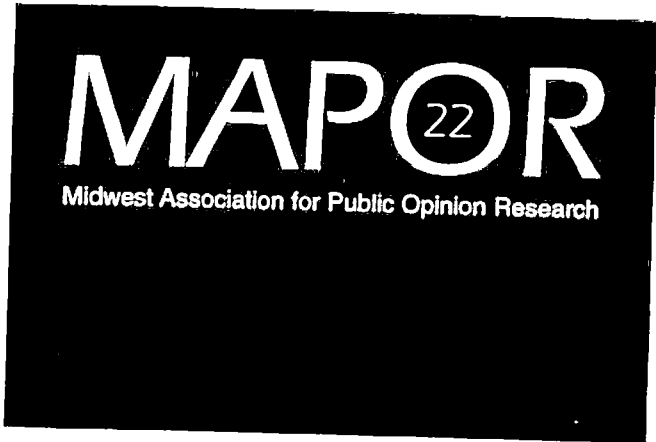


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Annual Meeting and Convention

November 21-22, 1997

Radisson Hotel & Suites Chicago

Catch 22 New Ideas!

8:30 AM - 5:00 PM

Registration at the Intermezzo; Meet your MAPOR Buddy; Coffee, tea, bakery

10:00 AM - 11:30 AM

Paper Session 1

Various Methodological Issues in Polling and Analysis

Lyric

Moderator: Gerald Kosicki, Ohio State University

- *An Integrative Methodological Framework in Soliciting Responses to A Sensitive Issue*
Hao-Chieh Chang and Fiona Chew, Syracuse University
- *What Does It Take? - And Is It Worth It?*
Janet McConeghy and Robin Bebel, Northern Illinois University
- *Public Opinion on Permitting Citizens to Carry Concealed Handguns: The Effect of Question Wording on Majority Opinion*
Richard Schuldt, University of Illinois at Springfield
- *Adding Texture to Data: Using Respondent Profiles to Enhance Reporting of Survey Data*
Quin Monson, Paul Lavrakas, Stephen Mockabee, and Michael Nolan, The Ohio State University

Discussant: Andy Smith, University of Wisconsin-Milwaukee

Panel Session 1

Polling and Opinions About Polling

Symphony A

Chair and Organizer: Claire Hoertz Badaracco, Marquette University

Panelists: Claire Badaracco, Marquette University
S. Keith Burton, Hill and Knowlton
Julie Ugarte, Bozell

Respondent: Kathy Frankovic, Director of Surveys, CBS News

Paper Session 2

Influences on Public Opinion: From Geographic to Media Use

Symphony C

Moderator: Rob Daves, Star Tribune, Minneapolis

- *Communication Source Usage and Repertoires of Agricultural Opinion Leaders*
Garrett O'Keefe, Heather Hartwig Boyd, Sara Steele, Rick Klemme, Mohammad Doughtah Michelle Gale-Sinex, and Loma Miller, University of Wisconsin-Madison
- *Public Opinion and the Economy in Eastern Europe*
Thomas Lamatsch, University of Connecticut
- *Media Use and Knowledge of the Political Parties*
Steve Collins, Syracuse University
- *Belonging to a Museum: Individual and Geographical Determinants*
David Karns, DeveloPlan

Discussant: Sid Groeneman, Market Facts

MAPOR '97

Dave

David Weaver
Indiana University

11:45 AM - 1:15 PM

Luncheon

Symphony B *Duet - 13th Floor*
Sponsor: SPSS, Inc., Chicago, IL

Presiding: Ellen Dran, MAPOR President
MAPOR Fellow Award

22nd Anniversary Guest Speaker: David W. Moore, The Gallup Organization and Author of *The Super Pollsters*, will speak on "The Myth of American Angst."

1:30 PM - 3:00 PM

Paper Session 3

Public Opinion Polls: How Do They Fare?

