



**39th Annual Conference of the
Midwest Association for
Public Opinion Research**

**Changing Latitudes,
Changing Attitudes**

**November 21-22, 2014
Renaissance Chicago Downtown Hotel
1 W. Upper Wacker Dr.
Chicago, IL 60601**

CONFERENCE AT A GLANCE

FRIDAY, NOVEMBER 21

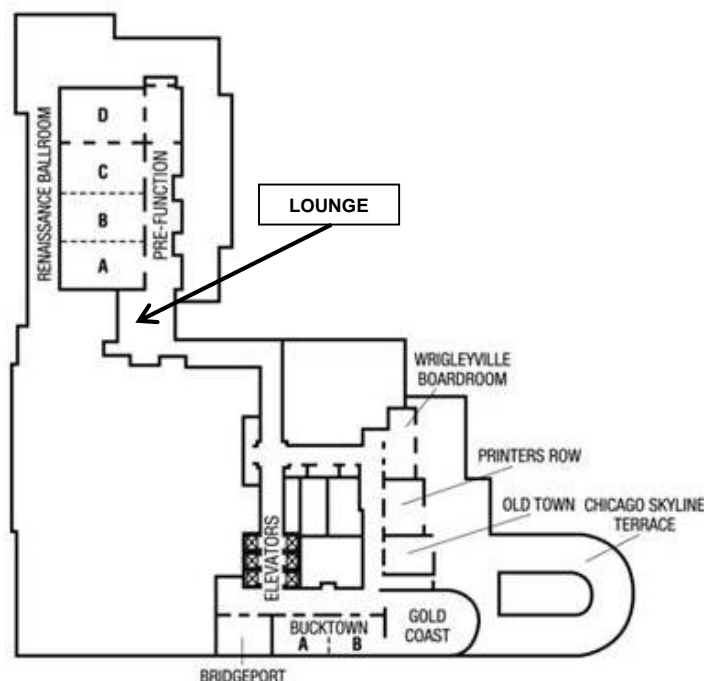
7:30 AM – 8:30 AM	Third Floor Lounge	Registration for Short Course Participants
8:00 AM – 10:00 AM	Renaissance A	Short Course Todd Schuble: “Everything Has a Location: Obtaining Better Insight with GIS” (registration required)
8:30 AM – 4:30 PM	Third Floor Lounge	General Registration (refreshments)
10:15 AM – 11:45 AM	Renaissance A	Issues in Measuring Health & Well-Being
	Renaissance B	Interviewer Characteristics: Effects & Consequences
	Renaissance C	Mobile & Visual Survey Data
	Renaissance D	Culture, Identity, & Cross-National Comparisons in Attitudes & Perceptions
12:00 PM – 1:00 PM	Gold Coast/Bucktown	Networking Luncheon (ticket required)
1:15 PM – 2:45 PM	Renaissance A	Questions & Responses: Context, Culture, & Order Effects
	Renaissance B	Online Content Viewing, Creating, & Sharing
	Renaissance C	Political Engagement & Discussion in U.S. & International Contexts
	Renaissance D	Issues with Cell-Phone-Only Households & Sampling
2:45 PM – 3:15 PM	Third Floor Lounge	Snack Break
3:30 PM – 4:45 PM	Renaissance Ballroom	Student Paper Awards & MAPOR Fellow Keynote Speaker Bob Groves: “Is There a Future for Probability Sample Surveys of Large Human Populations?”
5:00 PM – 6:00 PM	Gold Coast/Bucktown	President’s Reception & Sponsor Tables Poster Session Student Book Raffle

SATURDAY, NOVEMBER 22

8:00 AM – 3:00 PM	Third Floor Lounge	General Registration (refreshments)
8:30 AM – 10:00 AM	Renaissance A	Journalistic Freedom & the Public Sphere
	Renaissance B	New, Alternative, & Traditional Modes of Media Consumption
	Renaissance C	Issues with Internet Surveys: Contact Strategies, Usability, & Devices
	Renaissance D	Measuring Opinions on Hot-Button Issues

10:15 AM–11:45 AM	Renaissance A	Nonresponse, Gamification, & the Total Survey Error Framework
	Renaissance B	Partisan Selectivity, Political Diversity,& Opinion Expression
	Renaissance C	Public Opinion in Context: Paradata, Locational Variables, & Geolocation Data
	Renaissance D	Panel Development & Maintenance of Contestable Beliefs: New Approaches & New Directions
11:45 AM – 1:15 PM		Lunch (on your own)
1:30 PM – 2:30 PM	Renaissance A	Pedagogy Hour Paul J. Lavrakas: “Thinking About the Use of Old and New Methods for Sampling, Recruitment, and Data Collection in Public Opinion Research”
2:45 PM – 4:15 PM	Renaissance A	Media Framing of Disaster, Crisis, & Conflict
	Renaissance B	Public Policy & Formation of Political Attitudes
	Renaissance C	Information, Trust, & Social Capital: Social Media & Beyond
	Renaissance D	Data Quality: Accuracy & Interest
4:30 PM – 5:30 PM	Renaissance A	Annual Member Meeting

Map of the Third Floor



Conference Sponsors

MAPOR acknowledges and thanks the following organizations for sponsoring the 2014 conference. Your support ensures that MAPOR can continue to offer a successful conference each year!

