The Web of Opinion: Media, Measurement and Meaning

MAPOR

The 26th annual meeting of the Midwest Association for Public Opinion Research

November 16-17, 2001
Chicago, Illinois / Radisson Hotel & Suites
2000-1 MAPOR Officers

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1988 - Doris Graber
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1990 - Jack McLeod
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1993 - David Weaver
1994 - George Bishop
1996 - Lee Becker
1997 - Paul Lavrakas
1998 - Leo Jeffres
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MAPOR Fellows Top Student Paper Award Winners

1998 - Dietram Scheufele and Patricia Moy, University of Wisconsin-Madison
1999 - Gregor Petric, University of Ljubljana (Slovenia)
2000 - Jennifer Oats-Sargent, University of Illinois at Urbana-Champaign
Friday, November 16

8:30-5
Intermezzo

Registration (coffee, tea, bakery) - SPSS Exhibit

10-11:30 a.m.
PANEL
Symphony A

Public Opinion on the Web: A Technology Panel Discussion
Co-sponsored by the Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication

Moderator: Julie Andsager, Washington State
Panelists:
  Roger Crockett, technology reporter, Business Week
  Steve Jones, Chicago at Illinois: Association of Internet Researchers
  Tamara Miller, Tennessee, Library Planning and Program Development

10 - 11:30 a.m.
PAPER SESSION
Symphony B

Public Opinion in Our Daily Lives
Moderator: Nina Jackson, Washington State

Public Opinion, Reproductive Health and Communication in a Developing Country - Kalyani Subbiah, Syracuse


Public Opinion about Environmental Issues and the Media: A Preliminary Agenda Setting Study - Christine O'Brien, Michigan

A Repertoire Approach to the Environmental Information Channels of Agricultural Producers - Heather Ward, Wisconsin-Madison; Garrett J. O'Keefe, Colorado State; and Robin Shepard, Wisconsin-Madison

Discussant: Sharon Dunwoody, Wisconsin-Madison

10-11:30 a.m.
PAPER SESSION
Symphony C

Sampling and Selection
Moderator: K. Viswanath, National Cancer Institute


Response Rates, Coverage, and Costs: A Comparison of Three RDD Samples - Lewis R. Horner, Ohio State

The Effect of Monetary Incentives on Response Rates in an RDD Survey - Lewis R. Horner, Erik R. Stewart, Dong Xie, and Paul Robbins, Ohio State

Comparative Analysis of Within-Household Respondent Selection Techniques: A Mostly "Fugitive" Literature - Cecile Gaziano, Research Solutions, Inc.

Discussant: Allan McCutcheon, Gallup / Nebraska-Lincoln
10-11:30 a.m.  
PAPER SESSION  
Dining Room,  
7th Floor  

**Demographic Issues**  
Moderator: Bryan Denham, Clemson  

*Sex and Presidential Approval: A Gender Gap, a Marital Status Gap, or What?* - David James Roe, Cincinnati  

*Risk-Taking, Drugs and the Third-Person Perception Among Preteens* - Stephen A. Banning, Louisiana State  

**Evaluating Graphical Response Choices for Children's Survey Instruments** - Reagan Wright Rosenberg and Miles Bryant, Nebraska  

**Interpreting Age and Cohort Differences in Attitude Reports: Memory Ability Mediates the Size of Response Effects in Surveys** - Bärbel Knäuer, McGill, and Norbert Schwarz and Denise Park, Michigan  

**The Importance of Assessing Opinion by Regions in a State Survey** - Karen E. Schnite, Northern Illinois  

Discussant: Donna Rouner, Colorado State

11:45-1:15  
LUNCHEON  
Encore  
[ticket required]

**MAPOR Luncheon**  
Presiding: William Rosenberg, President  

MAPOR Fellow Top Student Paper Award presentation  

Keynote Speaker: Kathleen Frankovic, director of polling. CBS News  
*September 11, 2001: Polling in Times of Crisis*

1:30- 3 p.m.  
PAPER SESSION  
Symphony A  

**Reliability and Validity**  
Moderator: Tudor Vlad, Georgia  

*The Relationship Between Telephone Interviewer Attitudes and Non-Response* - Mary Outwater, Ohio State  

*Measuring the Meaning of No Opinion on the Web* - George Bishop and B. J. Jabbari, Cincinnati  

*Item-Nonresponse, Measurement Error, and the 10-point Response Scale* - Matthew Courser, Ohio State, and Paul Lavrakas, Nielsen Media Research  

*Use of Reliability Indicators as Tools for Improving Data Quality of Computer-Based Surveys* - Andrey Peytchev and Emilia Petrova, Nebraska-Lincoln  

*Assessment of the Validity and Reliability of a Research Instrument or Questionnaire* - Lazarous Mbulo, Nebraska-Lincoln  

Discussant: Joey Reagan, Washington State
Coloring the World: Race, Media, and Public Opinion
Moderator: Brian D. McKenzie, Michigan