Lyric Symphony B

Moderator: Stephen Mockabee, Ohio State University

- *The Discourse of Public Opinion*
Lisbeth Lipari, Portland State University
- *Responsive To the Constituent Or Responsible For the Nation*
Thomas Lamatsch, University of Connecticut
- *The Public's Attitudes Toward Public Opinion Polls*
Michael Traugott and Mee-Eun Kang, University of Michigan

Discussant: Ellen Dran, Northern Illinois University

Panel Session 2

Developing Standards for Change of Venue Surveys
Symphony A

Chair and Organizer: Edward Bronson, California State University at Chico

Panelists: Edward Bronson, California State University at Chico
Susan Macpherson, National Jury Project/Midwest
Ronald Dillehay, Director of the Grant Sawyer Center
for Justice, University of Nevada at Reno
Elissa Krauss, National Jury Project/East

Paper Session 4

Uses and Misuses of Journalistic Reporting in the Mass Media
Symphony C

Moderator: Bonnie Riechert, University of Tennessee

- ✓ —
- *Public Opinion on Investigative Reporting in the 1990s: Has Anything Changed Since the 1980s?*
Lars Willnat, George Washington University, and David Weaver, Indiana University
 - *Reporting Public Opinion in Singapore: Journalistic Practices and Policy Implications*
Tsan-Kuo Chang, University of Minnesota-Twin Cities, and Hao Xiaoming, Nanyang Technological University, Singapore
 - *Defamation in Mass Media and the Perceived Effectiveness of Retractions: Attitudes of Journalists, Judges and The Public*
John Dillon and Eric Covil, Murray State University

Discussant: Mike Traugott, University of Michigan

Poster Session

Symphony C. L. Mize

- *Voters' Perceptions of Political Advertisements and Media Ad Assessments During the 1996 General Election: A Focus Group Analysis*
Thomas Buhr, University of Michigan
- *The Impact of Interviewer Gender on the Results of Telephone Surveys*
Timothy O'Brien, Bryan Ward, and Robert Baumgartner, Hagler Bailly Consulting
- *Gun Violence, Public Health, and Public Policy: A Report of Physicians and Surgeons*
Tom Smith, NORC/University of Chicago
- *Psychometric Issues and Procedures in Quantifying The Political Ideology of Voters*
Bryan Denham, Southwest Missouri State University
- *Bandwagon or Projection?: An Analysis of Candidate Preferences in the 1996 Presidential Election*
Mee-Eun Kang, University of Michigan
- *Public Perception of the Media's Watchdog Role: The "Don't Know" Factor*
Gerald Stone, Southern Illinois University at Carbondale
- *Mass Media Use in Childhood As A Coping Strategy During Difficult Times*
Cecilie Gaziano, Research Solutions, Inc., Minneapolis
- *An Analysis of Different Opinions on Consortia for Research and Development and Consortia for Manufacturing in New Product Development*
Boonchai Hongcharu, National Institute of Development Administration, Bangkok, Thailand
- *Media Prerequisites and Personnel: Television and Newspaper Differences in Hiring Strategies*
C. Ann Hollifield, University of Georgia, Gerald Kosicki, Ohio State University, and Lee Becker, University of Georgia
- *Soliciting Public Opinion and Public Comments: TV Stations' Use of On-line Surveys*
Benjamin Bates, Todd Chambers, Margot Emery, and Steven McClung, University of Tennessee, Knoxville
- *TV Web Surfers: Surveying Visitors to Television Station Web Pages*
Randall King and Benjamin Bates, University of Tennessee, Knoxville
- *The News Reports on the Internet: Audience Consumptions, Preferences and Perceptions*
Mei Lu, University of Michigan
- *When Your Cognitive Laboratory is a Clinic: Exploring Non-Standard Ways to Conduct Cognitive Interviews*
David Mingay, R. Kim, and M.F. Roizen, University of Chicago Medical Center, and C. Hodder-Malloy and R. Goldbloom, WK-Grace Health Center in Halifax, Nova Scotia
- *Opinions of Unsigned Musicians Toward College Radio: As One or At Odds?*
Jeff Wilkinson and Steve McClung, University of Tennessee, Knoxville
- *Prime-Time Television Interest: A Black and White Survey of the Viewing Patterns of African-Americans and European-Americans*
Nate Clory, Jr., Timothy Griffin, and Dawn Thomas, Syracuse University
- *Gender Differences in Media Message Reception and Information Processing: An Overview*
Donna Rouner, Colorado State University
- *Measure for Measure: The Relationship Between Different Broadcast Types, Formats, and Measures and Political Attitudes*
Thomas Johnson, Mahmoud Braima, and Jayanthi Sothirajah, Southern Illinois University at Carbondale

