Public Opinion Frontiers

36th Annual Conference of the Midwest Association for Public Opinion Research
November 18-19, 2011

The Avenue Crowne Plaza Hotel and Suites, Chicago, IL
## Friday

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<tr>
<td>8:00 - 10:00pm</td>
<td>C  Short Course (ticket required)</td>
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<tr>
<td>8:30 - 5:00pm</td>
<td>L  Registration (coffee, tea, bakery)</td>
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| 10:15 - 11:45am | A  Agenda Setting  
B  Health: Data, Knowledge, and Opinion  
C  Networks, Communication, and Opinion  
M  Representativeness, Reliability, and Error |
| 12:00 - 1:30pm | 13 Luncheon (ticket required) |
| 2:00 - 3:00pm  | A  Pedagogy Hour |
| 3:15 - 4:45pm  | A  Politics and Politicians  
B  The Measurement of Excellence in Healthcare Quality  
C  Social Media, Engagement and Participation  
M  Measuring Change: Longitudinal Surveys |
| 5:00 - 6:00pm  | L  Poster Session, Cocktail Hour |
| 5:30 - 6:00pm  | M  Student Book Raffle |
| 6:30pm        | H  Gather for President's Dinner (Dutch treat) |

## Saturday

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<td>8:00 - 11:30am</td>
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| 8:30 - 10:00am | A  From Midwest to Mideast  
B  Race and Immigration: Framing and Perception  
C  Networks and the Flow of Information  
M  Sampling, Recruiting, and Securing Response |
| 10:15 - 11:45am | A  Identity, Ideology, and Polarization  
B  Science: Coverage and Perception  
C  Frontiers of the Belief Gap Hypothesis  
M  Questions and Questionnaires |
| 1:30 - 3:00pm  | A  Engagement and Isolation  
B  Issues in School Based Data Collections  
C  Framing, Influence, and the Role of Journalism  
M  Mode Issues: Evaluations and Effects |
| 3:15 - 4:45pm  | A  Power and Conflict  
B  Analysis issues  
C  Attitudes and Beliefs  
M  Data Quality |
| 5:00 - 5:30pm  | C  Annual Business Meeting (all welcome) |

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**A** Grand Avenue A  
**B** Grand Avenue B  
**C** Grand Avenue C  
**H** Hotel Lobby  
**L** 2nd Floor Lobby  
**M** Michigan Avenue  
**13** 13th Floor (Park Avenue)
Short Course (ticket required, seating limited)  
Friday, 8:00 – 10:00am, Grand Avenue C
Surveys as Smart as Your Smartphone: Developing and Deploying Surveys for Mobile Devices  
Instructor: Trent D. Buskirk, Saint Louis Univ.

Paper Session 1
Agenda Setting  
Friday, 10:15 – 11:45am, Grand Avenue A

Aggregating Agendas: Online News Aggregators as Agenda Setters  
Paige Madsen, Univ. of Iowa  
[Abstract] | [Slides] | [Paper]

Creating, Perpetuating, or Negating a Fabricated Controversy: Tracking Flows of Influence between Traditional Media and the Political Blogosphere  
Laura Meadows, Univ. of North Carolina  
[Abstract] | [Slides] | [Paper]

It is All about Connections: Applying Network Theory to Agenda Setting Research  
David Morin, Bowling Green State Univ.  
[Abstract] | [Slides] | [Paper]

Effects of Media Criticism on Gatekeeping Trust and Implications for Agenda Setting  
Raymond J. Pingree, Ohio State Univ.; John Tchernev, Ohio State Univ.; Andrea M. Quenette, Ohio State Univ.; Ted Dickinson, Ohio State Univ.  
[Abstract] | [Slides] | [Paper]

Brendan R. Watson, Univ. of North Carolina  
[Abstract] | [Slides] | [Paper]

Discussant: Gerald Kosicki, Ohio State Univ. | Moderator: Pama Mitchell, Univ. of Cincinnati

Health: Data, Knowledge, and Opinion  
Friday, 10:15 – 11:45am, Grand Avenue B

Interviewer Ratings of Respondents Who Changed Their Answers about Sex Partners  
Christopher Antoun, Univ. of Michigan  
[Abstract] | [Slides] | [Paper]

The Effects of Social Disorganization and Neighborhood Composition on the Quality of Health Data  
Jennifer Benoit-Bryan, Univ. of Illinois at Chicago; Timothy Johnson, Univ. of Illinois at Chicago  
[Abstract] | [Slides] | [Paper]

