

# Changing Opinion Climates: Challenges for Theory and Research

November 17-18, 2006 Radisson Hotel & Suites, Chicago

Annual Conference of the Midwest Association for Public Opinion Research



## Changing Opinion Climates: Challenges for Theory and Research

November 17-18, 2006 Radisson Hotel & Suites, Chicago

Annual Conference of the Midwest Association for Public Opinion Research

## **MAPOR Officers 2005 – 2006**

President

Vice President/President-elect

Past President Secretary-Treasurer Program Chair Program Co-Chair

rogram co-chan

Dietram A. Scheufele. University of Wisconsin-Madison David Tewksbury. University of Illinois-Champaign Douglas Blanks Hindman, Washington State University

H. Allen White, Murray State University Ward Kay. Adirondack Communications

John Loft, RTI International

Executive Board Members

Tudor Vlad, University of Georgia Weiwu Zhang, Austin Peay State University

Bob Belli. University of Nebraska-Lincoln Dominique Brossard, University of Wisconsin-Madison

#### MAPOR Fellows

1988 - Doris Graber

1989 - George Donohue, 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

2002 - Michael Traugott

2003 - Richard Perloff

2004 - Rob Daves

2005 - Sharon Dunwoody

### **2006 MAPOR Conference Sponsors**

MAPOR thanks this year's conference sponsors for their generous support.

#### **Event Sponsors**

The Everett Group – Saturday Breakfast Buffet
The Gallup Organization – Friday Luncheon
Marketing Systems Group – Pedagogy Hour
NORC – Saturday Farewell Cocktail Reception
SPSS, Inc. – Friday Breakfast Buffet

#### **Major Sponsors**

Arbitron CfMC Research Solutions RTI

#### **Academic Sponsors**

Northwestern University Institute for Policy Research

Many organizations and individuals have provided financial support to MAPOR over the years. Sponsors and underwriters allow MAPOR to keep its conference and membership dues reasonable. Sponsors also allow MAPOR to subsidize student attendees' costs. If your organization would like to become a MAPOR sponsor, contact president-elect David Tewksbury.

#### FRIDAY NOVEMBER 17

8:30 am - 5 pm Registration Intermezzo

8:30 am - 10 am Breakfast Buffet Intermezzo Sponsored by SPSS, Inc.

10 am - 11:30 am International Opinion Symphony A

Moderator: Kristen Landreville, Ohio State University

- "Riots and Democratic Consolidation in South Africa" Beth Harkavy, Columbia University
- "Color Revolutions in Colored Lenses: A Comparative Study of U.S. & Russian Press Coverage of the Color Revolutions in Ukraine, Belarus & Uzbekistan" Juyan Zhang, Monmouth University; Shahira Fahmy, Southern Illinois University; and Sarah Roedl, Southern Illinois University
- "Who Cares About Europe? Profiling the European News Seeker In Contrast To Social Geo-Identity Circles" Homero Gil de Zúñiga, University of Wisconsin Madison
- "Cross-National Harmonisation of Socio-Demographic Variables in the International Social Survey Programme (ISSP)" Ipek Bilgen, University of Nebraska-Lincoln/Gallup Research Center: and Evi Scholz, ZUMA, Mannheim, Germany

Discussant: Tudor Vlad, University of Georgia

10 am - 11:30 am Issues in Education Symphony B
Moderator: David Tewksbury, University of Hlinois

- "Values and Public Opinion about a Local Education Issue" Edward Frederick, University of Wisconsin-Eau Claire; and Kurt Neuwirth, University of Cincinnati
- "Can Policymakers Trust Teacher Survey Data? Factors Affecting the Validity of Teachers' Reports of Mathematics Instruction on Annual Surveys", Seong Won Han. University of Wisconsin-Madison; and Eric M. Camburn, University of Wisconsin-Madison
- "Smart Creationism: How People are Speaking Out about Intelligent Design Being Taught in the Science Curriculum at Public Schools" Eulàlia Puig Abril, University of Wisconsin-Madison
- "Source Influences on Framing the Intelligent Design Debate" Josh Grimm, University of Iowa

