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November 18 – 19, 2016

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CONFERENCE AT A GLANCE

FRIDAY, NOVEMBER 18

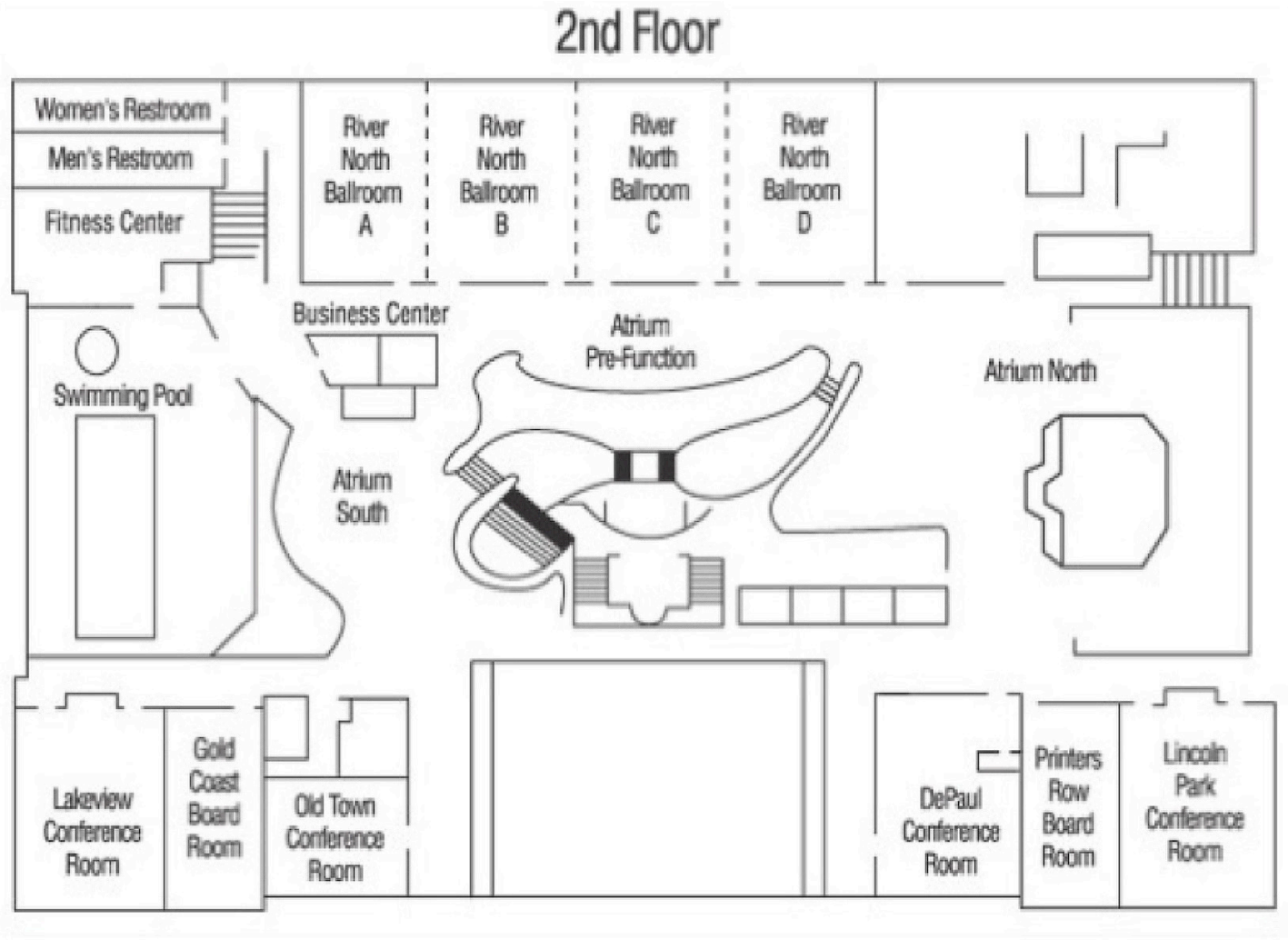
7:30 AM – 8:30 AM	Atrium	Registration for Short Course Participants
8:00 AM – 6:00 PM	Business Center	Sponsors' Exhibit
8:00 AM – 10:00 AM	Lincoln Park	Short Course I Scott D. Crawford, SoundRocket: "The Internet of Things—Driving Thing-ovation in Survey Research" (registration required)
8:00 AM – 10:00 AM	Lakeview	Midwest Scholars Interviewer Respondent Interaction Working Group
8:30 AM – 4:30 PM	Atrium South	General Registration
8:30 AM – 10:30 AM	Outside DePaul	Refreshments
10:15 AM – 11:45 AM	Lincoln Park	The Mobility Paradox: Tiny Screens and Big Opportunities for Surveys
	Rivernorth A	Perceptions About Food and Health
	Lakeview	Tracking Trump: Polling the 2016 Elections
	De Paul	Strategies for Finding Hidden Respondents and for Making Survey Measurement More Efficient
12:00 PM – 1:00 PM	Rivernorth BCD	Networking Luncheon: Taco Buffet (ticket required)
1:15 PM – 2:45 PM	Lincoln Park	On The Out-Groups: Attitudes Toward Minorities
	Rivernorth A	The Scientific Blame Game: Public Opinion Challenges in Science and Technology
	Lakeview	Panel: Rise of the Machines: An Intro to Machine Learning Methods with Applications in Survey Research
	De Paul	From Bad Questions to Bad Answers: Improving the Ways We Ask Survey Measures
2:45 PM – 3:00 PM	Outside DePaul	Break and Refreshments
3:00 PM – 5:00 PM	Rivernorth BCD	Eulogy for Allan McCutcheon Student Paper Awards & MAPOR Fellow Keynote Speaker **I** Scott Keeter, Pew Research Center: "Election 2016: A Polling Postmortem"
5:00 PM – 6:00 PM	Atrium	President's Reception & Sponsor Tables (cash bar) Poster Session Student Book Raffle

