Midwest Association for Public Opinion Research
Annual Conference – November 16 & 17, 2007

Newspapers to YouTube:
Audience-Media Interaction in a
New Information Environment

Preliminary Agenda

Friday, November 16

8:30 am to 5:00 pm
Registration (Coffee, tea, bakery, fruit)

10:00 to 11:30
Symphony A
Moderator:
Political Participation
Exposure, Attention, or “Use” of News? Validating Measurement of a Central Concept in Political Communication and Public Opinion Research
William P. Eveland, Jr., Myiah Hutchens Hively, and Fei “Chris” Shen, The Ohio State University

Churches as Pathways: Modeling Religious Orientations and their Effects on Political Participation
Emily K. Vraga and Kjerstin Thorson, University of Wisconsin -- Madison

Modeling Denominational Differences in Pathways from Church to Participation
Kjerstin Thorson and Emily K. Vraga, University of Wisconsin – Madison

Democratic Mobilization? The Impact of Party and Television News Use on Political Trust and Participation
Laurel S. Gleason, The Ohio State University

Testing The Gamson Hypothesis: The Interaction of Efficacy and Cynicism in Predicting Participation and Protest
Myiah Hutchens Hively, The Ohio State University

Discussant: Ward Kay, Adirondack Communications, Inc.
Friday, November 16

**Symphony B**

**Moderator:**

**Risk Communication**

*Perceived Microclimates and Opinion Expression about Campus Drinking Activities*
Kurt Neuwirth, University of Cincinnati

*Perception of Risk Related to Sexual Assault on a College Campus: A Case Study*
Jamie Williams and Dominique Brossard, University of Wisconsin – Madison

*Conflict or Caveats? Effects of Media Portrayals of Scientific Uncertainty on Perceptions of New Technologies*
Elliott D. Hillback, Andrew R. Binder, and Dominique Brossard, University of Wisconsin – Madison

*Public Opinion of Food Safety in the United States*
Michael Cacciatore and Elizabeth Ryan, University of Wisconsin – Madison

**Discussant:** Sean O. Hogan, RTI International

**Symphony C**

**Moderator:**

**New Media and Public Opinion**

*Blogger/Reader Interaction: How Motivations Impact Pathways to Political Interest*
Aaron S. Veenstra, University of Wisconsin – Madison

*Searching for Opinion Leaders and Priority Publics Online: Focusing on Bloggers’ Communication*
Hyun Soon Park, Sae Young Lee, and Yunae Kim, Sungkyunkwan University

*Blog Credibility Test: Is Source A Factor?*
Glenda Alvarado, Liz Bates, and Wendy Maxian, Texas Tech University

*Why Does Civility Matter in Blogosphere? Examining the Effects of Civility and Ideological Dissonance*
Hyunseo Hwang, Kjerstin Thorson, Brian Ekdale, Porismita Borah, Aaron S. Veenstra, Emily Vraga, Ming Bryan Wang, and Dhavan V. Shah, University of Wisconsin – Madison

**Discussant:**
Friday, November 16

Lyric
Moderator:
Media and Behavior

The Role of Public Media in Civic Life: Examining Interaction with Post-materialism in Predicting Civic Behaviors
Sun Young Lee and Dhavan V. Shah, University of Wisconsin-Madison

Communication As A Predictor Of Willingness To Donate One’s Organs: An Addition To The Theory Of Reasoned Action
Leo W. Jeffres, Bridget E. Rubenking, and Joe Amschlinger, Cleveland State University

Where Have All the Protests Gone?: Examining Knowledge, Accuracy, and Opinion about the Iraq War Among College-Aged Students
Heather L. LaMarre, Kristen D. Landreville, and Teresea A. Myers, The Ohio State University

Insights into Audience Segmentation from the Diffusion of Innovations
David P. Fan, University of Minnesota

Discussant:

11:45 to 1:15
Luncheon (Ticket Required)
Presiding: David Tewksbury, MAPOR President
Student Paper Chair: Rob Daves, MAPOR Fellow
Speaker: Robert Shapiro, Columbia University

1:30 to 3:00
Symphony A
Moderator:
Public Opinion - International

Stay in Iraq?: Attention to News, Perceptions of Troop Casualties, and Support for War
Teresa Myers, The Ohio State University

Who is Winning the Hearts and Minds of the Arab Public?: An Examination of How Arab Viewers Judge the Credibility of Al-Jazeera, Al-Arabiya, Al-Hurra and Local Arab Stations
Thomas Johnson, Texas Tech University, and Shahira Fahmy, Southern Illinois University