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We apply best practices in survey research and statistics to address issues in

- Survey methods
- Child and family well-being
- Public health and clinical research services
- Disease control and registry building
- Health services research
- Election studies
- Military personnel
- Mental health
- Substance abuse

DETAILED SCHEDULE | FRIDAY NOVEMBER 21, 2014

Refreshments	Friday, 8:00 AM – 10:00AM
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Sponsored by RTI International

Short Course (registration required)	Friday, 8:00 AM – 10:00AM
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Sponsored by the University of Chicago Survey Lab

Todd Schuble, University of Chicago <i>Everything Has a Location: Obtaining Better Insight with GIS</i>	Renaissance A
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Paper Session 1	Friday, 10:15 AM – 11:45 AM
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Issues in Measuring Health & Well-Being	Renaissance A
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Moderator: Mandy Sha, RTI International

Discussant: Matthew Courser, PIRE

Examining the Predictors of Interviewers' Ratings of Respondents' Health

Dana Garbarski, Loyola University Chicago; Nora Cate Schaeffer, University of Wisconsin – Madison; Jennifer Dykema, University of Wisconsin – Madison

Abstract | Slides | Paper

Subjective Well-Being in Mexico: The Happiness Ranking

Diana Paola Penagos Vasquez, Parametria; Ivan Martinez Bravo, Parametria; Francisco Abundis Luna, Parametria; Ruben Ortigoza, Parametria

Abstract | Slides | Paper

Can Attention to Health and Medical Information in Media Bridge the E-health Literacy Knowledge Gap

Fiona Chew, Syracuse University

Abstract | Slides | Paper

Remembering Where: A Look at the American Time Use Survey

Caitlin Deal, University of Nebraska – Lincoln; Ana Lucia Cordova Cazar, University of Nebraska – Lincoln; Austin Countryman, University of Nebraska – Lincoln; Antje Kirchner, University of Nebraska – Lincoln; Robert Belli, University of Nebraska – Lincoln

Abstract | Slides | Paper

Creating a Cognitive Research Protocol: Decision-Making and Tradeoffs

Rene Bautista, NORC at the University of Chicago; Erin Fordyce, NORC at the University of Chicago; Reem Ghandour, HRSA/Maternal and Child Health Bureau; Jessica Jones, HRSA/Maternal and Child Health Bureau; Marie Kirsch, NORC at the University of Chicago

Abstract | Slides | Paper

Moderator: *Jenny Marlar, Gallup*

Discussant: *Rachel Levenstein, University of Chicago*

Slides

Interviewer Voice Characteristics and Data Quality

Nuttirudee Charoenruk, University of Nebraska-Lincoln

Abstract | Slides | Paper

Hours or Minutes: Does One Unit Fit All?

Beth Cochran, University of Nebraska – Lincoln ; Jolene Smyth, University of Nebraska – Lincoln

Abstract | Slides | Paper

Understanding First Contacts on Cell Phones: Interview Voice Characteristics, Perceived Interviewer

Viet Nguyen, NORC at the University of Chicago; Mingnan Liu, University of Michigan; Colleen McClain, University of Michigan; Nina Pourahmadi, University of Michigan; Jenny Kelly, NORC at the University of Chicago

Abstract | Slides | Paper

Commitment, Concealment, Confusion and Carefulness: Interviewer and Respondent Behaviors

Antje Kirchner, University of Nebraska – Lincoln

Abstract | Slides | Paper

Are Interviewer Observations Influenced by Interviewers' and Respondents' Characteristics?

Mengmeng Zhang, University of Michigan

Abstract | Slides | Paper

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Moderator: *Lars Willnat, Indiana University*

Discussant: *Doug Currivan, RTI International* *Slides*

Swipe, Snap & Chat: Mobile Survey Data Collection Using Touch Question Types and Mobile OS Features

Trent Buskirk, Marketing Systems Group; Joey Michaud, Maritz Research; Ted Saunders, Maritz Research

Abstract | Slides | Paper

Attrition in a Mobile Ratings Panel

Timothy Oltman, Nielsen

Abstract | Slides | Paper

Data Quality among Devices to Complete Surveys: Comparing Personal Computers, Smartphones and Tablets

Mengyang Wang, University of Nebraska – Lincoln; Allan McCutcheon, University of Nebraska – Lincoln

Abstract | Slides | Paper

The Effect of Mobile Web Survey Design on Screen Orientation Manipulation

Robert Young, Survey Sciences Group LLC; Scott D. Crawford, Survey Sciences Group LLC; Mick Couper, University of Michigan – Ann Arbor; Toben Nelson, University of Minnesota – Twin Cities

Abstract | Slides | Paper

Visual Grouping of Skip Patterns: Helping Respondents of Differing Cognitive Levels Navigate Surveys

Rebecca Powell, University of Nebraska – Lincoln

Abstract | Slides | Paper

Culture, Identity, & Cross-National Comparisons in Attitudes & Perceptions

Moderator: *Courtney Johnson, University of Washington*

Discussant: *Allan McCutcheon, Gallup*

Attitudes towards Homosexuality and Gay Rights: Trends and Cross-National Comparisons

Tom W. Smith, NORC at the University of Chicago; Jibum Kim, Sungkyunkwan University; Jaesok Son, NORC at the University of Chicago

Abstract | Slides | Paper

Cross-Cultural Comparisons of Political Gender Stereotypes, Gender Biases and Gender Balance