Framing Health Care across the Pond: A Comparative Content Analysis of Elite Newspapers in the US and UK During the 2009 American Health Policy Debate  
Jackson B. Foote, Univ. of Wisconsin-Madison  
[Abstract] | [Slides] | [Paper]

Diagnosing Public Opinion Change on Health Care Reform: An Experimental Study of the Impact of Personal Effect and Ideological Messaging  
David Sterrett, Univ. of Illinois at Chicago  
[Abstract] | [Slides] | [Paper]

Leona Yi-Fan Su, Univ. of Wisconsin-Madison  
[Abstract] | [Slides] | [Paper]

Discussant: Murrey G. Olmsted, RTI International | Moderator: Erin O’Gara, Univ. of Iowa
Networks, Communication, and Opinion  
Friday, 10:15 – 11:45am, Grand Avenue C

Stumbling Into Action: The Influence of Inadvertent News Exposure to Social Networking Sites and Blogs on Political Knowledge and Participation  
Mark Coddington, Univ. of Texas at Austin; Thomas J. Johnson, Univ. of Texas at Austin  
Abstract | Slides | Paper

Estimating Online Audiences: Promises and Pitfalls  
David Kamerer, Loyola Univ. Chicago  
Abstract | Slides | Paper

The Shot Heard around the World Wide Web: Who Heard What Where about Osama Bin Laden’s Death  
Barbara K. Kaye, Univ. of Tennessee-Knoxville; Thomas J. Johnson, Univ. of Texas at Austin  
Abstract | Slides | Paper

The Effect of Perceived Online Disagreement on Strength of Opinion about Emerging Technologies  
Xuan Liang, Univ. of Wisconsin-Madison; Michael A. Xenos, Univ. of Wisconsin-Madison; Dominique Brossard, Univ. of Wisconsin-Madison; Dietram A. Scheufele, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

Communication and Information Influences on Social Network Site Engagement with Government  
Timothy Macafee, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

Moderator: Michael Sears, Univ. of Iowa

Representativeness, Reliability, and Error  
Friday, 10:15 – 11:45am, Michigan Avenue

The Pledge Test: Encouraging Accurate Reporting  
Inna Burdein, The NPD Group  
Abstract | Slides | Paper

Dual-Frame RDD Sampling – A Better Way  
Mansour Fahimi, Marketing Systems Group; David Malarek, Marketing Systems Group; Gerry Holzbaur, Marketing Systems Group  
Abstract | Slides | Paper

Representative Responses from Biased Sample  
David P. Fan, Univ. of Minnesota  
Abstract | Slides | Paper

Robert McKeever, Univ. of North Carolina; Brooke Weberling, Univ. of South Carolina  
Abstract | Slides | Paper

Accounting for Nonresponse Bias in the Nebraska Behavioral Health Consumer Survey  
Brian M. Wells, Univ. of Nebraska-Lincoln  
Abstract | Slides | Paper

Discussant: Paul J. Lavrakas, Independent Consultant; Moderator: Lisa M. Weidman, Linfield College
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Luncheon (ticket required)  
Friday, 12:00 – 1:30pm, Park Avenue, 13th Floor  

Presentation of Student Paper Awards  
Albert Gunther, MAPOR Fellow, Univ. of Wisconsin-Madison  

Keynote Address: Muslims, the U.S., and the West  
Scott Keeter, AAPOR President, Pew Research Center  

Pedagogy Hour  
Friday, 2:00 – 3:00pm, Grand Avenue A  

Issues in Address-Based Sampling  
Michael W. Link, The Nielsen Company  

Paper Session 2  
Friday, 3:15 – 4:45pm, Grand Avenue A  

Politics and Politicians  

The Emotional Political Brain and the Rationalizing Respondent  
George Bishop, Univ. of Cincinnati; Stephen T. Mockabee, Univ. of Cincinnati  
Abstract | Slides | Paper  

Measuring Political Efficacy: A Comparison between Agree/Disagree Versus Construct-Specific Items  
Jennifer Dykema, Univ. of Wisconsin-Madison; Nora Cate Schaeffer, Univ. of Wisconsin-Madison; Dana Garbarski, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper  

Partisan Selective Exposure and Presidential Evaluation: Moderating Factors of Priming Effect  
Jaesik Ha, Indiana Univ.; Sung Wook Ji, Indiana Univ.  
Abstract | Slides | Paper  

Breaking the Double Bind: Gender, Partisanship, and Women Politicians  
Lindsey Meeks, Univ. of Washington; David Domke, Univ. of Washington  
Abstract | Slides | Paper  

Influencing Public Policy: A Study of Perceptual Differences of Credibility between Political Elites and Citizens  
Patrick Merle, Texas Tech Univ.; Austin Sims, Texas Tech Univ.  
Abstract | Slides | Paper  


The Measurement of Excellence in Healthcare Quality: Incorporating the Patients’ Perspective  
Friday, 3:15 – 4:45pm, Grand Avenue B  

Panel Organizer and Discussant: Francis Fullam, Rush Univ.  