U.S. Public Opinion about Arab States: Examining the Differences in National Images
Lee B. Becker, University of Georgia, Ayman Nada, University of Georgia and Cairo University, Allan McCutcheon, University of Nebraska, Olena Kaminska, University of Nebraska, and Tudor Vlad, University of Georgia

Broadcast News Depictions of the War in Iraq: Description of Image Content and Effect on Public Opinion
Michel M. Haigh, The Pennsylvania State University and Glenn J. Hansen, University of Oklahoma

Discussant: Dietram A. Scheufele, University of Wisconsin – Madison
Friday, November 16

Symphony B
Moderator:
Entertainment as News
The New Negative News: The Role of Non-Traditional News in Contributing to Public Cynicism in the 2006 Elections
Lauren Guggenheim, Nojin Kwak Ph.D., and Scott W. Campbell Ph.D., University of Michigan

Understanding the power of Jon Stewart: The third person effect and the comedy of the Daily Show
Amy Becker and Michael A. Xenos, University of Wisconsin – Madison

The Softer Side of News: Understanding the Consumer of Infotainment Content
Patricia Moy, University of Washington

Beyond The Daily Show: Examining the Political Comedian Personalities of Jon Stewart and Steven Colbert
Heather L LaMarre and Michael R. Mccluskey, The Ohio State University

Discussant:

Symphony C
Moderator:
Internet as News Media
Where the Differences Lie? – Assessing Exposure to Dissimilar Political Views from Discussants, News Media and Online Groups
Magdalena E. Wojcieszak, Annenberg School for Communication, University of Pennsylvania

Comparing Voter Learning Effects in Traditional and Online Media in the 2006 U.S. Midterm Elections
Ran Wei, University of South Carolina, and Ven-hwei Lo, National Chengchi University

Reducing Hostile Media Perceptions: Can News Media Literacy Reduce Perceptions of Bias?
Emily Vraga, Melissa Tully, Mark Anthony Rolo, Laurel Norris, Juli Hinds, Hyunseo Hwang, and Hernando Rojas, University of Nebraska – Lincoln

Interaction between Mobile TV and its Potential Users
Seung-Hyun Lee, University of Wisconsin – Madison

Internet Interception: Is Internet Influence Strong Enough to Advance Candidates Marginalized by the Media in the 2008 Presidential Primary?
Christopher Olson, University of Illinois

Discussant:
Friday, November 16

Lyric
Moderator:
Media Framing

_Distinguishing between Focus and Frame in Journalistic Storytelling about Stem Cell Research_
Dominique Brossard, Sharon Dunwoody, Anthony Dudo, Elliott Hillback, and Rosalyna Wijaya, University of Wisconsin – Madison

_Framing Foreign Policy: An Analysis of News Frames and Public Opinion on the Intervention into Bosnia_
Daniel R. Birdsong, University of Cincinnati

_The Framing of News about New Voting Technology_
Michael Traugott, Caitlin Brown, Hoon Lee, and Erica Williams, University of Michigan

_Media Framing of Broadcast Television Network Evening News Anchors_
Paul R. Brewer and Timothy Macafee, University of Wisconsin – Milwaukee

Discussant:

3:15 to 4:45
Symphony A

Moderator:
Cross cultural Research

_Stereotypes of Americans and Use of Information Sources by Chinese High School Students_
Alexis S. Tan, Lingling Zhang, Yunying Zhang, and Francis Dalisay, Washington State University

_Is Cultural Context A Matter In Reporting Errors? : Comparison Of Self-Reported And Measured Weight And Height_
Geon Lee, University of Illinois – Chicago

_All in the Family or Clash of Western Civilizations? An Analysis of German Newspapers Coverage of Diplomatic Conflict between the USA and Germany_
Eike M. Rinke, The George Washington University

_Integrating Translation into Cross-National Survey Research_
Tom W. Smith, NORC/University of Chicago

Discussant: Dominique Brossard, University of Wisconsin -- Madison
Friday, November 16

Symphony B
Moderator:
Media Effects on Public Opinion
Dietram A. Scheufele, Dominique Brossard, and Kajsa Dalrymple, University of Wisconsin – Madison

Mercy on the Court: A Look at the Enduring Public Support of the Supreme Court
Lanier Frush Holt, Indiana University