CONFERENCE AT A GLANCE

SATURDAY, NOVEMBER 19

8:00 AM – 3:00 PM	Atrium South	General Registration
8:30 AM – 10:30 AM	Outside DePaul	Refreshments
8:30 AM – 10:00 AM	Lincoln Park	Broadcasting Race: The Influence of Racial Perceptions on Media Messages
	Rivernorth A	Strategies for Limiting Measurement Bias and Error
	Lakeview	You Are What You Watch: Media Messages and Public Opinion
	De Paul	Journalists, News, and Social Media: A Tale of Ideals versus Trust
10:15 AM – 11:45 AM	Lincoln Park	Friends, Followers and Connections: Navigating the Political Social Media Environment
	Rivernorth A	The ELM, Media, and Public Opinion: What Do (and Should) We Know After 30 Years?
	Lakeview	Ethics in Pollins and Survey Research
	De Paul	Coding Hour: What R You Waiting For? A Quick and Real Time Intro to R
11:45 AM – 1:15 PM		Lunch (on your own)
1:30 PM – 2:30 PM	Rivernorth BCD	Pedagogy Hour I Sherry L. Emery, NORC at University of Chicago: “Garbage In Garbage Out: Social Data, Opinion Research, and Reporting Standards”
2:30 PM – 2:45 PM	Outside DePaul	Break and Refreshments
2:45 PM – 4:15 PM	Lincoln Park	She Said, He Said: Sex, Gender, and Public Opinion
	Rivernorth A	Issues in Measuring Health & Wellbeing in Survey Research
	Lakeview	Briefs Session
	De Paul	Channeling Our Efforts: Measuring New Forms of Entertainment Media Use
4:30 PM – 5:30 PM	Lakeview	Annual Member Meeting

MAP OF THE EMBASSY SUITES



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DETAILED SCHEDULE | FRIDAY NOVEMBER 18, 2016

7:30 AM – 8:30 AM
Atrium

Registration for Short Course Participants

8:30 AM – 4:30 PM
Atrium South

General Registration

8:30 AM – 10:30 AM
Outside DePaul

Refreshments
Sponsored by RTI International

8:00 AM – 6:00 PM
Business Center

Sponsors' Exhibit

Mingle, network and connect with some of our Gold and Silver sponsors this year. The following sponsors will be present at the exhibit: NORC at the University of Chicago; RTI International; the University of Chicago Survey Lab; University of Michigan—Program in Survey Methodology; and University of Nebraska-Lincoln, Survey Research and Methodology Program.

8:00 AM – 10:00 AM
Lakeview

Roundtable Discussion

Midwest Scholars Interviewer-Respondent Interaction Working Group

Roundtable discussion for scholars currently studying or interested in the practical details of interviewer-respondent interaction, such as issues involving recording, transcribing, coding, analyzing, and interpreting interactions between interviewers and respondents.

8:00 AM – 10:00 AM
Lincoln Park

Short Course (*registration required*)
Sponsored by the University of Chicago Survey Lab

Scott D. Crawford, SoundRocket
The Internet of Things—Driving Thing-ovation in Survey Research

10:15 AM – 11:45 AM
Lincoln Park

Paper Session 1

The Mobility Paradox: Tiny Screens and Big Opportunities for Surveys
Moderator: Ipek Bilgen, NORC at the University of Chicago
Discussant: Jolene Smyth, University of Nebraska-Lincoln

Perceptions Versus Reality: Completion Times, Burden, and Mobile Responding in a Web Survey
Colleen McClain, University of Michigan
Mick Couper, University of Michigan

Mobile Media and Public Opinion: Using Mobile Diary Apps to Measure Political News Use
Jason Martin, DePaul University

CSS and User Agent String: Two Methodologies for Mobile Device Capture
Rob Young, SoundRocket; Scott D. Crawford, SoundRocket; Julie M. Smith, SoundRocket

The Person You Are Trying to Reach Is Unavailable: Optimal Contact Methods for Reaching Panelists
Meredith Czaplewski, Nielsen; Erin Wittkowski, Nielsen

