PUBLIC OPINION IN CRISIS

MAPOR
Midwest Association for Public Opinion Research
Nov. 21-22, 2003
Chicago, IL
Radisson Hotel & Suites
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2003 Annual MAPOR Conference
November 21-22, 2003
The Radisson Hotel & Suites Chicago
Chicago, Illinois 60611

Friday, Nov. 21

8:30 a.m.-5 p.m.  Registration (coffee, tea, bakery)
Intermezzo

10 – 11:30 a.m.  Paper Session 1
Symphony A  Public Opinion in Crisis I: Agenda Setting and Framing

Moderator:  Michael Huge, The Ohio State University

Reporting the War: The Military Analysts’ Role in Intermedia Agenda-Setting
Deborah Bush Haffey and Clark Greer, Cedarville University

The Shaping of Public Opinion: The Effects of Campaign Against Terrorism Frame on Audience Evaluations of Relations Between Two Countries
Shafiqur Rahman, Southern Illinois University

Framing the War: Weapons of Mass Destruction vs. Iraqi Freedom
F. Gilland Welsch and H. Allen White, Murray State University

Mediating the Anthrax Attacks: Media Accuracy and Agenda-Setting at Times of National Threat
Shahira Fahmy, Southern Illinois University

Discussant:  Gerald Kosicki, The Ohio State University

10 – 11:30 a.m.  Paper Session 2
Symphony B  Source and Message Effects

Moderator:  Michel Haigh, University of Oklahoma

Who and How? Investigating Sources and Characterizations in Elite British Newspaper Coverage of the “911” Attack
Li Zeng and Zhiwen Xiao, Southern Illinois University

Consider the Source: How Perceived Bias Affects Message Credibility
Julie Andsager, University of Iowa

Source Matters: The Influence of Perceived Credibility on Cognition of Newspaper Stories
Cory Armstrong and Michelle R Nelson, University of Wisconsin

Taking a Stand: The Impact of Celebrities Who Speak Out
H. Allen White, Stephanie I., Minix, and Sara Schmitt, Murray State University

Discussant:  Richard Perloff, Cleveland State University
Friday, Nov. 21

10 – 11:30 a.m. Paper Session 3
Symphony C Survey Methodology

Moderator: Kristen Olson, University of Michigan

Comparison of Computerized Event History Calendar and Question-list Interviewing Methods: A Two-year Health History Study
Mandi Yu, Moh Yin Chang, Feiwen Cheng, Asha Jayaprakash, and Robert Belli,
University of Nebraska-Lincoln

Effect of Single Versus Multiple Questions per Page on Data Quality In Web-Based Surveys
Andy Peytchev, University of Michigan

Modeling the Predictors of Response Rates for the HEDIS/CAHPS 3.0H Survey
Moh Yin Chang and Shaheen Halim. University of Nebraska-Lincoln

Discussant: Ward Kay. Adirondack Communications

11:45-1:15 Luncheon (Ticket Required)
Encore War and Peace – and Public Opinion
(13th floor)

Presiding Julie Andsager, MAPOR President
MAPOR Fellow Top Student Paper Award

Speaker Brig. Gen. Ronald T. Rand
Director of Air Force Public Affairs

Sponsor DSD Laboratories, Inc.

1:30- 3 p.m. Panel
Symphony A Public Opinion in Crisis II: Embedded Journalists

Moderator Steve Everett, DSD Laboratories, Inc.

Panelists Aamer Madhani, Chicago Tribune
Tim McNulty, Chicago Tribune
Steve Everett, DSD Laboratories, Inc.
Friday, Nov. 21

1:30-3 p.m. Paper Session 4
Symphony B Public Opinion in an International Context

Moderator: Cory Armstrong, University of Wisconsin

Acculturation in the Global Marketplace
Kimberly A. Neuendorf, Brian F. Blake, and Colin Valdiserri. Cleveland State University

How Much of What We Know Determines How What We Believe? An Examination of the Relationship among International Political Knowledge, Personal Ideology and Mass Media Consumption and Stereotypes of Russians and Eastern Europeans
Elza Ibrosccheva, Southern Illinois University

National Identity and the Emotional Economy of the European Union: A Comparison of the New and Old Member Nations
Allan McCutcheon, University of Nebraska-Lincoln

Discussant: Weiwu Zhang, Austin Peay State University

3:15-4:45 p.m. Panel
Symphony C Public Opinion in Crisis III
Building Trust in Survey Research

Moderator Matthew Nisbet, The Ohio State University

Sponsor: Communication Theory & Methodology Division of the Association for Education in Journalism & Mass Communication.