3:30 PM - 6:00 PM

Exhibits and Applications

Symphony C

GENESYS Sampling Systems, Fort Washington, PA
SPSS, Inc., Chicago, IL

Software for presentation graphics, analytical packages, mapping and trending. Sampling software.

4:00 PM - 5:00 PM

Cocktail Pedagogy Hour

Symphony B

Presiding: Ellen Dran, MAPOR President

Pedagogy Topic: *The Creative Use of Demographic Information in Analyzing Data*

Presenter: Ken Hodges, Ph.D. from Cornell University and Demographer, Claritas Corporation.

Sponsor: GENESYS Sampling Systems, Fort Washington, Pennsylvania.

7:00 PM

Welcome Dinner

New and long-time members and guests are invited to join MAPOR's President, Ellen Dran, and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.

(The Big Bowl)

Saturday, November 22

8 AM - Noon

Registration at the Intermezzo
Coffee, tea and bakery

8:45 AM - 10:15 AM

Paper Session 5

Homosexuality, Women, and Attitudes of the Religious Right

Lyric - Symphony B

Moderator: Brian White, University of Illinois at Chicago

- *Homosexuality, the Law, and Tolerance: Examining the Correlation Between State Laws Regarding Homosexuality and Public Opinion About Homosexuals*,
Gwen Torgas-Hoffman, University of Arizona
- *Focus on the Long Term: A Twenty-Five Year Examination of Sexual Attitudes*,
R. Kirkland Ahern, University of Pennsylvania, and W. T. Reichert, University of North Texas
- *Idealized Images of Women in the Mass Media and Their Effects on African-American Adolescent Girls' Self-Esteem*
Edwina Hansbrough, University of Michigan
- *The Religious Right: Faith, Politics, Traditional Values and Tolerance*
Tom Smith, NORC/University of Chicago

Discussant: Mark Miller, University of Tennessee-Knoxville

Panel Session 3 (Roundtable Discussion)

The Academic Survey Research Consultant: Issues Faced and Suggested Answers
Symphony A

Chair and Organizer: William Rosenberg, Drexel University

Panelists: William Rosenberg, Drexel University
Robert Wyatt, Middle Tennessee State University
Paul Lavrakas, Ohio State University

Paper Session 6

Third-Person Effects
Symphony C

Moderator: Quin Monson, Ohio State University

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- *Unrealistic Optimism, Personality Characteristics, and Third-Person Effects*
Vincent Price and Li-Ning Huang, University of Michigan, and David Tewksbury, University of Illinois at Urbana-Champaign
 - *Advertising Controversial Products: Censorship and the Third-Person Effect*
Ronald Faber, Dhavan Shah and Seounmi Hanyoun, University of Minnesota
 - *Stability of Pluralistic Ignorance and the Third-Person Effect*
John Williams, Principia College
 - *Peripheral- vs. Central-Route Persuasion in the Third-Person Effect*
H. Allen White, Murray State University

