37th Annual Conference of the Midwest Association for Public Opinion Research

Innovations in Measuring and Understanding Public Opinion

November 16-17, 2012
The Avenue Crowne Plaza Hotel and Suites, Chicago, IL
Conference Overview
Friday, November 16
7:30 AM – 8:30 AM  2nd Floor Lobby  Registration for Short Course Participants
8:00 AM – 10:00 AM Grand Ave C  Short Course: Sampling for Single and Multi-Mode Surveys Using Address-Based Sampling (registration required)
8:30 AM – 4:30 PM  2nd Floor Lobby  General Registration (coffee, tea, pastries)
10:15 AM–11:45 AM Grand Ave A  Public Opinion and Identities
           Grand Ave B  Twitter and Public Opinion
           Grand Ave C  Questionnaire Design of Ratings and Evaluations
           Michigan Ave  Panel: Understanding Extremes in Partisanship and Public Opinion
12:00 PM – 1:30 PM  Park Ave  Luncheon, 13th floor (ticket required)
2:00 PM – 3:00 PM  Grand Ave A  Pedagogy Hour
3:15 PM – 4:45 PM  Grand Ave A  Science, Citizen Protests and Sex Scandals
           Grand Ave B  Who’s Missing? Unit and Item Nonresponse in Surveys
           Grand Ave C  Visual Design and Sensitive Questions
           Michigan Ave  Deliberation and Discussion
5:00 PM – 6:00 PM  2nd Floor Lobby  Poster Session and Cocktail Hour
5:30 PM  2nd Floor Lobby  Student Book Raffle
6:30 PM  1st Floor Lobby  President’s Dinner (Dutch Treat)

Saturday, November 17
8:00 AM – 3:00 PM  2nd Floor Lobby  General Registration (coffee, tea, pastries)
8:30 AM – 10:00 AM Grand Ave A  New Media and Public Opinion
           Grand Ave B  Statistical Approaches to Survey Inference
           Grand Ave C  Issues in Web Surveys
           Michigan Ave  International Public Opinion
10:15 AM–11:45 AM Grand Ave A  Cookies, Consumers and Partisanship
           Grand Ave B  Panel: America’s Broken Education System: Why Are the Solutions Not Working?
           Grand Ave C  Innovations in Survey Modes
           Michigan Ave  International News
1:30 PM – 3:00 PM  Grand Ave A  Affect and Opinion
           Grand Ave B  Public Opinion on Climate Change and Nuclear Power
           Grand Ave C  Survey Recruitment Strategies
           Michigan Ave  Agenda Setting and Media Use
3:15 PM – 4:45 PM  Grand Ave A  New Media and Political Behaviors
           Grand Ave B  Science and Health
           Grand Ave C  Survey Development and Measurement Errors
           Michigan Ave  News Makers and News Takers
5:00 PM – 6:00 PM  Grand Ave C  Business Meeting
Conference Sponsors

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Dianne Rucinski, Abt Associates
Short Course (registration required)  
Friday, 8:00 – 10:00 am
Grand Avenue C: Sampling for Single and Multi-Mode Surveys Using Address-Based Sampling  
Ned English, NORC at the University of Chicago

Paper Session 1  
Friday, 10:15 – 11:45am

Grand Avenue A: Public Opinion and Identities  
Moderator: Mandy Sha, RTI International
The Influence of Competing Identities on Political Preferences: An Experimental Study  
Samara Klar, Northwestern University  
[Abstract] | Slides | Paper
Perceptual Priming: The Impact on Public Opinion of Perceived News Valence  
H. Allen White, The Everett Group/Murray State University; Robert P. Daves, The Everett Group; Stephen E. Everett, The Everett Group  
[Abstract] | Slides | Paper
Contextualizing Policy Preferences: Prospect Theory, Material Conditions, and Public Opinion on Immigration Restriction  
Alexandra Filindra, University of Illinois at Chicago; Shanna Pearson-Merkowitz, University of Rhode Island  
[Abstract] | Slides | Paper
Racial Disparities in Political Participation across Issues and Self-Interest  
Allyson Holbrook, University of Illinois at Chicago; David Sterrett, University of Illinois at Chicago; Tim Johnson, University of Illinois at Chicago; Noah Kaplan, University of Illinois at Chicago  
[Abstract] | Slides | Paper
Issue Publics, Partisanship, and Geography: Exploring Public Opinion during the Great Recession  
Michael D. Sears, University of Iowa  
[Abstract] | Slides | Paper
Discussant: Michael Traugott, University of Michigan
Grand Avenue B: Twitter and Public Opinion
Moderator: David Wise, University of Wisconsin-Madison

Tweets are Not Public Opinion, but Can Be Used to Predict Public Opinion
David Fan, University of Minnesota
Abstract | Slides | Paper

A Tale of Three Hashtags: A Look Inside the Occupy Wall Street Conversation on Twitter
Christopher Wells, University of Wisconsin-Madison; Timothy Macafee, University of Wisconsin-Madison; Vidal Quevedo Acosta, University of Wisconsin-Madison; Jackson Krupp, University of Wisconsin-Madison
Abstract | Slides | Paper

