements in Campaign '92
  Mahmoud Braima, Philander Smith College, and Jayanth Sothirajah, Southern Illinois University
- When the Medium Matters: Media Accessibility and Political Participation
  Margaret Young, University of Michigan
- The Relationship of Talk Radio to Voter Perceptions of the Salience and Efficacy of "Contract with America" Items during the 1994 Congressional Elections
  Steve Shields, University of Wisconsin-Whitewater

Discussant: William Elliott, Southern Illinois University

Paper Session 2
Questions About Survey Questions
Symphony A

Moderator: Gloria Abernathy-Lear, University of Illinois at Chicago

- Applying Readability Formulas to Poll Questions: Effects of Question Difficulty on Mid-Range Responses
  Mark Harmon and Rena Manning, Texas Tech
- What Surveys Ask about Affirmative Action: How Well Does It Represent Public Opinion
  Charlotte Steeh, University of Michigan
Paper Session 2 (continued)

- **Content Analysis of Measures of Attitude Toward Six Social Issues**
  John Edwards and Patrick Smillie, Loyola University of Chicago

- **Cross-Cultural Similarities and Differences in Social Cognition When Responding to Health Survey Questions: An Overview**
  Timothy Johnson, Diane O'Rourke, Noel Chavez, Seymour Sudman, Richard Warnecke, Loretta Lacey, and John Horm, Survey Research Laboratory, University of Illinois

Discussant: Janet I. McConeghy, Public Opinion Lab, Northern Illinois University

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Paper Session 3
Framing Public Opinion: How Journalists See It
Symphony B

Moderator: Geetu Melwani, Ohio State University

- **Framing Public Opinion: An Exploratory Study of Journalists' Schemata and Minority Concerns**
  Carol M. Liebler, S.I. Newhouse School of Public Communications

- **Journalist's Perceptions of Influencing Public Policy Decisions**
  Soon-Hong Kim, S.I. Newhouse School of Public Communications

- **Perceptions of Bias in News Sources**
  Donna Rouner, Michael D. Slater, and Judith M. Buddenbaum, Colorado State University

Discussant: David Demers, University of Wisconsin-River Falls

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Paper Session 4
When RDD Won’t Do: Methodological Solutions
Symphony C

Moderator: Sherry Marcy, DataStat, Inc.

- **Conducting Surveys in Difficult Conditions: A Guide to Data Collection in Public Housing**
  Victoria Gwiasda and Nina Taluc, University of Illinois, Susan Popkin, Abt Associates, Inc.

- **Maintaining Representative National Samples for 200 Companies within the Same Survey**
  Barbara Everitt Bryant, University of Michigan and Anne S. Marsden, Market Opinion Research

- **Methodology for a Community Based Key Informant Survey**
  Cynthia Veldman and Sara Zuckerbraun, National Opinion Research Center

- **Methodology for Building a Street Segment Database using U.S. Census Bureau Information**
  Karen H. Grigorian, National Opinion Research Center

Discussant: Joey Reagan, Washington State University
11:45 AM - 1:15 PM

**Luncheon ($20)**
Duet (13th Floor)

20th Anniversary Presentations to Founding Members and Original Presenters
Comments by Robert Groves, AAPOR President
Complimentary Champagne Toast provided by MAPOR and Founding Member Donna Card Charron

**Presiding:** Richard M. Perloff, MAPOR President

1:30 PM - 3:00 PM

**Panel Session 1**
Does the Press Drive or Reflect Public Opinion?
Symphony A

**Organizer:** David Fan, University of Minnesota

**Panelists:** Fiona Chew, Syracuse University
David Fan, University of Minnesota
Montague Kern, Rutgers University
Vincent Price, University of Michigan

**Paper Session 5**
Potpourri of Findings
Lyric

**Moderator:** Douglas M. McLeod, University of Delaware

- *Response Time as a Measure of Cognitive Complexity and Media Effects*
  Mira Sotirovic, Katie Daily, Patricia Moy, and Jack McLeod, University of Wisconsin-Madison

- *The Public and Interactive Media Technologies: Attitudes & Uses*
  Stephen E. Everett, Lynn Schofield Clark, Robert Trager, University of Colorado

- *Do Beliefs about Advertising Explain Attitude toward Advertising? The Case of Indian Students*
  Jyotika Ramaprasad and Jim Kelly, Southern Illinois University

- *Using Surveys to Develop Effective Conservation Communications*
  Robert Hurd and Ward Rakestraw Kay, Apogee Market Strategies

**Discussant:** Mark Miller, University of Tennessee
Paper Session 6
Issues in Interviewing
Symphony B

Moderator: Delores Niles, University of Wisconsin-Extension

• Evaluating Conversational Interviewing: Statistical Quality Control Combining Deming’s Methods with Interviewer/Respondent Interaction Coding
  Catherine C. Haggerty and Lucian Chuchro, National Opinion Research Center