10:15 AM – 11:45 AM

Rivernorth A

Perceptions About Food and Health
Moderator: Pinar Istek, University of Texas-Austin
Discussant: Keith Zukas, Carroll University

Factual versus Perceived Knowledge: Interplay of Knowledge and Food Consciousness with GM Attitudes
Kathleen M. Rose, University of Wisconsin-Madison; Leona Y.-F. Su, University of Wisconsin-Madison; Wirz, C. D., University of Wiscosin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison

Which Communication Channels Shape Public Opinion Regarding Local Food?
Laura Witzling, University of Wisconsin-Madison; Bret Shaw, University of Wisconsin-Madison

Framing and Risk Related to Innovative Food Technologies: The Case of Pink Slime
Kristin Runge, University of Wisconsin-Madison; Jennifer H. Chung, University of Wisconsin-Madison; Leona Yi-Fan Su, University of Utah; Dominique Brossard, University of Wisconsin-Madison; Dietram Scheufele, University of Wisconsin-Madison

Who Told You That? Examining the Agenda Setting Power of Sources in Mainstream and Alternative Media
Paromita Pain, University of Texas-Austin; Vickie Chen, University of Texas-Austin

Lakeview

Tracking the President: Polling the 2016 Elections

Moderator: Lee Becker, University of Georgia
Discussant: David Sterrett, NORC at the University of Chicago

Perceptions of Polls and Voter Expectations: Competitive Poll Results, Methodology, and Opinionation
Ozan Kuru, University of Michigan; Josh Pasek, University of Michigan, Michael Traugott, University of Michigan

Complexity of Public Opinion in the Digital Age: Public Perceptions of Diverse Quantifications
Ozan Kuru, University of Michigan

Intermedia Agenda-Setting: Using Big Data to Study Agenda-Setting and Agenda-Building on Twitter
Leticia Bode, Georgetown University; Ceren Budak, University of Michigan; Jonathan Ladd, Georgetown University; Solomon Messing, Pew Research Center; Josh Pasek, University of Michigan; Lisa Singh, Georgetown University; Stuart Soroka, University of Michigan; Michael Traugott, University of Michigan; Yanan Zhu, Georgetown University

10:15 AM – 11:45 AM
DePaul

Strategies for Finding Hidden Respondents and for Making Survey Measurement More Efficient

Moderator: Antje Kirchner, RTI International
Discussant: Kristen Olson, University of Nebraska-Lincoln

Rolling the Dice on Survey Design: Response Rates and Completion Mode in a Longitudinal Study
Erin Fordyce, NORC at the University of Chicago

Differing Effect of Incentives by Estimated Response Propensity
Dan Perez-Lopez, US Census Bureau

Effects of Sequential Prepaid Incentives to Increase Participation and Data Quality in a Mail Survey
John Stevenson, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Chad Kniss, University of Wisconsin-Madison, Nadia Assad, University of Wisconsin-Madison; Cathy Taylor, Tulane University

How to Recruit for a Multi-Wave Survey: Finding the Optimal Approach for a Recruitment Methodology
Austin Countryman, Nielsen; Robin Gentry, Nielsen; Yelena Pens, Nielsen

The Cross-National Equivalence of Customer Experience and Customer Loyalty
Timothy Gravelle, Wilfrid Laurier University

Regression Power Analysis When Regressors are Matrix-Sampled
Stas Kolenikov, Abt SRBI; Heather Hammer, Abt SRBI

PROGRAM IN

Survey Methodology

The Michigan Program in Survey Methodology (MPSM) is a program where students learn the science of surveys. Students in the program receive theoretical grounding in all aspects of survey methodology, from sample design and measurement, to modes of data collection, statistical estimation, questionnaire design and probability sampling methods. Students have the opportunity to explore novel ways to develop applications of survey methodology in a wide variety of fields.

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12:00 PM - 1:00 PM
Rivernorth BCD

Networking Luncheon
Sponsored by NORC at the University of Chicago

Make new connections, connect with old friends, or network based on different topics and interest groups during a Taco Buffet. Tables will be marked with topics. Find a table you are interested in to network with other conference attendees!

1:15 PM – 2:45 PM
Lincoln Park

Paper Session 2

On The Out-Groups: Attitudes Toward Minorities

Moderator: Sam Gubitz, Northwestern University
Discussant: Josh Pasek, University of Michigan

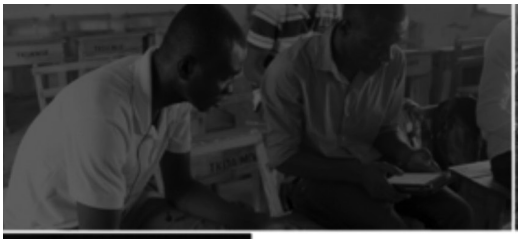
Determinants of Support for Affirmative Action: The Interaction of Self-Interest, Group-Interest, and Race Consciousness with Political Ideology
William Scarborough, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago

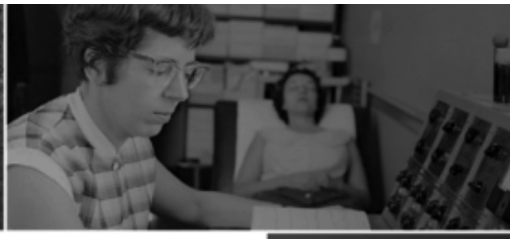
You're (not) Welcome: The Impact of Contact and Group Membership on Attitudes About Immigrants and Immigration-Related Policy
Rico Neumann, University of Washington; Patricia Moy, University of Washington

Polling Chicago: A Study of Race And Racism in Public Opinion
Ashley Kirzinger, Kaiser Family Foundation; Liz Hamel, Kaiser Family Foundation; Mollyann Brodie, Kaiser Family Foundation; Giovanni Russonello, The New York Times

The Effects of Racial Priming on Food Stamp Preferences
Charles Dahan, Stanford University

What is the Structure of Whites Racial Attitudes in the 21st Century?
Danny Lambouths III, University of Illinois at Chicago





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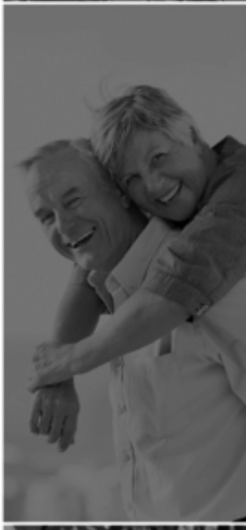

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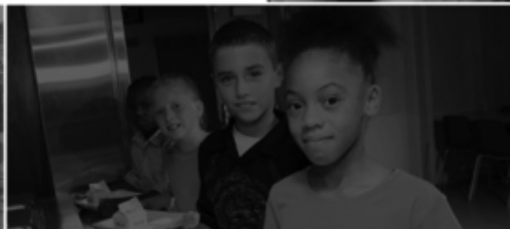

1:15 PM – 2:45 PM
Rivernorth A

The Scientific Blame Game: Public Opinion Challenges in Science and Technology

Moderator: Joseph Yoo, University of Texas-Austin
Discussant: Robin Blom, Ball State University

Scientist & Public Opinion on Synthetic Biology: Risks, Benefits, and Regulation
Emily Howell, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison, Dietram Scheufele, University of Wisconsin-Madison; Mike Xenos, University of Wisconsin-Madison

A Comparative Analysis of American and China Coverage of Climate Talks, 2007-15
Won Yong Jang, University of Wisconsin-Eau Claire; Edward Frederick, University of Wisconsin-Whitewater; Eric Jamelske, University of Wisconsin-Eau Claire

Zika Outbreak: Who Is the Problem and Who Is Being Blamed on Social Media?
Christopher Wirz, University of Wisconsin-Madison; Jennifer H. Chung, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Luisa Massarani, Red-POP; Michael A. Xenos, University of Wisconsin-Madison; Andrew D. Maynard, University of Wisconsin-Madison

A Big Fracking Problem: Community Newspaper Coverage of Sandmining in Wisconsin
Keith Zukas, Carroll University

Getting to the Root of A STEM Statewide Survey: Using Historical Paradata to Adapt Sampling Frames over Time
Erin O. Heiden, University of Northern Iowa; Ki H. Park, University of Northern Iowa; Trent D. Buskirk, University of Massachusetts Boston; Jeffrey S. Bareham, Marketing Systems Group; Mary E. Losch, University of Northern Iowa

1:15 PM – 2:45 PM
Lakeview

Panel: Rise of the Machines: An Intro to Machine Learning Methods with Applications in Survey Research

Big data and machine learning are both quickly becoming 'big' buzz words. As data sources continue to provide greater access to person-level data in larger volumes and at greater speeds, survey researchers find themselves wondering about what the future role of traditional surveys will be in this new era of information. But with the increase in the types of information that is available prior to survey data collection as well as with continued advances in the types and quality of paradata that are collected during the survey process, survey researchers now have an unprecedented opportunity to improve the adaptive survey process. As the volume of data increases more quantitative researchers are beginning to rely on machine learning methods to gather insights. In this panel we will discuss four common machine learning methods that can be applied to administrative, frame and other survey paradata to provide insights into both survey design and analysis including random forests, Bayesian additive regression trees, sequential learning methods like recurrent neural networks and LASSO-based techniques for variable selection. Presenters will offer an introductory overview of the machine learning method intended for general audiences and then provide an in depth example of the method applied to survey methodology. Examples to be presented include applications of these methods to survey sample designs, estimation of response propensities, predicting survey outcomes based on observed behaviors during the response process, and estimating population means and proportions from nonprobability samples. This session is intended to provide the attendee with both a general overview of common machine learning methods and very specific examples of how the method can be integrated into the survey research process.

