MAPOR
Midwest Association for Public Opinion Research

Annual Meeting and Convention

November 21-22, 1997

Radisson Hotel & Suites Chicago

Catch 22 New Ideas!
Registration at the Intermezzo; Meet your MAPOR Buddy: Coffee, tea, bakery

10:00 AM - 11:30 AM

**Paper Session 1**
Various Methodological Issues in Polling and Analysis
Lyric

**Moderator:** Gerald Kosicki, Ohio State University

- **An Integrative Methodological Framework in Soliciting Responses to A Sensitive Issue**
  Hao-Chieh Chang and Fiona Chew, Syracuse University

- **What Does It Take? - And Is It Worth It?**
  Janet McConeghy and Robin Bebel, Northern Illinois University

- **Public Opinion on Permitting Citizens to Carry Concealed Handguns: The Effect of Question Wording on Majority Opinion**
  Richard Schuldt, University of Illinois at Springfield

- **Adding Texture to Data: Using Respondent Profiles to Enhance Reporting of Survey Data**
  Quin Monson, Paul Lavrakas, Stephen Mockabee, and Michael Nolan, The Ohio State University

**Discussant:** Andy Smith, University of Wisconsin-Milwaukee

**Panel Session 1**
Polling and Opinions About Polling
Symphony A

**Chair and Organizer:** Claire Hoertz Badaracco, Marquette University

**Panelists:**
- Claire Badaracco, Marquette University
- S. Keith Burton, Hill and Knowlton
- Julie Ugarte, Bozell

**Respondent:** Kathy Frankovic, Director of Surveys, CBS News

**Paper Session 2**
Influences on Public Opinion: From Geographic to Media Use
Symphony C

**Moderator:** Rob Daves, Star Tribune, Minneapolis

- **Communication Source Usage and Repertoires of Agricultural Opinion Leaders**
  Garrett O'Keefe, Heather Hartwig Boyd, Sara Steele, Rick Klemme, Mohammad Dourgah, Michelle Gale-Sinex, and Lorna Miller, University of Wisconsin-Madison

- **Public Opinion and the Economy in Eastern Europe**
  Thomas Lamatsch, University of Connecticut

- **Media Use and Knowledge of the Political Parties**
  Steve Collins, Syracuse University

- **Belonging to a Museum: Individual and Geographical Determinants**
  David Karns, DeveloPlan

**Discussant:** Sid Groeneman, Market Facts
11:45 AM - 1:15 PM

**Luncheon**
Symphony B, 15th Floor
Sponsor: SPSS, Inc., Chicago, IL

Presiding: Ellen Dran, MAPOR President
MAPOR Fellow Award
22nd Anniversary Guest Speaker: David W. Moore, The Gallup Organization and Author of *The Super Pollsters*, will speak on “The Myth of American Angst.”

1:30 PM - 3:00 PM

**Paper Session 3**
Public Opinion Polls: How Do They Fare?

Moderator: Stephen Mockabee, Ohio State University

- *The Discourse of Public Opinion*
  Lisbeth Lipari, Portland State University

- *Responsive To the Constituent Or Responsible For the Nation*
  Thomas Lamatsch, University of Connecticut

- *The Public’s Attitudes Toward Public Opinion Polls*
  Michael Traugott and Mee-Eun Kang, University of Michigan

Discussant: Ellen Dran, Northern Illinois University

**Panel Session 2**
Developing Standards for Change of Venue Surveys
Symphony A

Chair and Organizer: Edward Bronson, California State University at Chico

Panelists:
- Edward Bronson, California State University at Chico
- Susan Macpherson, National Jury Project/Midwest
- Ronald Dillehay, Director of the Grant Sawyer Center for Justice, University of Nevada at Reno
- Elissa Krauss, National Jury Project/East

**Paper Session 4**
Uses and Misuses of Journalistic Reporting in the Mass Media
Symphony C

Moderator: Bonnie Riechert, University of Tennessee

- *Public Opinion on Investigative Reporting in the 1990s: Has Anything Changed Since the 1980s?*
  Lars Willnat, George Washington University, and David Weaver, Indiana University

- *Reporting Public Opinion in Singapore: Journalistic Practices and Policy Implications*
  Tsan-Kuo Chang, University of Minnesota-Twin Cities, and Hao Xiaoming, Nanyang Technological University, Singapore

- *Defamation in Mass Media and the Perceived Effectiveness of Retractions: Attitudes of Journalists, Judges and The Public*
  John Dillon and Eric Covell, Murray State University

