

# Public Opinion: 24 Hours a Day



## **MAPOR**

**Midwest Association for Public Opinion Research**

**November 19-20, 1999**

**Chicago, Illinois**

**Radisson Hotel & Suites**

# 1999 Annual MAPOR Conference

November 19-20, 1999  
The Radisson Hotel & Suites Chicago  
East Huron Street  
Chicago, Illinois 60611

## Friday, November 19<sup>th</sup>

8:30 a.m. -5 p.m.  
Intermezzo

Registration (coffee, tea, bakery)

10:00-11:30 a.m.  
Salon A

Paper Session 1  
Media and Politics

Moderator: Cecilie Gaziano  
Research Solutions, Inc.  
[CGAZIANO@prodigy.net](mailto:CGAZIANO@prodigy.net)

*Media Cue-Taking and Trends in Mass Opinion: Priming Evaluations of Clinton's Job Performance and Personal Character*, Dhavan Shah University of Wisconsin-Madison, Mark D. Watts Florida International University, David Domke University of Washington and David P. Fan, University of Minnesota.

*The Unsinkable Bill Clinton: Priming and Backlash in the Evaluation of a President*, Giovanna Dell'Orto, Patrick C. Meirick and Fang Wan, University of Minnesota.

*Confessions from "Drug Hype Junkies": A Comparison of Media Priming Effects on General and Issue-Specific Evaluations of George Bush During His War On Drugs*, Thomas Johnson Southern Illinois University, Wanye Wanta University of Oregon, and Timothy Boudreau, Hope College.

*Minority Loyalty in the Democratic Coalition: Disaggregated Presidential Approval 1952-98*, Jon Bay, Northwestern University.

*Exploring Relationships Among the Press, President and Public During Ronald Reagan's War on Drugs*, Hyo-Seong Lee, Southern Illinois University.

Discussant: Allan L. McCutcheon, Gallup Research Center  
University of Nebraska-Lincoln  
[amccutch@unlinfo.unl.edu](mailto:amccutch@unlinfo.unl.edu)

10:00-11:30 a.m.  
Salon B

Paper Session 2  
The Third Person Effect

Moderator: Fiona Chew  
Syracuse University  
[cmrfchew@mailbox.syr.edu](mailto:cmrfchew@mailbox.syr.edu)

*The First Natural Experiment in the Third-Person Effect Hypothesis: Effects of an Unplanned Real World Event on the Third-Person Effect Hypothesis.* Steve Banning, Texas A & M University.

*The Third-Person Effect: A Critical Review and Synthesis.* Richard M. Perloff, Cleveland State University.

*The Third-person Effect in the Evaluation of a Public Service Announcement.* H. White and John Dillon. Murray State University.

*Exploring Message Effectiveness in the Third-person Effect: Explaining Success and Failure in Persuading Others.* John Dillon and H. Allen White, Murray State University.

Discussant: Leo W. Jeffres  
Cleveland State University  
[L.Jeffres@CSUohio.edu](mailto:L.Jeffres@CSUohio.edu)

10:00-11:30 a.m.  
Salon C

Paper Session 3  
The Net and Its Users

Moderator: Pat Kennedy  
Syracuse University  
[pkenned3@twcnv.rr.com](mailto:pkenned3@twcnv.rr.com)

*The Rural-Urban Digital Divide.* Douglas Blanks Hindman, North Dakota State University.

*Expectancy-Value Theory: Explaining Internet Use Among International Students.* Rey Rosales and Gyong Ho Kim, Southern Illinois University-Carbondale.

*Web Audience Measurement: Problems, Prospects, and Solutions.* Rey Rosales. Southern Illinois University-Carbondale.

Discussant: Dennis Davis  
Penn State University  
[Dkd3@psu.edu](mailto:Dkd3@psu.edu)

11:45 a.m. -1:15 p.m.

Luncheon (Ticket Required)

Presiding: Sherry Marcy, MAPOR President

Speaker: Andrew Kohut  
The Pew Research Center for the People and the Press

1:30-3:00 p.m.  
Salon A

**Paper Session 4**  
**Models for Survey Analysis**

**Moderator:** Dhavan Shah  
University of Wisconsin  
[dshah@facstaff.wisc.edu](mailto:dshah@facstaff.wisc.edu)

*To Leave a Message Or Not to Leave a Message, that is the Question!*,  
Brian Harpuder, The Ohio State University.