An Introduction to Hospital Care Quality Information from the Consumer Perspective (H-CAHPS)  
Francis Fullam, Rush Univ.  

University HealthSystem Consortium and the Patient Experience  
Julie L. Cerese, Univ. HealthSystem Consortium  
Abstract | Slides | Paper  

Thomson Reuters’ “100 Top Hospitals” and the Patient Experience  
Jean Chenoweth, Thomson Reuters  
Abstract | Slides | Paper  

U.S. News & World Report’s “Best Hospitals” and the Patient Experience  
Murrey G. Olmsted, RTI International  
Abstract | Slides | Paper
Social Media, Engagement, and Participation  Friday, 3:15 – 4:45pm, Grand Avenue C

Social Media and Political Consumerism
Lauren M. Copeland, Univ. of California-Santa Barbara; Bruce Bimber, Univ. of California-Santa Barbara

Bowling Online: Social Media and Civic Engagement
Kevin Lessmiller, Middle Tennessee State Univ.

Perceptions of Incivility on YouTube: A Typology of Content and Context Dimensions of Uncivil Behavior in California's Same-sex Marriage Debate
Timothy Macafee, Univ. of Wisconsin-Madison; Michael Schwartz, Univ. of Wisconsin-Madison; Jackson B. Foote, Univ. of Wisconsin-Madison; Matthew Barnidge, Univ. of Wisconsin-Madison; Tae Joon Moon, Univ. of Wisconsin-Madison; Dave Wilcox, Univ. of Wisconsin-Madison

News Attention, Social Media Use, and Civic Engagement in Response to International Natural Disasters, 2005-2011
Jason Martin, DePaul Univ.

Social Media and Political Participation in Asia: A First Look
Lars Willnat, Indiana Univ.

Discussant: Weiwu Zhang, Texas Tech Univ. | Moderator: Kwansik Mun, Middle Tennessee State Univ.

Measuring Change: Longitudinal Surveys  Friday, 3:15 – 4:45pm, Michigan Avenue

Evaluating the National Children's Study
Rachel Blanchard Carpenter, NORC at the Univ. of Chicago

“You are Invited to Participate”: Challenges of Applying Mixed Survey Methods to Assess Longitudinal Campaign Effects
Fiona Chew, Syracuse Univ.

Conducting a Longitudinal Survey with Former Drug Treatment Patients in El Salvador: The Importance of Considering Context in Survey Design and Respondent Tracking
Matthew W. Courser, Pacific Institute for Research and Evaluation; Stephen R. Shamblen, Pacific Institute for Research and Evaluation; Knowlton Johnson, Pacific Institute for Research and Evaluation; Linda Young, Pacific Institute for Research and Evaluation

Societal Change across Four Decades: The General Social Survey, 1972-2010
Tom W. Smith, NORC at the Univ. of Chicago

Discussant: Allan L. McCutcheon, Univ. of Nebraska-Lincoln
Moderator: Jennifer Benoit-Bryan, Univ. of Illinois at Chicago
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@SurveyPost
Poster Session and Cocktail Hour  
Friday, 5:00 – 6:00pm, 2nd Floor Lobby

Did They Tone It Down? Comparing the Coverage of the Iraq War in Al-Jazeera English-language Website in 2004 vs. 2007  
Shahira Fahmy, Univ. of Arizona; Mohammed Al Emad, Southern Illinois Univ., Carbondale  
Abstract | Poster | Paper

Consumer Knowledge about Oregon Wines: Applying Agenda-setting Theory to the Dissemination of Information about Consumer Products  
Lisa M. Weidman, Linfield College  
Abstract | Poster | Paper

How Electronic Communications Change the Online Community and Public Sphere  
Chia-I Hou, National Taiwan Univ.  
Abstract | Poster | Paper

MAPOR Programs through the Years: An Analysis of Content Using Automated Methods  
Joe Murphy, RTI International; David H. Weaver, Indiana Univ.; Ashley Richards, RTI International  
Abstract | Poster | Paper