Chair: *Trent Buskirk, University of Massachusetts-Boston*

Through the Forests We Go: Applying Random Forests for Response Propensity Estimation
Trent Buskirk, University of Massachusetts-Boston

The Magic LASSO—Using LASSO Methods to Get to the Truth of Response Model Structure
Curt Signorino, University of Rochester; Antje Kirchner, RTI International

Does the Behavior Concur with the Neural Nets that Recur?
Adam Eck, Oberlin College

Put some Bayes in your CART: Using Bayesian Additive Regression Trees in Survey Research
Andrew Mercer, Pew Research Center

1:15 PM – 2:45 PM
DePaul

From Bad Questions to Bad Answers: Improving the Ways We Ask Survey Measures

Moderator: John Stevenson, University of Wisconsin-Madison
Discussant: Tom W. Smith, NORC at the University of Chicago

Effects of a Question Wording Change on Population Estimates of Intellectual Disability in the US
Marina Stavrakantonaki, University of Illinois at Chicago; Timothy P. Johnson, University of Illinois at Chicago

Does Probe Wording Encourage Acquiescence and False Alarms in Cognitive Interviews?
Carolyn Lau, University of Michigan; Fred Conrad, University of Michigan; Johnny Blair, Independent Consultant; Rachel Davis; Timothy P. Johnson, University of Illinois at Chicago

"During the LAST YEAR, Did You…" : The Effect of Emphasis in CATI Survey Questions on Data Quality
Kristen Olson, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln

Learning an Autonomous Interviewer: First Step from Analyzing Computer-Assisted Interviews
Pooja Ahuja, University of Nebraska-Lincoln; Leen-Kiat Soh, University of Nebraska-Lincoln; Adam Eck, Oberlin College

What Happens when a Family Member Is Assisting in the Survey Interview Process
Maichou Lor, University of Wisconsin-Madison

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DETAILED SCHEDULE | FRIDAY NOVEMBER 18, 2016

2:45 PM – 3:00 PM
Outside DePaul

Snack Break and Refreshments
Sponsored by ed CHOICE

3:00 PM – 5:00 PM
Rivernorth BCD

Annual Address
Sponsored by Nielsen

Short Eulogy for Allan McCutcheon
Paul Lavrakas, NORC at the University of Chicago; René Bautista, NORC at the University of Chicago

Presentation of Awards and New MAPOR Fellow Announced

Keynote Speaker
Election 2016: A Polling Postmortem
Scott Keeter, Pew Research Center

5:00 PM – 6:00 PM
Atrium

President's Reception & Poster Session
The President's Reception is Jointly Sponsored by the University of Michigan, Institute for Social Research-Survey Research Center, Survey Research Operations and the University of Michigan—Michigan Program in Survey Methodology

Join us for drinks (cash bar) and appetizers and celebrate MAPOR's 41st birthday! Posters will be on display, and you can meet some of our sponsors in person.

5:30 PM
Atrium

Student Book Raffle!
Sponsored by the University of Nebraska-Lincoln, Survey Research and Methodology Program

MAPOR's student members can enter the raffle at the Registration Desk to win one of the books listed below.

Top Student, Top School?: How Social Class Shapes Where Valedictorians Go to College donated by Doug Currivan

Hard to Survey Populations donated by Mandy Sha

The Content Analysis Guidebook donated by Kimberly A. Neuendorf

Digital Research Methods donated by Joe Murphy

Affective Publics: Sentiment, Technology, and Politics donated by Zizi Papacharissi

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POSTERS

The Poster Session is Sponsored by The University of Wisconsin Survey Center

POSTERS:

1. **Are Self-Description Scales Better than Agree/ Disagree Scales in Mail and Telephone Surveys?**

   Jerry Timbrook, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

2. **Participation in Medical Research: Reasons Provided in Cognitive Interviews of a Diverse Sample**

   Silvia Valadez, Loyola University Chicago; Dana Garbarski, Loyola University Chicago; Jennifer Dykema, University of Wisconsin-Madison; Dorothy Farrar Edwards, University of Wisconsin-Madison

3. **Down and out: Depression in College Students**

   Jenna Ofenloch, Loyola University Chicago

4. **Texas Voter ID Law: A Content Analysis of How Austin American-Statesman and Texas Tribune Covered the Issue**

   Pinar Istek, University of Texas-Austin

5. **"This is news worth sharing!" What makes news stories more likely to be shared on social media**

   Heloisa Aruth Sturm, University of Texas-Austin

6. I**nterplay between Media Exposure and Ideology in the Context of Health Disparities**

   Chul-Joo Lee, Seoul National University

7. **Living in NYC with a Chicago phone number: A taxonomy of incidence and coverage error**

   Arina Goyle, SSRS; David Dutwin, SSRS; Phil Benner, SSRS

8. **Donald Trump versus the Field and Other Political Issues: A View of News Coverage of Primary Campaign**

   Arbela Capas, Cleveland State University; Logan Eskew, Cleveland State University; Alec Kwait, Cleveland State University; Katrina Tomc, Cleveland State University; Richard Perloff, Cleveland State University

9. **Elections versus Crimes: Which Topics Are More Effective Burglar Alarms in Online News Sites?**

   Pablo Boczkowski, Northwestern University; Eugenia Mitchelstein, Universidad de San Andrés, Celeste Wagner, University of Pennsylvania

10. **Cross Twitter and Weibo Information Mining and Analysis**

    Weihua An, Indiana University; Xiaozhong Liu, Indiana University

11. **The Online/Offline Profile and its Relationship to Attitudes and Enjoyment.**