Divided We Tweet: The Role of Online Opinion Leaders during the Wisconsin Recall Election
Itay Gabay, University of Wisconsin – Madison; Ben Sayre, University of Wisconsin – Madison; Chris Wells, University of Wisconsin - Madison
Abstract | Slides | Paper

Community Structure Effects’ on Gulf Coast Twitter Users’ Attitudes toward and Tweets about the BP Oil Spill
Brendan R. Watson, University of Minnesota – Twin Cities
Abstract | Slides | Paper

Discussant: Lindsay Hoffman, University of Delaware

The Program in Survey Methodology At the Institute for Social Research University of Michigan is proud to be a sponsor of the 2012 Annual Conference of the Midwest Association for Public Opinion Research

Congratulations to Every Graduate Student Who Appears in the Program
Grand Avenue C: Questionnaire Design of Ratings and Evaluations
Moderator: Mathew Stange, University of Nebraska-Lincoln

The Whole as a Function of the Parts: Effects of Facet Evaluation on Overall Evaluation
Larry Osborn, GfK-Knowledge Networks; Randall K. Thomas, GfK-Knowledge Networks

Abstract | Slides | Paper

The Visual Design of Don’t Know Categories in Rating Scales: Effects on Data Quality and Item Nonresponse
Kathrin Bogner, GESIS – Leibniz Institute for Social Research

Abstract | Slides | Paper

Numeric Estimation and Response Options: An Examination of the Measurement Properties of Numeric and Vague Quantifier Responses
Tarek Baghal, University of Nebraska – Lincoln; Lynn Phillips, University of Nebraska – Lincoln

Abstract | Slides | Paper

One-sided or Two?: Effects of Scale Polarity on Response Distributions and Validity
Randall K. Thomas, GfK-Knowledge Networks; Sergei Rodkin, GfK-Knowledge Networks

Abstract | Slides | Paper

Optimal Number of Rating Scale Points: Evidence from Reliability Analyses
Sowmya Anand, Survey Research Laboratory, University of Illinois; David Scott Yeager, University of Texas at Austin; Jon A. Krosnick, Stanford University

Abstract | Slides | Paper

Discussant: Jennifer Dykema, University of Wisconsin-Madison

Michigan Avenue: Panel: Understanding Extremes in Partisanship and Public Opinion
Organizer and Moderator: Ken Blake, Middle Tennessee State University

Abstract | Slides | Paper

The Roles of Partisanship, Conservative Media Diet and Education in Belief Gaps about President Obama’s Birthplace: A Conditional Process Model
Ken Blake, Middle Tennessee State University; Chan Chen, Middle Tennessee State University

Predictors of Ideology
Cecilie Gaziano, Research Solutions, Inc.

Abstract | Slides | Paper

Knowledge Gaps vs. Belief Gaps: Extensions and Revisions
Douglas Blanks Hindman, Washington State University

Priming Is Believing: Examining the Role of Partisan Identity in the Expression of Disputed Beliefs
Aaron S. Veenstra, Southern Illinois University Carbondale

Abstract | Slides | Paper
Luncheon (ticket required)  
Friday, 12:00-1:30 pm  
Park Avenue, 13th floor
Presentation of student paper winners  
Steve Everett, The Everett Group
Announcement of 2012 MAPOR Fellow  
MAPOR President Mike Traugott, University of Michigan
Keynote Address: Covering the Election in the Digital Age  
Marjorie Connelly, The New York Times

Pedagogy Hour  
Friday, 2:00 - 3:00pm  
Grand Avenue A: Conversational Practices and Interviewing Practices in Survey Interviews  
Nora Cate Schaeffer, University of Wisconsin-Madison

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Paper Session 2

**Grand Avenue A: Science, Citizen Protests and Sex Scandals**

**Moderator:** Aileen Bennett, Middle Tennessee State University

**Selective Attention, Primed-Encoding and the Role of Language in Mediated Scientific Messages Processing**

Jiyoun Kim, University of Wisconsin-Madison

[Abstract] | Slides | Paper

**“Occupy Wall Street”- Rebels or Patriots: Framing Theory in Key Events**

Reshma Pudota, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University

[Abstract] | Slides | Paper

**Cynics and Skeptics: Perceived Credibility of Mainstream and Citizen Journalists in an Adult Sample**

Matthew Barnidge, University of Wisconsin-Madison; ByungGu Lee, University of Wisconsin-Madison; Stephanie Jean Tsang, University of Wisconsin-Madison; J.D. Villanueva, University of Wisconsin-Madison; D. Jasun Carr, Susquehanna University

[Abstract] | Slides | Paper

**Hypocrisy’s Reach: The Impact of Political Scandal on Politician Evaluations, Journalist Evaluations, and the Perceived Third-Person Effect**

D. Jasun Carr, Susquehanna University; Catasha Davis, University of Wisconsin-Madison; David Coppini, University of Wisconsin-Madison; David Wise, University of Wisconsin-Madison