Discussant: Matthew Courser, Pacific Institute for Research & Evaluation

10 am - 11:30 am Political Discussion and Social Networks Symphony C
Moderator: Daekyung Kim, Idaho State University

- "The Good Citizen and Network Diversity" Bruce W. Hardy, University of Pennsylvania
- "Political Discussion Frequency, Network Size, and "Heterogeneity" of Discussion as Predictors of Political Knowledge and Participation" William P. Eveland, Jr. and Myiah H. Hively, Ohio State University
- "Communicating Policy Preferences through Political Discussion: A Network Approach" Tiffany L. Thomson, Ohio State University
- "Media, Political Communication Networks & Socialization: Does Community Environment Matter?" Leo W. Jeffres, Edward Horowitz, Cheryl Bracken, Sukki Yoon, and Guowei Jian, Cleveland State University

Discussant: Cecilie Gaziano, Research Solutions, Inc.

#### 1:30 PM – 3:00 PM Frames Symphony B Moderator: Homero Gil de Zúñiga, University of Wisconsin – Madison

- "Frames Affect Me; But You? Third Person Perceptions and Framing" Hernando Rojas, Janice Liebhart, Bradford Lystra, Caroline Niemann, Vidal Quevedo, Albert C. Gunther, University of Wisconsin Madison
- "Framing Effects on Attitude Formation: Examining Cognitive Processes" Hyunseo Hwang, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison; Douglas M. McLeod, University of Wisconsin-Madison and Jacho Cho, University of California-Davis
- "Another Side of Framing Effects: How Different Frames Influence Knowledge Structure Density" Fei "Chris" Shen, Ivan Dylko, Ohio State University
- "The Framing Of Poverty: An Experiment on Gains, Loses, and Issue Responsiveness" Xiaoli Nan, Eulalia Puig Abril, Andrew Binder, Pamela Nevar, Jodi Minzlaff. Jacqueline Hitchon, University of Wisconsin Madison

Discussant: Dominique Brossard, University of Wisconsin-Madison

1:30 PM – 3:00 PM Changing Opinion Climates: Hurricane Katrina Symphony C Co-sponsored by the Communication, Theory and Methodology Division (Professional Freedom and Responsibility) of AEJMC and MAPOR

Moderator: Cory Armstrong, University of Florida

- "NSDUH Data Collection Efforts in the Wake of Hurricanes Katrina, Rita, and Wilma" Rebecca Thomson, Janelle Perkins, Wanda Nieves, Connie Lael and Katie Morton, RTI
- "Impact of Gulf Hurricanes on the National Immunization Survey" Kirk Wolter, National Opinion Research Center (NORC) at the University of Chicago
- "Katrina and the Waves: News Information Seeking at Times of Prolonged Disaster Coverage in College Populations" Benjamin J. Bates, Mark Harmon, Scott Wells, Charlie Gee. University of Tennessee
- "Imperfect Storm: Ohio Public Opinion of Hurricane Katrina Coverage and Government Performance" Jennifer Kowalewski, University of North Carolina at Chapel Hill; and Stephen Siff. Ohio University

Discussant: Douglas Blanks Hindman, Washington State University

1:30 PM - 3:00 PM PANEL 2 Lyric

2006 Election Overview
Session Organizer: Ward Kay, Adirondack Communications

Panelists:

Rob Daves – Minnesota Star Tribune Nick Panagakis – Market Shares Corporation Ann Selzer – Selzer & Company, Inc. Chris Borick – Muhlenberg College