    Kimberly Neuendorf, Cleveland State University; Brian F. Blake, Cleveland State University

12. **Using Geographically Weighted Regression to Examine Local Variation in a Model of Gambling in MA**

    Ilana Ventura, NORC at the University of Chicago; Katie Archambeau, NORC at the University of Chicago; Ned English, NORC at the University of Chicago

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OFFICE OF THE VICE PROVOST FOR RESEARCH
CENTER FOR SURVEY RESEARCH

8:00 AM – 10:00 AM

Refreshments
Sponsored by Abt SRBI

8:30 AM – 10:00 AM
Lincoln Park

Paper Session 3

Broadcasting Race: The Influence of Racial Perceptions on Media Messages

Moderator: Rico Neumann, University of Washington
Discussant: Ashley Kirzinger, Kaiser Family Foundation

The Up(and Down)Side of Solidarity: Race as a Heuristic in Social Movement Messaging
Stewart Coles, University of Michigan; Daniel Lane, University of Michigan

How the Protests in Ferguson and Baltimore were Portrayed in Broadcast News
Sam Gubitz, Northwestern University

Mass Shootings and the News: Local Newspapers' Influence on Elite Lawmakers' Discourse
Shane Graber, University of Texas-Austin

Dangerous or Endangered? The Effects of Race and Gender on Support for Public Policies
Stewart Coles, University of Michigan; Josh Pasek, University of Michigan

Newspaper Framing of the Northern Illinois University Shooting: Re-conceptualizing Contextual Framing Analysis
Shauna Jungdahl, University of Wisconsin-Whitewater;
Edward Frederick, University of Wisconsin-Whitewater

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- Data Science and Advanced Analytics
- Geographic Information Science Techniques
- Cognitive and Usability Testing
- Multi-Language Interviewing
- Respondent Locating and Rare Population Interviewing

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8:30 AM – 10:00 AM
Rivernorth A

Strategies for Limiting Measurement Bias and Error

Moderator: Colleen McClain, University of Michigan
Discussant: Allyson Holbrook, University of Illinois at Chicago

Response Scales: Effects on Data Quality for Interviewer Administered Surveys
Mazen Sarwar, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

Does Color in Mail Questionnaires Motivate Respondents to Provide Better Data?
Lindsey Witt-Swanson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln; Ricky Hull, University of Nebraska-Lincoln; Jerry Timbrook, University of Nebraska-Lincoln

How do Mismatches Affect Interviewer/Respondent Interactions in the Question/Answer Process?
Jolene Smyth, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

Using Audit Trails to Evaluate an Event History Calendar Survey Instrument
Jinyoung Lee, University of Nebraska-Lincoln; Ben Seloske, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln

Comparing Theory and Data Driven Approaches to Recall Error Assessment in the 2010 ATUS
Lissandra Ellyne, University of Nebraska-Lincoln

Memory Gaps in the American Time Use Survey. Are Respondents Forgetful or is There More to it?
Antje Kirchner, RTI International ; Caitlin E. Deal, American Institutes for Research; Ana Lucía Córdova-Cazar, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln

8:30 AM – 10:00 AM
Lakeview

You Are What You Watch: Media Messages and Public Opinion

Moderator: Paromita Pain, University of Texas-Austin
Discussant: Jason Martin, DePaul University

Partisanship, Local Context, and Canadian Attitudes toward Immigration and Refugee Policy
Timothy Gravelle, Wilfrid Laurier University

News Media Can Be Deceptive and Misleading, But Sometimes it's Just our Brains Playing Tricks
Robin Blom, Ball State University

Digital Burqa: The Effect of Anonymity of Arab Women's Political Participation: The Case of Kuwait
Fatima Alsalem, Kuwait University

8:30 AM – 10:00 AM
DePaul

Journalists, News, and Social Media: A Tale of Ideals versus Trust

Moderator: William Scarborough, University of Illinois at Chicago
Discussant: Brendan Watson, Michigan State University

Conflicts between Ideals and Practices: Young Adults' Engagement with Digital News
Dam Hee Kim, University of Michigan; Josh Pasek, University of Michigan

An Examination of Journalistic Interviewing Competencies
Serena Carpenter, Michigan State University; Anthony Cepak, Michigan State University; Zhao Peng, Michigan State University

A New Understanding: What Makes People Trust and Rely on News
David Sterrett, NORC at the University of Chicago; Liz Kantor, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago; Tom Rosenstiel, The Press Institute; Jeff Sonderman, The Press Institute

Trends In Public Support for Journalists and the Media
Lee Becker, University of Georgia; Mengtian Chen, University of Georgia

Incidental News: A Novel Ideal-Type of News Consumption by Youth on Social Media
Pablo Boczkowski, Northwestern University; Eugenia Mitchelstein, Universidad de San Andrés; Mora Matassi, Universidad de San Andrés

10:15 AM – 11:45 AM
Lincoln Park

Paper Session 4

Friends, Followers and Connections: Navigating the Political Social Media Environment

Moderator: Ozan Kuru, University of Michigan
Discussant: Pablo Boczkowski, Northwestern University

