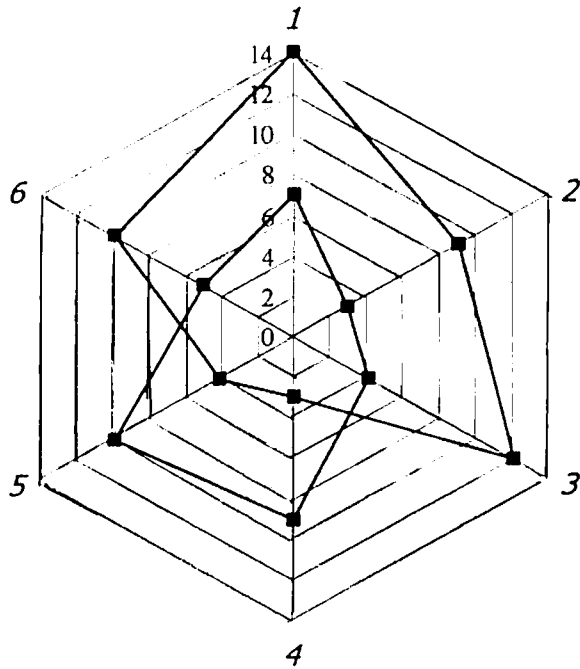


# The Web of Opinion:



Media,  
Measurement  
and Meaning

## MAPOR

*The 26th annual meeting of the*  
Midwest Association for Public Opinion Research

November 16-17, 2001  
Chicago, Illinois / Radisson Hotel & Suites

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## MAPOR Fellows

1988 - Doris Graber

1989 - George Donahue, Clarice Olien, & Phillip Tichenor

1990 - Jack McLeod

1992 - Donna Charron

1993 - David Weaver

1994 - George Bishop

1996 - Lee Becker

1997 - Paul Lavrakas

1998 - Leo Jeffres

1999 - M. Mark Miller

2000 - Cecilie Gaziano

## MAPOR Fellows Top Student Paper Award Winners

1998 - Dietram Scheufele and Patricia Moy, University of Wisconsin-Madison

1999 - Gregor Petric, University of Ljubljana (Slovenia)

2000 - Jennifer Oats-Sargent, University of Illinois at Urbana-Champaign

# Friday, November 16

8:30-5  
Intermezzo

Registration (coffee, tea, bakery) - **SPSS Exhibit**

10-11:30 a.m.  
PANEL  
Symphony A

**Public Opinion on the Web: A Technology Panel Discussion**  
*Co-sponsored by the Communication Theory & Methodology Division,  
Association for Education in Journalism and Mass Communication*

Moderator: Julie Andsager, Washington State

Panelists:

Roger Crockett, technology reporter, *Business Week*

Steve Jones, Chicago at Illinois; Association of Internet Researchers

Tamara Miller, Tennessee, Library Planning and Program Development

10 - 11:30 a.m.  
PAPER SESSION  
Symphony B

**Public Opinion in Our Daily Lives**

Moderator: Nina Jackson, Washington State

*Public Opinion, Reproductive Health and Communication in a Developing  
Country* - Kalyani Subbiah, Syracuse

*Public Opinion about Press Coverage of Genetically Modified Foods* -  
Kathleen Schmitt and Albert C. Gunther, Wisconsin-Madison

*Public Opinion about Environmental Issues and the Media: A Preliminary  
Agenda Setting Study* - Christine O'Brien, Michigan

*A Repertoire Approach to the Environmental Information Channels of  
Agricultural Producers* - Heather Ward, Wisconsin-Madison; Garrett J. O'Keefe,  
Colorado State; and Robin Shepard, Wisconsin-Madison

Discussant: Sharon Dunwoody, Wisconsin-Madison

10-11:30 a.m.  
PAPER SESSION  
Symphony C

**Sampling and Selection**

Moderator: K. Viswanath, National Cancer Institute

*A Snowball's Chance: Sampling Effects in a Survey on a Hot Topic* -  
Stephen E. Everett, DSD Laboratories, Inc.

*Response Rates, Coverage, and Costs: A Comparison of Three RDD Samples* -  
Lewis R. Horner, Ohio State

*The Effect of Monetary Incentives on Response Rates in an RDD Survey* -  
Lewis R. Horner, Erik R. Stewart, Dong Xie, and Paul Robbins, Ohio State

*Comparative Analysis of Within-Household Respondent Selection Techniques:  
A Mostly "Fugitive" Literature* - Cecilie Gaziano, Research Solutions, Inc.