[Abstract] | Slides | Paper

**Changing the Conversation: Sex Scandals and Candidate Image Repair Strategies**

David Wise, University of Wisconsin-Madison; Keith Zukas, University of Wisconsin-Madison; Michael Mirer, University of Wisconsin-Madison; Leticia Bode, Georgetown University

[Abstract] | Slides | Paper

**Discussant:** Patricia Moy, University of Washington
**Grand Avenue B: Who’s Missing? Unit and Item Nonresponse in Surveys**

**Moderator:** Stas Kolenikov, Abt SRBI

**A Bird’s Eye View: Geospatial Patterns and Correlates of Survey Response**
Christine Pierce, The Nielsen Company; Anh Thu Burks, The Nielsen Company
[Abstract] | Slides | Paper

**Improving Respondent Representativeness through External Benchmarks**
Julia Lee, University of Michigan
[Abstract] | Slides | Paper

**An Investigation of No Opinion and Don’t Know Responses**
Kelsey Porreca, Ohio State University
[Abstract] | Slides | Paper

**Patterns of Item-nonresponse Among Married Immigrants from China to Korea: Using the 2009 National Surveys on Multicultural Families of Korea**
Uiyoung Kim, Statistical Research Institute - Statistics Korea
[Abstract] | Slides | Paper

**Assessing Data Quality across Within-Household Selection Methods for a Mail Survey**
Matthew J. Hastings, University of Nebraska-Lincoln
[Abstract] | Slides | Paper

**Discussant:** Tim Johnson, University of Illinois-Chicago
[Abstract] | Slides | Paper

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**Grand Avenue C: Visual Design and Sensitive Questions**

**Moderator:** Rene Bautista, NORC at the University of Chicago

**Answer Box Presentation in Open-ended Non-narrative Response Questions: One Large vs. Ten Small Boxes**
Florian Keusch, University of Michigan
[Abstract] | Slides | Paper

**The Effect of Visual Designs in Web Surveys on Response Process across Literacy Groups**
Nuttirudee Charoenruk, University of Nebraska-Lincoln
[Abstract] | Slides | Paper

**Associations among Question Design, Literacy, and ACASI Technology in Reporting about Sensitive Behaviors among Disadvantaged Youths**
Jennifer Dykema, University of Wisconsin-Madison; Kerryann DiLoreto, University of Wisconsin-Madison; Jessica L. Price, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison
[Abstract] | Slides | Paper

**A New Method for Asking Many, Many Sensitive Questions**
J. Tobin Grant, SIUC; Ruth Moon, University of Washington; Shane Gleason, SIUC
[Abstract] | Slides | Paper

**Exploring the Dimensionality of Sensitive Survey Questions**
Christopher Antoun, University of Michigan, Ann Arbor
[Abstract] | Slides | Paper

**Discussant:** Jolene Smyth, University of Nebraska-Lincoln
Weighing the Wisdom of Self and Others: The Effects of Selectivity on Opinion Shifts
Wenjie Yan, University of Wisconsin-Madison; Zhongdang Pan, University of Wisconsin-Madison; Mike Xenos, University of Wisconsin-Madison

Discussion Network Size, Discussion Frequency, Heterogeneity Discussion, and Online Discussion as Predictors of Civic and Political Participation
Yangsun Hong, University of Wisconsin-Madison

The Diffusion of Innovations through Social Networks
David Fan, University of Minnesota; Julie Andsager, University of Iowa

Developing Information Efficacy in Deliberative Environments
Ashley A. Anderson, University of Wisconsin-Madison; Sara Yeo, University of Wisconsin-Madison; Angela R. Jones, University of Wisconsin-Madison; John W. Moore, University of Wisconsin-Madison; Andrew E. Greenberg, University of Wisconsin-Madison

Partisanship in a Social Context: The Influence of Diverse Deliberation on Strong and Weak Partisans
Samara Klar, Northwestern University
WHO IS THE NEW CONSUMER?

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Second Floor Lobby
Challenges in Administering Standardized Tests in Random Assignment Studies
Lisbeth Goble, Mathematica Policy Research; Nikkilyn Morrison, Mathematica Policy Research; Amanda Skaff, Mathematica Policy Research
Abstract | Poster | Paper

Dial it In: A Continuous Response Study of the 2012 Arizona Republican Primary Debate
Shawn R. Hughes, Texas Tech University
Abstract | Poster | Paper

Necessity of Unification among South Koreans
Jibum Kim, NORC at the University of Chicago; Sungwoo Park. Chung-Ang University, Korea; Jaesok Son, NORC at the University of Chicago
Abstract | Poster | Paper

The Role of Ethnic Identity in Forming Opinions about Advertiser’ Motives For Supporting Social Causes in Culturally Targeted Values Advocacy Advertising
Yoon Joo Lee, University of Southern Indiana; Yung-I Liu, Cleveland State University; Taejun David Lee, Bradley University
Abstract | Poster | Paper

The Effect of Personalized Address Labels on Response Rates and Postal Deliverability Rates
Vrinda Nair, Arbitron Inc.; Yelena Pens, Arbitron Inc.
Abstract | Poster | Paper

Young Tea Party Supporters – Who Are They and Where Can I Find Them?
Colleen Orihill, Cleveland State University
Abstract | Poster | Paper

Quantity versus Quality: The Impact of Sampling Tweets on Healthcare Reform Opinions
Rebecca J. Powell, University of Nebraska—Lincoln; Annice Kim, RTI International; Ashley Richards, RTI International; Joe Murphy, RTI International
Abstract | Poster | Paper

A Search for a Presumed Prejudice Threshold
Kevin Qualls, Murray State University
Abstract | Poster | Paper
Student Book Raffle!  
MAPOR’s student members have the opportunity to win one of the books listed below at this year’s student book raffle!

*Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, by Don A. Dillman, Jolene D. Smyth, and Leah Melani Christian

*Cross-Cultural Survey Methods*, by Janet A. Harkness, Fons J. R. van de Vijver, and Peter Ph. Mohler, donated in memory of Janet Harkness

*Handbook of Survey Research*, by Peter V. Marsden and James D. Wright, Editors

*News on the Internet: Information and citizenship in the 21st century* by David Tewksbury and Jason Rittenberg
President’s Dinner (Dutch Treat)  Friday, 6:30 pm, meet in hotel lobby

Join MAPOR President Mike Traugott for a Dutch Treat (pay for your own meal) dinner at Reza’s Restaurant at 432 W. Ontario Ave. Menu available at http://www.rezasrestaurant.com/index.html

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Paper Session 3  

**Grand Avenue A: New Media and Public Opinion**

Moderator: Paige Madsen, University of Iowa  
**Fundamentally Flawed: Examining Political Behaviors as a Measure of Media Use to Explain Political Attitudes and Cognitions**  
Thomas J. Johnson, University of Texas at Austin; Barbara K. Kaye, University of Tennessee  
[Abstract] | Slides | Paper  

**False Uniqueness: Facebook Groups, News Media and the Hostile Public**  
Stephanie Jean Tsang, University of Wisconsin-Madison  
[Abstract] | Slides | Paper  

**Motivation as an Activator of Diversity: The Contribution of Twitter Use Motivations to Exposure to Political Difference**  
Chang Sup Park, Southern Illinois University Carbondale  
[Abstract] | Slides | Paper  

**Shouting Out or Shutting Up? Opinion Expression in a New Media Environment**  
Rebecca E. Riley, The Ohio State University  
[Abstract] | Slides | Paper  

**Online and Political Disagreement: Echo Chamber or Diversity?**  
Yangsun Hong, University of Wisconsin-Madison  
[Abstract] | Slides | Paper  

**Discussant:** Brendan Watson, University of Minnesota – Twin Cities

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**Grand Avenue B: Statistical Approaches to Survey Inference**

Moderator: Julia Lee, University of Michigan  
**Can Response Propensities Grow on Trees? Comparing Response Propensity Models Based On Random Forests and Logistic Regression Models Using Ancillary Data Appended to an ABS Sampling Frame**  
Anh Thu Burks, The Nielsen Company; Trent D. Buskirk, The Nielsen Company  
[Abstract] | Slides | Paper  

**Alternative Survival Models of Retention in Multi-Mode Survey Panels**  
Allan L. McCutcheon, University of Nebraska-Lincoln; Olena Kaminska, University of Essex  
[Abstract] | Slides | Paper  

**Joint Calibration as a Technique for Dual Frame Samples Estimation**  
Mahmoud Elkasabi, University of Michigan  
[Abstract] | Slides | Paper  

**Mode Effect Analysis and Adjustment in a Split-sample Mixed-mode Web/CATI Survey**  
Stanislav Kolenikov, Abt SRBI; Courtney Kennedy, Abt SRBI; Ali Ackermann, Abt SRBI; Chintan Turakhia, Abt SRBI; Michael O. Emerson, Rice University Kinder Institute for Urban Research; Adele James, Rice University Kinder Institute for Urban Research  
[Abstract] | Slides | Paper  

**Statistical Inference Methods in Mixed-Mode Surveys**  
Z. Tuba Suzer-Gurtekin, University of Michigan  
[Abstract] | Slides | Paper
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Grand Avenue C: Issues in Web Surveys

Moderator: John Stevenson, University of Wisconsin-Madison

Survey-Research Paradigms Old and New
Tom W. Smith, NORC, University of Chicago
Abstract | Slides | Paper

The Challenges of "Big" Web Surveys
Vincent Parker, Survey Research Laboratory, University of Illinois at Chicago; Sowmya Anand, Survey Research Laboratory, University of Illinois
Abstract | Slides | Paper

Rules of Engagement: The War Against Poorly Engaged Respondents; Guidelines for Elimination.
Steven H. Gittelman, Sample Source Auditors
Abstract | Slides | Paper

Flagging Speeders in a Multi-Mode (Mobile and Online) Survey
Abstract | Slides | Paper

Investigation of Speeding in Web Surveys: Tendency of Speeding and Association with Response Quality
Chan Zhang, University of Michigan
Abstract | Slides | Paper