Discussant: Fiona Chew, Syracuse University

10:30 AM - Noon

Paper Session 7

Various Particular Issues and the News Media

Lyric Symposium B

Moderator: Cecilie Gaziano, Research Solutions, Inc., Minneapolis

- *Using Rhetoric to Frame Controversial Issues in News Stories: The Case of Late-Term vs. Partial-Birth Abortion*
Julie Andsager, Washington State University, Leioth Smiley, Bohan, Carden & Cherry, and April Bonner, Comdata
- *Audience Orientations Towards Media Coverage of the Red River Valley Floods of 1997*
Douglas Hindman and Kathy Coyle, North Dakota State University
- *Public Opinion and New York Times Coverage of the Environment, 1968-1996: An Agenda-Setting Study*
Glynn Wilson, University of Tennessee, Knoxville
- *Public Opinion and the Urban News Media: Media Coverage and Opinion Formation Concerning School Reform in Chicago*
Brian White, University of Illinois at Chicago

Discussant: David Tewksbury, University of Illinois at Urbana-Champaign

Panel Session 4

All Things Considered: The Problem of Measuring the Quality of Opinion
Symphony A

Organizer: Robert Wyatt, Middle Tennessee State University

Moderator: David Eason, Middle Tennessee State University

Presenters: Vincent Price, University of Michigan
Ken Blake, Middle Tennessee State University
Tamar Liebes, Hebrew University in Jerusalem
Joohoan Kim, Boston College
Elihu Katz, University of Pennsylvania
Robert Wyatt, Middle Tennessee State University

Respondents: Susan Herbst, Northwestern University
Paul Lavrakas, Ohio State University

Paper Session 8

Surveys and Race-Related Issues: What Makes the Difference?
Symphony C

Moderator: Tom Buhr, University of Michigan

- *Finding a Context Where the Spiral of Silence Operates?: An Experiment Examining One's Willingness to Express Opinions About the O.J. Simpson Case*
Leo Jeffres, David Atkin, and Kim Neuendorf, Cleveland State University
- *The Relative Importance of Income and Debt in Explaining Race Differences in Health Outcomes*
Patricia Drentea and Paul Lavrakas, Ohio State University
- *Public Support for Affirmative Action*
Tom Smith, NORC/University of Chicago

Discussant: Tim Johnson, University of Illinois at Chicago

Noon - 1:30 PM

Lunch (On your own or with MAPOR Buddy)

1:30 PM - 3:00 PM

Paper Session 9

Election Campaigns and the Media

Lyric Symphony B

Moderator: Patricia Drentea, Ohio State University

- *Predicting Voter Turnout and Vote Outcome in Ballot Elections*
Paul Lavrakas, Stephen Mockabee, and Quin Monson, Ohio State University
- *Talk Radio and Political Efficacy*
Ernest Hakanen and William Rosenberg, Drexel University
- *Actual and Perceived News Media Bias in Presidential Campaigns and Public Opinion: An Analysis Across Elections*
David Domke, David Fan, Michael Fibison, Dhavan Shah, and Mark Watts, University of Minnesota, and Paul D'Angelo, Villanova University
- *Fiscal Frames and Electoral Fortunes: Tax Policy Attitudes and Issue Framing in the 1996 Presidential Election*
J. Tobin Grant and Stephen Mockabee, Ohio State University

Discussant: K. Viswanath, Ohio State University

Panel Session 5

Defining and Measuring News Media Frames

Symphony A

Chair and Organizer: Julie Andsager, Washington State University

Panelists: Gerald Kosicki, Ohio State University, *News Framing: Issues in Conceptualization and Measurement*
Mark Miller, University of Tennessee, *When Frames Collide: Mapping the Positions of Contentious Stakeholders in News Flow*
Bonnie Riechert, University of Tennessee, *Stakeholder and Legislative Sources and the Shift in News Framing of the Wetlands Issue*
Roya Akhavan-Majid, Southern Illinois University-Carbondale, *Discerning Frames in International News: Framing of the Beijing Conference on Women*