Discussant: Allan McCutcheon, Gallup / Nebraska-Lincoln

# Friday, November 16

10-11:30 a.m.  
PAPER SESSION  
Dining Room,  
7th Floor

## Demographic Issues

Moderator: Bryan Denham, Clemson

*Sex and Presidential Approval: A Gender Gap, a Marital Status Gap, or What?* - David James Roe, Cincinnati

*Risk-Taking, Drugs and the Third-Person Perception Among Preteens* - Stephen A. Banning, Louisiana State

*Evaluating Graphical Response Choices for Children's Survey Instruments* - Reagan Wright Rosenberg and Miles Bryant, Nebraska

*Interpreting Age and Cohort Differences in Attitude Reports: Memory Ability Mediates the Size of Response Effects in Surveys* - Bärbel Knäuper, McGill, and Norbert Schwarz and Denise Park, Michigan

*The Importance of Assessing Opinion by Regions in a State Survey* - Karen E. Schnite, Northern Illinois

Discussant: Donna Rouner, Colorado State

11:45-1:15  
LUNCHEON  
Encore  
[ticket required]

## MAPOR Luncheon

Presiding: William Rosenberg, President

MAPOR Fellow Top Student Paper Award presentation

Keynote Speaker: Kathleen Frankovic, director of polling, CBS News  
*September 11, 2001: Polling in Times of Crisis*

1:30- 3 p.m.  
PAPER SESSION  
Symphony A

## Reliability and Validity

Moderator: Tudor Vlad, Georgia

*The Relationship Between Telephone Interviewer Attitudes and Non-Response* - Mary Outwater, Ohio State

*Measuring the Meaning of No Opinion on the Web* - George Bishop and B. J. Jabbari, Cincinnati

*Item-Nonresponse, Measurement Error, and the 10-point Response Scale* - Matthew Courser, Ohio State, and Paul Lavrakas, Nielsen Media Research

*Use of Reliability Indicators as Tools for Improving Data Quality of Computer-Based Surveys* - Andrey Peytchev and Emilia Petrova, Nebraska-Lincoln

*Assessment of the Validity and Reliability of a Research Instrument or Questionnaire* - Lazarous Mbulo, Nebraska-Lincoln

Discussant: Joey Reagan, Washington State

# Friday, November 16

1:30-3  
PANEL  
Symphony B

## Coloring the World: Race, Media, and Public Opinion

Moderator: Brian D. McKenzie, Michigan

Panelists:

*Inclusion or Illusion? How the Media Interpreted the 2000 Republican Convention* - Tasha S. Philpot, Michigan

*The Effects of Black Media on White Racial Attitudes* - Ismail K. White, Michigan

*Media and Black Common Fate* - Harwood K. McClerking, Ohio State

*Responding to Predicaments: The 2001 Flag Referendum in Mississippi* - D'Andra Orey, Nebraska-Lincoln

1:30-3  
PAPER SESSION  
Symphony C

## Participation in Civic Affairs

Moderator: Gill Welsch, Murray State

*Opinion Leadership: Revisiting a Key Concept in Public Opinion Research* - Dietram A. Scheufele, Cornell, and Dhavan Shah, Wisconsin-Madison

*Measuring Civic Engagement: Dimensions and a Typology* - Richard Schuldt, Barbara Ferrara, Ed Wojcicki, and Sean Hogan, Illinois at Springfield

*Measuring Audience Behavior in the New Communication Landscape: Implications for Political Participation* - Gerald M. Kosicki and Yangyang Yuan, Ohio State

*Public Opinion Formation on the Internet: How and Why do Grassroots Campaigns on the Internet Work?* - Hyun Soon Park, Michigan State

*Frame Exclusivity vs. Frame Emphasis: Implications for Civic Engagement* - Jessica Zubric, Michael P. Boyle, and Cory L. Armstrong, Wisconsin-Madison

Discussant: Patricia Moy, Washington

3:15 - 4:45  
POSTER SESSION  
Intermezzo

*What's the Story? Government Influence on Reporting About Air Transportation Safety* - Joseph Hinchliffe, Illinois at Urbana-Champaign

*Effects of Source and Situation on News Story Belief: An Experiment from the 2000 Presidential Election* - Kenneth R. Blake, Robert Wyatt, and Kelley Dodd, Middle Tennessee State

*Adolescent Alcohol Expectancies in China* - Zhiling Liu and Bing Liu, Nebraska-Lincoln

