Messages for the Masses
Measuring Public Opinion in Modern Democracies

Midwest Association for Public Opinion Research
November 18-19, 2005
Chicago, IL
Radisson Hotel & Suites
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2004-2005

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Many organizations and individuals have provided financial support to MAPOR over the years. Sponsors and underwriters allow MAPOR to keep its conference fees and membership dues reasonable. Sponsors also allow MAPOR to subsidize student attendees’ costs.

MAPOR thanks this year’s conference sponsors for their generous support.
Friday, Nov. 18

8:30 am – 5 pm
(Intermezzo)
Registration (coffee, tea, bakery, fruit)

10 am – 11:30 am
(Symphony A)
Paper Session 1
Causes of Media Effect Perceptions
Moderator: Sean O. Hogan, RTI-International

"Self vs. (Which) Others: An Examination of How Defining Others Influences Third-Person Perception," H. Allen White, Murray State U; Julie L. Andsager, U of Iowa; James T. Crawford, Murray State U

"Social Distance and Self-Categorization in the TPE," H. Allen White, Murray State U; Julie L. Andsager, U of Iowa


Discussant: Matthew Nisbet, The Ohio State U

10 am – 11:30 am
(Symphony B)
Paper Session 2
Roots and Effects of Trust in Media and Government
Moderator: Yung Soo Kim, Southern Illinois U-Carbondale

"Societal Impact of Nanotechnology: Testing the Political Acceptance of the 'Next Economic Revolution,'” Patricia Gross, Metro Chicago Information Center; Ravishankar Anand, Blackstone Advanced Analytics Group; Dan Lewis, Northwestern U; Woody Carter, Metro Chicago Information Center

"The Influence of Trust and Knowledge: A Media Effects Model for Public Attitudes Toward Nanotechnology,” Chul-joo Lee, U of Pennsylvania; Dietram A. Scheufele, U of Wisconsin-Madison; Bruce V. Lewenstein, Cornell U

"Media Use, Media Credibility and Public Trust,” T. Maggie Zhang, Syracuse U; Grace Han Yao, Syracuse U

"Mass Media, Interpersonal and Institutional Trust and Participation,” Ellen Kanervo, Austin Peay State U; Weiwu Zhang, Austin Peay State U

Discussant: Patricia Moy, U of Washington
10 am – 11:30 am  Paper Session 3
(Symphony C)  Survey Administration Effects

Moderator: Yanjun Zhao, Southern Illinois U-Carbondale

“A better Correction for Non-Response Bias? The Advantages of a Mixed Mode Survey for Analysis of and Correction for Non-Response Bias Using the Continuum of Resistance,” Alisha Baines, Minneapolis VA Medical Center; Michael Davern, U of Minnesota; Melissa R. Partin, Minneapolis VA Medical Center

“Implications and Consequences of Email Versus Other Methods of Recruitment for Focus Group Participants,” William L. Rosenberg, Drexel U

“Bilingual Interviewers and Data Quality: Clues from the Survey of Consumer Finances,” M. Mandy Sha, NORC/U of Chicago; Yongyi Wang, NORC/U of Chicago

Discussant: John Loft, RTI International

11:45 am – 1:15 pm  Luncheon (ticket required)
(Encore, 13th floor)

Presiding: Douglas Blanks Hindman, MAPOR President

Student Paper Chair: Richard M. Perloff, MAPOR Fellow

Speaker: Don Dillman, Social and Economic Research Center, Washington State U

“Visual Design Effects in Web and Mixed Mode Surveys”

Sponsors: The Everett Group and Draughon Research

1:30 pm – 3 pm  Paper Session 4
(Symphony A)  The Influence of Influence Perceptions

Moderator: Andrew F. Hayes, The Ohio State U

“Content-specific Influences on Third-person Effects and Behavioral Components,” Julie Andsager, U of Iowa; H. Allen White, Murray State U; Rob Kuennnen, U of Iowa

“Consecrating the Bully Pulpit: Using Presumed Influence to Model Evangelical Voting Behavior,” Ken Blake, Middle Tennessee State U; Marcie Hinton, Middle Tennessee State U; David Pernell, Middle Tennessee State U; Robert O. Wyatt, Middle Tennessee State U


Discussant: David Tewksbury, U of Illinois at Urbana-Champaign

1:30 pm – 3 pm  Paper Session 5
(Symphony B)  The Bases and Components of Candidate Evaluations