Discussant: Mike Traugott, University of Michigan
Poster Session

**Symposium C: Lyric**

- **Voters' Perceptions of Political Advertisements and Media Ad Assessments During the 1996 General Election: A Focus Group Analysis**
  Thomas Buhr, University of Michigan

- **The Impact of Interviewer Gender on the Results of Telephone Surveys**
  Timothy O'Brien, Bryan Ward, and Robert Baumgartner, Hagler Bailly Consulting

  Tom Smith, NORC/University of Chicago

- **Psychometric Issues and Procedures in Quantifying The Political Ideology of Voters**
  Bryan Denham, Southwest Missouri State University

- **Bandwagon or Projection?: An Analysis of Candidate Preferences in the 1996 Presidential Election**
  Mee-Eun Kang, University of Michigan

- **Public Perception of the Media's Watchdog Role: The "Don't Know" Factor**
  Gerald Stone, Southern Illinois University at Carbondale

- **Mass Media Use in Childhood As A Coping Strategy During Difficult Times**
  Cecilie Gazziano, Research Solutions, Inc., Minneapolis

- **An Analysis of Different Opinions on Consortia for Research and Development and Consortia for Manufacturing in New Product Development**
  Boonchait Hongcharu, National Institute of Development Administration, Bangkok, Thailand

- **Media Prerequisites and Personnel: Television and Newspaper Differences in Hiring Strategies**
  C. Ann Hollifield, University of Georgia, Gerald Kosicki, Ohio State University, and Lee Becker, University of Georgia

- **Soliciting Public Opinion and Public Comments: TV Stations' Use of On-line Surveys**
  Benjamin Bates, Todd Chambers, Margot Emery, and Steven McClung, University of Tennessee, Knoxville

- **TV Web Surfers: Surveying Visitors to Television Station Web Pages**
  Randall King and Benjamin Bates, University of Tennessee, Knoxville

- **The News Reports on the Internet: Audience Consumptions, Preferences and Perceptions**
  Mei Lu, University of Michigan

- **When Your Cognitive Laboratory is a Clinic: Exploring Non-Standard Ways to Conduct Cognitive Interviews**
  David Mingay, R. Kim, and M.F. Roizen, University of Chicago Medical Center, and C. Hodder-Malloy and R. Goldbloom, WK-Grace Health Center in Halifax, Nova Scotia

- **Opinions of Unsigned Musicians Toward College Radio: As One or At Odds?**
  Jeff Wilkinson and Steve McClung, University of Tennessee, Knoxville

- **Prime-Time Television Interest: A Black and White Survey of the Viewing Patterns of African-Americans and European-Americans**
  Nate Clory, Jr., Timothy Griffin, and Dawn Thomas, Syracuse University

- **Gender Differences in Media Message Reception and Information Processing: An Overview**
  Donna Rouner, Colorado State University

- **Measure for Measure: The Relationship Between Different Broadcast Types, Formats, and Measures and Political Attitudes**
  Thomas Johnson, Mahmood Braima, and Jayanthi Sothirajah, Southern Illinois University at Carbondale
3:30 PM - 6:00 PM  
**Exhibits and Applications**
Symphony C

GENESYS Sampling Systems, Fort Washington, PA  
SPSS, Inc., Chicago, IL

Software for presentation graphics, analytical packages, mapping and trending. Sampling software.

4:00 PM - 5:00 PM  
**Cocktail Pedagogy Hour**
Symphony B

Presiding: Ellen Dran, MAPOR President

Pedagogy Topic: *The Creative Use of Demographic Information in Analyzing Data*

Presenter: Ken Hodges, Ph.D. from Cornell University and Demographer, Claritas Corporation.


7:00 PM  
**Welcome Dinner**
New and long-time members and guests are invited to join MAPOR's President, Ellen Dran, 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 22

8 AM - Noon  
Registration at the Intermezzo  
Coffee, tea and bakery

8:45 AM - 10:15 AM  
**Paper Session 5**

*Homosexuality, Women, and Attitudes of the Religious Right*  

Moderator: Brian White, University of Illinois at Chicago

- Homosexuality, the Law, and Tolerance: Examining the Correlation Between State Laws Regarding Homosexuality and Public Opinion About Homosexuals,  
  Gwen Torgas-Hoffman, University of Arizona

- Focus on the Long Term: A Twenty-Five Year Examination of Sexual Attitudes,  
  R. Kirkland Ahern, University of Pennsylvania, and W. T. Reichert, University of North Texas