- "Data Quality in a Multi-Mode Survey Environment" Emilio Serrano, University of Nebraska-Lincoln; Darby Miller Steiger, The Gallup Organization Julie Kohrell The Gallup Organization
- "The Development of a Multivariate Coding Scheme for Evaluation of Event History Calendar and Standardized Interviews" Yfke P. Ongena. Rene Bautista, Yelena V. Kruse and Javier Perez Berestycki, Gallup Research Center, University of Nebraska-Lincoln
- "Behavior Coding In Cognitive Interviews: A Comparison of Interviewer and Coder Effects" Rachel M. Levenstein, University of Michigan
- "Supplemental Data Collection Strategies for Parent Respondents in a School-Based PAPI Study" Marietta Bowman, National Opinion Research Center (NORC) at the University of Chicago
- "Assessment and Best Practice Models for Recruitment of Focus Group Participants: Implications and Consequences" William L. Rosenberg, Drexel University

Discussant: Katherine Draughon, Draughon Research

3:15 pm – 4:45 pm The War in Iraq Symphony B
Moderator: Serena Carpenter, Michigan State University

- "Who Really Thinks Saddam Was Personally Involved? Examining Changes in Misperceptions about the Iraq War" Lee B. Becker, University of Georgia, Allan L McCutcheon, University of Nebraska, Lincoln. Tudor Vlad, University of Georgia
- "The Influence of News Frames on Public Opinion about the Iraq War" Margot Hoyt. University of Michigan
- "Testing the Casualties Hypothesis: Re-Examining the Impact of Troop Loss on Public Support for Military Action" Matthew Nisbet, American University, Andrew F. Hayes, Ohio State University, Teresa Myers, Ohio State University
- "A Political Economy of War Support" Terri L. Towner, Purdue University
- "Wag the War: Late Night Comedy & Osama Bin Laden" Joshua Compton, Southwest Baptist University; Brian Kaylor. University of Missouri; Edward M. Horowitz, Cleveland State University; and Ariane Mitchum, Cleveland State University

Discussant: Steve Everett, Everett Group

3:15 pm – 4:45 pm Political Engagement Symphony C Moderator: Hernando Rojas, University of Wisconsin - Madison

- "Determinants of Voter Turnout in a Local Referendum: The Roles of Perceived Control and Communication Behaviors in Predicting the Vote" Lindsay H. Hoffman, Ohio State University
- "Navigating Liminality: Media, Civic and Political Engagement in the Diaspora" Andrea Hickerson, University of Washington
- "Mobilizing To Solve Community Problems: Adult vs. Youth Assessments of Local Resources" Douglas Blanks Hindman, Washington State University
- "An Exploration of Political Disaffection in Two Samples: Statewide Compared to Students" Myiah Hutchens Hively, Bruce E. Pinkleton, Rebecca Van de Vord and Erica Weintraub Austin. Ohio State University

Discussant: K. Vish Viswanath, Harvard University

#### 4:45 pm – 6 pm Poster Session Lyric and Intermezzo

- "The Caged Bird Sings: How Reliance on Al Jazeera Affects Views Regarding Press Freedom in the Arab World" Shahira Fahmy, Southern Illinois University and Thomas Johnson, Texas Tech University
- "A Content Analysis of U.S. Senators' Web Sites" Michele Elder, Indiana University
- "Current Issues in the Cultural Effect of Age and Survey Measurement" M. Mandy Sha, Joe Murphy, Kelley Holsinger, RTI International
- "Do you hear what I hear?: Verbal behavior coding of Event-History Calendar and Conventional Interviews" Jamie Marincic, University of Nebraska-Lincoln, Bob Belli, University of Nebraska-Lincoln
- "The Duration of Impact of Midcareer Training Programs for Journalists" Tudor Vlad. University of Georgia, and Lee B. Becker, University of Georgia
- "The Effect of Online Sources on Newspaper Readers' Perceptions" Xiaopeng Wang. Joan Price, David Schreindl, Renuka Suryanarayan, and Tiffani Thomas, Ohio University
- "The Former Audience and the Future Public: The Relationship between Media Use and Political Participation" Limor Peer, Northwestern University
- "The Impact of the Internet on Teenagers' Interpersonal Communication Behaviors: The Relationship between Internet Use and Desire for Face-To-Face Communication" Young Soo Shim, Southern Illinois University Carbondale
- "Reasons for Searching Web News Sources: Uses and Gratifications for Portal News and Weblogs among College Students" Daekyung Kim, Idaho State University, and Hyunwoo Kim, Indiana State University
- "Re-conceptualizing "Willingness to Speak Out" in the Spiral of Silence: Examining Verbal Expression Strategies in Offline and Online Contexts" Shirley S. Ho, University of Wisconsin-Madison
- "The Relation of Attachment to Possessions to Object Symbolism and Commitment to Developmental Tasks" Rui Jiao, University of Nebraska-Lincoln. and A. Dwayne Ball, University of Nebraska-Lincoln
- "Religion and Attitude toward Abortion: Buddhists, Protestants, and Catholics" Jibum Kim, National Opinion Research Center, Jaesok Son, University of Chicago
- "Trust in Media as a Campaign Effect: Framing the Media" Gary Pettey. Cleveland State University