Discussant: Randall Thomas, GfK

Michigan Avenue: International Public Opinion

Moderator: Alexandra Filindra, University of Illinois at Chicago

The Impact of Mobile Phone Use on Participation Inequalities. A Comparative Study of Four Countries: Colombia, Japan, Nigeria and the U.S.
David Coppini, University of Wisconsin-Madison
Abstract | Slides | Paper

Leaving Home: Examining the Influence of Social Ties on Latin American Immigration
Ana Lucía Córdova Cazar, Gallup Research Center, University of Nebraska – Lincoln; Matt Hastings, Gallup Research Center, University of Nebraska - Lincoln
Abstract | Slides | Paper

The Attitudes of the Egyptian Public Opinion towards Muslim Brotherhood after Winning in the Presidential Elections
Nermeen Khedr, Cairo University
Abstract | Slides | Paper

Examining the Relationship between Religiosity and Positive Social Engagement in the Western and Islamic Worlds
Nicholas Ruther, University of Nebraska-Lincoln; Amanda Libman, University of Nebraska-Lincoln; Allan McCutcheon, University of Nebraska-Lincoln
Abstract | Slides | Paper

Influence of the Public Opinion on the American Foreign Policy towards Iraq (1990-2011)
Ayman Mansour Nada, University of Georgia
Abstract | Slides | Paper
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Grand Avenue A: Cookies, Consumers and Partisanship
Moderator: David Fan, University of Minnesota
Humanizing the Internet Cookie? Key Learnings from an Online Panel
Antonia Toupet, Nielsen, Measurement Science, Digital Center of Innovation; Mimi Zhang, Nielsen, Measurement Science, Digital Center of Innovation; Seema Varma, Nielsen, Measurement Science, Digital Center of Innovation; Kumar Rao, Nielsen, Measurement Science, Digital Center of Innovation; Albert Perez, Nielsen, Measurement Science, Digital Center of Innovation
Abstract | Slides | Paper
Twitter as a Multi-Faceted Source of Public Opinion Data: A Mixed Methods Approach to Examining the Wisconsin Labor Protests
Aaron S. Veenstra, Southern Illinois University Carbondale; Narayanan Iyer, Southern Illinois University Carbondale
Abstract | Slides | Paper
Predictors of Public Opinions about Video Piracy
Michael Rand, Cleveland State University; Paul Skalski, Cleveland State University
Abstract | Slides | Paper
Conceptualizing Political Consumerism: How Citizenship Norms and Values Shape Boycotting and Buycotting
Lauren Copeland, University of California, Santa Barbara
Abstract | Slides | Paper
Imagined Interaction, Partisanship, and Voting Intentions Among College Students
T. Phillip Madison, Louisiana State University; Michael Rold, Louisiana State University
Abstract | Slides | Paper
Grand Avenue B: Panel: America’s Broken Education System: Why Are the Solutions Not Working?
Organizer and Moderator: Thomas Lamatsch, Monmouth University
Abstract | Slides | Paper
The Power to Be Special: Is Education Reform Failing for the Same Reasons as the Metric System and the Dollar Coin, American Exceptionalism?
Thomas Lamatsch, Monmouth University Polling Institute, Monmouth University
The Power of the Purse: Can We Just Throw More Money at the Problem?
David Goldenthal, Monmouth University Polling Institute, Monmouth University
The Power of Knowledge: Is the Population Even Aware if Their Schools are Among Those that are Failing?
Frank Guagenti, M.A., Monmouth University Polling Institute, Monmouth University
The Power of Individual Choices: Are the Attitudes towards Soft Drugs Changing with the Youngest Generations?
Tyler Breder, Monmouth University
Abstract | Slides | Paper
Grand Avenue C: Innovations in Survey Modes
Moderator: Rebecca Powell, University of Nebraska-Lincoln
Capabilities and Considerations for Using Facebook in Survey Research
Abstract | Slides | Paper
How Often Do You Use Angry Birds? You Know, that App with the Upset Looking Bird on It. An Experiment Exploring How Survey Respondents Recognize Smartphone Apps
Trent D. Buskirk, The Nielsen Company; Charlie Andrus, Saint Louis University and Barnes Jewish Hospital
Abstract | Slides | Paper
Unlocking Virtual Badges as the Key for Respondent Engagement in Mobile App Surveys
Jennie W. Lai, Nielsen; Kelly Bristol, Nielsen; Michael W. Link, Nielsen
Abstract | Slides | Paper
Using Mobile Devices to Measure Subjective Response to Low Boom Noise: A Comparison with Web and Paper
Peg Krecker, Tetra Tech; Carrie Koenig, Tetra Tech; Juliet Page, Wyle; Kathleen K. Hodgdon, Pennsylvania State University; Robbie Cowart, Gulfstream
Abstract | Slides | Paper
Spinning the Chamber: Chatroulette as a Survey Pretesting Tool
Bryan Parkhurst, University of Nebraska-Lincoln
Abstract | Slides | Paper
Discussant: Joe Murphy, RTI International
Michigan Avenue: International News
Moderator: Ayman Mansour Nada, University of Georgia
Never Darken My Door Again!! Muslim Brothers' Perceptions of the U.S. In The Aftermath of January 25th Revolution
   Nermeen Khedr, Cairo University
   Abstract | Slides | Paper