Yunying Zhang, Austin Peay State University; Eun-Jeong Han, John Carroll University

Abstract | Slides | Paper

Muslim Americans' Perceptions of Media Coverage: The Role of Demographics, Identity and Experiences

Mustafa Oz, University of Texas – Austin

Abstract | Slides | Paper

History and Racial Identity Voting in South Africa: Motivating Factors in the 2014 General Elections

Lindani Mbunyuza-Memani, Southern Illinois University

Abstract | Slides | Paper

Assessment of Community Basics: Evaluating Country Development Using Local Citizen Ratings

Elizabeth Steele, Gallup; Cynthia English, Gallup

Abstract | Slides | Paper

Networking Luncheon	Gold Coast / Bucktown	Friday, 12:00 PM - 1:00 PM
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This year's luncheon will be plated, and tables will be marked with topics. Find a table you are interested in to network with other conference attendees!

Paper Session 2	Friday, 1:15 PM – 2:45 PM
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Questions & Responses: Context, Culture, & Order Effects **Renaissance A**

Moderator: Nora Cate Schaeffer, University of Wisconsin – Madison

Discussant: Trevor Thompson, NORC at the University of Chicago

Does Topical Section Order Influence Self-rated Health? Findings from an Internet Survey

Mengmeng Zhang, University of Michigan; Ting Yan, University of Michigan; Lindsay Ryan, University of Michigan; Jacqui Smith, University of Michigan

Abstract | Slides | Paper

Effects of Attitude Strength and Physical Characteristics on Responses to Survey Questions

Minchul Kim, Indiana University

Abstract | Slides | Paper

Student Reading Ability and Survey Measure Fit

Rachel Levenstein, University of Chicago; Stuart Luppescu, University of Chicago

Abstract | Slides | Paper

Racial and Ethnic Differences in Extreme Response Style: Testing Explanations

Allyson Holbrook, University of Illinois at Chicago; David Sterrett, NORC at the University of Chicago; Timothy Johnson, University of Illinois at Chicago

Abstract | Slides | Paper

Testing “Same-Sex” and “Opposite-Sex” Response Options for Marital Status Questions

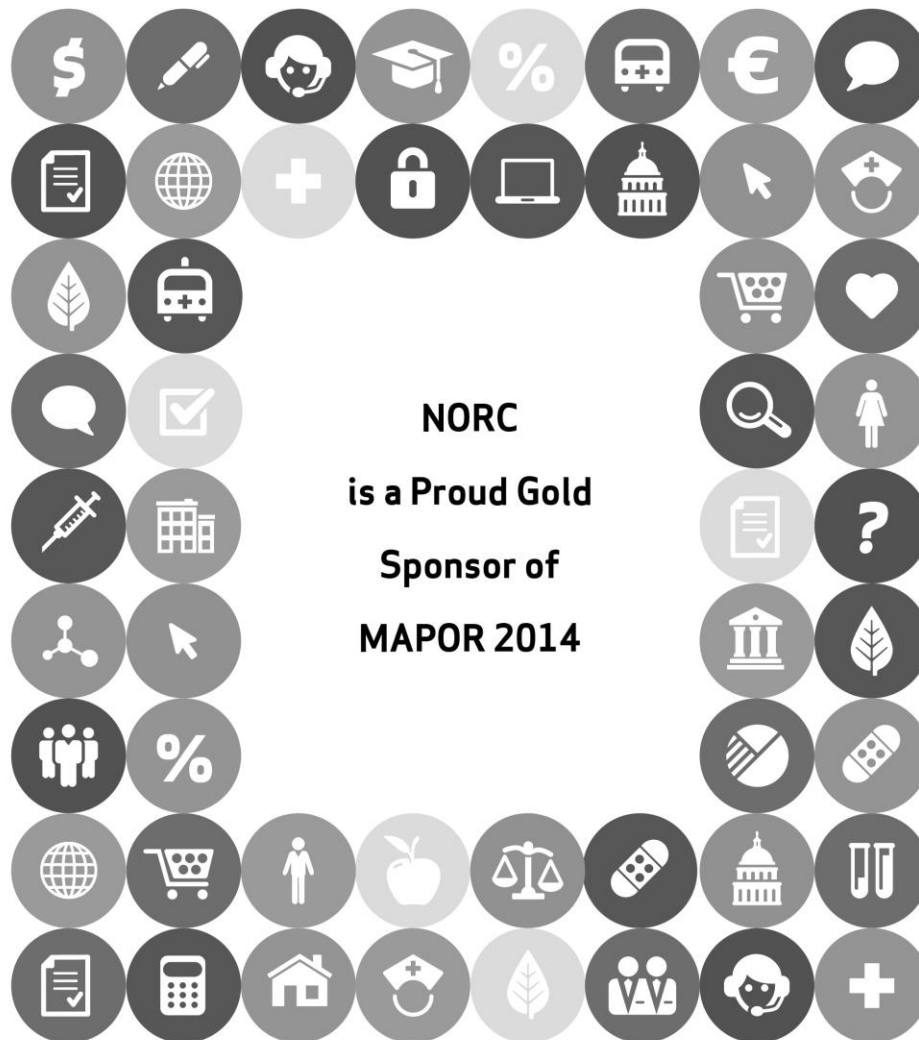
Mathew Stange, University of Nebraska – Lincoln