Moderator: Lindsay Hoffman, The Ohio State U

“Sound and Fury: Discovering Empty Language in Political Communication,” Aaron S. Veenstra, U of Wisconsin-Madison
"The Effects of TV News Style on Viewers' Political Evaluations," Ben Sayre, U of Wisconsin-Madison; Lucy Atkinson, U of Wisconsin-Madison


"The Role of Sponsorship in Negative Political Advertising On Audiences' Attitude Toward Candidates," Yanjun Zhao, Southern Illinois U-Carbondale; Thomas Johnson, Southern Illinois U-Carbondale

Discussant: Kurt Neuwirth, U of Cincinnati

1:30 pm – 3 pm
(Symphony C)

Paper Session 6
Improving Survey Quality to Improve the Information for Democracies: The Collection and Analysis of Process Data to Improve Survey Outcomes

Moderator: Francine Cannarozzi, RTI International


"Toward an Understanding of Survey Breakoffs," Andy Peytchev, U of Michigan


Discussant: Rob Daves, Minneapolis Star Tribune

3:15 pm – 4:45 pm
(Symphony A)

Paper Session 7
Issues in Measurement and Response Rates

Moderator: Francine Cannarozzi, RTI International


"Understanding Vote Over-Reporting, A Case Study: British General Elections 1992, 1997 and 2001," Ipek Bilgen, U of Nebraska-Lincoln/Gallup Research Center; Allan McCutcheon, U of Nebraska-Lincoln/Gallup Research Center; Rene Bautista, U of Nebraska-Lincoln/Gallup Research Center

"Current Issues in Response Rates in Physician Surveys," Sean O. Hogan, RTI-International; John D. Loft, RTI-International

Discussant: Ward Kay, Adirondack Communications, Inc.
3:15 pm – 4:45 pm  
(Symphony B)  
**Paper Session 8**  
Censorship and Support for Free Expression  

**Moderator:** Mark Hungerford, U of Washington  

“Trust in Government and Freedom of the Press,” Bruce W. Hardy, U of Pennsylvania  

“Doing Unto Others as One Does Unto One’s Self: Exploring the Association Between Support for Public Censorship and Self-Censorship,” Jason B. Reineke, The Ohio State U  

“Protecting Others or Supporting Rights?: Willingness to Restrict the Media,” Julie Andsager, U of Iowa; H. Allen White, Murray State U  

“Stability and Change in Support for Free Expression Among Those Preparing for Careers in Communication Occupations,” Tudor Vlad, U of Georgia; Lee B. Becker, U of Georgia  

**Discussant:** Ken Blake, Middle Tennessee State U  

3:15 pm – 4:45 pm  
(Symphony C)  
**Panel 1**  
‘Private’ vs. ‘Personal’, ‘Crisis’ vs. ‘Problems’: Elite, Media, and Public Framing of the Social Security Debate  

**Moderator:** Weiwu Zhang, Austin Peay State U  

**Panelists:** Doris Graber, U of Illinois-Chicago  
Zhongdang Pan, U of Wisconsin-Madison  
Dietram A. Scheufele, U of Wisconsin-Madison  

4:45 – 6 pm  
(Intermezzo)  
**Cocktail Hour and a Quarter**  

4:45 – 6 pm  
(Intermezzo)  
**Poster Session**  

“Writing about Women: Community and Organization Determinants of News Coverage,” Cory L. Armstrong, U of Florida  

“A Blog Revolution?: Potentials and Constraints of Blogging as a Mode of Public Discourse,” Eunseong Kim, Indiana U-Bloomington  

“The Gender Gap and Question Interpretation in Presidential Approval Measures,” Jessica H. Johnson, U of Cincinnati  

“Regression Diagnostics for Survey Data: Identifying Influential Observations,” Jianzhu Li, U of Maryland  

“Blogging and Public Opinion,” Leo Chan, U of Wisconsin-Whitewater  

“Managing Balance,” Lewis Horner, The Ohio State U  

“Cooerientation in a Public Opinion Context: Predicting Accurate Perceptions of Community Opinion,” Lindsay Hoffman, The Ohio State U; Jason B. Reineke; The Ohio State U  


"A Rumor of War: Knowledge Gap and Saddam’s Misalleged Role in 9/11," Shelley Madison, Middle Tennessee State U; Ken Blake, Middle Tennessee State U; Robert O. Wyatt, Middle Tennessee State U

"Assessing College Students’ Attitudes toward Search Engine Sponsored Links: An Exploratory Study," Xingpu Yuan, Southern Illinois U-Carbondale

"A Relationship between Public Opinion and Internet Usage of Korean Internet Users," Yung Soo Kim, Southern Illinois U-Carbondale