Developing Citizenship through Communication: The Influence of Parental Mediation on Democratic Values and Perspective Taking
Tiffany L. Thomson, The Ohio State University, and Lindsay H. Hoffman, University of Delaware

The Salience of Media Frames
Jay D. Hmielowski, The Ohio State

Discussant:

Symphony C
Moderator:
YouTube and Internet Connection
From Silent Lurkers to Creative Participants: Understanding YouTube Users from an “Innovative Gratification” Perspective
Trupti Guha and Edward M. Horowitz, Cleveland State University

YouTube’s Impact on Our Culture: Removing the Veil from Public Opinion Leaders in a New Information Environment
Antonio Aguilar, Texas Tech University

Mourning Together on the Web: YouTube, an Online Venue for Shaping Collective Memory
Choonghee Han, University of Iowa

The Interaction Between Citizen and the Internet as a New Information Environment: Diffusion of Citizen Journalism for Public Opinion Formation and Exchange
Seung-Hyun Lee, University of Wisconsin – Madison

Discussant: Howard Speizer, RTI International
Friday, November 16

4:45 to 6:00
Lyric and Intermezzo
Poster Session and Social Hour and a Quarter

Comparing RDD Recruitment with LARS Recruitment
Wei Zeng, University of Nebraska – Lincoln, Erlina Hendarwan, Charles DiSogra, Sarah Clinton, Elisa Chan, and Daniel Slotwiner, Knowledge Networks

Not Enough Time to Cover All The News: An Analysis of International News Coverage in Elite U.S. Magazines
Guy J Golan and Maria Garcia, Florida International University

Factors Associated with Motivation to Quit Smoking among Nebraska High School Students
Yongmei Meng, University of Nebraska – Lincoln, and Lazarous Mbulo, Nebraska Health and Human Services System

Crazy-Killer Syndrome: How Do Audiences Perceive the Mentally Ill Based on their Television Portrayals?
Bridget E. Rubenking, Edward M. Horowitz, and Cheryl Campanella Bracken, Cleveland State University

Member Efficacy and Individual Participation in Collective Action
Q. Lisa Bu and Dhavan V. Shah, University of Wisconsin – Madison

Public Relations and Framing
Weiwu Zhang, Texas Tech University

The Usefulness of Scales Measuring Internet Dependency and Addiction
Joey Reagan, Moon J. Lee, and Yunying Zhang, Washington State University

To Serve and To Profit: The Ambitious Goals of an Exclusively Online News Model
Rachel Davis Mersey, University of Minnesota

Public Opinion Formation through 'Dat-gul' of Portal-news Service: Focusing on the Case of 'KorUs FTA' as Policy Agenda
Sehwan Kim, Sungkyunkwan University

Influences of Prior Background in News Writing/Production on Media Choice when Seeking Natural Disaster News
Charlie Gee and D. Scott Wells, University of Tennessee

A Conceptual and Empirical Comparison of Dramatic Political Films and Documentaries
Kristen D. Landreville and Heather L. LaMarre, The Ohio State University

Minorities as Threats: Portrayals on Hate Group Web Sites
Michael McCluskey and Heather LaMarre, The Ohio State University

United States and South Korean Foreign Correspondents: Use of Official Sources in the New York Times and Chosun Ilbo
Yeon Kyeong Kim, University of Iowa
Friday, November 16

5:30 to 6:30
*Symphony C*
**Pedagogy Hour**
Timothy Johnson
University of Illinois – Chicago
*Culture and Survey Behavior*

7:00 to ????
*Lobby*
**President’s Dinner – Dutch Treat**
Join MAPOR President David Tewksbury at a local restaurant.
Saturday, November 17

8:30 am to Noon
Registration (Coffee, tea, bakery, fruit)

8:30 to 10:00
Symphony A
Moderator: Methodology – Design
Using Craigslist for Recruiting Cognitive Interview Respondents
Joe Murphy, Jill Ruppenkamp, Jeremy Morton, Tim Flanigan, Jeanne Snodgrass, Mandy Sha, and Liz Dean, RTI International

Anticipating Nonresponse Bias in Observational Studies
Kristen Olson, University of Michigan

What is the Impact of Different Interviewing Methods in Surveys? A Comparison Between Conventional and Event History Calendar Interviews
Ipek Bilgen, Robert F. Belli, and Jamie Marincic, University of Nebraska – Lincoln

What Matters when Measuring Mode Preferences?
Wei Zeng and Olena Kaminska, University of Nebraska — Lincoln