*Changing Gender Patterns of Item Non-Response to Sensitive Topics:  
A Logistic Regression Analysis.* Kathryn Wilke and David DeVries,  
University of Nebraska-Lincoln.

*Latent Class Models for Comparative and Cross-National Survey  
Research: A New Method for Assessing Indicator Equivalence,*  
Allan McCutcheon, University of Nebraska-Lincoln.

*Improving the Quality of Between-group Survey Comparisons,*  
Fiona Chew, Syracuse University.

**Discussant:** Sherry Marcy  
Parke-Davis Pharmaceutical R&D of Warner-Lambert Co.  
[SMARCY715@aol.com](mailto:SMARCY715@aol.com)

1:30-3:00 p.m.  
Salon B

**Paper Session 5**  
**Education and the Political Process**

**Moderator:** Patrick C. Meirick,  
University of Minnesota  
[meir0007@tc.umn.edu](mailto:meir0007@tc.umn.edu)

*Affirmative Action in Higher Education: The Students' Perspective,*  
Jill A. Edy and Michael W. Traugott. The University of Michigan.

*"Covering" Education: News Media and Public Opinion About Public  
Education Controversies in Ohio.* K. Viswanath, Leola McClure and  
Paul Lavrakas, The Ohio State University.

*Framing "Frame" in Public Opinion Research Via the Public School  
Improvement Issue,* Rosemary B. Althoff, Lakeland Community  
College and Weiwu Zhang, University of Wisconsin-Madison.

*Do the Media Matter in Public Support for Affirmative Action? The  
Case of California's Proposition 209,* Kenneth Rasinski, University of  
Chicago and Patrica Moy, University of Washington.

**Discussant:** H. Allen White  
Murray State University  
[Awhite@wk.net](mailto:Awhite@wk.net)

3:30-4:45 p.m.  
Salon C

Poster Session

*The Meaning of Glasnost: Content Analysis of Letters to the Editor in Two Soviet Newspapers.* Daniela Dimitrova University of Florida, Mark Lamias and Michael Traugott. The University of Michigan.

*Targeting Audiences and Communication Campaign Principles,* Robin L. Shepard and Garrett O'Keefe. University of Wisconsin-Madison.

*AMAZON.COM: The New Consumption Phenomenon,* Mohan Jyoti Dutta. University of Minnesota.

*The Effects of Working as a Poll Interviewer on Students' Attitudes Toward Polling and the Public,* Ken Blake and Teresa Mastin, Middle Tennessee State University.

*Public Opinion and the Senses of Humor,* Kimberly A. Neuendorf, Paul D. Skalski, Leo W. Jeffres, and David Atkin, Cleveland State University.

*Rural Nebraska in the New Millenium: Preferences and Expectations for the Future,* Becky Filkins. University of Nebraska-Lincoln.

*Screening for Household Composition in a State-wide Survey,* Ingrid Graf, University of Illinois-Chicago.

*Visual Imagery and Public Opinion During This Decade's "Hot Spots,"* Kim Bissel, Syracuse University.

*Identifying Measures of New Media Literacy in the United States and Germany,* Scott Forbes, Pennsylvania State University.

*Racial Cues and the Third Person Effect.* Kurt Neuwirth. University of Cincinnati and Edward Frederick, Marquette University.

*An Exploration of Factors Contributing to Public Opinion about the Internet,* Paul Skalski, Cleveland State University.

*Facing the Digital Future, Darkly: TV Station Manager Attitudes towards the Implementation of Digital Television,* Jeffrey Oberg and Benjamin J. Bates. University of Tennessee.

*The Final Frontier?: Exploring Communiobiological Determinants of Intentions to Adopt DTV.* David Atkin, Kim Neuendorf, Leo Jeffres, and Paul Skalski, Cleveland State University.

*Public Terror and Aviation Security,* J. Hinchliffe, University of Illinois at Urbana-Champaign.