Panelists Michael Traugott, Michigan
David Weaver, Indiana
Gerald Kosicki, The Ohio State University
Friday, Nov. 21

3:15-4:45 p.m.  Poster Session

Intermezzo

A Test of the Indexing Hypothesis: An Analysis of the U.S. Media Coverage of the Debate over the War in Iraq
Eunseong Kim, Indiana University

Applying Media Systems Dependency Theory to the College Audience and Political News
Michel M. Haigh, University of Oklahoma

Proposal to Evaluate the Agriculture Extension Related Program Broadcast on Statewide Public Broadcast Station
Fei-Wen Cheng, University of Nebraska-Lincoln

The Scale Development of Parent Involvement Attitude Questionnaire (PIAQ)
Shu-Ren Chang, University of Nebraska-Lincoln

Wireless Surveys: A New Paradigm in Survey Research
Kumar Nagarajara, University of Nebraska-Lincoln

Models of THE Response Answering Process: Historical Overview, Comparison and Evaluation
Mario Callegaro, University of Nebraska-Lincoln

Independent Two-group Statistical Tests for Small Survey Samples
Emila Peytcheva and Andy Peytchev. University of Michigan

Comparing Internet “River,” Internet “Panel” and RDD CATI Sampling: Do The Differences Affect The Data?
Eric Taylor. Western Waits

LINC: Software for the Simultaneous LINEar Clustering of Individuals and their Properties Useful for Survey and Other Analyses
David Fan, University of Minnesota

Nothing But Net: A Survey of Online Buying Among Sports Enthusiasts
Kristine Kraneburg and Thomas J. Johnson. Southern Illinois University, and Barbara K. Kaye. University of Tennessee

A Content Analysis of the Online Polls of Local Press and Measure of Framing Effect: Based on Consensus-Building in Local Public Opinion, the Roles of the Press Represented in the Polls, and Crisis/Non-crisis Related Polls
Jonghong Hong. Southern Illinois University
Friday, Nov. 21

5:00 – 6:00 p.m.
Symphony A
Cocktail Pedagogy Hour
Methodological Influences on Comparability of Race Measurements:
Several Cautionary Examples

Presiding
Julie Andsager, MAPOR President

Speaker
Elizabeth Martin, U.S. Census Bureau, AAPOR President

Sponsor
Marketing Systems Group

7:00 p.m.
Hotel Lobby
Welcome Dinner (Dutch treat)

New and longtime members and guests are invited to join MAPOR's
President, Julie Andsager, and other MAPOR members for dinner. This
will give everyone a chance to meet other MAPOR members and
participants.
Saturday, Nov. 22

8:00 a.m. – Noon  Registration (coffee, tea, bakery)
Intermezzo

8:30-10 a.m.  Paper Session 5
Symphony A  Mass Media and Democratic Participation

Moderator:  Brandon Rottinghaus. Northwestern University

Media Use and Participatory Democracy in South Korea
Sei-Hill Kim, Saint Mary’s College and Miejeong Han, Hanyang University

Predispositions, Framing, and Group Attitudes: Interactive Effects on the Motivation to Participate
Cory L. Armstrong, Michael P. Boyle, Jaeho Cho, Mike Schmierbach, Hyunsoo Hwang, Seungahn Nah, Michael R. McCluskey, Douglas M. McLeod, and Dhavan V. Shah, University of Wisconsin-Madison

Media, Community Stability, and Community Involvement: A Multi-level Analysis
Hye-Jin Pack and Dhavan V. Shah, University of Wisconsin-Madison

Journalists on Polls and Public Opinion: What Are Their Views?
David Weaver, Indiana University

Discussant:  Leo Jeffres, Cleveland State University

8:30-10 a.m.  Paper Session 6
Symphony B  Public Opinion in Crisis III: Protest and Dissent

Moderator:  Moh Yin Chang. University of Nebraska-Lincoln

Communication and Participation Around the War in Iraq: Online and Offline Routes to Civic and Protest Activism

What Does the Public Have to Say Against This? Protesting the War on Iraq through Editorials and Letters to the Editor
Dan Berkowitz, Amani Ismail, and Mervat Youssef. University of Iowa

Media Frames of Protest Groups: The Effects of Exposure on Perceived Legitimacy
Lindsay Hoffman and Michael E. Huge. The Ohio State University