Abstract | Slides | Paper



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*We congratulate MAPOR in its 39th year
and wish everyone a most educational
and interesting conference.*

-Paul J. & Barbara J. Laurakas

Online Content Viewing, Creating, & Sharing

Renaissance B

Moderator: Fiona Chew, Syracuse University

Discussant: Lindsay Hoffman, University of Delaware

Clicking vs. Sharing: The Impact of Online News Viewing and News Sharing on Political News

Michael Beam, Kent State University; Myiah Hutchens, Washington State University; Jay Hmielowski, Washington State University

[Abstract](#) | [Slides](#) | [Paper](#)

Are We Really Creating More? Exploring the Influence of Mobile Use on Online Video Creation

Siyi Liu, University of Wisconsin – Madison

[Abstract](#) | [Slides](#) | [Paper](#)

Share and Share Alike? How Online Radio Listeners Use Digital Devices

Helena Mendrisova, Nielsen, Measurement Science

[Abstract](#) | [Slides](#) | [Paper](#)

Differences in Online Structural Conditions, Changes in Speaking Out

Yu Won Oh, University of Michigan

[Abstract](#) | [Slides](#) | [Paper](#)

Effect of Opinion Climate on Perceived News Bias

Megan Duncan, University of Wisconsin – Madison; David Wise, University of Wisconsin – Madison; Thomas Jaime, University of Wisconsin – Madison; Matthew Barnidge, University of Wisconsin – Madison

[Abstract](#) | [Slides](#) | [Paper](#)

Moderator: *Elizabeth Steele, Gallup*

Discussant: *C. Ann Hollifield, University of Georgia*

Digital Media and Women's Political Participation in Kuwait

Fatima Alsalem, Kuwait University

Abstract | Slides | Paper

**Opinion Leadership and Political Discussion: Two-step Flow and Social Media
User Influence**

Chan Chen, Washington State University; Jason Reineke, Middle Tennessee State
University

Abstract | Slides | Paper

**A Comparative Approach to the Role of Mass Media in Democratizing Arab
Countries**

Kwansik Mun, University of Wisconsin – Madison

Abstract | Slides | Paper

Online Networking and Protest Attitudes and Behaviors in the Americas

Rachel Reis Mourao, The University of Texas at Austin; Magdalena Saldana, The
University of Texas at Austin; Shannon McGregor, The University of Texas at Austin

Abstract | Slides | Paper

Better Understanding Antecedents to Facilitate Civic Engagement

Kwansik Mun, University of Wisconsin – Madison; Min-Woo Kwon, University of
Wisconsin – Madison

Abstract | Slides | Paper



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

Discussant: *Michael Link, Nielsen*

Exploring Demographic, Geospatial and Household Correlates of U.S. County-Level Household CPO Rates

Trent Buskirk, Marketing Systems Group; Jeffrey S. Bareham, Marketing Systems Group; Nathaniel Bordy, Marketing Systems Group; Dennis Dalbey, Marketing Systems Group

[Abstract](#) | [Slides](#) | [Paper](#)

Exploring Relationships between Respondent Demographics and Successful First Contacts

David Kordus, NORC at the University of Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

Effects of Unfamiliar Terms on Interviewer and Respondent Behaviors: Are Subsequent Items Affected?

Jinyoung Lee, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | [Paper](#)

Within-Household Selection for Telephone Surveys: An Experiment of Eleven Selection Methods

Jenny Marlar, Gallup; Jeff Jones, Gallup; Manas Chattopadhyay, Gallup; Stephanie Kafka, Gallup; Frauke Kreuter, University of Maryland

[Abstract](#) | [Slides](#) | [Paper](#)

Snack Break	Third Floor Lounge	Friday, 2:45 PM – 3:15 PM
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Enjoy freshly brewed coffee, juices, and water, as well as yogurt, macaroons, and cake.

Annual Address	Renaissance Ballroom	Friday, 3:30 PM – 4:45 PM
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Sponsored by Nielsen

Presentation of Awards and New MAPOR Fellow Announced

Keynote Speaker | Bob Groves, Georgetown University | *Is There a Future for Probability Sample Surveys of Large Human Populations?*

[Slides](#)



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President's Reception & Poster Session	Gold Coast	Friday, 5:00 PM – 6:00 PM
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Join us for drinks and appetizers while you take in the stunning view in our new space! Posters will be on display, and you can meet some of our sponsors in person.

Posters:

1) When the Perfectly Correlated World Doesn't Exist for Dual Enrollment and College Continuation Abstract

Caitlin Deal, Survey Research and Methodology at University Nebraska – Lincoln and Nebraska's Coordinating Commission for Postsecondary Education; Jill Heese, Nebraska's Coordinating Commission for Postsecondary Education

2) Media Elites' Perceptions of the U.S. in the aftermath of Marshall Sisi winning in the Egyptian Presidency Abstract

Nermeen Khedr, Cairo University

3) The Utility of Assessment Tools for Hiring Telephone Research Interviewers Abstract

Viet Nguyen, NORC at the University of Chicago ; Rosalind Koff, NORC at the University of Chicago; Jenny Kelly, NORC at the University of Chicago Abstract

4) Indications of Attitude Change and Behavioral Intention in Response to Banner Advertising Abstract

Chichang, Xiong, Cleveland State University, Kimberly Neuendorf, Cleveland State University, Richard Perloff, Cleveland State University, Leo Jeffres, Cleveland State University

5) Framing Energy Communication: Episodic and Thematic Frame Comparisons

Keith Zukas, Carroll University Abstract

6) Online International News Coverage Trends in the U.S., U.K., China and India

Xinxin Yang, Indiana University Bloomington Abstract

Student Book Raffle!	Gold Coast	Friday, 6:00 PM
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MAPOR's student members can enter the raffle at the Registration Desk to win one of the books listed below.

