

MAPOR 1991

**Midwest Association
for Public Opinion Research
Annual Meeting & Convention
November 22-23, 1991
Sheraton Plaza Hotel
Chicago**



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for Public Opinion Research**

Annual Meeting and Conference

November 22-23, 1991

**Sheraton Plaza Hotel
160 E. Huron off North Michigan Ave.
Chicago**

MAPOR

Midwest Association for Public Opinion Research

A Chapter of the American Association for Public Opinion Research

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M. Mark Miller
University of Tennessee

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University of Wisconsin

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Apogee Market Strategies

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Paul Lavrakas and I served as program co-chairs for this busy, but fruitful year. We changed hotels from last year and negotiated contracts for both 1991 and 1992 so we could keep costs down for conferences and help in planning.

Nearly 60 individual papers and many thoughtful ideas for panels were submitted this year. It was the largest number of papers considered in the recent past and the organization's graybeards tell me it was the most ever. We have put together an ambitious program, which I hope you enjoy. We couldn't have done it, however, without a great deal of help.

I'd like to thank the entire staff at the Northwestern University Survey Lab, and particularly Sophie Buchanan, Sandy Bauman (who was in charge of getting the program you're reading into print) and Justine Lovig. Bob Wyatt, of Middle Tennessee State University, was instrumental in arranging for our Russian visitors. Bob Hurd's experience from last year and his advice were invaluable. I much appreciate Mark Miller's support for my new-fangled ideas. And David Atkin's financial counsel was a guiding light.

In general, pats on the back go to all the folks who help make this conference a success whether I mentioned them above or not. Please tell Paul or me what worked for you and what didn't, and Paul and his new co-chair will make sure they put it in their tickle file for next year.

Best wishes,

Rob Daves

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The members of MAPOR wish to acknowledge and thank the following organizations for their contributions toward the 1991 MAPOR Conference:

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Unimar, Chicago

Friday, November 22

11:45 A.M. to 1:15 P.M. Lunch

*Salon B**

Presiding: M. Mark Miller, MAPOR President

Speaker: Nugzar Betaneli, Director, Sociological Institute of the Soviet Parliament

**Subject to change depending on attendance*

1:30 P.M. to 3:00 P.M.

Panel 1: Public Opinion Theory and Research:
Critical Perspectives

Hampshire

Organizer and Chair: Susan Herbst, Northwestern University

"Habermas, Public Opinion and Controversy," G. Thomas Goodnight, Northwestern University

"Pierre Bourdieu's Critique of Opinion Polling," Susan Herbst, Northwestern University

"A Foucaultian Perspective of Opinion Polls," Limor Peer, Northwestern University

Discussant: James R. Beniger, University of Southern California

Session 3: Enhancing Survey Methods

Salon A

Chair: Daniel M. Merkle, Northwestern University

"Scope of Statistical Claims," Donna Card Charron, Decision Research

"Qualitative Methods for Researching Young Consumers," Les R. Dlabay, Lake Forest College

"Response Rates in 12 Mail Surveys: Using a \$ Incentive and a Modified Total Design Method,"
David Pearce Demers, University of Wisconsin – River Falls

"Using a Computerized Field Management System to Control a Quasi-Experiment to Determine
the Effects of CAPI," Mark S. Wojcik and Edwin Hunt, NORC

"Lessons Learned From a Multi-Researcher Survey," Neva Nahan, Wayne State University

Discussant: Cecile Gaziano, Research Solutions, Inc.

Friday, November 22

1:30 P.M. to 3:00 P.M.

Session 4: Journalism

Salon C

Chair: Nick Panagakis, Market Shares Corp.

"Communication Patterns and Perceptions of the Neighborhood: Community Newspaper Editors and Their Audiences," Leo Jeffres and Jean Dobos, Cleveland State University

"Journalists and Community Development: Attitudes of Reporters and Editors in Georgia," William F. Griswold Jr. and Jill D. Swanson, University of Georgia

"Effect of Corporate Structure on Autonomy of Top Editors and U.S. Dailies," David Pearce Demers, University of Wisconsin – River Falls

"Applying the ELM to Receivers' Perceptions of Newsworthiness," H. Allen White, Murray State University *(need for signature)*

"The Utility of Anonymous Attribution," William B. Blankenburg, University of Wisconsin – Madison

Discussant: Mary Alice Shaver, University of North Carolina

3:15 P.M. to 4:45 P.M.