5:30 – 6:30 pm Pedagogy Hour Symphony A Sponsored by Marketing Systems Group

Presiding: Dietram A. Scheufele, MAPOR President

Speaker: John Stevenson

Associate Director of the University of Wisconsin Survey Center

Topic: The Current State of Survey Research: Problems, Solutions and Technological

Advances

7:00 pm President's Dinner – Dutch Treat Lobby

Join MAPOR President Dietram Scheufele at a local restaurant.

#### **SATURDAY. NOVEMBER 19**

8:00 am – Noon	Registration (coffee, tea, bakery, fruit)	Intermezzo

8:00 am - 10 am Breakfast Buffet Intermezzo
Sponsored by The Everett Group

8:30 am - 10 am Survey Accuracy and Standards Symphony A Moderator: Joe Murphy, RT1 International

- "A Review of the New International Standards Organization's (ISO) Standards for Market, Opinion, and Social Research" Tom W. Smith, NORC/University of Chicago
- "An Application of the New Measure of Poll Accuracy (A) To the Italian Context: Published Poll Accuracy for the 2006 and 2001 Italian Parliamentary Elections" Mario Callegaro, University of Nebraska, Lincoln and Giancarlo Gasperoni, University of Bologna
- "Assessing the Impact of Refusals and Election Day Factors on Exit Poll Estimates: Evidence from the 2006 Mexican Presidential Election" Rene Bautista, University of Nebraska-Lincoln; Mario Callegaro. University of Nebraska-Lincoln and Jose Alberto Vera, Francisco Abundis, Parametría SA de CV
- "Why Web Surveys Work: Insights from "Essay Surveys" Designed to Reveal Rare Ideas Held by the Public"
  David Fan, University of Minnesota

Discussant: John Loft, RTI International

8:30 am - 10 am Media and Politics Symphony B Moderator: Shahira Fahmy, Southern Illinois University

- "Informing the Voter: The Use of Sources and Coverage of Issues by Newspapers in the 2004 U.S. General Election" Hilde Breivik, University of Wisconsin-Madison
- "Influence of Nightly News Coverage Imbalance on Candidate Support in Daily Tracking Polls" Frederick Fico, Geri Alumit Zeldes. Arvind Diddi. Serena Carpenter, Michigan State University
- "Globalization Protest and the Media: An Analysis of Broadcast Media Coverage of the Battle in Seattle" James K. Hertog, Lloyd Alan Lowhorn, Timothy Buckingham, University of Kentucky
- "Framing, Sourcing and Story Topics Beyond the Iraqi Invasion: How Elite and Non-elite Newspapers Portrayed Gulf War II" Serena Carpenter, Michigan State University

Discussant: Patricia Moy, University of Washington

## Agenda-setting Symphony C Moderator: Myiah Hutchens Hively, Ohio State University

"Agenda-Setting and Priming Online: Examining the Relationships Between Online and Offline Agendas and Evaluations of the President Leading Up to the 2004 Election" Tsung-Jen Shih, University of Wisconsin-Madison and Dietram A. Scheufele, University of Wisconsin-Madison