Surveys of Student Preparedness- Which Method Works Best?
Katie C. Dempsey Katie C. Dempsey, Wright State University

Discussant:

Symphony B
Moderator: Political Communication – Culture
Soft News on the Internet: Exploring Incidental Exposure to Political Information on the Internet
Jocelyn Landau, University of Pennsylvania

Political Knowledge and the Culture War
Andrew Glatfelter, University of Cincinnati

Congressional Scandals: Coverage and Public Opinion in 2006
Emily Marquardt, University of Wisconsin – Milwaukee

Communicating Disagreement: Examine the Role of Discussion Civility and Disagreement in Deliberation
Hyunseo Hwang, University of Wisconsin – Madison

Discussant:
Saturday, November 17

Symphony C
Moderator:
Public Opinion - National Agenda I

*Who Speaks for Whom? Source Traits and Perceptions of Public Opinion*
Brandon Bosch, University of Washington

*The Compelling Arguments Hypothesis and Individual Differences in Sensitivity to Negative Issue Attributes*
Janice L. Liebhart, University of Wisconsin – Madison

*Views from the Margins: News Coverage of Women in Abortion Protests, 1960-2006*
Cory L. Armstrong, University of Florida, and Michael P. Boyle, University of West Chester

*Public Opinion and News Selection: The Case of the State of the Union Address*
Seong Choul Hong, Indiana University

*Investigating Differences in Public Support for Gay Rights Issues*
Joseph Schwartz

**Discussant:**

10:15 to 11:45
Symphony A
Moderator:
Methodology - Instrument Design

*Accurate Self-Categorization: The Impact on Information Gathering about Military Matters*
H. Allen White, Robert P. Daves, and Steven E. Everett, The Everett Group

*Measuring Satisficing in a Face-to-Face Mode*
Olena Kaminska, University of Nebraska – Lincoln, and Jaak Billiet, University of Leuven

*Is Satisficing a Slippery Slope? - An Investigation into the Effects of Satisficing when Answering Questions in a Mail Survey*
Kumar Rao, The Gallup Organization and Olena Kaminska, University of Nebraska – Lincoln

*Comparing Numerical Response Scales for Measuring Ideology: A Case Study in the Mexican Context*
René Bautista, University of Nebraska – Lincoln, Marco A. Morales, New York University, and Francisco Abundis, Parametría SA de CV

*Replicating Wording Experiments: National Spending Priorities, 1984-2006*
Tom W. Smith, NORC/University of Chicago

**Discussant:** Joe Murphy, RTI International
Saturday, November 17

Symphony B

Political Communication - Internet

Still Cruising and Believing? An Analysis of Online Credibility over Three Presidential Campaigns
Thomas J. Johnson, Texas Tech University, and Barbara K. Kaye, University of Tennessee

The Minority Report:  Online Deliberation and Disempowered Groups
Weiyu Zhang, University of Pennsylvania

New Repertoires of Activism and Mobilization: Issue Advocacy Groups’ and Grassroots Organizations’ Use of the Web in the New Information Environment
Young Mie Kim, Teresa Myers, and Chris Fei Shen, The Ohio State University

Presidential Campaign Web Usage in Times of Tragedy: A Case Study of Candidate Web Responses to the Virginia Tech Shootings
Nicholas W. Geidner, The Ohio State University

Discussant:  David Tewksbury, University of Illinois

Symphony C

Public Opinion - National Agenda II

Yue Tan and David H. Weaver, Indiana University

Public Opinion on Immigration: Stability in the Midst of Heightened Passions
Ward Kay, George Mason University

With Roe v. Wade at Stake: Value Predispositions, Policy Stance, and Public Opinion of Supreme Court Appointments
Andrew R. Binder, University of Wisconsin – Madison

Exposure and Attention Measures in Public Opinion Research: Revisiting Statistical Analysis Procedures
Bryan E. Denham, Clemson University

Interaction, Opinion Formation and Exchange in a New Communication and Information Environment
Seung-Hyun Lee, University of Wisconsin – Madison

Discussant:

11:45 to 1:30
Lunch (on your own)
Saturday, November 17

1:30 to 3:00
Symphony A

Moderator:

Methodology - Health Surveys

Panel Attrition in Studies of the Elderly - The Differential Influence of Cognitive Aging, Decline in Physical Health and Social Isolation
Sonja Ziniel, University of Michigan

