Public Opinion:
24 Hours a Day

MAPOR
Midwest Association for Public Opinion Research
November 19-20, 1999
Chicago, Illinois
Radisson Hotel & Suites
1999 Annual MAPOR Conference

November 19-20, 1999
The Radisson Hotel & Suites Chicago
East Huron Street
Chicago, Illinois 60611

Friday, November 19th

8:30 a.m. - 5 p.m.
Intermezzo

10:00-11:30 a.m.
Salon A

Registration (coffee, tea, bakery)

Paper Session 1
Media and Politics

Moderator:  Cecilia Gaziano
Research Solutions, Inc.
CGAZIANO@prodigy.net


*The Unsinkable Bill Clinton: Priming and Backlash in the Evaluation of a President,* Giovanna Dell’Orto, Patrick C. Meirick and Fang Wan, University of Minnesota.


*Exploring Relationships Among the Press, President and Public During Ronald Reagan’s War on Drugs,* Hyo-Seong Lee, Southern Illinois University.

Discussant:  Allan L. McCutcheon, Gallup Research Center
University of Nebraska-Lincoln
amccutch@unlinfo.unl.edu
10:00-11:30 a.m.  Paper Session 2
Salon B
The Third Person Effect

Moderator: Fiona Chew
Syracuse University
cmrfcchew@mailbox.syr.edu


The Third-person Effect in the Evaluation of a Public Service Announcement, H. White and John Dillon. Murray State University.


Discussant: Leo W. Jeffres
Cleveland State University
L.Jeffres@CSUohio.edu

10:00-11:30 a.m.  Paper Session 3
Salon C
The Net and Its Users

Moderator: Pat Kennedy
Syracuse University
p kennedy@twcny.rr.com

The Rural-Urban Digital Divide, Douglas Blanks Hindman, North Dakota State University.

Expectancy-Value Theory: Explaining Internet Use Among International Students, Rey Rosales and Gyong Ho Kim, Southern Illinois University-Carbondale.


Discussant: Dennis Davis
Penn State University
Dkd3@psu.edu

11:45 a.m. -1:15 p.m.  Luncheon (Ticket Required)

Presiding: Sherry Marcy. MAPOR President

Speaker: Andrew Kohut
The Pew Research Center for the People and the Press
1:30-3:00 p.m.  Paper Session 4  
Salon A  
Models for Survey Analysis

Moderator:  Dhavan Shah  
University of Wisconsin  
dshah@facstaff.wisc.edu

To Leave a Message Or Not to Leave a Message, that is the Question!  
Brian Harpuder, The Ohio State University.

Changing Gender Patterns of Item Non-Response to Sensitive Topics:  
a Logistic Regression Analysis. Kathryn Wilke and David DeVries,  
University of Nebraska-Lincoln.

Latent Class Models for Comparative and Cross-National Survey  
Research: A New Method for Assessing Indicator Equivalence,  
Allan McCutcheon, University of Nebraska-Lincoln.

Improving the Quality of Between-group Survey Comparisons,  
Fiona Chew. Syracuse University.

Discussant:  Sherry Marcy  
Parke-Davis Pharmaceutical R&D of Warner-Lambert Co.  
SMARY715@aol.com

1:30-3:00 p.m.  Paper Session 5  
Salon B  
Education and the Political Process

Moderator:  Patrick C. Meirick.  
University of Minnesota  
meir0007@tc.umn.edu

Affirmative Action in Higher Education: The Students’ Perspective,  
Jill A. Edy and Michael W. Traugott. The University of Michigan.

"Covering" Education: News Media and Public Opinion About Public  
Education Controversies in Ohio. K. Viswanath, Leola McClure and  
Paul Lavrakas. The Ohio State University.

Framing "Frame" in Public Opinion Research Via the Public School  
Improvement Issue, Rosemary B. Althoff, Lakeland Community  
College and Weiwu Zhang, University of Wisconsin-Madison.

Do the Media Matter in Public Support for Affirmative Action? The  
Case of California’s Proposition 209. Kenneth Rasinski, University of  
Chicago and Patrica Muy, University of Washington.

Discussant:  H. Allen White  
Murray State University  
Awhite@wk.net
Poster Session


The Effects of Working as a Poll Interviewer on Students' Attitudes Toward Polling and the Public. Ken Blake and Teresa Mastin. Middle Tennessee State University.