- Idealized Images of Women in the Mass Media and Their Effects on African-American Adolescent Girls' Self-Esteem  
  Edwina Hansbrough, University of Michigan

- The Religious Right: Faith, Politics, Traditional Values and Tolerance  
  Tom Smith, NORC/University of Chicago

Discussant: Mark Miller, University of Tennessee-Knoxville
Panel Session 3 (Roundtable Discussion)
The Academic Survey Research Consultant: Issues Faced and Suggested Answers
Symphony A

Chair and Organizer: William Rosenberg, Drexel University

Panelists: William Rosenberg, Drexel University
Robert Wyatt, Middle Tennessee State University
Paul Lavrakas, Ohio State University

Paper Session 6
Third-Person Effects
Symphony C

Moderator: Quin Monson, Ohio State University

- Unrealistic Optimism, Personality Characteristics, and Third-Person Effects
  Vincent Price and Li-Ning Huang, University of Michigan, and David Tewksbury, University of Illinois at Urbana-Champaign

- Advertising Controversial Products: Censorship and the Third-Person Effect
  Ronald Faber, Dhavan Shah and Seounmi Hanyoun, University of Minnesota

- Stability of Pluralistic Ignorance and the Third-Person Effect
  John Williams, Principia College

- Peripheral- vs. Central-Route Persuasion in the Third-Person Effect
  H. Allen White, Murray State University

Discussant: Fiona Chew, Syracuse University

10:30 AM - Noon

Paper Session 7
Various Particular Issues and the News Media

Moderator: Cecilie Gaziano, Research Solutions, Inc., Minneapolis

- Using Rhetoric to Frame Controversial Issues in News Stories: The Case of Late-Term vs. Partial-Birth Abortion
  Julie ANDSAGER, Washington State University, Leilott Smiley, Bohan, Carden & Cherry, and April Bonner, Comdata

- Audience Orientations Towards Media Coverage of the Red River Valley Floods of 1997
  Douglas Hindman and Kathy Coyle, North Dakota State University

  Glynn Wilson, University of Tennessee, Knoxville

- Public Opinion and the Urban News Media: Media Coverage and Opinion Formation Concerning School Reform in Chicago
  Brian White, University of Illinois at Chicago

Discussant: David Tewksbury, University of Illinois at Urbana-Champaign
Panel Session 4
All Things Considered: The Problem of Measuring the Quality of Opinion
Symphony A

Organizer: Robert Wyatt, Middle Tennessee State University
Moderator: David Eason, Middle Tennessee State University
Presenters: Vincent Price, University of Michigan
            Ken Blake, Middle Tennessee State University
            Tamar Liebes, Hebrew University in Jerusalem
            Joohoan Kim, Boston College
            Elihu Katz, University of Pennsylvania
            Robert Wyatt, Middle Tennessee State University
Respondents: Susan Herbst, Northwestern University
            Paul Lavrakas, Ohio State University

Paper Session 8
Surveys and Race-Related Issues: What Makes the Difference?
Symphony C

Moderator: Tom Buhr, University of Michigan

• Finding a Context Where the Spiral of Silence Operates?: An Experiment Examining One's Willingness to Express Opinions About the O.J. Simpson Case
  Leo Jeffres, David Atkin, and Kim Neuendorf, Cleveland State University

• The Relative Importance of Income and Debt in Explaining Race Differences in Health Outcomes
  Patricia Dremente and Paul Lavrakas, Ohio State University

• Public Support for Affirmative Action
  Tom Smith, NORC/University of Chicago

Discussant: Tim Johnson, University of Illinois at Chicago

Noon - 1:30 PM

Lunch (On your own or with MAPOR Buddy)

1:30 PM - 3:00 PM

Paper Session 9
Election Campaigns and the Media
Symphony C

Moderator: Patricia Dremente, Ohio State University

• Predicting Voter Turnout and Vote Outcome in Ballot Elections
  Paul Lavrakas, Stephen Mockabee, and Quin Monson, Ohio State University

• Talk Radio and Political Efficacy
  Ernest Hakanen and William Rosenberg, Drexel University

• Actual and Perceived News Media Bias in Presidential Campaigns and Public Opinion: An Analysis Across Elections
  David Domke, David Fan, Michael Fibison, Dhavan Shah, and Mark Watts, University of Minnesota, and Paul D’Angelo, Villanova University

