MAPOR

21st Anniversary

Midwest Association for Public Opinion Research

Annual Meeting and Convention
November 22-23, 1996

Radisson Hotel & Suites Chicago
FRIDAY, NOVEMBER 22

8:30 AM - 5:00 PM

Registration at the Intermezzo
Coffee, tea, bakery

10:00 AM - 11:30 AM

Paper Session 1
Public Opinion of Media and Public Institutions
Lync

Moderator: Albert C. Gunther, University of Wisconsin-Madison

- The Crisis of Confidence in American Institutions: Mainly Myth with a Touch of Truth
  Robert O. Watten, Middle Tennessee State University

- Public Opinion and First Ladies
  Cady Short-Thompson, University of Cincinnati

- Black Mass Media and Black Public Opinion
  Catherine Squires, Northwestern University

- Predictors of Support for the Expressive Rights of the Mass Media
  David Tewksbury, Li-Ning Huang and Vincent Price, University of Michigan

Discussant: Carol Liebler, Syracuse University

Paper Session 2
Improving Survey Outcome
Symphony A

Moderator: Janet McConeghy, Public Opinion Lab at Northern Illinois University

- Incentivizing the Sophisticated Consumer
  Fiona Chew, Carol Liebler and Hao-Chieh Chang, Syracuse University

- The Use of Focus Groups as a Cognitive Tool for the Development of Quantitative Surveys: Advantages and Disadvantages
  Ward Kay, Virginia
Few Differences in Mall Intercept and Telephone Survey Data: A Two-Year Study
Jerry C. Hudson and Wayne Melanson, Texas Tech University

Discussant: Joey Reagan, Michigan State University

Paper Session 3

Issues in Methodology: Accuracy in Measuring Public Opinion
Symphony C

Moderator: Leiott Smiley, Middle Tennessee State University

- The Placement of Overall Customer Satisfaction Questions in Program Satisfaction: A Comparison of Results for Initial and Termination Question Results
  Richard Schudt and Eric Judy, Survey Research Office, University of Illinois at Springfield

- How much Faith can be Placed in the Answers Survey Respondents Provide?
  Gerald C. Stone, Southern Illinois University

- Trade Policy, Television and Public Opinion: Evidence from Journalists, News Content, Focus Groups and Surveys
  Gerald M. Kosicki and Lee B. Becker, Ohio State University

Discussant: Julie Rursh, St. Ambrose University

11:45 AM - 1:15 PM

Luncheon

Symphony B

MAPOR Fellow Award

21st Anniversary Guest Speaker: Evans Witt, Executive Editor of Politics Now. Witt covered politics and government for more than two decades for the Associated Press in California and Washington. He was a founding director of the AP-NBC News Poll and an AP national political writer. Witt designed and managed the national AP computer network for election coverage. He is the coauthor with Sheldon Gwiser of A Journalist’s Guide to Public Opinion Polls.

Presiding: William Elliot, MAPOR President
Round Table
MOOs as Social Systems: The Observation of a Participant Lyric

Organizer: Sherry Marcy, DataStat, Inc. at Ann Arbor

Discussion Leader: Mitchell A. Pravatiner, Prainenet.org. Pravatiner is a scholar whose work has focused on the sociology of electronic social systems and urban sociology particularly sociological applications in city planning. He is involved with "Prairie Net," a website put up by the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign.