A Comparison of Administrative Records and Survey Reports of Children’s Health Insurance Coverage Status
Dianne Rucinski, University of Illinois

From a Face-To-Face Census To a Randomly Selected Online Sample: Validating Online Survey Research and Assessing Campaign Results
Fiona Chew and Nirali Bhagdev, Syracuse University

The Use of Essay Surveys to Explore Eating Patterns
David P. Fan, University of Minnesota

Discussant: Keith Smith, RTI International

Symphony B

Moderator:

Political Communication – Elections I

The Role of Value Predispositions, Interpersonal Discussion and Political Advertising in Issue Stance Change During the 2004 Presidential Election Campaign
Eunkyung Kim, Dominique Brossard, and Shirley S. Ho, University of Wisconsin – Madison

Political Advertising Effects on Candidate Evaluations and Partisan Voting
Dhavan V. Shah, Melissa R. Gotlieb, Hyunseo Hwang, Nam-Jin Lee, Rosanne M. Scholl, Aaron S. Veenstra, Emily K. Vraga, and Bryan Ming Wang, University of Wisconsin – Madison

Resistance to Persuasive Attacking Video Spoof on Presidential Candidates: A Test of Inoculation Theory
Hyoungkoo Khang, Jae-Hong Bae, Young-Wook Yoo, and Eun-Kyung Han, Sungkyunkwan University

A Meeting of Broadcast and Post-Broadcast Media in the 2004 Election: An Analysis of Debate Viewing and Cable Television Influence between FOX and CNN Viewers
Lance Holbert and Nick Geidner, The Ohio State University

Discussant:

Symphony C

Panel

Beneath and Beyond Perceptions: Perspectives on the Third-Person Effect
Richard M. Perloff, Cleveland State University, Julie L. Andsager, Murray State University, H. Allen White, The Everett Group, Albert Gunther, University of Wisconsin, David Tewksbury, University of Illinois, and Hye-Jin Paek, University of Georgia
Saturday, November 17

3:15 to 4:45
Symphony A
Moderator:
Methodology - Telephone Surveys
Agree to Disagree, or Vice Versa: Response Option Order Effects in a Phone Survey of Attitudes Toward Science and Technology
Matt Jans, University of Michigan
“I Just Switched” – Who Is Switching From a Landline Phone Household to Cell Phone-Only Household?
Kumar Rao, Darby Miller Steiger, and Bryant Ott, The Gallup Organization
Assessing Measurement Error in Landline and Cell Phone RDD Surveys
Courtney Kennedy, Institute for Social Research
Discussant:

Symphony B
Moderator:
Political Communication – Elections II
Cultural Cues or Issue Arguments: Analyzing TV Advertising for Bob Corker and Harold Ford Jr. during the 2006 U.S. Senate Campaign in Tennessee
Glenn T. Hubbard, University of Tennessee – Knoxville
When We All Think Alike: Ideology Alignment Effects During Elections
Eulàlia Puig-i-Abril, University of Wisconsin – Madison
Bringing Election Information to the Public? The Role of Morning News and Prime-Time News Magazines on Informing the Public During an Election
Lauren Guggenheim, University of Michigan
Discussant:

Symphony C
Moderator:
Social connections
Synergistic Theory: Presence and Social Constructs in the “Third Places” of Online Games
Mary F. Casey, Cleveland State University
A Changing Gatekeeping Model: Investigating Differences in Information Exposure through New Technology
Michael A. Beam, The Ohio State University
Friendship, Kinship and Self-Censorship: The Effect of Social and Familial Ties on The Spiral of Silence
Ken Blake and Robert O. Wyatt, Middle Tennessee State University
Structural Pluralism & the Spiral of Silence Context
Leo W. Jeffres, Edward Horowitz, Cheryl Bracken, Guowei Jian, Sukki Yoon, and Kimberly Neuendorf, Cleveland State University
Saturday, November 17

Race as an Ingroup: Social Identity Theory and Immigration
Joshua Grimm, University of Iowa

Discussant:

5:00 to 5:30
Symphony C
Annual Membership Meeting

5:30 to 6:30
Intermezzo
Social Hour
Midwest Association for Public Opinion Research  
Annual Conference – November 16 & 17, 2007

**Newspapers to YouTube:**  
*Audience-Media Interaction in a New Information Environment*

*At a Glance…*

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<td>Public Opinion - International</td>
<td>Entertainment as News</td>
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<td>3:15 to 4:45</td>
<td>Cross cultural Research</td>
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