5:30 – 6:30 pm
(Symphony A)

Pedagogy Hour

Presiding:

Douglas Blanks Hindman, MAPOR President

Speaker:

Colm O’Muircheartaigh, NORC, U of Chicago
"Sample Design in Seven Plus or Minus Two Constructs"

Sponsor:

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7 pm
(Hotel Lobby)

Welcome Dinner (ticket required)

New and longtime members are invited to joint MAPOR’s President, Douglas Blanks Hindman, and other MAPOR members for dinner at the Weber Grill Restaurant. Menu choices will include grilled salmon, pork chops, ribs, vegetable plate; salad; dessert; soft drinks; $40 per person. Wine and beer can be ordered separately. Meet in the lobby for a stroll to the restaurant. Tickets for this event must be purchased in advance.
Saturday, Nov. 19

8:00 am – noon
(Intermezzo)
Registration (coffee, tea, fruit, bakery)

8:30 am – 10 am
(Symphony A)
Paper Session 9
Issues in the Spiral of Silence
Moderator: Jason B. Reineke, The Ohio State U

"A Unified Model for the Diffusion of Innovations and the Spiral of Silence Within the Framework of Paradigms," David Fan, U of Minnesota; Haoyu Yu, U of Minnesota

"Conformity and Debate about Abortion: The Spiral of Silence in Multiple Contexts," Kurt Neuwirth, U of Cincinnati; Sarah Curry, U of Cincinnati; Edward Frederick, U of Wisconsin-Eau Claire; Won Yong Jang, U of Wisconsin-Eau Claire; Jack Kapfer, U of Wisconsin-Eau Claire; Michael Dorsher, U of Wisconsin-Eau Claire; Charles Mayo, U of Southern Mississippi

"Voicing Complaints in the Public Arena," Leo W. Jeffres, Cleveland State U; Guowei Jian, Cleveland State U; David Atkin, Cleveland State U

"Who Cares About What Others Think? Moderating Factors of the Spiral of Silence," Nicole Cann, Auburn U; Martha Isom, Auburn U; Sei-Hill Kim, Auburn U

Discussant: Weiwu Zhang, Austin Peay State U

8:30 am – 10 am
(Symphony B)
Paper Session 10
War Coverage
Moderator: Jounghwa Choi, Michigan State U

"Ohio Newspaper Editorials Follow the Lead of President Bush Following September 11th," David Hutchinson, The Ohio State U


"Sanctioning Torture: Power Indexing in the Confirmation of Alberto Gonzales," Andrea Hickerson, U of Washington; Patricia Moy, U of Washington; Kate Dunsmore, U of Washington

"Media framing: Abu Ghraib Prisoner Abuse Story in the News and Consensus on Iraq War," Anup Kumar, U of Iowa

Discussant: Ed Horowitz, Cleveland State U
8:30 am – 10 am
(Symphony C)

Paper Session 11
Public Opinion in International Contexts

Moderator: Francine Cannarozzi, RTI International

“Constructing an Intifada for Statehood: Palestinian Political Violence in U.S. News,” Amani Ismail, U of Iowa

“An Audience Survey of News Coverage of the Transatlantic Relationship by American Media,” Dorothy Njoroge, Southern Illinois U-Carbondale

“Searching for a Global Elite: Have Elites become Cosmopolitan while People Have Remained Local?” Roei Davidson, U of Michigan; Nathaniel D. Poor, U of Michigan, Ann E. Williams, U of Michigan

“Cyber-rule in Pan-Asia: Users’ Perspectives,” Yong Jin Park, U of Michigan

Discussant: Barbara Burrell, Northern Illinois U

10:15 am – 11:45 am
(Symphony A)

Paper Session 12
Health Issues in Public Opinion and in the News

Moderator: George Anghelcev, U of Minnesota

“Assessments of Public Opinion about Cigarette Smoking Using Essay Surveys,” David Fan, U of Minnesota; Thomas J. Ernst, U of Minnesota

“Application of an Online Electronic Survey: Insights to Behavior or Marginal Data?” Fiona Chew, Syracuse U; Grace Han Yao, Syracuse U

“Cross-National Study in Danger Perception of Drug Use Among Youth in 15 Veteran Countries of the European Union,” Xiaoming Liu, U of Nebraska-Lincoln/Gallup Research Center; David Palmer, U of Nebraska-Lincoln/Gallup Research Center

Discussant: Dominique Brossard, U of Wisconsin-Madison

10:15 am – 11:45 am
(Symphony B)