Media, Public Opinion and Foreign Policy in China: A Case Study of the Nanjing-Nagoya Relation Suspension
   Jingxian Wang, Indiana University Bloomington
   Abstract | Slides | Paper

Silence of Opinion Leaders on Twitter: Korean Journalists’ Social Conformity on Twitter
   Na Yeon Lee, University of Texas at Austin
   Abstract | Slides | Paper

How Mainland China’s Weibo and News Websites Frame Taiwan’s Presidential Election
   Yanqin Lu, Indiana University
   Abstract | Slides | Paper

Source Competition in the Public Sphere: Influences of Source Conflict and Negative News Coverage on Official Source Dependency in Korean-U.S. Beef Negotiations
   Jeong Ran Kim, University of California, Davis
   Abstract | Slides | Paper

Discussant: Ken Blake, Middle Tennessee State University
Improving the Human Condition

RTI provides full-scale survey research services using innovative methodologies to measure health behaviors, educational achievement, and other critical policy issues.
Paper Session 5

Grand Avenue A: Affect and Opinion

Moderator: Erik Zuniga, University of Chicago
Knowing Our Own Feelings: Validity and Reliability of Self-Reported Responses to Affectively Based Survey Questions
   Jason A. Wood
   Abstract | Slides | Paper

The Impersonal Influences of Public Opinion Reports on the Media Users’ Risk Perception of Health Issues
   Jae C. Shim, Korea University, Nayoung Hong, Korea University, Tae-il Yoon, Hallym University
   Abstract | Slides | Paper

The Role of Emotions in Online Political Engagement
   Donald Roberts, University of Delaware; Lindsay H. Hoffman, University of Delaware
   Abstract | Slides | Paper

The Pursuit of Happiness: Examining the Unintended Consequence in Public Policy
   Erin Simpson, University of Chicago
   Abstract | Slides | Paper

Political Ads and Memory: Studying Semantic Processing of Positive and Negative Ads using EEG recordings
   Alyssa C. Morey, Ohio State University
   Abstract | Slides | Paper

Discussant: Noah Kaplan, University of Illinois at Chicago

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**Grand Avenue B: Public Opinion on Climate Change and Nuclear Power**

Moderator: Won Yong Jang, University of Wisconsin-Eau Claire

Science ‘Fact’ vs. ‘Value’ Framing Effects on Attitudes toward Global Climate Change
Paige K. Brown, Louisiana State University  
[Abstract | Slides | Paper]

**Influence of Social Norms on Perceived Salience of Climate Change in a New Media Environment**
James T. Spartz, University of Wisconsin – Madison; Leona Yi-Fan Su, University of Wisconsin – Madison; Dominique Brossard, University of Wisconsin – Madison; Sharon Dunwoody, University of Wisconsin – Madison; Robert J. Griffin, Marquette University  
[Abstract | Slides | Paper]

**Political Identity and the Polarization of American Public Opinion over Climate Change**
Alexandra Bass, University of Chicago  
[Abstract | Slides | Paper]

**Television, Knowledge, and Nuclear Power: Examining the Cultivation Effect of Genre-specific Television Viewing on Risk Perception of Nuclear Power**
Nan Li, University of Wisconsin-Madison  
[Abstract | Slides | Paper]

**Partisan amplification of risk: American Perceptions of nuclear energy risk in the wake of the Fukushima Daiichi disaster**
Michael A. Cacciatoore, University of Wisconsin – Madison, Sara K. Yeo, University of Wisconsin – Madison, Dominique Brossard, University of Wisconsin – Madison, Dietram A. Scheufele, University of Wisconsin – Madison, Kristin Runge, University of Wisconsin – Madison, Leona Yi-Fan Su, University of Wisconsin – Madison, Jiyoun Kim, University of Wisconsin – Madison, Michael Xenos, University of Wisconsin – Madison  
[Abstract | Slides | Paper]
Grand Avenue C: Survey Recruitment Strategies
Moderator: Vrinda Nair, Arbitron
Who Are We Getting on the Phone? Examining Whether Additional Efforts Improve Representativeness by Frame
Amanda Libman, University of Nebraska-Lincoln; Leah Melani Christian, Pew Research Center; Danielle Gewurz, Pew Research Center
Abstract | Slides | Paper

Demographic Differences among Black Respondents in Landline and Cell Phone Samples
Anne L. Mitchell, Indiana University Purdue University
Abstract | Slides | Paper

Contact Strategies Effect on Participation in Mixed-Mode ABS Surveys
Mingnan Liu, University of Michigan; Mahmoud Elkasabi, University of Michigan; Zeynep Tuba Suzer-Gurtekin, University of Michigan; James M. LePkowski, University of Michigan; Richard Curtin, University of Michigan; Rebecca McBee, University of Michigan
Abstract | Slides | Paper