An Investigation of Attitudes Toward Social Media Use in Local Government
Xiaoheng Wang, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago

Social Media as a "Political X-ray Machine" Predicting the Act of Political Unfriending and Hiding
Joseph Yoo, University of Texas-Austin; Margaret Ng, University of Texas-Austin; Thomas Johnson, University of Texas-Austin

When Others "like" it: Hostile Media Effect in the Era of Social Media
Yini Zhang, University of Wisconsin-Madison; Yidong Wang, University of Wisconsin-Madison

Millennials' Use of Social Media for Political Information and Its Effect on Voting Intentions
Thao Ton, DePaul University; Yeuseung Kim, DePaul University

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10:15 AM – 11:45 AM
Rivernorth A

The ELM, Media, and Public Opinion: What Do (and Should) We Know After 30 Years?

The Elaboration Likelihood Model – the venerable dual-process model of persuasion, with its classic focus on central, peripheral, and other mediating mechanisms, rife with implications for the psychology of public opinion – turns 30 this year, prompting consideration of its contributions and changing contours in an age of social media-based political persuasion. Thirty years ago, in 1986 Petty and Cacioppo published their seminal theoretical chapter in Berkowitz's Advances in Experimental Social Psychology volume, a testament to the model's conceptual promise.

The ELM, with other dual-processing approaches, has broad implications for public opinion, both reasoned consideration of policy issues, but also use of prejudicial heuristics, issues that take on resonance in the white-hot presidential campaign. An outstanding cross-disciplinary panel -- communication scholars, psychologists, and political scientists -- examine these questions, drawing on their well-respected work, offering a theoretical foundation consonant with MAPOR's academic traditions, with special relevance for this year's technology in a time of change conference theme. With the 30-year vantage point in mind, panelists will assess ELM's strengths and shortcomings, discuss how persuasive cues function in a social media age, and reflect on closed-minded processing, as well as how heuristics and group identifications influence public opinion.

Chair: *Richard M. Perloff, Cleveland State University*

Historical overview: Process and Politics
Richard M. Perloff, Cleveland State University

Two Cheers for the ELM: Strengths and Shortcomings After Three Decades
Daniel J. O'Keefe, Northwestern University

Social Media, ELM, and Public Opinion
Julie Andsager, University of Tennesse

Cues, Experts, and Earned Political Dogmatism
Victor Ottati, Loyola University Chicago

Partisan Cues, Emotions, and Political Persuasion
Ted Brader, University of Michigan

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10:15 AM – 11:45 AM
Lakeview

Ethics in Polling and Survey Research

Moderator: Fiona Chew, Syracuse University
Discussant: Matt Courser, PIRE

Transparency Tested: How Different Levels of Organizational Transparency Impact Public Perceptions
Derrick Holland, Texas Tech University; Amber Krause, Texas Tech University; Joe Provencher, Texas Tech University; Trent Seltzer, Texas Tech University

Lagging Socio-Economic Indicators of the Great Recession
Tom W. Smith, NORC at the University of Chicago

Exploring Linkages Between Perceptions of Freedom and Internet Use Globally
Cynthia English, Gallup; Lee Becker, University of Georgia; Tudor Vlad, University of Georgia

New Qualitative Comparative Analysis (QCA) for Social Research. Welfare Analysis in Developing and Developed Societies.
Diana Paola Penagos Vasquez, Parametria SA de CV; Jose Alberto Vera, Parametria SA de CV; Francisco Abundis Luna, Parametria SA de CV

Examining the Role of Transparency and Disclosure in Today's Polling Environment
Ashley Kirzinger, Kaiser Family Foundation; Timothy P. Johnson, University of Illinois at Chicago; Tim Triplett, Urban Institute

DePaul

QHour: What R You Waiting For?

Chair: Trent Buskirk, University of Massachusetts-Boston

A Quick and Real Time Intro to R
Josh Pasek, University of Michigan
Trent Buskirk, University of Massachusetts-Boston

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11:45 AM – 1:15 PM
Lunch
On your own

1:30 PM – 2:30 PM
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Pedagogy Hour
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Garbage In Garbage Out: Social Data, Opinion Research, and Reporting Standards
Sherry L. Emery, NORC at the University of Chicago

2:30 PM – 2:45PM
Outside DePaul
Break and Refereshments

2:45 PM – 4:15 PM
Lincoln Park
Paper Session 5

She Said, He Said: Sex, Gender, and Public Opinion

Moderator: Stewart Coles, University of Michigan
Discussant: Martha Van Haitsma, University of Chicago Survey Lab

Educate. Empower. Revolt: Framing Citizen journalism as a creator of social movements
Paromita Pain, University of Texas-Austin

Sexuality and Social Attitudes
Landon Schnabel, Indiana University Bloomington

The Bathroom Boogeyman: How the Houston Chronicle Framed the Equal Rights Ordinance
Shane Graber, University of Texas-Austin

Representation of Women Autonomy in the News about China's Two-Child Policy
Qiwei Wu, University of Illinois at Chicago