Partisan Press or Partisan People  
Daniel R. Birdsong, Univ. of Dayton  
Abstract | Poster | Paper

Tweeting the News - Case Study: News Organizations’ 2011 State of the Union Twitter Coverage  
Allison Kind, American Univ.  
Abstract | Poster | Paper

On the Place of Space in Communication Science and Public Opinion Research  
Gerald Kosicki, Ohio State Univ.; Yung-I Liu, Cleveland State Univ.  
Abstract | Poster | Paper

Texts from Last Night: Misleading the Masses with a Potent Dose of College Debauchery?  
Chaille E. Steed, Texas Tech Univ.  
Abstract | Poster | Paper

Student Book Raffle!  
Friday, 5:30 pm, Michigan Avenue
Come browse these titles by MAPOR authors and enter to win one for yourself. All are welcome to browse but only students can win!

Nonresponse in Household Interview Surveys (signed by Groves)  
Robert Groves and Mick Couper | John Wiley & Sons

Encyclopedia of Survey Research Methods  
Paul J. Lavrakas | SAGE Publications

Envisioning the Survey Interview of the Future  
Fred Conrad and Michael Schober | John Wiley & Sons

Designing Effective Web Surveys  
Mick Couper | Cambridge University Press

Survey Methods in Multinational, Multiregional, and Multicultural Contexts  
Janet Harkness et al. | John Wiley & Sons

The Obama Victory: How Media, Money, and Message Shaped the 2008 Election  
Kate Kenski et al. | Oxford University Press

President’s Dinner  
Friday, 6:30 pm, meet in hotel lobby, then on to Reza’s (432 W. Ontario)
Join MAPOR President Tim Johnson for a Dutch-treat outing (pay for your own meal) to Reza's Restaurant: "Award Winning Seafood and Kabob" "Voted #1 Favorite Vegetarian, Food industry 2009-2010"
Paper Session 3

From Midwest to Mideast
Saturday, 8:30 – 10:00am, Grand Avenue A

Arab Spring: Roots of the Popular Uprisings
Meryem Ay, Univ. of Nebraska-Lincoln; Tarek Baghal, Univ. of Nebraska-Lincoln

Uncle Sam and the Lotus Revolution: How the Egyptian Media Framed the White House’s Reactions towards the Revolution
Nermeen Khder, Cairo Univ.

Pakistan’s ‘Confidence Gap’ and the Killing of Bin Laden
Allan L. McCutcheon, Univ. of Nebraska-Lincoln

Was Obama Right in His Decisions about Egypt? Egyptian Public Opinion about the U.S.A. during the January 25th Revolution
Ayman M. Nada, Univ. of Georgia

Agenda-Setting in Qatar
Michael Traugott, Univ. of Michigan; Jill Wittrock, Univ. of Michigan; Amina Ahmed Albloshi, Qatar Univ.; Kaltham Khalifa Al-Suwaidi, Qatar Univ.; Fatimah Al-Khaldi, Qatar Univ.; Sara Ali Zikri, Qatar Univ.


Race and Immigration: Framing and Perception
Saturday, 8:30 – 10:00am, Grand Avenue B

Racial Identity, Racial Perceptions and Person Effects
Edward Frederick, Univ. of Wisconsin-Whitewater; Omotayo Banjo, Univ. of Cincinnati; Kurt Neuwirth, Univ. of Cincinnati

Selective Exposure to Cable News and Immigration in the U.S.: The Effects of FOX News and CNN on Attitudes toward Mexican Immigrants
Homero Gil de Zúñiga, Univ. of Texas at Austin; Teresa Correa, Univ. of Texas at Austin; Sebastian Valenzuela, Univ. of Texas at Austin

Media Framing Effects of Arizona’s Senate Bill 1070 amid Immigration Reform’s Policy Shift from Congress to State Legislatures
Stephanie L. Kundert, Univ. of Wisconsin-Madison

Race, Place, and Public Education: The Role of Neighborhood Context on Voter Support for School Bonds
Rachel Moskowitz, Northwestern Univ.

Race in the Media Coverage of School Shootings: A Parallel Application of Framing and Attribute Agenda-Setting
Sung-Yeon Park, Bowling Green State Univ.; Kyle J. Holody, Coastal Carolina Univ.; Xiaoqun Zhang, Bowling Green State Univ.