Visual Imagery and Public Opinion During This Decade's "Hot Spots." Kim Bissel. Syracuse University.

Identifying Measures of New Media Literacy in the United States and Germany. Scott Forbes. Pennsylvania State University.


An Exploration of Factors Contributing to Public Opinion about the Internet. Paul Skalski. Cleveland State University.


The Final Frontier?: Exploring Communicobiological Determinants of Intentions to Adopt DTV. David Atkin, Kim Neuendorf, Leo Jeffres, and Paul Skalski. Cleveland State University.


3:45-6:00 p.m. Exhibits and Applications
Software for presentation graphics, analytical packages, mapping and
trending, sampling software.

5:00-6:00 p.m. Cocktail Pedagogy Hour
Presiding: Sherry Marcy, MAPOR President
Presenter: George Terhanian
Harris Interactive

7:00 p.m. Welcome Dinner (Dutch Treat)
New and longtime members and guests are invited to join MAPOR's
President, Sherry Marcy, and other MAPOR members for dinner. This
will give everyone a chance to meet other MAPOR members and
participants.

Saturday, November 20th

8:00 a.m.-Noon Registration at the Intermezzo (coffee, tea, bakery)

8:30-10:00 a.m. Paper Session 6
Salon A Media and Credibility

Moderator: Thomas Johnson
Southern Illinois University
tjohnson@siu.edu

Reflecting on the Media: Perceptions of Political Scandal Coverage
and Press Credibility, Elizabeth Skewes, Syracuse University.

How News Media Credibility is Related to Support for Journalistic
Rights, Robert Wyatt, Ken Blake and Teresa Mastin,
Middle Tennessee State University.

Journalists as Expert Observers: Assessing Audiences and Communities,
Leo Jeffres and Jae-won Lee, Cleveland State University.

The Reporting and Perception of Online Polls and Message Credibility,
Sung Tae Kim, David Weaver and Lars Willnat, Indiana University.

Discussant: Rob Daves
Star Tribune (Minneapolis-St. Paul)
Daves@startribune.com
8:30-10:00 a.m.  
Salon B  

Paper Session 7  
Perspectives of Public Opinion  

Moderator:  
Fang Wan  
University of Minnesota  
xtwangfang@yahoo.com  


Attributions that Blacks and Whites Make About SES Differences Between Blacks and Whites. Matthew Courser and Paul Lavashes, The Ohio State University.


Discussant:  
Richard M. Perloff  
Cleveland State University  
r.perloff@csuohio.edu  

8:30-10:00 a.m.  
Salon C  

Paper Session 8  
On-Line Survey Administration  

Moderator:  
Kurt Neuwirth  
University of Chicago  
Kurt.Neuwirth@uc.edu  


Response Comparison of a Survey Executed by Mail, E-Mail, and Web Site. Craig Trumbo and Gi Woong Yun, University of Wisconsin-Madison.


Discussant:  
John F. Dillon  
Murray State University  
john.dillon@murraystate.edu  

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10:15-11:45 a.m.  
Salon A  

Paper Session 9  
Opinions About Our Society and Government  

Moderator:  Garrett O'Keefe  
University of Wisconsin-Madison  
gokieee@facstaff.wisc.edu  


Majoritarian and Counter-Majoritarian Influences on the United States Supreme Court. Pat Kennedy, Syracuse University.  

Mass Media and Political Socialization of Young Immigrants to the Dominant Society. Hyo-Seong Lee, Southern Illinois University.  

Attempting to Obtain Public Opinion in the Realms of Congressional Districts, Through the Perception of African-American and/or Hispanic Constituents of a Congresswoman Whose District Has Been Redistricted by the Court System, Amy Yeung, University of Chicago.  

Discussant:  Joey Blaine Reagan  
Washington State University  
Reagan@wsunix.wsu.edu  

10:15-11:45 a.m.  
Salon B  

Panel Session 1  
Political Marketing, Public Opinion, and the 2000 Election  

Chair:  Richard M. Perloff, Cleveland State University  

Panelists:  
Bruce Newman, DePaul University  
Wanye Sieger, DePaul University  
Dennis Johnson, George Washington School of Political Management  
Jon Gould, George Mason University
10:15-11:45 a.m.  
Paper Session 10  
Bias in Surveys

Moderator:  
Noin Kwak  
University of Wisconsin-Madison  
Nkwak@students.wisc.edu

An Exploration of Nonresponse Over time: Evidence from Brazil.  
Leticia Martelete, The University of Michigan.