• The Depth and Direction of Interviewer Effects: Donning the Black Mask
  Darren Davis, Michigan State University

• ACASI: A Practical Analysis
  Bronwyn Nichols and Nicole Grilley, National Opinion Research Center

• Refusal Conversion in a Health-Related RDD Telephone Survey
  Heather Hartwig Boyd and Garrett J. O’Keefe, University of Wisconsin-Madison

Discussant: Kathleen Carr, Ohio State University

Paper Session 7
Multiple Takes on Gender
Symphony C

Moderator: Julie Andsager, Middle Tennessee University

• Gender and News Source Use: A University Case Study
  Dan Berkowitz, Joanna Fritz, Radhika Parameswaran, and Sue Lafky, University of Iowa

• Public Opinion and Hillary Clinton as First Lady
  Barbara C. Burrell, University of Wisconsin-Extension

• Party or Gender: To Whom Are We Loyal? A Study of the 1994 Illinois Gubernatorial Election
  John W. Williams, Principia College

Discussant: Linda Pifer, ICASL, Chicago Academy of Sciences

Poster Session
Symphony B

• Community Involvement and Editorial Role Perceptions
  Roya Akhavan-Majd, Southern Illinois University

• Nailing the Source(s): Comparative Methods for Determining Sources for News
  Benjamin J. Bates, University of Tennessee

• Whose Issue Is It? Communications, Class and Culture as Predictors of Issue Salience
  Judith Buddenbaum, Colorado State University

• Communication Campaign Effects on Newspaper Content Semantic Networks
  James A. Danowski, University of Illinois at Chicago
Corporate Newspaper Structure, Editorial Page Vigor and Social Change  
David Pearce Demers, University of Wisconsin-River Falls

The Use of 'Man-on-the-Street' Interviews and Nonrepresentative Polling in Local Television News  
John F. Dillon and Robert H. Lochte, Murray State University

Communicating in a Political Crisis: An Analysis of the President's Saturday Radio Addresses  
D. Clark Edwards, Duquesne University, and H. Allen White, Murray State University

Torpedoing the Slow Boat to China: Audience Viewing Behavior in Taiwan's New Media Environment  
Shu-Ling Everett, University of Colorado

Protocol for Systematically Observing and Video Taping Chicago's Neighborhood  
Karen Grignon, National Opinion Research Center

Soo-Hong Kim, Syracuse University

Press Treatment of Third Party Contenders during the 1992 Presidential Campaign: A Content Analysis  
Brian Malloy and James K. Hertog, University of Kentucky

The Controversy over NEA Funding for Robert Mapplethorpe's "The Perfect Moment" Exhibit: Some Effects of Media Coverage  
Douglas M. McLeod, University of Delaware, Jill A. Mackenzie, Hagley Museum and Library

Generic Presidential Schema, Geetu Melwani and Eric S. Fredin, Ohio State University The Media, the U.N., and Issue Saliency in Saudi Arabia and India  
Ali N. Mohamed, Gannon University, Anita F. Rife, University of Northern Colorado, and F. L. Masha, United Nations Organization

Gender-Based Interviewer Bias in Health Care Surveys on Sensitive Topics  
Garrett J. O'Keefe, Heather Hartwig Boyd, and Marion R. Brown, University of Wisconsin-Madison

Media Preference and Believability Among Rural Respondents  
Judy Oskam and Jerry C. Hudon, Texas Tech University

Case Metering: A Sample Release Strategy  
Phillip Panczuk and Catherine C. Hagerty, National Opinion Research Center

Community Pluralism and Media Definition of Conflict Issues: A Study of Controversy over a Hazardous Waste Incinerator in Two Communities  
K. Viswanath and Lisa Chiu, Ohio State University

Exploring Media Credibility: How the Public and Journalists Disagree on Professional Ethics, Freedom of the Press, and Role of the Press in our Democracy  
John W. Williams, Principia College, Thomas Johnson, Southern Illinois University, and Mahmoud Braima, Philander Smith College

Voter Turnout and the Effects of the Presidential Debates  
Ping Wu, University of Michigan

Many Thanks to Linda Penaloza of the Wisconsin Survey Research Laboratory for her superb guide for poster presenters.
4:00 PM - 5:00 PM

Discussion Tables
Symphony B

Organizer: Fiona Chew, Syracuse University

- Faculty Attitudes, Free Expression and Political Correctness on Campus
  Leader: Robert Wyatt, Middle Tennessee State University
- Advanced Statistical Analysis
  Leader: Joey Reagan, Washington State University
- The 1996 Campaign
  Leader: Rob Daves, Minneapolis Star Tribune

5:00 PM - 6:00 PM

Cash Bar, Social Hour, and Reception at the Intermezzo
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 at the Intermezzo.