*Reality Shows and Uses and Gratifications* - Tak Shing (Leo) Chan, Southern Illinois

# Friday, November 16

**3:15 - 4:45**  
POSTER SESSION  
Intermezzo

*Ethnic Images, 1990-2000* - Tom W. Smith, NORC/University of Chicago

*Racial Cues and Third-, First-, and Second-Person Effects* -  
Edward Frederick, Southern Mississippi, and Kurt Neuwirth, Cincinnati

*Who We Are, Who We Want to be, Who We Will Be: Constructions of Gender Roles in Children's Saturday Morning Programming* - Nina L. Jackson, Washington State

*Identifying and Testing the Factors Underlying Public Support for Freedom of Expression* - Dana Bagwell, Washington

*The Web of Marriage: An Analysis of Indian Matrimonials on the Web* - Mohan Jyoti Dutta-Bergman, Purdue, and Alicia April Dutta-Bergman, Augsburg College

*Behind the Curtain: Attitudes and Opinions of X-Rated Movie Viewers* - Michael P. Boyle, Cory L. Armstrong, Dhavan V. Shah, and Douglas M. McLeod, Wisconsin-Madison

*When Congressional Candidates Spend Campaign Cash on Polling* - Mark D. Harmon, Tennessee

*A Comparison of the Relationship Between the Press, the President and the Public on the Drug Issue: Within and Between Presidency* - Jongbae Hong, Southern Illinois

*Internet Adoption Among Public Relations Practitioners* - Ahmad Sharif and Maria Raicheva, Southern Illinois

*The Mediating Role of U.S. News Media and the News Web in the Political Socialization of Korean Immigrants to the Host Society* - Hyo-Seong Lee, Southern Illinois

**4:15 - 5:15**  
Intermezzo

**Reception** (cash bar)

5 - 6 p.m.  
Symphony A

**Cocktail Pedagogy Hour**

Speaker: Paul Lavrakas, Nielsen Media Research  
*A Multimode, Multimethod Approach to Increasing Response Rates and Data Quality in NMR's Diary Research*

7 p.m.  
Meet in lobby

**President's Welcome Dinner (Dutch Treat)**

Members and guests are invited to join MAPOR's president, William Rosenberg, and other MAPOR members for dinner. (Restaurant to be announced.)

# Saturday, November 17

8 - 12  
Intermezzo

**Registration** (coffee, tea, bakery)

8:30 - 10  
PAPER SESSION  
Symphony A

## **Presidency and Public Opinion**

Moderator: Reagan Wright Rosenberg, Nebraska

*The Buck Stops Here: Exploring Formal and Informal Methods of Gauging Public Opinion in the Truman White House* - Brandon Rottinghaus, Northwestern

*The Role of Party Endorsements in Presidential Nominating Campaigns* - Wayne P. Steger, DePaul

*The Past and the Future: Determinants of the 2000 Presidential Election* - James R. Masterson, Cincinnati

*What Really Moves Public Opinion? Campaign Coverage and Public Opinion Polls in the 2000 U.S. Election* - Young Jun Son and David H. Weaver, Indiana

Discussant: Thomas Johnson, Southern Illinois

8:30 - 10  
PAPER SESSION  
Symphony B

## **Asian Opinion**

Moderator: Matt Nisbet, Cornell

*Public Perceptions of Polling and Public Opinion in Asia: The Case of Singapore* - Waipeng Lee, Nanyang Technological University; Lars Willnat, George Washington; and Ben Detenber, Nanyang Technological University

*Newspaper Ownership in Korea and the Topics of Polls in Online Versions of Newspaper* - Irkwon Jeong, Ohio State

*Media Exposure and Acculturation of Students from P. R. China in American Universities* - Li Zeng, Southern Illinois

*Breaking Barriers: India in ICE Age* - R. Manavala Bhuvanagavan and Aarti Nipun Patel, University of Madras, India

Discussant: Fiona Chew, Syracuse

# Saturday, November 17

8:30 - 10  
PAPER SESSION  
Symphony C

## **Processing Controversial Issues**

Moderator: Christine O'Brien, Michigan

*Probing Psychological Processes Underlying Framing Effects: Knowledge Activation as a Mediator of News Frame Effect on Social Judgment* - Jaeho Cho and Heejo Keum, Wisconsin-Madison

*The Impact of Interest Group and News Media Framing on Public Opinion: The Rise and Fall of the Clinton Health Care Plan* - Jennifer C. Koella, Tennessee