*The Emerging 21<sup>st</sup> Century American Family.* Tom W. Smith. National Opinion Center, University of Chicago.

*Exploring Factors for Internet Adoption: Uses and Gratifications Approach and Media Substitution Hypothesis,* Mee-Eun Kang, Sookmyung Women's University.

3:45-6:00 p.m.

### Exhibits and Applications

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

5:00-6:00 p.m.

### Cocktail Pedagogy Hour

Presiding: Sherry Marcy, MAPOR President

Presenter: George Terhanian  
Harris Interactive

7:00 p.m.

### Welcome Dinner (Dutch Treat)

New and longtime members and guests are invited to join MAPOR's President, Sherry Marcy, and other MAPOR members for dinner. This will give everyone a chance to meet other MAPOR members and participants.

## Saturday, November 20<sup>th</sup>

8:00a.m.-Noon

Registration at the Intermezzo (coffee, tea, bakery)

8:30-10:00 a.m.  
Salon A

### Paper Session 6 Media and Credibility

Moderator: Thomas Johnson  
Southern Illinois University  
[tjohnson@siu.edu](mailto:tjohnson@siu.edu)

*Reflecting on the Media: Perceptions of Political Scandal Coverage and Press Credibility*, Elizabeth Skewes, Syracuse University.

*How News Media Credibility is Related to Support for Journalistic Rights*, Robert Wyatt, Ken Blake and Teresa Mastin, Middle Tennessee State University.

*Journalists as Expert Observers: Assessing Audiences and Communities*, Leo Jeffres and Jae-won Lee, Cleveland State University.

*The Reporting and Perception of Online Polls and Message Credibility*, Sung Tae Kim, David Weaver and Lars Willnat, Indiana University.

Discussant: Rob Daves  
Star Tribune (Minneapolis-St. Paul)  
[Daves@Startribune.com](mailto:Daves@Startribune.com)

8:30-10:00 a.m.  
Salon B

**Paper Session 7**  
**Perspectives of Public Opinion**

**Moderator:** Fang Wan  
University of Minnesota  
[xtwangfang@yahoo.com](mailto:xtwangfang@yahoo.com)

*American Elites and the General Public: A Comparison of Attitude Structures and Priorities on Foreign Affairs Issues During the 1990's*, Alvin Richman and David B. Nolle, U.S. Department of State and Eloise Malone, United States Naval Academy.

*Political Reasoning in a Social Context*, Weiwu Zhang, University of Wisconsin-Madison.

*Affect and Social Capital: Exploring the Roles of Emotional Experiences in Trust and More*, Nojin Kwak and Naewon Kang, University of Wisconsin-Madison.

*Attributions that Blacks and Whites Make About SES Differences Between Blacks and Whites*, Mattew Courser and Paul Lavakas, The Ohio State University.

*Predicting Misperceptions of Public Opinion about Environmental Issues*, Al Gunther. University of Wisconsin-Madison.

**Discussant:** Richard M. Perloff  
Cleveland State University  
[r.perloff@csuohio.edu](mailto:r.perloff@csuohio.edu)

8:30-10:00 a.m.  
Salon C

**Paper Session 8**  
**On-Line Survey Administration**

**Moderator:** Kurt Neuwirth  
University of Chicago  
[Kurt.Neuwirth@uc.edu](mailto:Kurt.Neuwirth@uc.edu)

*Effective Survey Administration on the Web*, Mick Couner, Mark Lumias and Michael Traugott, The University of Michigan.

*A Comparison between Mail and Web-based Surveys: Response Pattern, Data Quality, and Characteristics of Respondents*, Nojin Kwak and Barry T. Radler. University of Wisconsin-Madison.

*Response Comparison of a Survey Executed by Mail, E-Mail, and Web Site*, Craig Trumbo and Gi Woong Yun, University of Wisconsin-Madison.

*The Costs and Benefits of Conducting an Online Survey*, Jonathan Goldberg, Syracuse University.