Paper Session 4
Influence of Media Coverage on Public Opinion
Symphony A

Moderator: Gerson Moreno-Riano, University of Cincinnati

- Predictors of the 1996 Presidential Election from the Press
  David Domke, David Fan, Michael Fibison, Amy Gangel, Amy Jasperson, Dhavan Shah, Steven Smith and Matt Watts, University of Minnesota

- Issues, Candidate Images and the Voting Probability
  Mahmoud A.M. Braima, Philander Smith College, Thomas Johnson and Jayanthi Sothirajah, Southern Illinois University

- Majority Opinion, Media Coverage and Ideological Center: The Center-Seeking Mechanism in Electoral Politics
  Anthony Y.H. Fung, University of Minnesota, Tien-tsung Lee, University of Oregon and Faith Hsiao-fang Hwang, Northwestern University

- Media Priming of Candidate Character and Issue Interpretation: Different Effects from Different Issues
  Dhavan V. Shah, David Domke and Daniel B. Wackman, University of Minnesota

Discussant: Donna Rouner, Colorado State University
Paper Session 5

Public Opinion, Politics and Cyberdemocracy

Moderator: Julie L. Andsager, Middle Tennessee State University

- *Online Democracy or Online Demagoguery -- Public Opinion 'Polls' on the Internet*
  Wei Wu and David Weaver, Indiana University

- *President Clinton's Popularity on the Usenet*
  Mei Lu, University of Michigan

- *Cyberdemocracy and Perceptions of Politics: An Experimental analysis of Political Communication on the World Wide Web*
  Dwight J. Brady, University of Tennessee

Discussant: William Rosenberg, Drexel University

3:30 PM - 4:45 PM

Poster Session

Symphony C

- *The Influence of Exposure of Media Reports and Political Ads on Candidate Image and Voting Probability*
  Mahmoud A.M. Braima, Philander Smith College

- *Dateline Sarajevo: Media Representations of the Conflict in the former Yugoslavia*
  Katherine Bishoping and Maja Karac, York University

- *Negative Political Campaigns: Who does it hurt More? The Target or the Source?*
  John W. Williams, Principia College

- *Gender Differences in Young Adults' Attitude toward Science and Technology*
  Linda K. Pifer, International Center for the Advancement of Scientific Literacy

- *Non-young but not Uninformed: Children's Opinions of the '96 Campaign*
  Edward M. Horowitz, University of Wisconsin-Madison
• Ads, Cigarettes and Target Prospects: Effects of Model Attributes in Print on Audience Opinion and Identification
  Stephen E. Everett and Lynn Schofield Clark, University of Colorado

• Deviance as a Predictor of International News in South Korea
  Jae-Chul Shim, Korea University

• Professional Role Perception as a Predictor of Job Satisfaction Among Daily Newspaper Editors
  Roya Akhavan-Majid and Timothy Boudreau, Southern Illinois University

• HIV AIDS Public Policy: Sexual Rhetoric and Safer Sex Awareness
  Ron Lake, Indiana University

• Memory for Physical Activity by Persons with Chronic Pain
  David J. Mingay, University of Chicago

• Content Analysis of TIME Magazine Coverage of China
  Ping Wu, University of Michigan

• Motivations as Predictors of Information Source Perceptions
  Joey Reagan, Michigan State University; Bruce Pinkleton, Ann Thomsen, Michelle Miller and Jenny Main, Washington State University

3:45 PM - 4:45 PM

**Discussion Tables**

Symphony B

Organizer: Sherry Marcy, DataStat, Inc. at Ann Arbor

• The 1996 Election
  Paul Lavrakas, Ohio State University

• Public Journalism
  Rob Daves, Star Tribune, Minneapolis

• The Future of Polling: Mail Surveys? (POQ Summer '96)
  Sherry Marcy, DataStat, Inc. Ann Arbor

3:45 PM - 6:00 PM

**Exhibits and Applications**

Symphony C

Software for presentation graphics, analytical packages, mapping and trending software.
5:00 PM - 6:00 PM

**Cocktail Pedagogy Hour**

Symphony B

MAPOR turns 21 and to celebrate, all registered MAPOR participants will receive a cocktail coupon. Bar at the Intermezzo. Social Hour and Reception

**Presiding:** William Elliot, MAPOR President

**Pedagogy Topic:** *Wine tasting, beer drinking and other sampling procedures: The Proof is in the numbers*

**Presenter:** Brenda Gunderson, University of Michigan. Specialist in Statistics. Recipient of Excellence in Teaching Awards and Consultant to various biopharmaceutical companies.