8:30 am - 10 am

- "Public Opinion Formation of a President: An Agenda Setting Study Of Newspaper Coverage of George W. Bush And How It Associated With Gallup Poll" Jennifer Kowalewski, University of North Carolina at Chapel Hill
- "Terrorism in Election Polls and Television News in the 2004 Presidential Election" Kristen Landreville , Ohio State University
- "Public Opinion and Stem Cell Research: Exploring Attitudinal Changes during Presidential Election Times"
  Dominique Brossard, Shirley Ho. Dietram Scheufele, University of Wisconsin-Madison

Discussant: David Tewksbury, University of Illinois

8:30 am - 10 am Religion Lyric
Moderator: Eulalia Puig Abril, University of Wisconsin-Madison

- "Spiritual but not Religious: Insights from an Online Panel" Kumar Rao, University of Nebraska-Lincoln and Knowledge Networks Inc; Dwayne Ball, University of Nebraska-Lincoln; and Ron Hampton, University of Nebraska-Lincoln
- "Who Plays, Prays and Pays? Tennessee Lottery Participation, Religion and Demographics" Glenn Hubbard, A. Farina, C. Gee, and A. Kushniryk. University of Tennessee
- "Evolution, Religion, and American Public Opinion: Change and Stability" George F. Bishop, University of Cincinnati
- "Issue Framing and the Stem Cell Controversy: The Effects of Primed Encoding and Reflection on Stem Cell Opinions" Melissa R. Gotlieb, Hyunseo Hwang, Hilde Breivik, Douglas M. McLeod, University of Wisconsin-Madison

Discussant: Robert Wyatt, Middle Tennessee State University

10:15 am - 11:45 am Media Effects Symphony A
Moderator: Andrea Hickerson, University of Washington

- "Is There Truth Out There? Media Effects on Epistemic Efficacy" Raymond J. Pingree, Douglas M. McLeod, and Dominique Brossard, University of Wisconsin-Madison
- "Questioning the Assumption of Uniform Effects of the News Media: The Moderating Role of Community and Newspaper Characteristics" William P. Eveland, Jr. & Ivan Dylko, Ohio State University
- "The Impact of Newspaper Frames on Cognition" Michel M Haigh, The Pennsylvania State University
- "How News and Discussion Help Us Explain a Social Policy: The Influences of News and Discussion on Attributions" Tiffany L. Thomson, Ohio State University and Young Mie Kim, Ohio State University
- "Communicative Sources of Political Efficacy: The Roles of Traditional News Media and the Internet" Kyurim Kyoung, University of Wisconsin-Madison

Discussant: Donna Rouner, Colorado State

## 10:15 am - 11:45 am Changing Opinion Climates: Using the Internet Symphony B Moderator: Ben Bates, University of Tennessee

- "Conducting Online Survey Research to Internet Users, Especially to Early Adopters of New Media: Strengths and Limitations of Online Survey Research" Seung-Hyun Lee, University of Wisconsin–Madison
- "Fielding a Longitudinal Online Electronic Survey: Gaining Behavioral Insights or Collecting Questionable Data?" Fiona Chew and Nirali Bhagdey, Syracuse University
- "New Mediated Deliberation: Discussion of the Alito Nomination in the Blogosphere" Michael Xenos, University of Wisconsin-Madison and Nuri Kim, University of Wisconsin-Madison
- "Political Knowledge and Participation in 2004: Does Internet Use Bridge the Gap between High and Low Education Groups?" Kajsa E. Dalrymple, University of Wisconsin-Madison

Discussant: Kimberly Neuendorf, Cleveland State University

10:15 am - 11:45 am Opinion Formation Symphony C
Moderator: Tiffany L. Thomson, Ohio State University

- "Issue Salience and Foreign Policy Ideology in Survey Research" Aaron S. Veenstra, University of Wisconsin-Madison
- "Are Americans Displacing 'Freedom' With 'Fear'?" Anup Kumar, University of Iowa
- "Self-Reported Media Exposure and Political Opinions: Findings from the 2004 American National Election Study" Harlan R. Sayles, University of Nebraska-Lincoln
- "How People Form Their Opinions about Stem Cell Research: How Media Use and Interpersonal Discussion Moderate the Effect of Value Predispositions" Tsung-Jen Shih, University of Wisconsin-Madison