Estimation of Response Bias Due to Episodic Telephone Service.  
Mindy Anderson-Knott and Danelle DeBoer, University of Nebraska-Lincoln.

Compensating for Nontelephone Households in RDD Survey Estimates.  
Paul Lavrakas, Elizabeth Stasny and Chandreyee Mitra, The Ohio State University.

Discussant:  
Michael Traugott  
The University of Michigan  
mtraug@isr.umich.edu

11:45 a.m.-1:45 p.m.  
Lunch (On your own)

1:45 -3:15 p.m.  
Salon A  
Paper Session 11  
Polls and Political Participation

Moderator:  
Alvin Richman  
U.S. Department of State  
Richman@exchange.usia.gov

Bryan Denham, Clemson University.

A Meta-Evaluation of Bandwagon and Underdog Effects Research.  
Lillian Diaz-Castillo, The Ohio State University.

Examining Differential Gain from Mass Media and their Implications for Participatory Behavior.  
Dietram Scheufel, University of Wisconsin-Madison.

Ethical Implications of Push Polls in Survey Research.  
Martin Harris, Southwest Missouri State University and Bryan Denham, Clemson University.

Discussant:  
Paul J. Lavrakas  
The Ohio State University  
lavrakas.1@osu.edu
1:45 - 3:15 p.m.  Paper Session 12
Salon B
Views of Our Society

Moderator:  Amy Yeung
University of Chicago
amy_yeung@yahoo.com

Relationship of Adolescents’ Chemical Substance Use to Time Spent Reading, Talking on Telephones, and Watching Television and VCRs.  Cecilie Gaziano, Research Solutions, Inc.


Affluenza: Cultivation of Consumption. Mark D. Harmon, University of Tennessee.


Discussant:  Ernest A. Hakonen
Drexel University
EAH22@drexel.edu

1:45 - 3:15 p.m.  Paper Session 13
Salon C
Story Framing

Moderator:  Holly Harrison
Abt Associates
Holly_Harrison@abtassoc.com


The Impact of “Game Schematic” Framing On Information Gain and Campaign Evaluations.  Thomas A. Buhr and Nicolas A. Valentino and Matthew N. Beckman, The University of Michigan.

A Synthesis of Framing.  Weiwu Zhang, University of Wisconsin-Madison.

Building a Frame Around the Hogs: The Impact of News Story Structure on Audience Perceptions of a Public Policy Issue, David Tewksbury, Jennifer Jones, Matthew Peske, Ashley Raymond, and William Vig, University of Illinois at Urban-Champaign.

Discussant:  Doris Graber
University of Illinois-Chicago
Dgraber@uic.edu
Paper Session 14
The Spiral of Silence

Moderator: Mohan J Dutta
University of Minnesota
dutt0018@tc.umn.edu


Discussant: K. Viswanath
Ohio State University
vishu@osu.edu

Paper Session 15
Survey Techniques

Moderator: Brian E. Harpuder
Ohio State University
Harpuder.1@osu.edu


An Examination of Contact Attempts for an RDD Study: The Buckeye State Poll. Jeffery Stec. The Ohio State University.

Discussant: Steve Everett
Public Affairs Office
U.S. Air Force
Stephen.Everett@pentagon.af.mil
Panel Session 2
Individual and environmental elements shaping the public opinion and voting processes.

In Association with the Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communications.

Chair/Moderator: Fiona Chew, Syracuse University

Panelists:

Klaus Schoenbach, University of Amsterdam. The relationship between media use, public opinion and voting.

Doris Graber, University of Illinois. A phenomenological perspective on processing campaign information.

Rob Daves, Star Tribune (Minneapolis-St. Paul). When polls may affect voter behavior: Some recent Minnesota case studies.

Donna Charron, Lindenwood University. Understanding the 'public' in public opinion: A Libertarian view of public opinion polls.

Business Meeting

Social Hour
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