Media Dissociation, Internet Use, and Anti-War Political Participation
Hwang Hyunseo, EunKyung Kim, Namjin Lee, Seunghyun Lee, Jyejin Paek, Mike Schmierbach, Homero Gil de Zuniga, and Dhavan V. Shah. University of Wisconsin-Madison

Discussant:  Doris Graber. University of Illinois-Chicago
Saturday, Nov. 22

8:30-10 a.m. Paper Session 7
Symphony C Public Opinion and Health

Moderator: Deb Houden, University of Wisconsin

Communicating the Threat of Smallpox: Inoculating Against Panic
Catherine Crawley, University of Tennessee

A Second-Level Agenda Setting Study of Arguments For and Against Harry Truman's National Health Insurance Plan
Brian Hensel, University of Missouri

Ain’t No Shame: How African American Women’s Magazines Frame Femininity in Health News About Obesity-Related Illnesses
A. Denita Gadson, University of Iowa

Marijuana Users: Real People with Real Problems
Taylor Moseley, University of Nevada-Las Vegas

Discussant: Cecile Gaziano, Research Solutions, Inc.

10:15-11:45 Paper Session 8
Symphony A Science and Values

Moderator: David Fan, University of Minnesota

Values and the Genesis of Risk, Benefit, and Public Opinion
Kurt Neuwirth, University of Cincinnati, Edward Frederick, University of Wisconsin-
Eau Claire and Charles Mayo, University of Southern Mississippi

The Competition for Worldviews: Religion, Media, & the Stem Cell Controversy
Matthew C. Nisbet, The Ohio State University

The Stem Cell Controversy: Towards a Model of Mediated Issue Development
Matthew C. Nisbet, The Ohio State University, Dominique Brossard, and Adrienne
Kroepsch, Cornell

Public Opinion About Stem Cell Research and Human Cloning
Matthew C. Nisbet, The Ohio State University

Media and Scientific Citizenship: Exploring Media Effects on Feelings of Efficacy for Science-
Related Issues
Dominique Brossard, Dietram Scheufele, Cornell University, and Matthew C. Nisbet,
The Ohio State University

Discussant: Julie Andsager, University of Iowa
Saturday, Nov. 22

10:15-11:45  Paper Session 9
Symphony B  Internet Use and Democratic Participation

Moderator:   Gill Welsch, Murray State University

The Factors Influencing Internet Use as an Alternative Media: Mainstream Media Dissociation, Media Trust, and the Internet Use
Hwang Hyunseo, Gun Hyuk Lee, Min Sun Shin, and Seung Gwan Park, University of Wisconsin-Madison

Bowling and Surfing: Linking Dimensions of Internet Use and Civic Engagement
Patricia Moy, Keith Stamm, Edit Manosevitch, and Kate Dunsmore, University of Washington

Connecting Offline and Online Civic Communities: The Effects of Community Context and Internet Use on Community Engagement
Seungahn Nah, University of Wisconsin-Madison

The Web of Public Opinion: The Influence of the World Wide Web on Democratic Citizenship
Bruce W. Hardy and Dietram Scheufele, Cornell University

Discussant: Benjamin Bates, University of Tennessee

10:15-11:45  Paper Session 10
Symphony C  News Industry and Public Opinion Trends

Moderator:   Catherine Crawley, University of Tennessee

Trends in Confidence in Institutions and People, 1972-2002
Tom W. Smith and Jibum Kim, NORC

Altruism in Contemporary America
Tom W. Smith, NORC

The Impact of Internal Labor Markets On Newspaper Industry Diversification
Lee B. Becker and Tudor Vlad, University of Georgia, George Daniels, University of Alabama, and Hugh J. Martin, University of Georgia

Discussant: Teresa Mastin, Michigan State University

11:45 - 1:45  Lunch (on your own)
Saturday, Nov. 22

1:45-3:15  Paper Session 11
Symphony A  Public Opinion in Crisis V: Methodological Challenges

Moderator:  Andy Peytchev, University of Michigan

When Parametric Assumption Violations Compromise Linear Regression Research
Bryan Denham, Clemson University

Check-all-that-apply Race: What Do We Get?
Ward Kay, Adirondack Communications

Latent Class Models for Studying Measurement-Related Mode Effects in Mixed-Mode Surveys
Allan McCutcheon, University of Nebraska-Lincoln

Data Collection Mode Effects Controlling for Sample Origins in a Panel Survey: Telephone versus Internet
Cindy Chatt, University of Nebraska-Lincoln and J. Michael Dennis, Knowledge Networks, Inc.