An Experimental Investigation of the Effects of Noncontingent and Contingent Incentives in Recruiting a Long-Term Panel: Testing a Leverage Salience Theory Hypothesis
Paul J. Lavrakas, Self-Employed; J. Michael Dennis, GfK; Jordan Peugh, GfK; Jeffrey Shand-Lubbers, GfK; Elissa Lee, Google; Owen Charlebois, Google; Mike Murakami, Google
Abstract | Slides | Paper

Respondent Driven Sampling in a Community Sample of Sexual Minority Women
Kelly Martin, University of Illinois at Chicago; Timothy P. Johnson, University of Illinois at Chicago; Tonda L. Hughes, University of Illinois at Chicago
Abstract | Slides | Paper

Discussant: Trent Buskirk, The Nielsen Company
**Michigan Avenue: Agenda Setting and Media Use**

**Moderator:** Reshma Pudota, Middle Tennessee State University

**Differentiating Cueing and Reasoning in Agenda Setting Effects**
- Raymond J. Pingree, Ohio State University; Elizabeth Stoycheff, Ohio State University
  - [Abstract](#) | Slides | Paper

**One-Word Attributes: An Examination of GOP Presidential Candidate Attributes and Second-level Agenda Setting**
- Aileen R. Bennett, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University
  - [Abstract](#) | Slides | Paper

**The Mediating Role of Media Image and Information Processing Strategy on Audiences’ News Knowledge and News Discussion**
- Sha Li, Texas Tech University
  - [Abstract](#) | Slides | Paper

**Salt, Light, Politics and the Word: A Survey on Media Exposure Patterns and Perceived Influence among Ministers in the Churches of Christ**
- Meredith D. Clark, University of North Carolina at Chapel Hill
  - [Abstract](#) | Slides | Paper

**Assessing the Knowledge Gap among New Immigrants in the United States: Key Moderators of Media Use Effects on Political Knowledge**
- Francis S. Dalisay, Cleveland State University; Yung-I Liu, Cleveland State University
  - [Abstract](#) | Slides | Paper

**Discussant:** Shawn Hughes, Lubbock Christian University
Paper Session 6  
Saturday, 3:15 – 4:45pm

**Grand Avenue A: New Media and Political Behaviors**

Moderator: David Coppini, University of Wisconsin-Madison

Digital XY, Glacial Voters and the Unhappy Middle: Exploring the Bases of Voter Segmentation and Media Use in the 2010 U.S. Midterm Elections  
Kristin Runge, University of Wisconsin-Madison  
[Abstract] | [Slides] | [Paper]

The Multifaceted Role of Efficacy in Online Political Behavior  
Lindsay H. Hoffman, University of Delaware; Amanda L. Schechter, University of Delaware  
[Abstract] | [Slides] | [Paper]

How App are People To Use Smartphones, Search Engines and Social Media To Gather News?: Examining Alternative Means To Gather News and Their Influence on Political Attitudes and Behaviors  
Maegan Stephens, University of Texas at Austin; Joseph Yoo, University of Texas at Austin; Fatima Martinez Gutierrez, University of Texas at Austin; Brian Baresh, University of Texas at Austin; Eun Jeong Lee, University of Texas at Austin; Thomas J. Johnson, University of Texas at Austin  
[Abstract] | [Slides] | [Paper]

Google vs. Facebook: Online Civic Engagement and Social Media  
Kevin Lessmiller, University of Tennessee – Knoxville  
[Abstract] | [Slides] | [Paper]

Aneta Genova, IngterMedia Survey Institute; Anastasia Mirzoyants, IngterMedia Survey Institute  
[Abstract] | [Slides] | [Paper]

**Grand Avenue B: Science and Health**

Moderator: Allyson Holbrook, University of Illinois - Chicago

Is the Online Environment Changing the Construction of Scientific Controversies?  
Sara K. Yeo, Univ. of Wisconsin-Madison; Xuan Liang, Univ. of Wisconsin-Madison; Dominique Brossard, Univ. of Wisconsin-Madison; Dietram A. Scheufele, Univ. of Wisconsin-Madison; Michael A. Xenos, Univ. of Wisconsin-Madison  
[Abstract] | [Slides] | [Paper]

Corn vs. Cane: Newspaper Coverage of the Sugar Debates  
Paige Madsen, University of Iowa  
[Abstract] | [Slides] | [Paper]

Using the Mediation Model to Explain How the Impact of Alcohol Advertising Influences Drinking Behavior  
Won Yong Jang, University of Wisconsin-Eau Claire; Edward Frederick, University of Wisconsin-Whitewater, Kurt J. Neuwirth, University of Cincinnati  
[Abstract] | [Slides] | [Paper]

Validating the Results of a Longitudinal Health-Promotion Campaign Survey among Emerging Adults with a Cross-Sectional Survey of Equivalent Cohort Groups  
Fiona Chew, Syracuse University  
[Abstract] | [Slides] | [Paper]
IN A STUDY ACROSS 124 COUNTRIES, A MEDIAN OF 21% OF ADULTS ARE “THRIVING”...