**Discussant:** John F. Dillon  
Murray State University  
[john.dillon@murraystate.edu](mailto:john.dillon@murraystate.edu)

10:15-11:45 a.m.  
Salon A

**Paper Session 9**  
**Opinions About Our Society and Government**

**Moderator:** Garrett O'Keefe  
University of Wisconsin-Madison  
[gjokeefe@facstaff.wisc.edu](mailto:gjokeefe@facstaff.wisc.edu)

*News Magazine Coverage of Two Government Agencies: NASA and the USAF.* Glenn Tanner, H. Allen White and John Dillon, Murray State University.

*Majoritarian and Counter-Majoritarian Influences on the United States Supreme Court.* Pat Kennedy, Syracuse University.

*Mass Media and Political Socialization of Young Immigrants to the Dominant Society.* Hyo-Seong Lee, Southern Illinois University.

*Attempting to Obtain Public Opinion in the Realms of Congressional Districts, Through the Perception of African-American and/or Hispanic Constituents of a Congresswoman Whose District Has Been Redistricted by the Court System.* Amy Yeung, University of Chicago.

**Discussant:** Joey Blaine Reagan  
Washington State University  
[Reagan@wsunix.wsu.edu](mailto:Reagan@wsunix.wsu.edu)

10:15-11:45 a.m.  
Salon B

**Panel Session 1**  
**Political Marketing, Public Opinion, and the 2000 Election**

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

**Panelists:**

Bruce Newman, DePaul University  
Wayne Steger, DePaul University  
Dennis Johnson, George Washington School of Political Management  
Jon Gould, George Mason University



10:15-11:45 a.m.  
Salon C

**Paper Session 10  
Bias in Surveys**

Moderator: Nojin Kwak  
University of Wisconsin-Madison  
[Nkwak@students.wisc.edu](mailto:Nkwak@students.wisc.edu)

*An Exploration of Nonresponse Over time: Evidence from Brazil.*  
Leticia Marteleto, The University of Michigan.

*Estimation of Response Bias Due to Episodic Telephone Service.* Mindy Anderson-Knott and Danelle DeBoer. University of Nebraska-Lincoln.

*Compensating for Nontelephone Households in RDD Survey Estimates.*  
Paul Lavrakas, Elizabeth Stasny and Chandreyee Mitra, The Ohio State University.

Discussant: Michael Traugott  
The University of Michigan  
[mtrau@isr.umich.edu](mailto:mtrau@isr.umich.edu)

11:45 a.m.-1:45 p.m.

Lunch (On your own)

1:45 -3:15 p.m.  
Salon A

**Paper Session 11  
Polls and Political Participation**

Moderator: Alvin Richman  
U.S. Department of State  
[Richman@exchange.usia.gov](mailto:Richman@exchange.usia.gov)

*Demographics, Media Use and Voter Affect: An Analysis of the 1998 National Election Studies Data.* Bryan Denham, Clemson University.

*A Meta-Evaluation of Bandwagon and Underdog Effects Research.*  
Lillian Diaz-Castillo. The Ohio State University.

*Examining Differential Gain from Mass Media and their Implications for Participatory Behavior.* Dietram Scheufel, University of Wisconsin-Madison.

*Ethical Implications of Push Polls in Survey Research.* Martin Harris, Southwest Missouri State University and Bryan Denham, Clemson University.

Discussant: Paul J. Lavrakas  
The Ohio State University  
[lavrakas.l@osu.edu](mailto:lavrakas.l@osu.edu)

1:45 -3:15 p.m.  
Salon B

Paper Session 12  
Views of Our Society

Moderator: Amy Yeung  
University of Chicago  
[amy\\_yueng@yahoo.com](mailto:amy_yueng@yahoo.com)

*Relationship of Adolescents' Chemical Substance Use to Time Spent Reading, Talking on Telephones, and Watching Television and VCRs.* Cecilie Gaziano, Research Solutions, Inc.

*Synergy Bias: A Content Analysis of Evening Network News Examining Parent-Company Influence.* Dmitri Williams, The University of Michigan.

*Affluenza: Cultivation of Consumption.* Mark D. Harmon, University of Tennessee.

*Entertainment Media Use and Attitudes Concerning Women's Rights.* R. Lance Holbert, Dhavan V. Shah and Nojin Kwak, University of Wisconsin-Madison.

