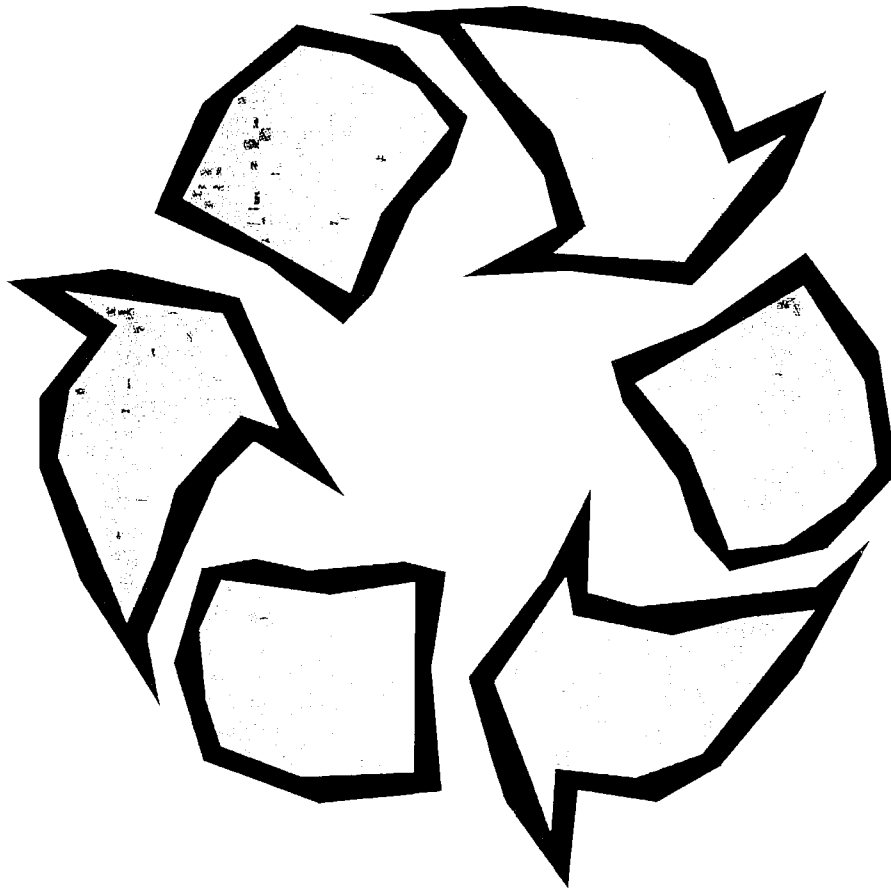


**CONFLICT AND CONSENT:
Public Opinion in Times of Transition**



Midwest Association for
Public Opinion Research

CHICAGO, ILLINOIS

November 22-23, 2002

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Friday Morning Sessions

8:45 – 10:15

Session 1: Knowledge Gaps (Salon A)

Moderator: Teresa Mastin (Middle Tennessee State University)

Explaining public affairs knowledge gaps: The roles of education, motivation, and mass media

Cecilie Gaziano (Research Solutions, Inc.) and Martha Farrell Erickson (University of Minnesota)

2 *Structural and individual determinants of knowledge and participation gaps at the individual and community level*

Jaeho Cho and Douglas M. McLeod (University of Wisconsin-Madison)

3 *Applying the knowledge gap framework to identify communication opportunities for health promotion*

Fiona Chew and Kalyani Subbiah (Syracuse University)

4 *When it comes to the big "C": Understanding knowledge levels and the knowledge gap on breast cancer among Hispanic women*

Kun Gao (Syracuse University)

Discussant: K. Viswanath, National Cancer Institute

Session 2: Engagement and Community (Salon B)

Moderator: Douglas Hindman (Washington State University)

5 *Political discussion networks and political engagement: Talk the walk or walk the talk*