Discussant: Weiwu Zhang, Austin Peay State University

10:15 am - 11:45 am

PANEL 3

Lyric

Increasing Public Cooperation with Surveys

Session Organizer: Mitchell A. Pravatiner

Paul Lavrakas. Nielsen Media Reaearch Tom W. Smith. NORC/University of Chicago Robert Groves, University of Michigan

11:45 – 1:30 LUNCH ON YOUR OWN

## 1:30 pm - 3:00 pm Nonresponse Symphony A Moderator: Andy Peytchey, University of Michigan

- "The Effects of First Class vs. Priority Mail Mailers on Mail Survey Response Rates" Paul J. Lavrakas, Norm Trussell, Justin Bailey, Jennie Lai, and Millie Bennett, Nielsen Media Research
- "Are Indicators of At Home Patterns Related to the Likelihood of Contact for Cell Phone Surveys?" Frost Hubbard, University of Michigan
- "A Study of Panel Member Attrition in the Gallup Panel" Harlan Sayles, University of Nebraska-Lincoln and Zachary Arens, The Gallup Organization
- "Real Answers When They're Easy: A Spiral of Silence Explanation for Opinions and Non-Opinions in Survey Response" Jason B. Reineke, Ohio State University

Discussant: Allan McCutcheon, University of Nebraska - Lincoln

1:30 pm - 3:00 pm Evaluating the Media Symphony B
Moderator: Lindsay Hoffman, Ohio State University

- "Political Ideology and Public Trust in Local News Media" Paul R. Brewer and David Pritchard, University of Wisconsin-Milwaukee
- "Sourcing Globalization: New York Times' Coverage of NAFTA" Brandon Bosch and Patricia Moy, University of Washington
- "Location Matters: Newspaper Entry into Pittsburgh Monopoly Market Fosters Local Editorial Competition and Marketplace of Ideas" Steve Hallock, Southern Illinois University Carbondale
- "Citizen vis-à-vis Traditional Journalism in New York City" Victoria Biwan Hildebrandt and Eulàlia Puig Abril, University of Wisconsin- Madison
- "Attracting Younger Audiences: Examining how Access to Local News Content Influences Younger Readers" Cory L. Armstrong, University of Florida and Steve J. Collins, University of Central Florida

Discussant: Edward Horowitz, Cleveland State University

1:30 pm – 3:00 pm Political Issues Symphony C

Moderator: Shana Hammaker, Middle Tennessee State University

- "The Use of Sources in Controversial Issues: The Case of Same-Sex Marriage" Joseph Schwartz, University of Iowa
- "Fear Appeals in Political Communication: An Examination of Public Opinion about Social Security Reform and Global Warming" Teresa Myers, Ohio State University, and Catherine Goodall. Ohio State University
- "Who is the bad guy?: Framing of North Korea and the United States in Chosun Ilbo after the 2002 U.S. State of the Union Address" Yeon Kyeong Kim, University of Iowa
- "Who Are "They"? The Real Challenges of Mexican Immigration" Maria Narayani Lasala Blanco, Columbia University
- "Can Music Rock the Vote? An Analysis of the Potential Relationship Between War-time Music and Public Opinion" Heather L. LaMarre and Jessica A. Flanders, Ohio State University

Discussant: Dietram A. Scheufele, University of Wisconsin-Madison

## 1:30 pm - 3:00 pm Deliberation and Deliberative Polling Lyric Moderator: Ipek Bilgen, University of Nebraska-Lincoln

- "In Search of Informed Public Opinion: Deliberative Polls and the Framing of Information" Gerald M. Kosicki, Ohio State University
- "To Understand or To Persuade? Cognitive Breadth, Motivation to Talk, and Deliberative Participation" Emily K. Vraga, Nam-Jin Lee and Lucy Atkinson. University of Wisconsin-Madison
- "Online Vs. Face-To-Face Deliberation: Comparing the Effects of Online and Face-To-Face Deliberation on Issue Knowledge, Political Efficacy, and Political Participation" Seong-jae Min, Ohio State University
- "Using a Simulated Discussion to Isolate Effects of Oppositional Message Characteristics: Interactions with Opinion Strength on Attitudes about the Other Side" Hyunseo Hwang, Rosanne Scholl, Ray Pingree, University of Wisconsin-Madison