Online Panel Research: A Data Quality Perspective (2014) –Callegaro, Baker, Bethlehem, Göritz, Krosnick, and Lavrakas (Eds.)

The Global Journalist in the 21st Century (2012) – Weaver and Willnat

Global Journalism Research: Theories, Methods, Findings, Future – Löffelholz, Weaver, and Schwarz (Eds.)

The American Journalist: A Portrait of U.S. News People and Their Work, Second Edition – Weaver and Willnat

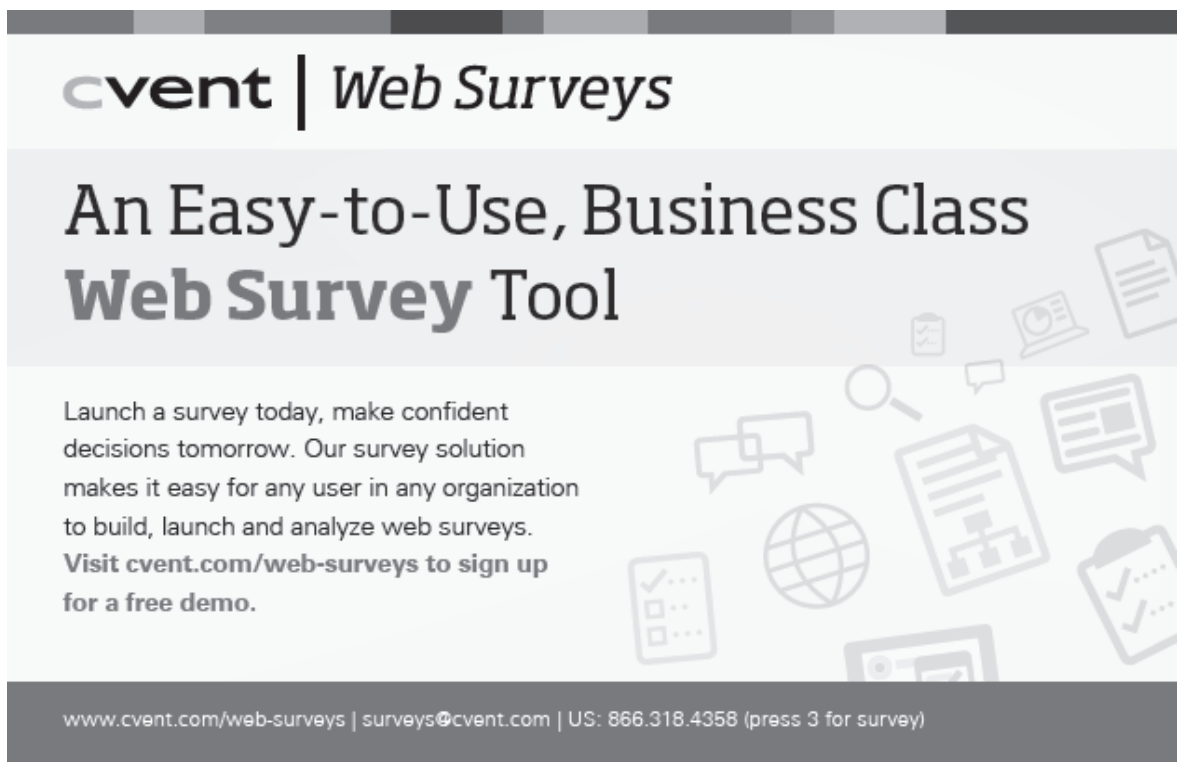
Newsroom Guide to Polls and Surveys – Weaver and Wilhoit

Community Conflict and the Press – Tichenor, Donohue, and Olien (1980)

The Evolution of Key Mass Communication Concepts (2005) – Dunwoody, Becker, McLeod, and Kosicki (Eds.)

Top Student, Top School?: How Social Class Shapes Where Valedictorians Go to College (2013) –Radford

Practical Tools for Designing and Weighting Survey Samples (2013) – Valliant, Dever, and Kreuter



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DETAILED SCHEDULE | SATURDAY NOVEMBER 22, 2014

Refreshments

Saturday, 8:00 AM – 10:00AM

Sponsored by Headway

Paper Session 3

Saturday, 8:30 AM – 10:00 AM

Journalistic Freedom & Autonomy in the Public Sphere

Renaissance A

Moderator: Michael Beam, Kent State University

Discussant: William “Chip” Eveland, The Ohio State University

Evaluating Discrepancies Between Public And Professional Assessments Of Media Freedom

Lee Becker, University of Georgia; Cynthia English, Gallup; Karin Karlekar, Freedom House; Tudor Vlad, University of Georgia

Abstract | Slides | Paper

Challenges to Journalistic Autonomy: An Examination of Metajournalistic Discourse Surrounding the WikiLeaks and Snowden Disclosures

Courtney Johnson, University of Washington

Abstract | Slides | Paper

Social Media Oracle: Professional and Contextual Variables in Journalists’ Tweeting of Poll Results

Vinicio Sinta, University of Texas at Austin; Shannon McGregor, University of Texas at Austin

Abstract | Slides | Paper

The Public and the Media: How Americans Think About Journalists

Lars Willnat, Indiana University; David H. Weaver, Indiana University

Abstract | Slides | Paper

Citizen Journalism and Mainstream Media—Competing Entities or Complementary Beings?