Panel 2: Presidential Campaigns and American Self Images

Hampshire

Organizer and Chair: Arthur H. Miller, University of Iowa

"Racial Images in Presidential Campaigns," Arthur H. Miller, University of Iowa

"Negative Narratives in Presidential Campaign Ads," Bruce Gronbeck, University of Iowa

"American Self-Images and the Presidential Campaign Film: 1964-1988," Joanne Morreale, Northeastern University

"TV News Coverage of Presidential Election Campaigns," J. David Woodard, Clemson University

"The Significance of Hope in America's Quadrennial Cycle," Harold M. Zullow, Rutgers University

Friday, November 22

3:15 P.M. to 4:45 P.M.

Session 5: Tolerance of Others' Differences

Salon A

Chair: Andrew Rojecki, Northwestern University

"'Expression Inhibition': A New Scale to Measure Perceived Psychological and Social Inhibitors of Free Speech," Robert O. Wyatt, Middle Tennessee State University

"Offensiveness Perceived, Solutions Offered and Action Taken: A Study of Censorship and Political Activity," S. K. Van Poolen, Western Michigan University

"Support for 'Official English': A Test of Three Communities," Carolyn Lin, Cleveland State University, Michael B. Salwen, University of Miami, and Fran Matera, University of Arizona

"Suburban Race Relations: A Study of a Changing Community," Ward Kay, Wayne State University

"Black and White Perspectives on Racial Issues in the City of Chicago," Judith A. Schejbal and Paul J. Lavrakas, Northwestern University

Discussant: Shirley Hatchett, University of Illinois – Champaign-Urbana

Session 6: Media and Audiences: Theory and Usage

Salon C

Chair: Peter Miller, Northwestern University

"Media Environment and Knowledge of Issues," G.A. Donohue, C.N. Olien and Phillip J. Tichenor, University of Minnesota

"Knowledge and Media Schema: Knowledge Gaps and Gaps of Dissaffection," Eric S. Fredin, Theresa Monnett, Gerald M. Kosicki, Ohio State University

"Information Need and Media Use Toward Concrete vs. Abstract Issues," Fiona Chew, Syracuse University

"Gratification Needs of Newspaper Readers in a Rural Market," Mahmoud A. Mahmoud and Jayanthi Sothirajah, Southern Illinois University

"Issue Competition and Attention Distraction in Agenda Setting: A Zero-Sum Perspective," Jian-Hua Zhu, University of Connecticut

Discussant: Dianne Rucinski, University of Iowa

5:00 P.M. to 6:00 P.M. Social Hour and Cocktail Reception

Salon B

Saturday, November 23

8:30 A.M. Registration continues on mezzanine;
Coffee/Tea/Juice/Rolls/Muffins

9:00 A.M. to 10:00 A.M.

Session 7: Polling and the Public

Salon C

Chair: John Williams, Southern Illinois University

"Drawing the Line Between Indecency and Obscenity Cases: The Use of Surveys in Obscenity Cases," Julie Andsager, University of Tennessee

"How We Use the Telephone: Informational, Instrumental and Social Perspectives," Garrett J. O'Keefe and Barbara Sulanowski, University of Wisconsin – Madison

"Poll Fatigue? What the Public Thinks About How We Know What It Is Thinking," Ellen M. Dran, Northern Illinois University, and Anne Hildreth, SUNY-Albany

Discussant: Cary McDonald, HBRS Inc.

Session 8: Consumers of Media

Hampshire

Chair: Shu-Ling Everett, University of Colorado

"Predicting Home Leisure Patterns by VCR Use Activity," Carolyn A. Lin, Cleveland State University

"Uses of Cable TV Amidst a Multimedia Environment," David J. Atkin, Cleveland State University

"A Reconsideration of Some Sociological and Psychological Differences Between Daily Newspaper Readers and Nonreaders," Yu-Wei Hu and Yi-Chen Wu, Southern Illinois University

Discussant: Leo Jeffres, Cleveland State University

10:15 A.M. to 11:45 A.M.

Panel 3: Scientific Literacy, Information Sources and Citizenship:
Some International Comparisons

Hampshire

Organizer: Jon D. Miller, Chicago Academy of Sciences

Chair: Paul Heltne, Chicago Academy of Sciences

"Scientific Literacy: The United States and Europe," Jon D. Miller, Chicago Academy of Sciences

"Where Do People Go to Learn About Science?" Timothy J. Ressimeyer and Daniel J. Wallen, Northern Illinois University

"Scientific Literacy and Political Participation," Linda K. Pifer, Northern Illinois University

Discussants: John Van, *Chicago Tribune*
Sharon Dunwoody, University of Wisconsin-Madison

Saturday, November 23

10:15 A.M. to 11:45 A.M.