Panelists:
Inclusion or Illusion? How the Media Interpreted the 2000 Republican Convention - Tasha S. Philpot, Michigan

The Effects of Black Media on White Racial Attitudes - Ismail K. White, Michigan

Media and Black Common Fate - Harwood K. McClerking, Ohio State

Responding to Predicaments: The 2001 Flag Referendum in Mississippi - D'Andra Orey, Nebraska-Lincoln

Participation in Civic Affairs
Moderator: Gill Welsch, Murray State

Opinion Leadership: Revisiting a Key Concept in Public Opinion Research - Dietram A. Scheufele, Cornell, and Dhavan Shah, Wisconsin-Madison


Measuring Audience Behavior in the New Communication Landscape: Implications for Political Participation - Gerald M. Kosicki and Yangyang Yuan, Ohio State


Discussant: Patricia Moy, Washington

What's the Story? Government Influence on Reporting About Air Transportation Safety - Joseph Hinchliffe, Illinois at Urbana-Champaign

Effects of Source and Situation on News Story Belief: An Experiment from the 2000 Presidential Election - Kenneth R. Blake, Robert Wyatt, and Kelley Dodd, Middle Tennessee State

Adolescent Alcohol Expectancies in China - Zhiling Liu and Bing Liu, Nebraska-Lincoln

Reality Shows and Uses and Gratifications - Tak Shing (Leo) Chan, Southern Illinois
Friday, November 16

3:15 - 4:45
POSTER SESSION
Intermezzo

Ethnic Images, 1990-2000 - Tom W. Smith, NORC/University of Chicago

Racial Cues and Third-, First-, and Second-Person Effects -
Edward Frederick, Southern Mississippi, and Kurt Neuwirth, Cincinnati

Who We Are, Who We Want to be, Who We Will Be: Constructions of Gender Roles in Children’s Saturday Morning Programming - Nina L. Jackson, Washington State

Identifying and Testing the Factors Underlying Public Support for Freedom of Expression - Dana Bagwell, Washington

The Web of Marriage: An Analysis of Indian Matrimonials on the Web -
Mohan Jyoti Dutta-Bergman, Purdue, and Alicia April Dutta-Bergman, Augsburg College

Behind the Curtain: Attitudes and Opinions of X-Rated Movie Viewers -
Michael P. Boyle, Cory L. Armstrong, Dhavan V. Shah, and Douglas M. McLeod, Wisconsin-Madison

When Congressional Candidates Spend Campaign Cash on Polling -
Mark D. Harmon, Tennessee

A Comparison of the Relationship Between the Press, the President and the Public on the Drug Issue: Within and Between Presidency - Jongbae Hong, Southern Illinois

Internet Adoption Among Public Relations Practitioners -
Ahmad Sharif and Maria Raicheva, Southern Illinois

The Mediating Role of U.S. News Media and the News Web in the Political Socialization of Korean Immigrants to the Host Society - Hyo-Seong Lee, Southern Illinois

4:15 - 5:15
Intermezzo

Reception (cash bar)

5 - 6 p.m.
Symphony A

Cocktail Pedagogy Hour

Speaker: Paul Lavrakas, Nielsen Media Research
A Multimode, Multimethod Approach to Increasing Response Rates and Data Quality in NMR’s Diary Research

7 p.m.
Meet in lobby

President’s Welcome Dinner (Dutch Treat)

Members and guests are invited to join MAPOR’s president, William Rosenberg, and other MAPOR members for dinner. (Restaurant to be announced.)
Saturday, November 17

8 - 12
Intermezzo

8:30 - 10
PAPER SESSION
Symphony A

Registration (coffee, tea, bakery)

Presidency and Public Opinion
Moderator: Reagan Wright Rosenberg, Nebraska

The Buck Stops Here: Exploring Formal and Informal Methods of Gauging Public Opinion in the Truman White House - Brandon Rottinghaus, Northwestern

The Role of Party Endorsements in Presidential Nominating Campaigns - Wayne P. Steger, DePaul


Discussant: Thomas Johnson, Southern Illinois

8:30 - 10
PAPER SESSION
Symphony B

Asian Opinion
Moderator: Matt Nisbet, Cornell

Public Perceptions of Polling and Public Opinion in Asia: The Case of Singapore - Wai Peng Lee, Nanyang Technological University; Lars Willnat, George Washington; and Ben Detenber, Nanyang Technological University

Newspaper Ownership in Korea and the Topics of Polls in Online Versions of Newspaper - Irkwon Jeong, Ohio State

Media Exposure and Acculturation of Students from P. R. China in American Universities - Li Zeng, Southern Illinois

Breaking Barriers: India in ICE Age - R. Manavalal Bhavaraghavan and Aarti Nipun Patel, University of Madras, India