Discussant: Ernest A. Hakanen  
Drexel University  
[EAH22@Drexel.edu](mailto:EAH22@Drexel.edu)

1:45 -3:15 p.m.  
Salon C

Paper Session 13  
Story Framing

Moderator: Holly Harrison  
Abt Associates  
[Holly\\_Harrison@abtassoc.com](mailto:Holly_Harrison@abtassoc.com)

2. *Which Cancer is Worse?: How Media Frame Efficacy and Risk in Health Coverage.* Julie Andsager, Washington State University.

4. *The Impact of "Game Schematic" Framing On Information Gain and Campaign Evaluations.* Thomas A. Buhr and Nicolas A. Valentino and Matthew N. Beckman, The University of Michigan.

1. *A Synthesis of Framing.* Weiwu Zhang, University of Wisconsin-Madison.

3. *Building a Frame Around the Hogs: The Impact of News Story Structure on Audience Perceptions of a Public Policy Issue.* David Tewksbury, Jennifer Jones, Matthew Peske, Ashlea Raymond, and William Vig, University of Illinois at Urban-Champaign.

Discussant: Doris Graber  
University of Illinois-Chicago  
[Dgrab@uic.edu](mailto:Dgrab@uic.edu)

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Handwritten notes and signatures, including "JT pick" and "Doris Graber".

3:30-5:00 PM  
Salon A

Paper Session 14  
The Spiral of Silence

Moderator: Mohan J Dutta  
University of Minnesota  
[dutt0018@tc.umn.edu](mailto:dutt0018@tc.umn.edu)

*Does an Ill Wind Blow? Climate of Opinion and Opinion Expression during Presidential Campaigns.* Lewis Horner, University of Minnesota.

*Spiral of Opportunity and Frame Resonance,* Mark Miller, University of Tennessee.

*The Spiral of Silence Among Slovenian Citizens: Some Alternative Solutions,* Gregor Petric, University of Ljubljana.

*Pluralistic Ignorance and the Role of the Internet in Estimating Public Opinion,* Miyoung Oh, Southern Illinois University.

Discussant: K. Viswanath  
Ohio State University  
[vish+@osu.edu](mailto:vish+@osu.edu)

3:30-5:00 PM  
Salon B

Paper Session 15  
Survey Techniques

Moderator: Brian E. Harpuder  
Ohio State University  
[Harpuder.1@osu.edu](mailto:Harpuder.1@osu.edu)

*Using a Combination Method to Improve Mail Response Rates of Elite Populations: A Study of National Television Correspondents.* Cindy Price, Southern Illinois University.

*Reducing Costs of Recruiting for Survey Research Interviewers: Utilizing Community-Based Employment Programs,* Holly Harrison, Abt Associates.

*Using the Strengths and Limitations of Telephone Audio Computer-Assisted Self-Interviewing (T-ACASI): A Review and Evaluation,* David J. Mingay, University of Chicago Medical Center.

*An Examination of Contact Attempts for an RDD Study: The Buckeye State Poll,* Jeffery Stec, The Ohio State University.

Discussant: Steve Everett  
Public Affairs Office  
U.S. Air Force  
[Stephen.Everett@pentagon.af.mil](mailto:Stephen.Everett@pentagon.af.mil)

3:30-5:00 PM  
Salon C

**Panel Session 2**  
**Individual and environmental elements shaping the public opinion and voting processes.**

In Association with the Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communications.

**Chair/Moderator:** Fiona Chew, Syracuse University

**Panelists:**

Klaus Schoenbach, University of Amsterdam. *The relationship between media use, public opinion and voting.*

Doris Graber, University of Illinois. *A phenomenological perspective on processing campaign information.*

Rob Daves, Star Tribune (Minneapolis-St. Paul). *When polls may affect voter behavior: Some recent Minnesota case studies.*

Donna Charron, Lindenwood University. *Understanding the 'public' in public opinion: A Libertarian view of public opinion polls.*

5:00-5:30 p.m.  
Salon C

**Business Meeting**

5:30-6:30 p.m.  
Intermezzo

**Social Hour**

**Corporate and Institutional Sponsors  
1999 MAPOR Conference**

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**Institute for Policy Research, University of Cincinnati**

**Office of Communication Research, Middle Tennessee State University**