Hernando Rojas, So-Hyang Yoon, Seungahn Nah, Dhavan V. Shah, Douglas M. McLeod, and Zhongdang Pan (University of Wisconsin-Madison)

6 *Rethinking the virtuous circle: Reciprocal relationships between communication and civic engagement*

Heejo Keum, Jaeho Cho, Hernando Rojas, Dhavan V. Shah, Douglas M. McLeod, and Zhongdang Pan (University of Wisconsin-Madison)

7 *Media use, consumer culture, and civic engagement: Exploring assumptions and testing effects*

Heejo Keum, Narayan Devanathan, Elliot Hillback, Sameer Deshpande, Michelle R. Nelson, and Dhavan V. Shah (University of Wisconsin-Madison)

8 *The myth of edge cities*

Woody Carter, Robert Frolick, and Tim Frye (Metro Chicago Information Center)

9 *Dimensions and directions in the study of community pluralism*

Cory L. Armstrong (University of Wisconsin-Madison)

Discussant: Douglas Hindman (Washington State University)

10:30 – 12:00

Session 3: Religion and Trust (Salon A)

Moderator: Cecillie Gaziano (Research Solutions, Inc.)

- 1. *Preaching tolerance? Religion, political talk, and support for gay rights*
Matthew C. Nisbet, Erik C. Nisbet, and Yemi K. Rose (Cornell University)
- 2. *The religious factor in public opinion on science and technology*
Nancy K. Enright (University of Cincinnati)
- 3. *Religion, rallying effects, and mass media after September 11*
Dietram A. Scheufele, Matthew C. Nisbet, and Allison Komet (Cornell University)
- 4. *Media, institutional trust and public opinion: The case of agricultural biotechnology*
Dominique Brossard and Matthew C. Nisbet (Cornell University)
- 5. *Conceptualizing trust: Its causes, components and consequences*
Seungahn Nah, Sameer Deshpande, Michael McCluskey, Elliott Hillback, Zhongdang Pan, Dhavan V. Shah, and Douglas M. McLeod (University of Wisconsin-Madison)

Session 4: Media Effects (Salon B)

Moderator: Julie Andsager (Washington State University)

- 1. *Media priming and citizen reasoning processes in the evaluation of the Ohio governor*
Gerald M. Kosicki and Yangyang Yuan (Ohio State University)
- 2. *As seen on tv: Do media violence and pornography affect viewers outside of the laboratory?*
Samuel D. Bradley (Indiana University)
- 3. *The protest paradigm and the WTO: Media portrayals of public opinion*
Patricia Moy (University of Washington), Michael R. McCluskey (University of Wisconsin-Madison), Keiko Tanaka (University of Washington), and Marcos Torres (University of Washington)
- 4. *Newspaper opinion and conflict: An analysis of social control and 'guard dog' roles*
Nikhil Moro (Ohio State University)
- 5. *Media system dependency and public support for the press and president*
Douglas Hindman (Washington State University)

Discussant: Julie Andsager (Washington State University)

Session 5: 9/11 and the War on Terrorism (Salon C)

Moderator: F. Gilland Welsch (Murray State University)

- 1.8 *Mass media and the war on terror: Should we believe what we hear?*
Jessie Moskal (Indiana University)
- 2.1 *Partisan differences in responses to the September 11th terrorist attacks*
Kenneth A. Rasinski and Tom W. Smith (NORC, at the University of Chicago)
- 2.2 *The pen and the sword: News coverage and public opinion of president Bush and the war on terrorism*
Joe Cutbirth (Columbia University)
- 2.3 *Person effects and the war on terrorism: Motivational and processing mechanisms*
Kurt Neuwirth (University of Cincinnati), Edward Frederick (University of Wisconsin-Eau Claire), and Charles Mayo (University of Southern Mississippi)
- 2.4 *Information seeking and emotional reactions to the September 11 terrorist attacks*
Michael P. Boyle, Mike Schmierbach, Cory L. Armstrong, Zhongdang Pan, Dhavan V. Shah, and Douglas M. McLeod (University of Wisconsin-Madison)