Paromita Pain, University of Texas at Austin

Abstract | Slides | Paper

Moderator: Jennifer Carter, University of Illinois - Springfield

Discussant: Eulàlia Puig Abril, University of Illinois – Chicago

Political Entertainment: News Affinity and its Effects on Political Knowledge and Media Consumption

Matthew Binford, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University

[Abstract](#) | [Slides](#) | [Paper](#)

Power and Complex Science in the Public Sphere: Who Gets “Voice” in Mediated Policy Debates?

Linda Pfeiffer, University of Wisconsin – Madison

[Abstract](#) | [Slides](#) | [Paper](#)

The Moderating Role of Information on Counterarguing Candidate-Related Messages in The Colbert Report

Michaele Myers, University of Delaware

[Abstract](#) | [Slides](#) | [Paper](#)

How Chicagoans Follow the News

David Sterrett, NORC at the University of Chicago; Nicole Willcoxon, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago; Tom Rosenstiel, American Press Institute

[Abstract](#) | [Slides](#) | [Paper](#)

Need for Presence, and Enjoyment, and Attitude toward Vendor: Predicting Purchase Intent Online

Chichang Xiong, Cleveland State University; Kimberly Neuendorf, Cleveland State University; Brian Blake, Cleveland State University; Karen Hudzinski, Cleveland State University

[Abstract](#) | [Slides](#) | [Paper](#)



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Moderator: Mengmeng Zhang, University of Michigan

Discussant: Scott Crawford, Survey Sciences Group LLC

When do I Want to Send My Web Survey Invitation?

Alycia Cameron, Indiana University Center for Survey Research

[Abstract](#) | [Slides](#) | [Paper](#)

The Comparison of Web-Mail Contact Strategies in a General Population Panel Survey

Z. Tuba Suzer-Gurtekin, University of Michigan; Mingnan Liu, University of Michigan; Mahmoud ElKasabi, ICF International; James M. Lepkowski, University of Michigan; Richard Curtin, University of Michigan; Rebecca McBee, University of Michigan

[Abstract](#) | [Slides](#) | [Paper](#)

Oops, I Did It Again: Usability Tests to Assess the Consistency of Mistakes in Web Survey Navigation

Michael Stern, NORC at the University of Chicago; Sabrina Bauroth, NORC at the University of Chicago; Jessica Jones, HRSA/Maternal and Child Health Bureau; Marie Kirsch, NORC at the University of Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

The Role of Device Type in Internet Panel Survey Breakoff

Allan McCutcheon, Gallup Research Center, University of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | [Paper](#)

Return To Sender: An Evaluation of Undeliverable (e)Mail in the Modern Age

Jenny Marlar, Gallup; Daniela Yu, Gallup

[Abstract](#) | [Slides](#) | [Paper](#)

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Moderator: *Sabrina Pasztor, University of Illinois - Chicago*

Discussant: *H. Allen White, Murray State University*

The Effect of Individual Traits and Knowledge on Partisan Selectivity of Science Information

Sara Yeo, University of Utah; Dominique Brossard, University of Wisconsin – Madison; Dietram A. Scheufele, University of Wisconsin – Madison; Michael A. Xenos, University of Wisconsin – Madison

[Abstract](#) | [Slides](#) | [Paper](#)

I Only Have Eyes for YouTube: Motives for Political Use

Barbara Kaye, University of Tennessee-Knoxville; Thomas J. Johnson, University of Texas at Austin

[Abstract](#) | [Slides](#) | [Paper](#)

Attribute Agenda Setting Effect of Same-Sex Marriage Coverage

Victoria Chen, University of Texas at Austin

[Abstract](#) | [Slides](#) | [Paper](#)

Gun Ownership in the United States: Measurement Issues and Trends

Tom W. Smith, NORC at the University of Chicago; Faith Laken, NORC at the University of Chicago; Jaesok Son, NORC at the University of Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

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Nonresponse, Gamification & The Total Survey Error Framework

Renaissance A

Moderator: *Amanda Timm, University of Nebraska - Lincoln*

Discussant: *Trent Buskirk, Marketing Systems Group*

Greeting and Response: Can We Predict Participation from the Call Opening?

Nora Cate Schaeffer, University of Wisconsin-Madison; Thomas Purnell, University of Wisconsin – Madison; Bo Hee Min, University of Wisconsin – Madison; Dana Garbarski, Loyola University Chicago; Jennifer Dykema, University of Wisconsin – Madison; Ellen Dinsmore, University of Wisconsin - Madison

Abstract | Slides | Paper

A Review of Issues in Gamified Survey Design

Florian Keusch, University of Michigan

Abstract | Slides | Paper

Can a Total Survey Error Framework Be Applied to Social Media? The Example of Marijuana Attitudes

Yuli Patrick Hsieh, RTI International; Joe Murphy, RTI International

Abstract | Slides | Paper

Monitoring Nonresponse Mechanism Using Adaptive Design and an External Benchmark

Shin-Jung Lee, University of Michigan

Abstract | Slides | Paper

Consequences of Anonymity: A Survey Experiment Examining How Being Anonymous Affects Survey Results