Discussant: Julie Andsager, Univ. of Iowa | Moderator: Patrick Merle, Texas Tech Univ.
Networks and the Flow of Information

Following the Flow of Ideas in a Social Network: Differences in Communication among Men and Women
David P. Fan, Univ. of Minnesota

Abstract | Slides | Paper

Online Maintenance of Life Domains: Uses of Social Network Sites during Graduate Education
Mohammad Delwar Hossain, Southern Illinois Univ.; Aaron S. Veenstra, Southern Illinois Univ.

Abstract | Slides | Paper

Like? The Effect of Social Networking in the Digital Age of Mobile Application Research

Abstract | Slides | Paper

Social Isolation and Survey Nonresponse: An Empirical Evaluation Using Social Network Data
Kristen Olson, Univ. of Nebraska-Lincoln; Megumi Watanabe, Univ. of Nebraska-Lincoln; Christina Falci, Univ. of Nebraska-Lincoln

Abstract | Slides | Paper

Public Forums or Echo Chambers? Blogs, Linking, and Deliberative Democracy
Kaitlin M. Vanderpool, Middle Tennessee State Univ.; Jason B. Reineke, Middle Tennessee State Univ.

Abstract | Slides | Paper

Discussant: Julie Pacer, Abt SRBI | Moderator: Paige Madsen, Univ. of Iowa

Sampling, Recruiting, and Securing Response

Data Collection Method Innovation: Utilizing A Crowdsourcing Application to Collect Factual Information in Africa
Shu Duan, Univ. of Michigan; Justin T. Bailey, The Nielsen Company; Michael W. Link, The Nielsen Company

Abstract | Slides | Paper

Challenges of Recruiting Households for a Consumer Panel in China

Abstract | Slides | Paper

Piggyback Surveys: An Insider's View of Operations Issues on a Complex Survey Design
Mathew Stange, Univ. of Nebraska-Lincoln; Brad Edwards, Westat; Laura Branden, Westat

Abstract | Slides | Paper

Discussant: Patricia LeBaron, RTI International | Moderator: Trent D. Buskirk, Saint Louis Univ.
Paper Session 4

Identity, Ideology, and Polarization  
Saturday, 10:15 – 11:45am, Grand Avenue A

Structural and Political Correlates of Trust and Confidence in the Media  
Lee B. Becker, Univ. of Georgia; Cynthia English, The Gallup Organization; Tudor Vlad, Univ. of Georgia  
Abstract | Slides | Paper

Go With What You Know: Elite Polarization and Partisan Viewership of Political Events  
Brian F. Harrison, Northwestern Univ.  
Abstract | Slides | Paper

Me, Myself, and I: Measuring Identity Importance and the American Independent  
Samara Klar, Northwestern Univ.  
Abstract | Slides | Paper

Does My Party Still Represent Me? Examining Dissonance and Polarization in Response to a Critical Editorial  
Emily K. Vraga, George Washington Univ.  
Abstract | Slides | Paper

Moderator: Andrea M. Quenette, Ohio State Univ.

Science: Coverage and Perception  
Saturday, 10:15 – 11:45am, Grand Avenue B

Chemical Controversy: A Comparative Analysis of News Coverage Regarding the Bisphenol A Debate  
Paul R. Brewer, Univ. of Delaware; Barbara L. Ley, Univ. of Delaware; David Wise, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

Domesticity versus Global Journalism: A Two-country Comparison of Coverage of the Copenhagen Climate Change Conference  
Magda Konieczna, Univ. of Wisconsin-Madison; Kristine Mattis, Univ. of Wisconsin-Madison; Xuan Liang, Univ. of Wisconsin-Madison; Jiun-Yi Tsai, Univ. of Wisconsin-Madison; Sharon Dunwoody, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

Interpersonal Discussion about Science: How News Media Use and Attitude Strength Promote Interpersonal Discussion about a Science Issue  
Doo-Hun Choi, Univ. of Wisconsin-Madison; Mike A. Cacciatore, Univ. of Wisconsin-Madison; Dietram A. Scheufele, Univ. of Wisconsin-Madison; Bret Shaw, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

In the Arena of Competing Frames: Framing and Counterframing in the Media’s Coverage of Global Warming, 2000-2009  
Jihyang Choi, Indiana Univ.  
Abstract | Slides | Paper

Understanding Public Support for Federal Funding on Embryonic Stem Cell Research: Perceptions of Scientific Research as the Main Perceptual Filters  
Leona Yi-Fan Su, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

Discussant: Kajsa E. Dalrymple, Univ. of Iowa | Moderator: Aaron T. Johnson, Cleveland State Univ.
Frontiers of the Belief Gap Hypothesis  Abstract
Panel Organizer: Ken Blake, Middle Tennessee State Univ.