**Sponsor:** GENESYS Sampling Systems
Fort Washington, Pennsylvania.

7:00 PM

**WELCOME DINNER** *(Dutch Treat)*

New and long-time members and guests are invited to join MAPOR's President, Bill Elliot and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.

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**SATURDAY, NOVEMBER 23**

8:00 AM - Noon

**Registration at the Intermezzo**

Coffee, tea and bakery

8:45 AM - 10:15 AM

**Paper Session 6**

Media Frames and Public Opinion:
Lyric

**Moderator:** Margaret Young, University of Michigan
Paper Session 6
(continued)

- **The Persuasive Press Inference: Effects of Mass Media on Perceived Public Opinion**
  Albert C. Gunther, University of Wisconsin-Madison

- **Contextual Cues and Printed News: The Differential Impact of Narrative and Photographs on Public Opinion**
  Elizabeth Powers and Kylo-Patrick R. Hart, University of Michigan

- **Communications in Conflict: How Media Agents Framed the Silicone Breast Implant Controversy**
  Leighton Smiley and Julie L. Andsager, Middle Tennessee State University

- **Metaphors as Framing Devices for Leaders, Citizens and the Press in a Growing Community**
  Rosemary B. Althoff, Richard M. Perloff, and Leo W. Jeffres, Cleveland State University

Discussant: Dhavan V. Shah, University of Minnesota

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**Paper Session 7**

Constructs in Public Opinion Theory
Symphony A

Moderator: Ellen Dran, Northern Illinois University

- **Media Effects in the Modern Presidential Campaign: An Empirical Test of the Negativity Hypothesis**
  Adam J. Berinsky, University of Michigan

- **The Affirmative Action Issue: An Experimental Test of the 'Spiral of Silence' Theory**
  Gerson Moreno-Riano, University of Cincinnati

- **The Third Person Effect in Need for Cognition: Its Effect on Perceived Persuasive Impact**
  H. Allen White, Murray State University

- **Framing the Candidates in National Primaries: Issues and Images in Press Releases and News Coverage**
  M. Mark Miller, University of Tennessee; Julie L. Andsager, Middle Tennessee State University and Bonnie P. Riechert, University of Tennessee

Discussant: Garrett O'Keefe, University of Wisconsin-Madison
Paper Session 8
Issues in Interviewing
Symphony C

Moderator: Faith Hwang, Northwestern University

- *A Study of the Costs and Benefits of Reusual Conversion*
  Paul Lavrakas, Ohio State University and Christopher J. Marsh, Northwestern University

- *An Investigation of Survey Question Comprehension Across Cultures*
  Timothy Johnson, Survey Research Laboratory, University of Illinois at Chicago

- *Tough Questions and "Don't Know" Questions*
  Mark D. Harmon, Texas Tech

- *The Inclusion of an Interracial Category in Public Opinion Surveys: Possible Impacts on the Interpretation of Public Opinion Surveys*
  Catherine Squires, Northwestern University

Discussant: Sherry Marcy, DataStat, Inc.

10:30 AM - Noon

Panel Session 1
Beyond Methodological Purity: Critical and Qualitative Challenges to Survey Research
Lyric

Chair and Organizer: Robert O. Wyatt, Middle Tennessee State University

Panelists: Susan Herbst, Northwestern University
Tamar Liebes, Hebrew University, Jerusalem
Ben Page, Northwestern University
Michael Traugott, University of Michigan
Paper Session 9
Analyzing Public Knowledge, Public Opinion and Public Responses
Symphony A

Moderator: Rob Daves, Star Tribune, Minneapolis

- Childbirth and Infant Development Knowledge Gaps and "Reverse Gaps"
  Joann O'Leary, Abbott Northwestern Hospital and Cecile Garziano, Research Solutions, Inc., Minneapolis