• Fiscal Frames and Electoral Fortunes: Tax Policy Attitudes and Issue Framing in the 1996 Presidential Election
  J. Tobin Grant and Stephen Mockabee, Ohio State University

Discussant: K. Viswanath, Ohio State University
Panel Session 5
Defining and Measuring News Media Frames
Symphony A

Chair and Organizer: Julie Andsager, Washington State University

Panelists: Gerald Kosicki, Ohio State University, News Framing: Issues in Conceptualization and Measurement
Mark Miller, University of Tennessee, When Frames Collide: Mapping the Positions of Contentious Stakeholders in News Flow
Bonnie Riechert, University of Tennessee, Stakeholder and Legislative Sources and the Shift in News Framing of the Wetlands Issue
Roya Akhavan-Majid, Southern Illinois University-Carbondale, Discerning Frames in International News: Framing of the Beijing Conference on Women

Paper Session 10
The Media's Effect on Individuals' Thinking
Symphony C

Moderator: Steve Collins, University of Syracuse

- Attitudinal Acceptance of Food Advertising Information: What are the Mediating Factors? Soo-Hong Kim, Syracuse University
- Using an Experimental Design to Measure Public Attitudes on a Local Ballot Issue Stephen Mockabee, Paul Lavrakas, and Quin Monson, Ohio State University
- A Comparative Study of the Role of Media Evaluations: German and U.S. Differences and Similarities Lee Becker, University of Georgia, and Gerald Kosicki, Ohio State University
- Values as Sociotropic Judgments Influencing Communication Patterns Jack McLeod, University of Wisconsin-Madison, Mira Sotirovic, University of Illinois at Urbana-Champaign, and R. Lance Holbert, University of Wisconsin-Madison

Discussant: Robert Wyatt, Middle Tennessee State University

3:15 PM - 4:45 PM

Paper Session 11
The Impact of New Media Technologies
Symphony D

Moderator: Leilott Smiley, Bohan, Carden & Cherry, Nashville.

- Political Uses of the Internet: A Study of Political Participation on the World Wide Web David Tewksbury, Heather Cox, Matthew Nixon, and Shannon Proctor, University of Illinois at Urbana-Champaign
- Taming the Cyber Frontier: Techniques for Improving Online Surveys Barbara Kaye and Thomas Johnson, Southern Illinois University
- New Media Technologies and Their Implications for Society and Politics: Findings from a Survey of a Midwestern State K. Viswanath, Paul Lavrakas, and Chi-yu Wei, The Ohio State University
- Access to Government Information in Cyberspace: On-Line Citizen Communication and Government Web Sites Brian White, University of Illinois at Chicago

Discussant: Julie Andsager, Washington State University
Panel Session 6
Constructing the Yin/Yang of Public Opinion Through Qualitative and Quantitative Prizms
Symphony A

Chair and Organizer: Fiona Chew, Syracuse University

Sponsor: Communication Theory and Methodology Division, Association of Education in Journalism and Mass Communication

Panelists:
- "Qualitative Methods in Social Science Research", Montague Kern, Rutgers University
- "Surveying Media Audiences: The Gap Between Truth and Practicality", Steve Everett, National Association of Broadcasters
- "Integrating Qualitative and Quantitative Research Approaches", Donna Rouner, Colorado State University
- "Deliberative Opinions: Strategies for Induction and Measurement", Jack McLeod, University of Wisconsin-Madison

Paper Session 12
How Media Influences Voters and Citizens
Symphony C

Moderator: Tsan-Kuo Chang, University of Minnesota-Twin Cities

- Political Alienation and Media Usage: A Uses and Gratifications Approach
  Tien-tsung Lee, University of Oregon, Hsiao-Fang, Northwestern University, and Anthony Fung, University of Minnesota

- News Media Use and Attribution of Social Problems
  Heather Hartwig Boyd, University of Wisconsin-Madison

- Public Perception of Interest Groups: How Journalistic Labeling Affects Interest Group Credibility
  A. Trevor Thrall, University of Michigan

- Measuring Voter's Perceptions of Political Advertisements: Questionnaire Construction and Integration
  Thomas Buhr, University of Michigan, and Hayg Oshagan, Wayne State University

Discussant: Bryan Denham, Southwest Missouri State University

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:
Ellen M. Dran
Northern Illinois University

Past President:
William Elliott
Marquette University

Vice President/President Elect
Fiona Chew
Syracuse University

Program Chair:
Sherry Marcy
DataStat, Inc.

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