Polarized Lenses: Party Identification and Tennesseans’ Ratings of the State and National Economies, 2001-2011
Ken Blake, Middle Tennessee State Univ.; Misa Culley, Middle Tennessee State Univ.
Abstract | Slides | Paper

The Belief Gap: More Than Just One Issue
Robert P. Daves, The Everett Group; Allen White, Murray State Univ.; Stephen E. Everett, The Everett Group
Abstract | Slides | Paper

Belief Gaps in Perceptions Regarding the Gulf War
Douglas Blanks Hindman, Washington State Univ.
Abstract | Slides | Paper

Ideological and Social Media as Moderators of the Belief Gap
Aaron S. Veenstra, Southern Illinois Univ.; Mohammad Delwar Hossain, Southern Illinois Univ.
Abstract | Slides | Paper

Moderator: Brendan R. Watson, Univ. of North Carolina

Questions and Questionnaires  Abstract
Saturday, 10:15 – 11:45am, Michigan Avenue

Assessing the Measurement Quality of Agree/Disagree Items versus Item-Specific Answer Scales
Kristen L. Cibelli, Univ. of Michigan; Mario Callegaro, Google Inc.
Abstract | Slides | Paper

The Impact of Open-Ended Questions: A Multivariate Study of Respondent Engagement
Steven H. Gittelman, Mktg. Inc.
Abstract | Slides | Paper

Behavior-Opinion vs. Opinion-Behavior Differences: Investigating an Unexpected Question Order Effect
Paul J. Lavrakas, Independent Consultant; Trevor N. Tompson, The Associated Press
Abstract | Slides | Paper

Observed Differences in the Placement and Wording of Neutral Response Options in Web Surveys: An Experiment
Lauren A. Walton, Univ. of Nebraska-Lincoln; Curtiss L. Cobb III, Knowledge Networks; Charles DiSorga, Knowledge Networks
Abstract | Slides | Paper

Discussant: Ashley Richards, RTI International | Moderator: Clarissa Steele, Univ. of Wisconsin-Madison

The Program in Survey Methodology at the Institute for Social Research University of Michigan

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Paper Session 5

Engagement and Isolation  
Saturday, 1:30 – 3:00pm, Grand Avenue A

The Spiral of Silence in Online Communication: A Test for Internet Users’ Quasi-sense of Majority Opinions  
Seong Choul Hong, Indiana Univ.; Jihyang Choi, Indiana Univ.  
Abstract | Slides | Paper

Dynamics of Spiral of Silence in an Asynchronous Online Communication Context  
Ji won Kim, Univ. of Texas at Austin  
Abstract | Slides | Paper

France and the USA: A Comparative Analysis of Social Capital on Both Sides of the Pond  
Patrick Merle, Texas Tech Univ.; Weiwu Zhang, Texas Tech Univ.  
Abstract | Slides | Paper

Nurturing Opinion Expression: Family Communication Patterns, Fear of Social Isolation, and Willingness to Self-censor  
Kwansik Mun, Middle Tennessee State Univ.; Jason B. Reineke, Middle Tennessee State Univ.  
Abstract | Slides | Paper

Discussant: Aaron S. Veenstra, Southern Illinois Univ.  
Moderator: Megumi Watanabe, Univ. of Nebraska-Lincoln

Issues, Challenges, and Opportunities in School Based Data Collections  
Abstract | Discussion
Saturday, 1:30 – 3:00pm, Grand Avenue B

Panel Organizer & Moderator: Jeffrey Rosen, RTI International

The Challenges of Gaining Consent at the School and District Level  
Marie L. Halverson, NORC at the Univ. of Chicago; Shana M. Brown, NORC at the Univ. of Chicago; Cynthia M. Simko, NORC at the Univ. of Chicago  
Abstract | Slides | Paper

Effects of Post-Incentives on Response Rates, Costs, and Response Quality in a Web Survey of College Students  
John Stevenson, Univ. of Wisconsin-Madison; Jennifer Dykema, Univ. of Wisconsin-Madison; Lisa Klein, Mathematica Policy Research; Kristen Cyffka, Univ. of Wisconsin-Madison; Sara Goldrick-Rab, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