12:15 – 1:45

MAPOR Annual Awards Luncheon

Chair: K. Viswanath, National Cancer Institute
President, MAPOR

Speaker: Mark Schulman, Ph.D.
President, American Association for Public Opinion Research
President, Schulman, Ronca, & Bucuvalas, Inc., New York, NY

Friday Afternoon Sessions

2:00 – 3:30

Session 6: Survey Methodology (Salon A)

Moderator: Moh Yin Chang (University of Nebraska-Lincoln)

- 25 *The use of web-based instant messaging as a research tool*
Rohit Tote (Syracuse University)
- 26 *Best practice models for the use of web surveys: Questions the non-profit world should consider*
William L. Rosenberg (Drexel University)
- 27 *Preference separability and survey context effects*
Mihye Seo and Kaiya Liu (Ohio State University)
- 28 *Interviewers' self-efficacy and their overall performance in telephone interview*
Dong Xie (Ohio State University)
- 29 *Reliability and validity of supervisor's ratings of interviewer's performance in telephone interview: An exploratory analysis*
Dong Xie (Ohio State University)

Discussant: Bryan E. Denham (Clemson University)

Session 7: Polling on the Issues (Salon B)

Moderator: Matthew C. Nisbet (Cornell University)

- 30 *Determinants of opinions on homosexuals: Political ideologies and stands on other social issues*
Gary Hicks (Southern Illinois University-Edwardsville) and Tien-tsung Lee (Washington State University)
- 31 *Rethinking capital punishment: Is media exposure central to America's changing attitudes toward the death penalty?*
Leigh Moscovitz (Indiana University)
- 32 *Question wording and capital punishment: Do we overestimate support for the death penalty?*
Thomas Lamatsch and Jacqueline M. Peltier (University of Nevada- Las Vegas)
- 33 *How attitudes influence public opinion about U.S. slave reparations*
Shelly Campo (Cornell University), Teresa Mastin (Middle Tennessee State University), and M. Somjen Frazer (Cornell University)
- 34 *Issue publics: Domain-specific issue salience and communication*
Young Mie Kim (University of Illinois at Urbana-Champaign)

Discussant: Patricia Moy (University of Washington)

Session 8: Framing (Salon C)

Moderator: Cory L. Armstrong (University of Wisconsin-Madison)

- 35 *Examining one medium's role in shaping public opinion regarding upstate New York land claims*
M. Somjen Frazer (Cornell University), Shelly Campo (Cornell University), and Teresa Mastin (Middle Tennessee State University)
- 36 *Frame combinations, ethical interpretations, and moral conflict: Non-linear effects on electoral judgment and civic participation*
Dhavan V. Shah and Heejo Keum (University of Wisconsin-Madison)
- 37 *Framing Watergate: A content analysis of the Washington Post's coverage of the Watergate scandal*
F. Gilland Welsch and H. Allen White (Murray State University)
- 38 *Media salience, framing and individual opinion in an election campaign*
Young Jun Son and David H. Weaver (Indiana University- Bloomington)
- 39 *The effect of value conflict in frames on public opinion*
Deborah Bush Haffey (Cedarville University)

Discussant: Weiwu Zhang (Austin Peay State University)

3:45 – 5:15

Session 9: The Impact of Media on Opinion (Salon A)

Moderator: David Tewksbury (University of Illinois at Urbana-Champaign)

- 40 *Elite messages and public opinion: An analysis of support for the Ohio supreme court*
Matthew W. Courser (Ohio State University)
- 41 *How cosmopolites react to messages: America under attack*
Cheryl Campanella Bracken, Jennifer Kopfman, Leo Jeffres, and Kim Neuendorf, Fani Moulla (Cleveland State University)
- 42 *Using (not explaining) third person effects*
Leo W. Jeffres, Kimberly Neuendorf, Cheryl Bracken, and David Atkin (Cleveland State University)
- 43 *The cause of third-person effect and censorship attitudes: Attribution theory and the role of perceived media nature*
Kerr-Hsin Lu and Stella C. Chia (University of Wisconsin-Madison)
- 44 *The influences of perceived opinion climate on willingness to express opinions: Perceived difference between 'we' and 'they'*
Hyunseo Hwang (University of Wisconsin-Madison)