Paper Session 13
Effects of War Coverage

Moderator: Teresa Mastin, Michigan State U

“Picturing the Iraq War: Identification of Casualties and Viewer Reaction,” Edmund Lo, San Antonio College; Steve Hallock, Southern Illinois U-Carbondale; Liliana Serban, Ohio U; Hong Ji, The Richard Stockton College of New Jersey; Daniel Riffe, Ohio U

“2003 Iraq War Opinion: Were American Citizens in Favor or Opposed and did it Matter?” Kevin D. Navratil, U of Illinois-Chicago


“Visions of Iraq War: U.S. Coverage and Audience’s Interpretations,” Yanjun Zhao, Southern Illinois U-Carbondale

Discussant: Cory Armstrong, U of Florida
10:15 am – 11:45 am  
( Symphony C)  
**Paper Session 14**  
Factors Related to Democratic Participation  
*Moderator: Daekyung Kim*, Southern Illinois U-Carbondale

“Structure or Predisposition? Exploring the Interaction Between Discussion Orientation and Structural Features of Political Discussion on Political Participation,” *EunKyung Kim*, U of Wisconsin-Madison; *Dietram Scheufele*, U of Wisconsin-Madison; *Jeong Yeob Han*, U of Wisconsin-Madison


“Reading Political Blogs During the 2004 Election Campaign: Correlates and Consequences,”  
*William P. Eveland, Jr.*, The Ohio State U; *Ivan Dylko*, The Ohio State U  
*Discussant: Thomas Johnson*, Southern Illinois U-Carbondale

11:45 am – 1:45 pm  
Lunch (on your own)

1:45 pm – 3:15 pm  
( Symphony A)  
**Paper Session 15**  
Seeking and Acquiring Political Information  
*Moderator: Cecilia Gaziano*, Research Solutions, Inc.


*Discussant: William P. Eveland, Jr.*, The Ohio State U

1:45 pm – 3:15 pm  
( Symphony B)  
**Paper Session 16**  
Religion and Morality in America and Abroad  
*Moderator: Woody Carter*, Metro Chicago Information Center


“Ethnic and Religious Diversity in America,” *Tom W. Smith*, NORC/U of Chicago  
*Discussant: Douglas Blanks Hindman*, Washington State U
1:45 pm – 3:15 pm
(Symphony C)

Paper Session 17
Private Discussion and Public Expression

Moderator: Andrea Hickerson, U of Washington

“Citizen Journalism and the Expression of Public Opinion,” Limor Peer, Northwestern U


“The Discursive Model of Public Opinion,” Won Yong Jang, U of Wisconsin-Eau Claire

Discussant: Dietram A. Scheufele, U of Wisconsin-Madison

3:30 pm – 5:00 pm
(Symphony A)

Paper Session 18
New Directions in Media Effects Theory

Moderator: Jim Hale, Southern Illinois U-Carbondale


“Is the Media Fostering Learned Helplessness in the Obese?” Juli Hinds, U of Wisconsin-Madison

“When a Company ‘Dies,’ is Anyone Responsible? The Effect of Anthropomorphizing Metaphors on Responsibility Attributions,” Ann Williams, U of Michigan; Roei Davidson, U of Michigan; Emily Chivers-Yochim, U of Michigan

“How Does Individual Partisanship Influence the Agenda-Setting Function?” Yue Tan, Indiana U

Discussant: Zhongdang Pan, U of Wisconsin-Madison

3:30 pm – 5:00 pm
(Symphony B)

Panel 2
Discussion of The Illusion of Public Opinion (George F. Bishop, 2005, Rowman & Littlefield)

Moderator: Ward Kay, Adirondack Communications Inc.

Panelists: Sharon Dunwoody, U of Wisconsin-Madison; Richard M. Perloff, Cleveland State U
3:30 pm – 5:00 pm  Paper Session 19
(Symphony C)

The Framing of Issues in the Press

**Moderator:** Dominique Brossard, U of Wisconsin-Madison

"To Use the T-Word: Labeling Acts of Political Violence in Global News," **Dan Berkowitz,** U of Iowa

"Managing the Scope of Participation: Attention Cycles and Frames in the Debate Over Agricultural Biotechnology," **Matthew C. Nisbet**, The Ohio State U

"The Story of 'Us': Negotiating National Identity on Opinion Pages in Times of Crisis," **Mervat Youssef**, U of Iowa


**Discussant:** David Fan, U of Minnesota

5:00 pm – 5:30 pm  Business Meeting
(Symphony C)

5:30 pm – 6:30 pm  Social Hour
(Intermezzo)