Paper Session 10

The Media's Effect on Individuals' Thinking

Symphony C

Moderator: Steve Collins, University of Syracuse

- *Attitudinal Acceptance of Food Advertising Information: What Are the Mediating Factors?*
Soo-Hong Kim, Syracuse University
- *Using an Experimental Design to Measure Public Attitudes on a Local Ballot Issue*
Stephen Mockabee, Paul Lavrakas, and Quin Monson, Ohio State University
- *A Comparative Study of the Role of Media Evaluations: German and U.S. Differences and Similarities*
Lee Becker, University of Georgia, and Gerald Kosicki, Ohio State University
- *Values as Sociotropic Judgments Influencing Communication Patterns*
Jack McLeod, University of Wisconsin-Madison, Mira Sotirovic, University of Illinois at Urbana-Champaign, and R. Lance Holbert, University of Wisconsin-Madison

Discussant: Robert Wyatt, Middle Tennessee State University

3:15 PM - 4:45 PM

Paper Session 11

The Impact of New Media Technologies

~~LYAC~~ Symphony A

Moderator: Leiott Smiley, Bohan, Carden & Cherry, Nashville.

- *Political Uses of the Internet: A Study of Political Participation on the World Wide Web*
David Tewksbury, Heather Cox, Matthew Nixon, and Shannon Proctor, University of Illinois at Urbana-Champaign (college students much less interested in politics)
- *Taming the Cyber Frontier: Techniques for Improving Online Surveys*
Barbara Kaye and Thomas Johnson, Southern Illinois University
- *New Media Technologies and Their Implications for Society and Politics: Findings from a Survey of a Midwestern State*
K. Viswanath, Paul Lavrakas, and Chi-yu Wei, The Ohio State University
- *Access to Government Information in Cyberspace: On-Line Citizen Communication and Government Web Sites*
Brian White, University of Illinois at Chicago

Discussant: Julie Andsager, Washington State University

Panel Session 6

Constructing the Yin/Yang of Public Opinion Through Qualitative and Quantitative Prizms

Symphony A

Chair and Organizer: Fiona Chew, Syracuse University

Sponsor: Communication Theory and Methodology Division, Association of Education in Journalism and Mass Communication

Panelists: "Qualitative Methods in Social Science Research", Montague Kern, Rutgers University

"Surveying Media Audiences: The Gap Between Truth and Practicality", Steve Everett, National Association of Broadcasters

"Integrating Qualitative and Quantitative Research Approaches", Donna Rouner, Colorado State University

"Deliberative Opinions: Strategies for Induction and Measurement", Jack McLeod, University of Wisconsin-Madison

Paper Session 12

How Media Influences Voters and Citizens

Symphony C

Moderator: Tsan-Kuo Chang, University of Minnesota-Twin Cities

- *Political Alienation and Media Usage: A Uses and Gratifications Approach*
Tien-tsung Lee, University of Oregon, Hsiao-Fang, Northwestern University, and Anthony Fung, University of Minnesota
- *News Media Use and Attribution of Social Problems*
Heather Hartwig Boyd, University of Wisconsin-Madison
- *Public Perception of Interest Groups: How Journalistic Labeling Affects Interest Group Credibility*
A. Trevor Thrall, University of Michigan
- *Measuring Voter's Perceptions of Political Advertisements: Questionnaire Construction and Integration*
Thomas Buhr, University of Michigan, and Hayg Oshagan, Wayne State University

Discussant: Bryan Denham, Southwest Missouri State University

5:00 PM - 5:30 PM

Business Meeting - Symphony C

5:30 PM - 6:30 PM

Social Hour at the Intermezzo

MAPOR**Midwest Association for Public Opinion Research**

A Chapter of the American Association for Public Opinion Research

President:

Ellen M. Dran

Northern Illinois University

Past President:

William Elliott

Marquette University

Vice President/President Elect

Fiona Chew

Syracuse University

Program Chair:

Sherry Marcy

DataStat, Inc.

Program Co-Chair:

Stephen Everett

National Association of Broadcasters

Secretary-Treasurer:

Julie Andsager

Washington State University

Board Members:

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Drexel University

Robert Wyatt

Middle Tennessee State University