- The Public's Knowledge of the Federal Budget: Individual-level and Aggregate Analysis
  Richard Schuldit, Survey Research Office, University of Illinois at Springfield

- Learning from News Stories about Risk
  Kurt Neuwirth, University of Cincinnati, Sharon Dunwoody, University of Madison-Wisconsin and Robert J. Griffin, Marquette University

Discussant: David Domke, University of Minnesota

Paper Session 10
Reporting Poll Information
Symphony C

Moderator: Mahmoud A.M. Braima, Philander Smith College

- "Litmus-test" Issues, Voter Intention and Election Polling
  Trevor N. Tompson, Northwestern University and Paul J. Lavrakas, Ohio State University

- Respondents do Better than Interviewers Estimating Knowledge
  Margaret Howard, University of Michigan

- The Fractured American Public
  Margaret Young, University of Michigan

Discussant: Thomas J. Johnson, Southern Illinois University

Noon - 1:30 PM
Lunch
(On your own or with a MAPOR Buddy)
President's Plenary Session
Netizens, the first webbed election
Symphony C

Chair and Moderator: William Elliot, MAPOR President

Panelists: Bonnie Bressers, *On Wisconsin*
Comelia Grumman, *Chicago Tribune*
Evans Witt, *Politics Now*

Panel Session 2
Theoretical and Methodological Paths to 'True' Public Opinion
Lyric

Chair and Organizer: K. Viswanath, Ohio State University

- *Assessing Public Opinion through Methodological Prisms: Political Sophisticates or Uninformed Citizens*
  Doris Graber, University of Illinois at Chicago

- *The Constituents and Consequences of Online Polling*
  David Weaver, Indiana University

- *Engendering Gaps: Understanding the Social Construction of Demographics*
  Julie L. Andsager, Middle Tennessee State University

- *Inside Tracking Polls: Capturing True Public Opinion*
  Rob Daves, Star Tribune, Minneapolis

Paper Session 11
Public Opinion, Media Usage and Media Orientations
Symphony A

Moderator: Wayne Melanson, Texas Tech University

- *Impact of Media Usage on Political Mobilization in the 1992 Presidential Election*
  Mee-Eun Kang, University of Michigan
Paper Session 11 (continued)

- A Comparison of the Effects of 'New' and Traditional Media Use on Political Knowledge and on Images of Clinton and Dole
  Thomas J. Johnson, Southern Illinois University. Mahmoud A.M. Braima, Philander Smith College and Jayanthi Sothirajah, Southern Illinois University

- Determinants of News Media Orientations: A Local Community Cross Sectional Analysis at Three Time Points.
  Donna Rouner, Colorado State University

Discussant: David Fan, University of Minnesota

Paper Session 12

"And That's the Way It Is:" Journalists' As Objective Observers
Symphony C

Moderator: Ward Kay, University of Maryland

- Answering the "Why" Questions about Public Opinion: When Journalists Explain Poll Results
  Sandra L. Bauman, Wirthlin Worldwide

- Gender-Related Differences Among Washington DC Beat Reporters
  Linda Jones, Roosevelt University. Paul J. Lavrakas, Ohio State University and Christopher J. Marsh, Northwestern University

- Engendered Differences
  Margaret Young, University of Michigan

- Community Structural Pluralism, Racial and Ethnic Pluralism and Orientations of Local Newspaper Editors
  Douglas Blanks Hindman and Robert Littlefield, Dakota State University. Ann Preston Quincy University and Dennis Neumann, North Dakota State University

Discussant: M. Mark Miller, University of Tennessee

5:00 PM - 5:30 PM
Business Meeting

5:30 PM - 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
William Elliot
Marquette University

Past President
Richard M. Perloff
Cleveland State University

Vice President/President Elect
Ellen M. Dran
Northern Illinois University

Program Chair
Fiona Chew
Syracuse University

Program Co-Chair
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