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2:45 PM – 4:15 PM
Rivernorth A

Issues in Measuring Health & Wellbeing in Survey Research

Moderator: Dan Perez-Lopez, US Census Bureau
Discussant: Mandy Sha, RTI International

What Activities Count? Using Experimental Data to Understand Conceptualizations of Physical Activity
Rachel Cusatis, University of Wisconsin, Milwaukee

Trust in Medical Researchers: Assessing Measurement Equivalence across Four Racial/Ethnic Groups
Ian Wall, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Dana Garbarski, Loyola University Chicago; Dorothy Farrar-Edwards, University of Wisconsin-Madison

Bridging divides: Examining the impact of ehealth literacy and education on health outcomes among seniors
Fiona Chew, Syracuse University

Examining the Validity of Interviewers' Ratings of Respondents' Health
Dana Garbarski, Loyola University Chicago; Nora Cate Schaeffer, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison

Needles in a haystack: Recruitment for a study of pregnancy and e-cigarettes using Facebook
Alicia Frasier, RTI International; Joe Murphy, RTI International; Y. Patrick Hsieh, RTI International; Jamie E. Guillory, RTI International; David A. Savitz, Brown University

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2:45 PM – 4:15 PM
Lakeview

Briefs Session

Moderator: Derrick Holland, Texas Tech University

News and Politics around the World

The Trust Paradox? Exploring the Differences in User's Self-Disclosure Between Government, Corporate, and Non-Profit Websites
Thomas Struett, University of Illinois at Chicago; Dmitry Epstein, University of Illinois at Chicago

The 2016 Presidential Election: Studying the Impact of Election Polls on Voter Behavioral Intention
Mark Tatge, University of South Carolina; Jo-Yun, University of South Carolina; Alexander Luchsinger, University of South Carolina

Contemporary Chinese Ethnic Media Journalists and Their Roles
Xinxin Yang, University of Indiana

Fracking on The News: An Environmental Problem or an Economic Solution?
Heloisa Aruth Sturm, University of Texas-Austin

Q&A (10 minutes)
Advances in Survey Methodology

Predicting Break-Offs in Web Surveys
Felicitas Mittereder, University of Michigan

Tracking Question-Wording Experiments across Time in the General Social Survey, 1984-2014
Tom W. Smith, NORC at the University of Chicago; Jaesok Son, NORC at the University of Chicago

How Much Do Email Reminders Help Anyway?
Scott Crawford, SoundRocket; Julie Smith, SoundRocket; Rob Young, SoundRocket

User Experience and Eye-Tracking: Evaluating Visual Website Design for Panel Registration
Jean Guerrettaz, Nielsen; Lauren Walton, Nielsen; Kay Ricci, Nielsen; Tim Oltman, Nielsen

Back to Single-Mode Survey: Reaching Local Government Officials in a Post-Fax Age
Sarah Mills, University of Michigan; Natalie Fitzpatrick, University of Michigan

Q&A (10 minutes)

2:45 PM – 4:15 PM
DePaul

Channeling Our Efforts: Measuring New Forms of Entertainment Media Use

Moderator: Timothy Gravelle, Wilfrid Laurier University
Discussant: Kimberly Neuendorf, Cleveland State University

Media Viewership in the Connected World: A Big Data Case Study
Mimi Zhang, Nielsen; Kumar Rao, Nielsen; Jiaquan Fan, Nielsen; Cristina Ion, Nielsen

Who's on Netflix vs. Hulu vs. Other? A Panel based examination of SVOD users
Shih-Hua Chen, Nielsen; Mimi Zhang, Nielsen; Kumar Rao, Nielsen; Jiaquan Fan, Nielsen

Mobilizing Virtually Networked Nextdoor Neighbors
Brendan Watson, Michigan State University

David vs. Goliath? Is Over-The-Top Challenging Traditional TV? A Case Study
Kamer Toker-Yildiz, Nielsen; Kumar Rao, Nielsen; Cristina Ion, Nielsen; Shihhua Chen, Nielsen

Who's Watching? A Panel Examination of Over-the-Top Audience
Cristina Ion, Nielsen; Kamer Yildiz, Nielsen; Shih-Hua Chen, Nielsen; Kumar Rao, Nielsen

4:30 PM – 5:30 PM
Lakeview

Annual Member Meeting

MAPOR President Trent Buskirk will lead the annual member and business meeting.

In addition to our sponsors, MAPOR extends special thanks to:

- Cvent for generous partnership in supporting our online registration.
- Steve Everett from the Everett Group for kindly providing hosting of our website and allowing us to use marketing tools to communicate with MAPOR participants.
- RTI International, University of Illinois at Chicago Department of Communication, University of Illinois at Chicago Survey Research Lab, the University of Chicago Survey Lab, and NORC at the University of Chicago for providing projectors and laptops for the session rooms.
- The University of Chicago Survey Lab for providing iPads to support onsite registration.
- Also for providing video and photographic documentation of the conference.
- Myrna Romero of the Liberal Arts and Sciences at the University of Illinois at Chicago for professionally editing the layout of the program.
- All the book donors for the book raffle!

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