An Examination of Controlled Access Housing Units in Chicago from the National Survey of Drug Use and Health (NSDUH)
Joe Murphy, Joe Eyerman and Jim Brantley, RTI International

Discussant:  Joey Reagan, Washington State University

1:45-3:15  Paper Session 12
Symphony B  Public Opinion and Politics

Moderator:  Lindsay Hoffman, The Ohio State University

Communication Patterns and Public Opinion in a Lopsided Election Campaign
Gerald M. Kosicki and Angela Yuan. The Ohio State University

Voting and Authoritarianism: The Mediating Role of Media Use, Discussion, Efficacy and Trust
John C. Besley, Janie Diels and Erik C. Nisbet, Cornell University

Praying, Crying, Stumping, and Lawmaking: Public Opinion on when Religious Talk by Political Officials is More and Less OK
Ken Blake, Robert O. Wyatt, and Ranjan Paul Watson. Middle Tennessee State University

Agenda-Building and Framing Processes During the Trent Lott Saga
Weiwu Zhang, Rosemary Althoff and Kristy Galbraith, Austin Peay State University

Discussant:  Dietram Scheufele, Cornell University
Saturday, Nov. 22

1:45-3:15  Paper Session 13
Symphony C  Internet Use, Public Opinion, and Diffusion
Moderator:  Seungahn Nah, University of Wisconsin

A Study of News Diffusion Revisited with the Internet: How the News of Space Shuttle Columbia Explosion Diffuses Through College Students
Daeckyung Kim, Southern Illinois University

A Diffusion of Innovations Survey to Increase Internet Usage Among Family Physicians
Fiona Chew, Syracuse University, William Grant, Upstate Medical University, and Rohit Tote, Syracuse University

Wag the Blog: How Reliance on Traditional Media and the Internet Influence Perceptions of Weblogs Among Blog Users
Thomas J. Johnson, Southern Illinois University, and Barbara K. Kaye, University of Tennessee
Discussant:  Kim Neuendorf, Cleveland State University

3:30-5  Paper Session 14
Symphony A  Public Opinion in Crisis VI: Public Support for Wars and Leaders
Moderator:  Euseong Kim, Indiana University

Mobilizing the “Silent Center”: Alternative Measures of Public Opinion on Vietnam Within the Johnson White House
Brandon Rottinghaus, Northwestern University

News Magazines Coverage and President George W. Bush’s Approval Ratings
Zhiwen Xiao and Li Zeng, Southern Illinois University

9/11 and “Rally Around the Flag”
Thomas Lamatsch and Joseph S. Strother, University of Nevada-Las Vegas

Media and Perceptions of the War in Iraq in Europe, Asia and the Middle East
Lars Willnat, The George Washington University

Discussant:  Thomas Johnson, Southern Illinois University
Saturday, Nov. 22

3:30-5
Symphony B
Paper Session 15
Democracy and Political Participation

Moderator: Mervat Youssef, University of Iowa

Nonparticipation in Public Political Activities as Self-Censorship
Andrew F. Hayes and Michael E. Huge, The Ohio State University

What Makes Good Citizens—Joining with Others or Acting Alone To Solve Problems?
Weiwu Zhang and Ellen Kanervo, Austin Peay State University

Adolescents and the Culture of Poverty: Why Are We “Out” of Democracy?
Edward M. Horrowitz, Kimberly A. Parker, and Johan Wanstrom, University of Oklahoma

Discussant: Patricia Moy, University of Washington

3:30-5
Symphony C
Paper Session 16
Media and Public Perceptions

Moderator: Amani Ismail, University of Iowa

Implications of Coming to Grip with “The Holy Ghost”: Testing the Third Person Effect of Media Reports of Opinion Polls
Joseph Abisaid, Zhongdang Pan, Hye-Jin Paek, Ye Sun, and Debra Houden, University of Wisconsin-Madison

"Others May be Duped, but Not Me": Exploring the Media Effects Schemas and Their Consequences
Debra Houden, Zhongdang Pan, Hye-Jin Paek, Ye Sun, and Joseph Abisaid, University of Wisconsin-Madison

Black College Students’ Perceptions of the Serial Snipers
Mahmoud A. Braima and Yun Feng, Southern University and A & M College

Are the Astronauts In Heaven? A Report from the Buckle of the Bible Belt
Robert O. Wyatt, Ken Blake and Ranjan Paul Watson, Middle Tennessee State University

Discussant: David Tewksbury, University of Illinois

5-5:30
Symphony C
Business Meeting

5:30 – 6:30
Intermezzo
Social Hour