7:00 PM

Welcome Dinner (Dutch Treat)
New and old members and guests are invited to join MAPOR's President, Rick Perloff, and other MAPOR members for dinner at one of Chicago's ethnic restaurants. This will give everyone a chance to meet other MAPOR members and participants.

Saturday, November 18

8:00 AM - Noon

Registration at the Intermezzo
Coffee, tea, bakery

8:45 AM - 10:15 AM

Paper Session 8
Big Pictures
Lyric

Moderator: Linda Penaloza, University of Wisconsin-Madison

  Alan D. Monroe, James Blank, Karla Burns, Jeffrey Taylor, and Roy Thomas, Illinois State University
- Toward a Systems Theory of Public Opinion and Social Movements
  Cecille Gaziano, Research Solutions
Paper Session 8

- Propaganda Symbols in the U.S. Health Care Debate
  David Weinstock and Joseph C. Harry, Michigan State University

- Thirty-three Years of Presidential Debates Polling
  Sidney Kraus and Melanie Ross, Cleveland State University

Discussant: Barbara Burrell, University of Wisconsin-Extension

Paper Session 9

Mixed Methodologies
Symphony A

Moderator: Robin Bebel, Public Opinion Laboratory, Northern Illinois University

- Self-administered Questionnaires without Respondent Identification Numbers: Can They Be Used to Enhance Confidentiality?
  Betty Bower Simon, Survey Research Laboratory, University of Illinois at Chicago

- The Potential Hazards of Relying (Too Much) on Focus Groups
  Ward Rakestraw Kay and Robert Hurd, Apogee Market Strategies

- An Assessment of Reliability and Validity of Responses in a Statewide Survey of Students and Their Parents
  Sameer Y. Abraham, Lance A. Selfa, and Hiroaki Minato, National Opinion Research Center, University of Chicago

Discussant: Julie Andsager, Middle Tennessee University

Paper Session 10

Public Responses to Issues and Poll Questions about Issues
Symphony B

Moderator: K. Viswanath, Ohio State University

- Media Influence, Personal Experience and the Most Important Problem
  Kathleen Carr, Herbert F. Weisberg, and Barry C. Burden, Ohio State University

- Investigating the Meaning of Responses to the “Number One Problem” Item
  Paul J. Lavrakas, and Judith A. Schejbal, Northwestern University Survey Laboratory

- The Influence of Issue Relevance on Information Needs and Media Use: A Longitudinal Analysis
  Fiona Chew, Syracuse University

- Interpretations and the Voting Process: Generalizing across Differing Issue Environments
  David Domke, Dhavan V. Shah, and Daniel B. Wackman, University of Minnesota

Discussant: Timothy Johnson, University of Illinois at Chicago
Paper Session 11
Media Effects
Symphony C

Moderator: Radhika Parameswaran, University of Iowa

- Switching Trains of Thought: The Impact of News Frames on Readers’ Cognitive Responses
  Vincent Price, David Tewksbury, and Elizabeth Powers, University of Michigan
- The Public Opinion Implications of Leisure Time and Channel Repertoire in a Multichannel Environment
  Douglas A. Ferguson and Srinivas R. Melkote, Bowling Green State University
- Perceptions of Crime and Protection Behaviors: The Role of the News Media
  Mahmoud A. M. Braima, Philander Smith College and Jayanthi Sothirajah, Southern Illinois University
- The Impact of Media Use on People’s Crime Prevention Behaviors
  Jack M. McLeod, Zhongsi Guo, Vicki Karez, Katie Daily, and William P. Eveland, University of Wisconsin

Discussant: David Fan, University of Minnesota

10:30 AM - Noon

Panel Session 2
Public Opinion and Public Journalism

Organizer: Bob Wyatt

Panelists: Carol Dykers, Salem College
Rob Daves, Minneapolis Star Tribune
Pama Mitchell, Atlanta Journal-Constitution
Dave Weaver, Indiana University
Bob Wyatt, Middle Tennessee State University

Paper Session 12
Public Opinion in the Former Soviet Union
Symphony A

Moderator: Patricia Moy, University of Wisconsin-Madison

- Poland’s Kids Are Alright: The Public Opinion of Young Adults in an Emerging Democracy
  Edward M. Horowitz, University of Wisconsin
- Surveying the Political Landscape in Ukraine
  Jaroslav Martyniuk, Open Media Research Institute
Paper Session 12 (continued)

- *Citizens’ Conceptualization of the State: Focus Group Findings from Moscow and Volgograd*
  Anne W. Hamilton, University of Wisconsin

Discussant: Lee Becker, Ohio State University

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Paper Session 13

Current Research on Survey Questions and Responses
Symphony B

Moderator: George Bishop, University of Cincinnatti

- *Response Effects in Older Age*
  Barbel Knauper, University of Michigan

- *The Causes of Survey Satisficing: Cognitive Skills and Motivational Factors*
  Jon A. Krosnick and Sowmya S. Narayan, Ohio State University, Wendy R. Smith, The Gallup Organization