Discussant: Fiona Chew, Syracuse
Saturday, November 17

8:30 - 10
PAPER SESSION
Symphony C

Processing Controversial Issues
Moderator: Christine O'Brien, Michigan

Probing Psychological Processes Underlying Framing Effects: Knowledge Activation as a Mediator of News Frame Effect on Social Judgment - Jaeho Cho and Heejo Keum, Wisconsin-Madison

The Impact of Interest Group and News Media Framing on Public Opinion: The Rise and Fall of the Clinton Health Care Plan - Jennifer C. Koella, Tennessee

Media Exposure and Information Processing as Predictors of Concern About Victimization and Support for the Death Penalty - William P. Eveland, Jr., Ohio State, and Dhavan V. Shah, Wisconsin-Madison

Punishing the Heinous: How the McVeigh Execution Affected Support for the Death Penalty - David P. Fan, Minnesota, Kathy Kellner and Robert O. Wyatt, Middle Tennessee State

Did the September 11, 2001 Terrorists Accomplish Their Goals? - David P. Fan, Samantha Kemming, Jensen Moore, and Betsy Neibergall, Minnesota

Discussant: Gerald Kosicki, Ohio State

10:15 - 11:45
(PAPER SESSION)
Symphony A

Journalistic Decisions
Moderator: Li Zeng, Southern Illinois

Routinizing the Acquisition of Raw Materials: A Comparative Study of News Construction in a Single Community - Lee B. Becker, Heidi Hatfield Edwards, Tudor Vlad, George L. Daniels, Edward M. Gans, and Namkee Park, Georgia

How Much Will This Story Cost? Budgetary Constraints and Other Factors in the Job Satisfaction of Network Television News Correspondents - Cindy J. Price, Wyoming

Negotiating the Quagmire: How Ethics of Online Editors are Shaped by News Values and Other Factors - Thomas J. Johnson and James D. Kelly, Southern Illinois

Social Dimensions of Journalistic Ethics Decisions: A Comparative Study - Dan Berkowitz, Iowa; Yehiel Limor, Tel-Aviv; and Jane Singer, Iowa

Discussant: Wayne Wanta, Missouri
Saturday, November 17

3:30 - 5
PAPER SESSION
Symphony A

Developing Opinion
Moderator: Lisa Thalji, Research Triangle Institute

The Normative Influence of Perceived In-Group Support on Expressed Opinions - Gregory W. Gwiasda, Carroll J. Glynn, and Andrew F. Ilayes, Ohio State

The Effect of New Information on Poll Respondents’ Opinions - Lewis R. Horner and Eric S. Fredin, Ohio State

From Personal toward Perceived Public Opinion: Computer-Supported Social Networks as Mediators - Stella Chih Yun Chia and Kerr-hsin Lu, Wisconsin-Madison

The Connections between Local Television News Use and Political Knowledge - Todd Trautman, Illinois at Urbana-Champaign

Discussant: Dietram Scheufele, Cornell

3:30 - 5
PAPER SESSION
Symphony B

All Internet, All the Time
Moderator: Leigh Moscowitz, Indiana

For Whom the Web Tolls: How Internet Experience Predicts Web Reliance and Credibility - Thomas J. Johnson, Southern Illinois, and Barbara K. Kaye, Tennessee

Use and Believability of the Internet Versus Traditional Media for Nine Topics - Joey Reagan, Bruce Pinkleton, and Rick Busselle, Washington State

Using the Internet to Survey a Czech Network of Health Professionals - Fiona Chew, Syracuse; Beverly Jensen, Jensen Communications; Sushma Palmer, Center for Communications Health & the Environment; Hana Sovinova, National Institute of Public Health, Prague; and Rudolf Poledne, Czech Institute of Clinical and Experimental Medicine

The Use of an Internet-Based Survey Tool to Measure Patient and Physician Perspectives on E-Mail Communication - Jay Ford and Gi Woong Yun, Wisconsin-Madison

Expectancy-Value Theory: Explaining Motivations for Internet Use Among College Students - Rey G. Rosales, Lewis, and Thomas Johnson, Southern Illinois

Discussant: David Atkin, Cleveland State
Saturday, November 17

3:30 - 5
PAPER SESSION
Symphony C

Community Structures
Moderator: David Roe, Cincinnati

Communication Influences on Citizen Competence - Weiwu Zhang, Austin Peay State

Pride in Institutions - Thomas Lamatsch and Jacqueline M. Peltier, Nevada-Las Vegas

Agenda Building and Community Structural Pluralism: Local, State and National News About Breast Cancer - Beverly Martinson and Douglas Blanks Hindman, North Dakota State

The Role of Community Structure on Gender Representations in Newspaper Coverage - Cory L. Armstrong, Wisconsin-Madison

Discussant: Angela Powers, Northern Illinois

5 - 5:30
Symphony C

Business Meeting
Presiding: William Rosenberg, Drexel

5:30 - 6:30
Intermezzo

Reception (cash bar)
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