*Media Exposure and Information Processing as Predictors of Concern About Victimization and Support for the Death Penalty* - William P. Eveland, Jr., Ohio State, and Dhavan V. Shah, Wisconsin-Madison

*Punishing the Heinous: How the McVeigh Execution Affected Support for the Death Penalty* - David P. Fan, Minnesota, Kathy Keltner and Robert O. Wyatt, Middle Tennessee State

*Did the September 11, 2001 Terrorists Accomplish Their Goals?* - David P. Fan, Samantha Kenning, Jensen Moore, and Betsy Neibergall, Minnesota

Discussant: Gerald Kosicki, Ohio State

10:15 - 11:45  
PAPER SESSION  
Symphony A

## **Journalistic Decisions**

Moderator: Li Zeng, Southern Illinois

*Routinizing the Acquisition of Raw Materials: A Comparative Study of News Construction in a Single Community* - Lee B. Becker, Heidi Hatfield Edwards, Tudor Vlad, George L. Daniels, Edward M. Gans, and Namkee Park, Georgia

*How Much Will This Story Cost? Budgetary Constraints and Other Factors in the Job Satisfaction of Network Television News Correspondents* - Cindy J. Price, Wyoming

*Negotiating the Quagmire: How Ethics of Online Editors are Shaped by News Values and Other Factors* - Thomas J. Johnson and James D. Kelly, Southern Illinois

*Social Dimensions of Journalistic Ethics Decisions: A Comparative Study* - Dan Berkowitz, Iowa; Yehiel Limor, Tel-Aviv; and Jane Singer, Iowa

Discussant: Wayne Wanta, Missouri



# Saturday, November 17

## 3:30 - 5 PAPER SESSION Symphony A

### Developing Opinion

Moderator: Lisa Thalji, Research Triangle Institute

*The Normative Influence of Perceived In-Group Support on Expressed Opinions* - Gregory W. Gwiasda, Carroll J. Glynn, and Andrew F. Hayes, Ohio State

*The Effect of New Information on Poll Respondents' Opinions* - Lewis R. Horner and Eric S. Fredin, Ohio State

*From Personal toward Perceived Public Opinion: Computer-Supported Social Networks as Mediators* - Stella Chih Yun Chia and Kerr-hsin Lu, Wisconsin-Madison

*The Connections between Local Television News Use and Political Knowledge* - Todd Trautman, Illinois at Urbana-Champaign

Discussant: Dietram Scheufele, Cornell

## 3:30 - 5 PAPER SESSION Symphony B

### All Internet, All the Time

Moderator: Leigh Moscovitz, Indiana

*For Whom the Web Toils: How Internet Experience Predicts Web Reliance and Credibility* - Thomas J. Johnson, Southern Illinois, and Barbara K. Kaye, Tennessee

*Use and Believability of the Internet Versus Traditional Media for Nine Topics* - Joey Reagan, Bruce Pinkleton, and Rick Busselle, Washington State

*Using the Internet to Survey a Czech Network of Health Professionals* - Fiona Chew, Syracuse; Beverly Jensen, Jensen Communications; Sushma Palmer, Center for Communications Health & the Environment; Hana Sovinova, National Institute of Public Health, Prague; and Rudolf Poledne, Czech Institute of Clinical and Experimental Medicine

*The Use of an Internet-Based Survey Tool to Measure Patient and Physician Perspectives on E-Mail Communication* - Jay Ford and Gi Woong Yun, Wisconsin-Madison

*Expectancy-Value Theory: Explaining Motivations for Internet Use Among College Students* - Rey G. Rosales, Lewis, and Thomas Johnson, Southern Illinois

Discussant: David Atkin, Cleveland State

# Saturday, November 17

3:30 - 5  
PAPER SESSION  
Symphony C

**Community Structures**  
Moderator: David Roe, Cincinnati

*Communication Influences on Citizen Competence* - Weiwu Zhang, Austin Peay State

*Pride in Institutions* - Thomas Lamatsch and Jacqueline M. Peltier, Nevada-Las Vegas

*Agenda Building and Community Structural Pluralism: Local, State and National News About Breast Cancer* - Beverly Martinson and Douglas Blanks Hindman, North Dakota State

*The Role of Community Structure on Gender Representations in Newspaper Coverage* - Cory L. Armstrong, Wisconsin-Madison

Discussant: Angela Powers, Northern Illinois

5 - 5:30  
Symphony C

**Business Meeting**  
Presiding: William Rosenberg, Drexel

5:30 - 6:30  
Intermezzo

**Reception** (cash bar)

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