Jennifer Carter, University of Illinois – Springfield; Ashley Kirzinger, University of Illinois – Springfield

Abstract | Slides | Paper

Survey Research and Methodology & the Gallup Research Center at the University of Nebraska–Lincoln



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Moderator: Lee Becker, University of Georgia
Discussant: Sara Yeo, University of Utah

Engagement with Political Diversity: The Nature of Citing Political Messages from the Opposing Camp

Rebecca Yu, University of Michigan; Yu Won Oh, University of Michigan

Abstract | Slides | Paper

Tending to See Similarities: Isolation, Self-Censorship, and Perceptions of Opinion Congruency

Sherice Gearhart, University of Nebraska at Omaha; Weiwu Zhang, Texas Tech

University Abstract | Slides | Paper

Partisan Polarization and Independent Voters' Political Attitudes and Participation

Jungmin Hong, University of Cincinnati

Abstract | Slides | Paper

Predicting Voters' Beliefs About Negative Ads

Brendan Watson, University of Minnesota; Lisa Barnard, Ithaca College; Daniel Riffe, University of North Carolina; Martin J. Kifer, High Point University; Sadie Leder Elder, High Point University

Abstract | Slides | Paper

Public Opinion in Context: Paradata, Locational Variables & Geolocation Data

Moderator: Alycia Cameron, Indiana University Center for Survey Research
Discussant: Michael Stern, NORC at the University of Chicago

The Use of Paradata to Evaluate Interview Complexity and Data Quality (in Time Use Surveys)

Ana Lucia Cordova Cazar, SRAM – University of Nebraska, Lincoln; Robert F. Belli, SRAM – University of Nebraska, Lincoln

Abstract | Slides | Paper

Self-report Location vs. Geolocation - Speeding Down the Highway or Couch Surfing?

Scott Crawford, Survey Sciences Group LLC; Toben F. Nelson, University of Minnesota; Robert H. Young, Survey Sciences Group LLC

Abstract | Slides | Paper

Optimizing Returned Surveys: Exploring Data Quality Escapes in a Long Standing Survey

Austin Countryman, University of Nebraska – Lincoln; Lauren Walton, Nielsen

Abstract | Slides | Paper

The Environment's Minority Report

Timothy Salazar, University of Chicago

Abstract | Slides | Paper

Google Street View: A Viable Alternative to In-Person Visits on Gathering Observation Data

Zhe Wang, University of Michigan; James Wagner, University of Michigan

Abstract | Slides | Paper

Panel | Development and Maintenance of Contestable Beliefs: New Approaches and New Directions Abstract Renaissance D

Co-sponsored by the Communication Theory & Methodology division of the Association for Education in Journalism and Mass Communication

Moderator: *Eulàlia Puig Abril, University of Illinois – Chicago*

Discussant: *Aaron S. Veenstra, Southern Illinois University – Carbondale*

Identity Influences on Health Beliefs: An Examination of Identity Salience

Aaron S. Veenstra, Southern Illinois University – Carbondale; Elaine Jurkowski, Southern Illinois University – Carbondale; Benjamin A. Lyons, Southern Illinois University – Carbondale; Mohammad Delwar Hossain, University of Wisconsin – Whitewater; Chang Sup Park, Bloomburg University; Scott D. McClurg, Southern Illinois University – Carbondale

Is Ideology, Party, or Education Most Important? Toward a Typology for Controversial Beliefs

Benjamin A. Lyons, Southern Illinois University Carbondale

Political Misperception vs. Expression: Impact of Partisan Cues on Beliefs about Politically Contested Facts

Douglas Blanks Hindman, Washington State University

Citizen-Partisan Dilemma: The Impact of Nationalism and Ideology on Misperceptions towards Publicized Truth Claims about Foreign Affairs

Larry Zhiming Xu, University of Southern California

Using Process Modeling to Explore the Roles of Ideology, Education and Partisan Media Use in the Development of Belief Gaps

Ken Blake, Middle Tennessee State University; Angela Gonzales, Middle Tennessee State University; Rebecca R. Donaway, Middle Tennessee State University

The Wisconsin Longitudinal Study | The Midlife in the US III Study | Midwest Young Adult Study
 The National Survey of Families and Households | The Behavioral Risk Factor Surveillance Survey
 The School Leadership for Student Achievement Project | The National Health Measurement Survey
 The Wisconsin Moms Study | Outcomes of Women Undergoing Breast Surgery Study | Study of
 the Health of Wisconsin | The Family Health Study | Public Awareness of Nanotechnology Study
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 System | Milwaukee Area Renter Study | VA Smoking Cessation Study | City of Madison
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Lunch	Saturday, 11:45 AM – 1:15 PM
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On your own.

Pedagogy Hour	Renaissance Ballroom	Saturday, 1:30 PM – 2:30 PM
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Sponsored by Marketing Systems Group

Paul J. Lavrakas, NORC at the University of Chicago | *Thinking About the Use of Old and New Methods for Sampling, Recruitment, and Data Collection in Public Opinion Research*
 Slides

Paper Session 5	Saturday, 2:45 PM – 4:15 PM
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Media Framing of Disaster, Crisis, & Conflict **Renaissance A**

Moderator: Michael Myers, University of Delaware
Discussant: Brendan R. Watson, University of Minnesota

Does Out-Group Cool off Conflicts as a Counter Frame?