Discussant: Thomas Johnson, Texas Tech University

2:30 pm Michigan at Ohio State Elephant and Castle

3:15 pm – 4:45 pm Nonresponse Bias Symphony A
Moderator: Mario Callegaro, University of Nebraska-Lincoln

- "Differences in Nonresponse Bias between Demographic and Substantive Variables in a Meta-analytic Study" Emilia Peytcheva and Robert M. Groves, University of Michigan
- "Adjusting For Multiple-Cause Attrition Bias in Longitudinal Sample Surveys" Moh Yin Chang, University of Nebraska-Lincoln
- "Nonresponse Bias and Advance Letters in an Environmental Contamination Survey" Kristen Olson, Jennifer Sinibaldi, and Jim Lepkowski, University of Michigan
- "Satisficing in Early Versus Late Responses to a Mail Survey" Olena Kaminska. University of Nebraska-Lincoln; Bart Goeminne. K.U.Leuven, Belgium; and Marc Swyngedouw, K.U.Leuven, Belgium

Discussant: Colm O'Muircheartaigh, NORC/University of Chicago

3:15 pm – 4:45 pm Attitudes about Science and Technology Symphony B

Moderator: Xiaoli Nan, University of Wisconsin

- "Exploring Moderating or Mediating Role of Communication Process Variables in Predicting Scientific Knowledge" Eunkyung Kim and Dietram Scheufele, University of Wisconsin-Madison
- "The Convergence of News Frames and Audience Value-Predispositions: The Conditioned Effects of Pro-Science News on Attitudes toward Stem Cell Research" Melissa R. Gotlieb, Dominique Brossard, Emily E. Acosta and Lucy Atkinson, University of Wisconsin-Madison
- "Voter Confidence in the New Generation of Election Technology" Fred Conrad, University of Michigan; Michael J. Hanmer, Georgetown University; and Michael W. Traugott, University of Michigan
- "Prime Time Science: How Value Predispositions and Scientific Omniscience in Entertainment Television Influence Attitudes toward Science" Anthony D. Dudo, University of Wisconsin-Madison

Discussant: Julie Andsager, University of Iowa

## 3:15 pm – 4:45 pm Third Person Effects Symphony C Moderator: Andy Binder, University of Wisconsin-Madison

- "Defining Social Reality While Becoming Persuaded: The Third-Person Effect and Coorientation" H. Allen White, Murray State University
- "How Anti-Drug Campaigns Understand the Self: Third Person Effect and Behavioral Change" lan Turnipseed, University of Alabama
- "Cognitive Underpinning of the Third-person Perception" Ye Sun, Zhongdang Pan, and Hyunseo Hwang, University of Wisconsin-Madison
- "Presumed Contention: How Presumed Influence Interacts With Perceived Strife over a Public Issue" Ken Blake, Shana Hammaker, Robert O. Wyatt, Middle Tennessee State University

Discussant: Dianne Rucinski, University of Illinois - Chicago

3:15 pm - 4:45 pm

#### PANEL 4

Lyric

Looking Back at 30 Years of MAPOR:

Looking Back and Forward in Public Opinion Theory and Research

Session Organizer: Weiwu Zhang, Austin Peay State University

#### Panelists:

Lee Becker, University of Georgia
Doris Graber, University of Illinois – Chicago
Leo Jeffres, Cleveland State University
Allan McCutcheon, University of Nebraska – Lincoln
K. Viswanath, Harvard University
David Weaver, Indiana University

5:00 pm - 5:30 pm Annual Meeting Symphony C

5:30 pm - 6:30 pm Social Hour Intermezzo Sponsored by NORC