Discussant: David Tewksbury (University of Illinois at Urbana-Champaign)

Session 10: Polling the Next Generation (Salon B)

Moderator: Cindy Chatt (University of Nebraska-Lincoln)

- 45 *A typology of musical preferences among 18-34 year olds in the United States*
Paul J. Lavrakas (Nielsen Media Research) and Nikolas J. Lavrakas
- 46 *Internet use vs. television use by 18-34 year olds: Results of a national survey*
Gerald A. Kosicki (Ohio State University) and Paul J. Lavrakas (Nielsen Media Research)
- 47 *Kids voting and the value of political knowledge*
Patrick Meirick and Daniel Wackman (University of Minnesota-Twin Cities)
- 48 *Gauging media career interests of the next generation: A survey of urban high school students in times of transition*
George L. Daniels (University of Georgia)
- 49 *Communication entry-level professionals' attitudes toward unions and workplace rights*
Hugh J. Martin, Tudor Vlad, and Lee B. Becker (University of Georgia)

5:30 – 6:30

MAPOR Pedagogy Session (Salon A)

Chair: K. Viswanath, National Cancer Institute
President, MAPOR

Speaker: Arthur Stone, Ph.D.
Professor and Vice Chair, Stony Brook University, NY
Associate Chair, Scientific Advisory Board, Invivo Data, Scotts Valley, CA

Saturday Morning Sessions

8:45- 10:15

Session 11: Health and Prescription Drugs (Salon A)

Moderator: Steve Everett (DSD Laboratories, Inc.)

- 30 *Direct-to-consumer prescription drug advertising: Understanding its consequences*
Jisu Huh and Lee B. Becker (University of Georgia)
- 31 *Feeling down but not out: The discrepancy between public opinion and direct-to-consumer psychotropic prescription drug advertising*
Julie Andsager (Washington State University)
- 32 *Can health-related and general personality traits predict television program viewing patterns and leisure time use?: Exploring links between personality and television program viewing and leisure time use*
SooHong Kim (Syracuse University)
- 33 *Young adults tobacco use patterns: Analysis of the 2000 national health interview survey*
Moh Yin Chang (University of Nebraska-Lincoln)

Discussant: Steve Everett (DSD Laboratories, Inc.)

Session 12: Presidential Elections (Salon B)

Moderator: Thomas J. Johnson (Southern Illinois University-Carbondale)

- 34 *Who cares about the issues? Issue voting and the role of news media during the 2000 presidential election*
Sei-Hill Kim (Saint Mary's College), Dietram A. Scheufele (Cornell University), and James Shanahan (Cornell University)
- 35 *The big dog that did not run: An analysis of president Clinton's role in the 2000 presidential election*
Justin R. Horvath (University of Michigan)
- 36 *Candidate image, issues, and party identification in 2000 presidential election: Being primed or muted by media and interpersonal communication*
Jaeho Cho (University of Wisconsin-Madison)
- 37 *The 2000 national election studies: A conceptual and methodological critique of Selected Issue Items*
Bryan E. Denham (Clemson University)
- 38 *Who is going to win the election? News media effect on voters' predictions of election outcomes and voting behaviors during the 1996 presidential election*
Sei-Hill Kim and Vicente Berdayes (Saint Mary's College)

Discussant: Thomas J. Johnson (Southern Illinois University-Carbondale)

10:30-12:00

Session 13: 9/11: Media and Opinion (Salon A)

Moderator: Lynne Smathers (University of Nebraska-Lincoln)