The Relationship between Coverage Error and Nonresponse Error in a Census of Chicago Public Schools Students  
Rachel Levenstein, Consortium on Chicago School Research  
Abstract | Slides | Paper

How the Use of Incentives in Randomized Control Trial Studies Can Affect Teacher Participation Rates  
Brenna O'Brien, American Institutes for Research  
Abstract | Slides | Paper

Lack of Effective Mechanisms for Sharing Student Survey Data Back with Schools Using Data for School Improvement  
Jen Vorse Wilka, Youth Truth Initiative  
Abstract | Slides | Paper

Discussant: Timothy P. Johnson, Univ. of Illinois at Chicago
Framing, Influence, and the Role of Journalism  
Saturday, 1:30 – 3:00pm, Grand Avenue C

Unbundling Local News Preferences: Measuring Value via Conjoint Analysis  
Benjamin J. Bates, Univ. of Tennessee-Knoxville; Mark D. Harmon, Univ. of Tennessee-Knoxville  
Abstract | Slides | Paper

The Press versus the Public: What is “Good Journalism?”  
Homero Gil de Zúñiga, Univ. of Texas at Austin; Amber Hinsley, Saint Louis Univ.  
Abstract | Slides | Paper

Community Press—Watchdogs Serving the Public?  
Leo W. Jeffres, Cleveland State Univ.; Anup Kumar, Cleveland State Univ.  
Abstract | Slides | Paper

Better Off without It? How News Coverage of Politics Influences Voters’ Political Efficacy and Information Seeking  
Andrea M. Quenette, Ohio State Univ.  
Abstract | Slides | Paper

The Strategy of News Genres: Comparing Content and Frames of The Daily Show with Jon Stewart and ABC World News Tonight with Charles Gibson during the 2008 Presidential Campaign Season  
Keith Zukas, Univ. of Wisconsin-Madison  
Abstract | Slides | Paper

Discussant: Bryan E. Denham, Clemson Univ. | Moderator: Kevin Lessmiller, Middle Tennessee State Univ.
Mode Issues: Evaluations and Effects

Saturday, 1:30 – 3:00pm, Michigan Avenue

How Telephone Interviewers’ Approaches Impact their Success
Jessica Broome, Univ. of Michigan
Abstract | Slides | Paper

Sensitive Topics: Race, Gender, Mode Effects, and a Link between Nonresponse Bias and Measurement Error
Nuttirudee Charoenruk, Univ. of Nebraska-Lincoln
Abstract | Slides | Paper

Evaluation of Mail Survey as an Alternative to Landline Random-Digit Dialing Telephone Survey
Mahmoud Elkasabi, Univ. of Michigan; Zeynep Tuba Suzer-Gurtekin, Univ. of Michigan; James M. Lepkowski, Univ. of Michigan; Uiyoung Kim, Univ. of Michigan; Richard Curtin, Univ. of Michigan; Rebecca McBe, Univ. of Michigan
Abstract | Slides | Paper

Does Sequence Matter in Multi-Mode Surveys? Results from an Experiment
James Wagner, Univ. of Michigan; Jennifer Arrieta, Univ. of Michigan; Heidi Guyer, Univ. of Michigan; Mary Beth Ofstedal, Univ. of Michigan
Abstract | Slides | Paper

Discussant: Jolene D. Smyth, Univ. of Nebraska-Lincoln | Moderator: Kristen Olson, Univ. of Nebraska-Lincoln
Paper Session 6

Power and Conflict  
**Assessing Public Opinions about Violence and Youth Development in Latin America and the Caribbean**  
Cynthia English, The Gallup Organization  
[Abstract] [Slides] [Paper]

**The Leadership Approval Paradox: Understanding Confidence in Institutions in Oppressive Nations**  
Jenny Marlar, The Gallup Organization  
[Abstract] [Slides] [Paper]

**Perceptions of Domestic Violence in Rural America: A Content Analysis of Local Midwestern Newspapers**  
Erin O’Gara, Univ. of Iowa  
[Abstract] [Slides] [Paper]

**Culture, Concepts of Power and Attitudes toward Powerholders: Consequences for Consumer Satisfaction in Ongoing Service Interactions**  
Carlos J. Torelli, Univ. of Minnesota; Sharon Shavitt, Univ. of Illinois at Urbana-Champaign; Timothy P. Johnson, Univ. of Illinois at Chicago; Allyson Holbrook, Univ. of Illinois at Chicago; Young Cho, Univ. of Illinois at Chicago; Noel Chavez, Univ. of Illinois at Chicago; Saul Weiner, Univ. of Illinois at Chicago; Timothy Beebe, Mayo Clinic Survey Research Center  
[Abstract] [Slides] [Paper]