- * Scaling Response Categories to Improve Cross-National Survey Research*
  Tom Smith, University of Chicago

Discussant: Ken Rasinski, NORC

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Paper Session 14

Political Questions: Matching Polls with Content Analysis of the Media
Symphony C

Moderator: Fiona Chew, Syracuse University

- *Viability and the Democratic Primary Elections of 1984: Scenarios, Standards, and Benchmarks*
  Scott W. Allard, University of Michigan

- *The Relationship between Favorability of Coverage and Candidate Favorability Polls during the 1992 Presidential Election*
  Thomas J. Johnson, Southern Illinois University

- *Metropolitan Communities, Mass Media and Citizens’ Connection to Public School Politics*
  Katherine J. Cramer, University of Michigan

Discussant: Founding Member Phillip Tichenor

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Noon - 1:30 PM

Lunch (on your own)
**President's Plenary: Public Opinion Toward Government**
Symphony B

**Moderator:** Richard M. Perloff, MAPOR President

**Panelists:**
- Steve Bennett, University of Cincinnati
- Kathy Frankovic, CBS News
- Tom Smith, NORC

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**Paper Session 15**
Demographic Questions
Symphony A

**Moderator:** Keith Smith, NORC

- **Responses to Racial and Ethnic Identification Questions among Multiracial Respondents**
  Timothy Johnson, Diane O'Rourke, Seymour Sudman, Noel Chavez, Richard Warnecke, Gloria Chapa-Resendez, and Jared Jobe

- **A Methodological Approach to the Measurement of Race and Ethnicity: Self-Identification as 'African-American' and/or 'Black'**
  Judith A. Scheibnal and Paul J. Lavrakas, Northwestern University Survey Laboratory, Tom Smith, National Opinion Research Center

- **Examining the Religion Factor through Survey Research**
  Judith M. Buddenbaum, Colorado State University

**Discussant:** Jon Krosnick, Ohio State University

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**Paper Session 16**
Third Person Effects
Symphony B

**Moderator:** Shu-Ling Everett, University of Colorado

- **The Impact of Information Channels and Message Attributes on Dimensions of Risk Judgement**
  Sharon Dunwoody, Kurt Neuwirth, and Robert J. Griffin, University of Wisconsin-Madison

- **Psychological Variables Predicting the Third-Person Effect in the Public’s Perceptions of Media Influence**
  Ekaterina Ognianova, and Esther Thorson, University of Missouri, and Wendy Rahn, University of Wisconsin

- **The Third-Person Effect of News Coverage: The Role of Orientations to the Media**
  Vincent Price, Li Ning Huang, and David Tewksbury, University of Michigan

**Discussant:** Richard M. Perloff, Cleveland State University
Paper Session 17
Public Opinion Data Focused on Issues of Tolerance
Symphony C

Moderator: Thomas Johnson, Southern Illinois University

- The Black-Jewish Coalition and Images of Anti-Semitism
  Andy Rojekii, Indiana University
- Tolerance for Ambiguity and Free Speech
  Julie L. Andsager, Middle Tennessee University
- A Collision of Principles: White American Views on Prohibiting Racist Speech
  Kimberly Ann Gross, University of Michigan
- Marching to the Beats of Different Drummers: A Cultural Analysis of the Contact Hypothesis
  David Purcell, University of Cincinnati

Discussant: Heather Hartwig Boyd, University of Wisconsin-Madison

Paper Session 18
Polls and Elections: Macro and Micro Perspectives
Lyric

Moderator: Founding Member Donna Card Charron, Card Charron Companies

- Poll Blackouts and Other Media Campaign Restrictions: Potential for 1996?
  Joan L. Conners, University of Minnesota
- Horse Race and Issue Coverage in the British and American Press
  Barry Pollick, Kent State University and Richard M. Perloff, Cleveland State University
- Surveying Registered and Likely Voters: Do The Results Differ?
  Jerry C. Hudson and Judy Oskar, Texas Tech
- Estimating Turnout in Preelection Polls
  Robert P. Daves, Minneapolis Star Tribune

Discussant: Founding Member Donald Hughes, DePaul University

5:00 PM - 5:30 PM
Business Meeting
Symphony C

5:30 - 6:30 PM
Social Hour at the Intermezzo
MAPOR
Midwest Association for Public Opinion Research
A Chapter of the American Association for Public Opinion Research

President:
Richard M. Perloff
Cleveland State University

Past President:
Paul Lavrakas
Northwestern University

Vice President/President Elect:
William Elliott
Southern Illinois University

Program Chair:
Ellen M. Dran
Northern Illinois University

Program Co-Chair:
Fiona Chew
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