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While Gallup maintains more than 30 offices around the world, we are proud that our largest location is right here in Omaha.
Grand Avenue C: Survey Development and Measurement Errors
Moderator: Tuba Suzer-Gurtekin, University of Michigan

Organizational Responses to Survey Respondent Burden
William L. Rosenberg, Drexel University
Abstract | Slides | Paper

Developing a Survey Instrument Using Qualitative Research Methods: The Case of the 2012 National Survey on Health Information Exchange in Clinical Laboratories
René Bautista, NORC at the University of Chicago; Felicia LeClere, NORC at the University of Chicago; Matthew Swain, Office of Economic Analysis, Evaluation and Modeling, ONC; Vaishali Patel, Office of Economic Analysis, Evaluation and Modeling, ONC
Abstract | Slides | Paper

Troubles with Time-Use: Examining Potential Indicators of Error in the ATUS
A. Lynn Phillips, University of Nebraska-Lincoln; Tarek Baghal, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln
Abstract | Slides | Paper

Interviewer Variance of Interviewer and Respondent Behaviors: A New Frontier in Analyzing the Interviewer-Respondent Interaction
Nuttirudee Charoenruk, University of Nebraska-Lincoln; Bryan Parkhurst, University of Nebraska-Lincoln; Meryem Ay, University of Nebraska-Lincoln; Robert Belli, University of Nebraska-Lincoln
Abstract | Slides | Paper

Exploring Interviewer and Respondent Interactions: An Innovative Behavior Coding Approach
Lauren Walton, The Nielsen Company; Mathew Stange, University of Nebraska–Lincoln; Rebecca Powell, University of Nebraska–Lincoln; Bob Belli, University of Nebraska-Lincoln
Abstract | Slides | Paper

Discussant: Patty LeBaron, RTI International
Michigan Avenue: News Makers and News Takers

Moderator: Samara Klar, Northwestern University

Accommodating Institutional and Individual Media Freedom: A New Conceptualization
Elizabeth Stoycheff, Ohio State University
Abstract | Slides | Paper

Understanding the Correlates of Public Perceptions of Press Freedom
Lee B. Becker, University of Georgia; Cynthia English, Gallup; Tudor Vlad, University of Georgia
Abstract | Slides | Paper

Homophily in Online Newspaper Networks
Ruth Moon, University of Washington
Abstract | Slides | Paper

Race to the Starting Line: Voter Assessment of Media Coverage in the Run-Up to the 2012 Iowa Caucus
Jane Singer, University of Iowa; Julie Andsager, University of Iowa
Abstract | Slides | Paper

Key Events and Issue Competition: How Disasters Affect the Media Agenda
Shuo Tang, Indiana University, Bloomington
Abstract | Slides | Paper

Discussant: Cory Armstrong, University of Florida

Business Meeting (everyone welcome) Saturday, 5:00-6:00 pm

Grand Avenue C

MAPOR President Mike Traugott will lead the annual MAPOR business meeting.
MAPOR Fellows
1988 Doris Graber
1989 George Donahue, Clarice Olien & Phillip Tichenor
1990 Jack McLeod
1992 Donna Charron
1993 David H. Weaver
1994 George Bishop
1996 Lee Becker
1997 Paul J. Lavrakas
1998 Leo Jeffres
1999 Mark Miller
2000 Cecilie Gaziano
2002 Michael Traugott
2003 Richard M. Perloff
2004 Robert P. Daves
2005 Sharon Dunwoody
2006 K. "Vish" Viswanath
2007 Allan L. McCutcheon
2008 Robert M. Groves
2010 Albert Gunther
2011 Stephen E. Everett

MAPOR Presidents
1976-77 Donna S. Charron
1977-78 George Bishop
1978-79 Gene Telser
1980-81 Doris Graber
1981-82 Andrew J. Morrison
1982-83 MariJean Suelzle
1983-84 Lee B. Becker
1984-85 Barbara A. Bardes
1985-86 D. Charles Whitney
1986-87 David H. Weaver
1987-88 Leo Jeffres
1988-89 Cecillie Gaziano
1989-90 Sharon Dunwoody
1990-91 M. Mark Miller
1991-92 Garrett O'Keefe
1992-93 Robert P. Daves
1993-94 Paul J. Lavrakas
1994-95 Richard M. Perloff
1995-96 William Elliott
1996-97 Ellen M. Dran
1997-98 Fiona Chew
1998-99 Sherry Marcy
1999-00 Stephen E. Everett
2000-01 William Rosenberg
2001-02 K. "Vish" Viswanath
2002-03 Julie Andsager
2003-04 Allan L. McCutcheon
2004-05 Douglas Blanks Hindman
2005-06 Dietram A. Scheufele
2006-07 David Tewksbury
2007-08 Ward Kay
2008-09 Patricia Moy
2009-10 Weiwu Zhang
2010-11 Timothy P. Johnson
2011-12 Michael Traugott
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- Stephen E. Everett for hosting the MAPOR website