Myung Ok Yim, Sungkyunkwan University; Hyun Soon Park, Sungkyunkwan University; Gain Park, Sungkyunkwan University
 Abstract | Slides | Paper

Media's Influence (RT vs. CNN) on Public Opinion Regarding Crimean Crisis

Anton Lupanau, Sungkyunkwan University
 Abstract | Slides | Paper

Framing Disaster: A Topic Modeling Approach for the Case of Chile

Magdalena Saldana, University of Texas at Austin
 Abstract | Slides | Paper

Media and Public Frame under Crisis: A Content Analysis of the Missing Malaysia Airlines Plane

Yifei Wang, Sungkyunkwan University; Young Ju Lee, Sungkyunkwan University
 Abstract | Slides | Paper

Framing the U.S. Gender Wage Gap Debate and Implications for Public Policy Reform

Sabrina Pasztor, University of Illinois at Chicago
 Abstract | Slides | Paper

Moderator: David Sterrett, NORC at the University of Chicago
Discussant: Jason Reineke, Middle Tennessee University

Public Policy, Public Knowledge, and Public Opinion: A Study of Financial Public Policy Issues

Andrew Crosby, University of Illinois at Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

How Information Shapes Responsiveness: A Field Experiment on State Legislators

D.J. Flynn, Northwestern University

[Abstract](#) | [Slides](#) | [Paper](#)

Unauthorized Immigration and Language Policy: The What and Why of Millennials' Attitudes

Vincent J. Palozzi, Miami University; Michael R Hughes, Miami University

[Abstract](#) | [Slides](#) | [Paper](#)

Political Activism and Online Political Donation

Chan Chen, Washington State University; Michael Beam, Kent State University


[Abstract](#) | [Slides](#) | [Paper](#)

Public Support for a Balanced Federal Budget

Allyson Holbrook, University of Illinois at Chicago; Andrew Crosby, University of Illinois at Chicago

[Abstract](#) | [Slides](#) | [Paper](#)





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Moderator: *Mathew Stange, University of Nebraska - Lincoln*

Discussant: *Sherice Gearhart, University of Nebraska – Omaha*

Visual vs. Text Communication in Social Media and Relation to Privacy Attitudes and Technology Use

Michael Link, Nielsen; Brittany Link, Equality Florida

Abstract | Slides | Paper

Political Interest as a Predictor of Trust in Democratic Institutions in Nigeria

Adaobi Duru, Louisiana State University

Abstract | Slides | Paper

Remaining Misinformed: The Influence of Partisan and Racial Cues

D.J. Flynn, Northwestern University; Yanna Krupnikov, Northwestern University

Abstract | Slides | Paper

Toward A Multi-Step Model for the Impact of Structural Social Capital, Community-Oriented Social Net

Sha Li, Texas Tech University

Abstract | Slides | Paper

The Need for Art: Proclivity to Respond to Peripheral Cues

H. Allen White, Murray State University; Bella Ezumah, Murray State University;

Marcie Hinton, Murray State University; Kevin Qualls, Murray State University;

Melony Shemberger, Murray State University; Leigh Wright, Murray State

University

Abstract | Slides | Paper



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Moderator: Ana Lucia Cordova Cazar, SRAM – University of Nebraska, Lincoln
Discussant: Florian Keusch, University of Michigan

**Factors Influencing the Accuracy of Student Reports of Family Background:
Evidence from Qatar**

Jill Wittrock, University of Michigan; Brian Hunscher, University of Michigan; Linda Kimmel, University of Michigan; Kien Trung Le, SESRI, Qatar University

Abstract | Slides | Paper

Having a Lasting Impact: The Effects of Interviewer Errors on Data Quality

Amanda Timm, University of Nebraska – Lincoln; Kristen Olson, University of Nebraska – Lincoln; Jolene Smyth, University of Nebraska - Lincoln

Abstract | Slides | Paper

Validating Metrics: Comparing Predictive- and Criterion-Based Validation in a Qualitative Study

Erin Fordyce, NORC at the University of Chicago; Sabrina Bauroth, NORC at the University of Chicago; Reem Ghandour, HRSA-MCHB; Michael Stern, NORC at the University of Chicago

Abstract | Slides | Paper

Protocol Playbooks: Improving Data Quality through Respondent Interest

Hildie Cohen, NORC at the University of Chicago; Nicki Dunnivant, NORC at the University of Chicago

Abstract | Slides | Paper

Weather Conditions, Social Exclusion and Social Desirability Bias

Marina Stavrakantonaki, Survey Research Laboratory - University of Illinois at Chicago; Timothy Johnson, Survey Research Laboratory - University of Illinois at Chicago

Abstract | Slides | Paper

Annual Member Meeting	Renaissance A	Saturday, 4:30 PM – 5:30 PM
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MAPOR President Kristen Olson will lead the annual member and business meeting.

MAPOR extends special thanks to:

- David Weaver, Paul Lavrakas, Sharon Dunwoody, Mandy Sha, and Kristen Olson for donating books for the student book raffle
- RTI International, University of Illinois-Chicago Survey Research Lab, PIRE, and University of Chicago Survey Lab for providing laptops, iPads, and projectors
- Stephen E. Everett for providing video and photographic documentation of the conference

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2013-14 Kristen Olson