**Comparing Opinions of “Clashing” Civilizations between Western and Islamic Worlds**  
Lauren A. Walton, Univ. of Nebraska-Lincoln; Brian M. Wells, Univ. of Nebraska-Lincoln; Allan L. McCutcheon, Univ. of Nebraska-Lincoln  
[Abstract] [Slides] [Paper]

Discussant: Jason Martin, DePaul Univ.  
Moderator: Matthew W. Courser, Pacific Institute for Research and Evaluation

Analysis Issues  
**Survey Data Analysis with Continuous Moderator in Moderated Multiple Regression Modeling**  
Mohammed al-Azdee, Indiana Univ.  
[Abstract] [Slides] [Paper]

**Data Analysis in Survey Research: Contesting ‘Methodological Hegemony’ Through the Choices of Paul Lazarsfeld**  
Bryan E. Denham, Clemson Univ.  
[Abstract] [Slides] [Paper]

**“You Are Who You Watch, Unless…”: Assessing Latent Social Biases with Open-Ended Character Evaluations**  
Aaron T. Johnson, Cleveland State Univ.  
[Abstract] [Slides] [Paper]

**Utilizing Qualitative Data to Inform Survey Design**  
Clarissa Steele, Univ. of Wisconsin-Madison; Sara Kraemer, Univ. of Wisconsin-Madison; Robin Worth, Univ. of Wisconsin-Madison  
[Abstract] [Slides] [Paper]

**Is There a Quick Fix for Open-ended Questions? A Comparison of Qualitative Analysis Techniques**  
Casey Tesfaye, American Institute of Physics & Georgetown Univ.  
[Abstract] [Slides] [Paper]

Discussant: Mansour Fahimi, Marketing Systems Group  
Moderator: John Loft, RTI International
Attitudes and Beliefs

Saturday, 3:15 – 4:45pm, Grand Avenue C

How Information Processing Can Influence Public Attitudes toward an Emerging Technology
Jiyoun Kim, Univ. of Wisconsin-Madison

News Media Use, Informed Issue Evaluation, and South Koreans’ Support for Genetically Modified (GM) Foods
Sei-Hill Kim, Univ. of South Carolina; Jeong-Nam Kim, Purdue Univ.; Doo-Hun Choi, Univ. of Wisconsin-Madison

Freedom versus Security: Investigating Factors Influencing Acceptance of Intrusive Airport Screening Measures
Anup Kumar, Cleveland State Univ.; Robert Whitbred, Cleveland State Univ.; Edward Horowitz, Cleveland State Univ.; Leo W. Jeffres, Cleveland State Univ.

Testing the God Strategy: How Candidates’ Religious Discourse Interacts with Voter Religiosity to Affect Political Outcomes
Bryan McLaughlin, Univ. of Wisconsin-Madison; David Wise, Univ. of Wisconsin-Madison

Hostile Media Perception and Global Climate Change: Exploring the Relationships between Self and Others' Perceptions of Bias
Sara K. Yeo, Univ. of Wisconsin-Madison

Discussant: Jason B. Reineke, Middle Tennessee State Univ.
Moderator: Patricia Moy, Univ. of Washington

Data Quality

Saturday, 3:15 – 4:45pm, Michigan Avenue

What Factors affect the Agreement Rates of Parental and Child Proxy Reports of Each Other on Health Related Behavioral, Presence of Condition, and Opinion Questions?
Jennifer Benoit-Bryan, Univ. of Illinois at Chicago

Catch Them When You Can: Speeders and Their Role in Online Data Quality

Are You Going to Give Your Social Security Number to Interviewers?: 1993-2010 GSS
Jibum Kim, NORC at the Univ. of Chicago; Hee-Choon Shin, NORC at the Univ. of Chicago; Peter Muennig, Columbia Univ.; Tom W. Smith, NORC at the Univ. of Chicago; Jeong-han Kang, Yonsei Univ.

Recent Development on Survey Quality Indicators
Julia Lee, Univ. of Michigan

Literacy and Data Quality in Self-Administered Surveys
Jolene D. Smyth, Univ. of Nebraska-Lincoln; Kristen Olson, Univ. of Nebraska-Lincoln

Discussant: Jennifer Dykema, Univ. of Wisconsin-Madison
Moderator: David Chearo, Univ. of Chicago

Annual Business Meeting

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