- 50 *Mass media and rally effect in international crisis: Media's social integrative role in the wake of Sept. 11 terrorist attacks*
Fang Yang (Cornell University)
- 60 *News media use, civic engagement, and social capital after September 11, 2001*
Johnny Sparks, Weiwu Zhang, and Ellen Kanervo. (Austin Peay State University)
- 61 *Coverage of the '911' attack in U.S. and U.K. major newspapers*
Li Zeng (Southern Illinois University-Carbondale)
- 62 *College students' views on news coverage and news viewing habits after September 11*
Tak Shing (Leo) Chan (University of Wisconsin-Whitewater)
- 63 *Two national tragedies: Public reaction to president Kennedy's assassination and the September 11th terrorist attacks*
Tom W. Smith and Kenneth A. Rasinski (University of Chicago)

Discussant: Dietram A. Scheufele (Cornell University)

Session 14: Internet Use (Salon B)

Moderator: Elza Ibroscheva (Southern Illinois University-Carbondale)

- 64 *Around the world wide web in 80 ways: How motives for going online are linked to internet activities among politically interested internet users*
Thomas J. Johnson (Southern Illinois University-Carbondale) and Barbara K. Kaye (University of Tennessee)
- 65 *Audience specialization in the use of online news sites*
David Tewksbury (University of Illinois at Urbana-Champaign)
- 66 *Internet use and gratifications gained: Rethinking the digital divide*
Jaeho Cho, Abhiyan Humane, Hyunseo Hwang, Seungahn Nah, Hernando Rojas, Homero Gil de Zuniga, Greg Downey, and Dhavan V. Shah (University of Wisconsin-Madison)
- 67 *Displacement effects of internet use on mass media as sources of advertising information*
James C. Tsao and Stanley D. Sibley (University of Wisconsin-Oshkosh)
- 68 *Dependency relations and the time spent on web-based online news: Predicting the amount of time spent on web-based online news in general, international news and national news*
Jin Yang (Southern Illinois University-Carbondale)

Session 15: Posters (Intermezzo)

- 5. *Dimensions of civic behavior: The role of mass media and interpersonal communication*
Ellen Kanervo and Weiwu Zhang (Austin Peay State University)
- 6. *Information processing, person-effects, and voting in the Mississippi flag referendum*
Kurt Neuwirth (University of Cincinnati), Edward Frederick (University of Wisconsin-Eau Claire), and Charles Mayo (University of So. Mississippi)
- 7. *Effects of questionnaire and fieldwork characteristics on response rates*
Krisztina Marton and Gerald M. Kosicki (Ohio State University)
- 8. *In black and white: Public opinion of U.S. slave reparations*
Teresa Mastin (Middle Tennessee State University), Shelly Campo (Cornell University), and M. Somjen Frazer (Cornell University)
- 9. *An attenuating influence on third-person persuasion: Over-generalizing from small samples*
H. Allen White (Murray State University)
- 10. *Are Las Vegas residents typical Americans?*
Noah Wheatley (University of Nevada-Las Vegas)
- 11. *Assessing the predicting power of mediating variable of health belief model on nutrition behavior in the Czech Republic*
SooHong Kim (Syracuse University)
- 12. *Local unemployment, media use and consumer confidence*
Lewis R. Horner (Ohio State University)
- 13. *The cultivation of international students*
Roger Haney and Celia Wall (Murray State University)
- 14. *Go ahead and make my spam: A survey of college students' attitudes, motivations and use of spam email*
Rey Rosales and Tim Veleker (Lewis University)
- 15. *The relationship between intercultural communication apprehension and intercultural conflict management styles: A comparison between U.S. and Korean college students*
Jongbae Hong (Southern Illinois University-Carbondale)
- 16. *Media credibility post 9/11: A rebound, but no redemption*
Kenneth R. Blake, Robert O. Wyatt, and Teresa Mastin (Middle Tennessee State University)
- 17. *Effects of the press on opinion in countries around the world concerning the Israeli/Palestinian conflict*
David P. Fan (University of Minnesota)
- 18. *Internet filtering decisions in public libraries: Making policy choices in a volatile legal and social climate*
Michael R. McCluskey (University of Wisconsin-Madison)