Panel 4: Public Opinion on Freedom of Expression

Salon C

Organizer and Chair: M. Mark Miller

Jack M. McLeod, University of Wisconsin-Madison

Lawrence Lichty, Media Studies Program, The Woodrow Wilson Center

John Siegnthaler, *The Tennessean*/ASNE

Robert O. Wyatt, Middle Tennessee State University

11:45 A.M. to 1:30 P.M. Lunch (On Your Own)

1:30 P.M. to 3:00 P.M.

Session 9: Voting and Elections

Hampshire

Chair: Chris Uting, University of Minnesota

"Pluralistic Ignorance and the Third Person Effect in Local Political Media," John W. Williams, Southern Illinois University

"The Effects of Negative Advertising on Issue Salience, Political Alienation, and Intention to Vote," Wayne Wanta, Southern Illinois University and Randy Miller, University of South Florida

"How the Voter Decides: The Use and Perceived Importance of Various Sources of Information, 1969-1989," Helenan S. Robin, Western Michigan University

"Campaign Malaise: Public Opinion, Media Use and Voter Motivation," Benjamin J. Bates, *Texas Tech*

"Exit Polls in the 1989 Virginia Gubernatorial Race: Where Did They Go Wrong?," Michael Traugott, Vincent Price and Margaret Petrella, University of Michigan

Discussant: Bill Rosenberg, Drexel University

Saturday, November 23

1:30 P.M. to 3:00 P.M.

Session 10: Surveying Special Topics to Aid Policy Development *Salon C*

Chair: David P. Fan, University of Minnesota

"Behaviors and Attitudes Toward Environmental Issues," Justine H. Lovig and Paul J. Lavrakas, Northwestern University

"Public Policy Options and Collaboration for High Definition TV Development," Boonchai Hongonaru, Syracuse University

"Needs Assessment in Continuing Engineering Education in DuPage County (IL)," Ananda Mitra, Vince Parker and Michael Matters, University of Illinois, and Sandra L. Bauman, Northwestern University

"The Public Perception of Community College Objectives," Janet I. McConeghy and Gary L. McConeghy, Northern Illinois University

"Public Perception of Punishment versus Treatment of Sex Offenders," Robert P. Daves, *Minneapolis Star Tribune*

Discussant: George Balch, University of Illinois – Chicago

3:15 P.M. to 4:45 P.M.

Session 11: Politics, Political Attitudes, and Opinion

Hampshire

Chair: Richard Perloff, Cleveland State University

"The Use of the Mass Media in Conversations at the 1988 Iowa Caucuses," Richard DeLaurell, University of Iowa

"Media Use and Political Attitudes: The Effects of Attention and Exposure on Perceptions of the 1988 Presidential Candidates," Lawrence Mullen, University of Iowa

"An Examination of the Indexing Hypothesis: Opinion Coverage Before the Persian Gulf War," Hiram Sachs, Northwestern University

"Press Coverage of Dan Quayle and George Bush as Vice-Presidents," David P. Fan, William Holway and Kristjan G. Schram, University of Minnesota

– "Jekyll and Hyde Images of the Soviet Union," Doris Graber, University of Illinois

Discussant: Vincent Price, University of Michigan

Saturday, November 23

3:15 P.M. to 4:45 P.M.

Session 12: Select Topics in Methodology and Measurement

Salon C

Chair: Robert E. Hurd, Apogee Market Strategies

"An Adaptation of Q-Methodology to Mail Survey Research With Microcomputer Analysis," Dan Berkowitz and Albert D. Talbott, University of Iowa

"Measurement Issues Concerning 1-900 Polls," David J. Atkin, Cleveland State University, and Robert LaRose, Michigan State University

"Spatio-Temporal Patterns in Associated Press Coverage of the Greenhouse Effect: An Automated Content Analysis," M. Mark Miller, University of Tennessee-Knoxville

"Assessing the Validity of Estimated Behavior Measures," James Pokrywczynski, Marquette University

"Prodigy Goes to War: Public Opinion and Videotex Polling During the Persian Gulf War," Mark Harmon and Benjamin Bates, Texas Tech University

Discussant: Bill Elliott, Southern Illinois University

5:00 P.M. to 5:30 P.M. MAPOR Business Meeting

Salon A

5:30 P.M. to 6:30 P.M. Social Hour and Cocktail Reception

Salon B

1991 MAPOR Officers

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