Saturday Afternoon Sessions

1:30 – 3:00

Session 16: Panel: Public Opinion at the Crossroads: Questioning Assumptions in a Time of Transition (Salon A)

DEDICATED TO ERIC FREDIN (OHIO STATE UNIVERSITY)
COLLEAGUE & PUBLIC OPINION SCHOLAR

Chair and Organizer: Richard M. Perloff (Cleveland State University)

Illusions of public opinion: The case of "intelligent design".
George F. Bishop (University of Cincinnati)

There is no public sphere: Rational-critical political thought as disincentive for political participation.
Robert O. Wyatt (Middle Tennessee State University)

False starts, dead ends, and new opportunities in public opinion research.
Scott Althaus (University of Illinois)

The scary world of mass communication and public opinion research: Critical perspectives.
Richard M. Perloff (Cleveland State University)

A conflict functionalist and health campaign approach to public opinion research.
K. Viswanath (National Cancer Institute)

Session 17: Non-response and Missing Data (Salon B)

Moderator: Allan L. McCutcheon (University of Nebraska-Lincoln)

Ⓔ *An experimental testing of format changes to reduce missing data in the Nielsen tv diary*

Kenneth W. Steve (Nielsen Media Research) and Paul J. Lavrakas (Nielsen Media Research)

Ⓙ *Reducing non-response among targeted demographic subgroups using larger cash incentives*

Norman Trussell and Paul J. Lavrakas (Nielsen Media Research)

Ⓝ *Non-response bias, context dependency, social desirability and response set: An experimental comparison of web vs. telephone surveys*

William P. Eveland, Jr., Matthew Eastin, Krisztina Marton, Kaiya Liu, & Li Cai (Ohio State University)

Discussant: Allan L. McCutcheon (University of Nebraska-Lincoln)

3:15 – 4:45

Session 18: The Internet: Its Politics and Effects (Salon A)

Moderator: Joe Cutbirth (Columbia University)

- 72 *Digital divide and the perils of e-voting*
Chris Morgan and Sung Tae Kim (DePaul University)
- 73 *Indiana's general assembly on the web: Do newspaper journalists pay attention?*
Elizabeth K. Viall (University of Texas of the Permian Basin)
- 74 *Cosmopolitanism in the internet age*
Leo W. Jeffres, Kimberly Neuendorf, and David Atkin (Cleveland State University)
- 75 *Building a web of trust: Testing the Gamson hypothesis on politically interested internet users*
Thomas J. Johnson (Southern Illinois University) and Barbara K. Kaye (University of Tennessee)

Session 19: International (Salon B)

Moderator: Lee B. Becker (University of Georgia)

- 76 *Public response to the dual transition in post-communist Poland*
Sandra Marquart-Pyatt (Ohio State University)
- 77 *The spiral of silence and the issue of Korean unification: Normative vs. informational influences of public opinion*
Sei-Hill Kim (Saint Mary's College), Miejeong Han (Sungkyul University), and James Shanahan (Cornell University)
- 78 *From one union to another: Media, Baltic public opinion and the quest for EU membership*
Janis Cakars (Indiana University-Bloomington)
- 79 *Has the end of the cold war left a warm feeling? An examination of the relationship among ethnocentrism, the mass media and attitudes towards Russians and Eastern Europeans*
Elza Ibroscheva (Southern Illinois University-Carbondale)
- 80 *Talking about the 'sunshine' policy on North Korea: A test of the spiral of silence as a theory of powerful media effects*
Sei-Hill Kim (Saint Mary's College), Miejeong Han (Sungkyul University), and Vicente Berdayes (Saint Mary's College)

Discussant: Thomas Lamatsch (University of Nevada- Las Vegas)

5:00 – 6:00

Business Meeting (Salon C)