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## MAPOR 2008-2009 Executive Council

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## Letter from the President

By Patricia Moy, University of Washington  
MAPOR President

This newsletter arrives in your inbox as natural disasters wreak havoc with Southeast Asia, concerns about swine flu escalate, and violence in the Middle East continues. As citizens express cautious optimism about the rebounding of the economy and the U.S. remains engaged in the ongoing health-care debate, one thing is certain – MAPOR's annual conference is around the corner, and we welcome it with great optimism!

This issue of the newsletter contains the preliminary program for November's meeting, and you'll be sure to find something of interest. Our theme, "Exploring the Future of Public Opinion Research," is reflected in two dozen panels organized by Conference Chair Dominique Brossard (University of Wisconsin). These sessions, dealing with public opinion theory and methods, survey research methodology, and media and politics, arise from an unprecedented number of submissions received in late June.

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## MAPOR 2009 Conference Program

By Dominique Brossard, University of Wisconsin  
MAPOR Conference Chair

The MAPOR program this year promises to fulfill everyone's expectations with an exciting line-up of presentations and speakers as well as distinguished discussants for all presentation sessions. In line with this year's theme "The Future of Public Opinion Research," MAPOR presenters will share cutting edge research in a variety of public opinion fields of enquiry, from new methods for data collection and analysis, to the role of online environments in public opinion dynamics. Based on their thematic content, the 110 papers accepted this year were assigned to 23 presentation sessions and to a poster session concomitant with the cocktail hour (see detailed program attached). A few organizational highlights: note that desserts will be served during the pedagogy hour (with Frederick G. Conrad, University of Michigan as the speaker), which will take place right after Friday's traditional MAPOR luncheon.

Last but not least, a reminder to all our members to make their reservations to the Avenue by October 9th if they want to get the group rate (\$199). Please call 312-787-2900 and identify yourself as a member of MAPOR.

In sum, MAPOR will be busy and engaged in Chicago this year, with a program full of cutting-edge topics! I am thanking MAPOR board members (who reviewed the abstracts), the paper authors, discussants, and moderators without whom our conference could not take place.

I am looking forward to seeing you all in Chicago!

## Letter from the President...

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This year's conference will feature some very special guests. Our annual Pedagogy Hour will showcase Frederick Conrad of the University of Michigan, who will discuss emergent trends in the study of public opinion. His talk is based on his own research as well as his collaborative efforts with Michael Schober of the New School, with whom he recently co-edited *Envisioning the Survey Interview of the Future* (Wiley, 2007). And Jeffrey Moore of the U.S. Census Bureau will be our luncheon keynote speaker. Jeff will provide MAPOR attendees with an understanding of the pitfalls, problems, and possibilities related to survey interviewing among the deceased. He offers some background to his talk:

"Much research has documented recent declines in survey response rates that appear to be ubiquitous, afflicting all types of surveys regardless of sponsorship, topic, or mode. Little noted in commentaries on this phenomenon, however, is that most, if not all, of the research has focused on niche sub-groups consisting of various segments of the living (pre-deceased (PD)) population. The cause of this excessive focus on PDs at the expense of the deceased is a matter of some speculation, but two hypotheses predominate: (1) "Squeaky wheel" PD individuals are demonstrably more vocal than their more numerous but much more taciturn deceased counterparts. (2) Systemic bias: Although the gap may be narrowing, most positions of influence in government policy and academe are still held by PDs.

We need more balance. Beyond basic issues of equity and fairness, there are eminently practical reasons for increased attention to survey research among the deceased. First, in marked contrast to PD trends, response trends among deceased groups show no evidence of decay. As deceased and PD response rates inexorably converge, valuable insights might be gained from careful study of deceased attitudes and behavior that may transfer to PD surveys, and assist in combating their response rate declines. Second, as various sectors of modern post-industrial economies continue to employ increasing proportions of the deceased (e.g., in customer service and technical support centers, motor vehicle departments, etc.), it becomes increasingly important that their voices be included in the nation's political, social, and economic discourse. Survey research of the deceased is beset with daunting challenges, across the spectrum of survey activities. We encounter issues related to sampling, field administration, and nonresponse, but I'll focus primarily on those having to do with questionnaire pretesting." Peter Miller of Northwestern University will serve as discussant for the keynote speech.

Use the enclosed registration form to take advantage of low rates if postmarked by 1 November. If you have not secured accommodations, sleeping rooms booked at the Avenue Hotel will cost conference attendees \$199/night (plus fees and taxes), considerably less than the \$269 offered by a number of online consolidators.

This newsletter also includes our second installment of MAPORtraits, which highlights the research and activities of Kate Kenski (University of Arizona), Michael Link (The Nielsen Company), Nancy Mathiowetz (University of Wisconsin-Milwaukee), and Tom W. Smith (NORC). As information about MAPOR continues to be disseminated electronically, we would like members to send us news about their awards, grants, and honors. We have learned that MAPOR Fellow Donna Card Charron passed away last year; Cecilie Gaziano of Research Solutions and other MAPOR Fellows pay tribute to Donna in this newsletter.

As MAPOR's year draws to a close, I would like to note changes to two appointed positions on our Executive Council. Steve Everett of the Everett Group, who has served as MAPOR's webmaster, will be turning over the e-reins to Niki Mayo (RTI International), but will continue to spearhead our sponsorship efforts and, as we will see in November, continue as MAPOR's unofficial photographer. RTI's Joe Murphy will finish his term as secretary-treasurer, and will be replaced by Sean Hogan, also of RTI. Steve and Joe have accomplished Herculean tasks in their respective roles, and on behalf of the Council, I extend my deepest appreciation.

Finally, for those who love what MAPOR has to offer, don't forget that AAPOR and WAPOR will meet jointly next May in Chicago. WAPOR convenes 11-13 May 2010 at the Avenue Hotel, and AAPOR meets 13-16 May 2010 at the Chicago Marriott. The conference is themed "Opportunity through Diversity" and is chaired by two MAPOR members -- Trevor Thompson (The Associated Press) for WAPOR, and Michael Link for AAPOR. Interested parties should submit their abstracts online at [www.aapor.org](http://www.aapor.org) by 5p EST on 30 November 2009.

Best wishes for the autumn, and I look forward to seeing you in November!



## Remembering MAPOR Fellow Donna Charron (1938-2008)

By Cecilie Gaziano

Donna Card Charron, the 1992 MAPOR Fellow, died July 31, 2008, about one month before her 70th birthday. A resident of Saint Louis, Missouri, she was a public relations and public opinion research practitioner; president of Card Industries, a family-owned manufacturing business; and professor emerita of philosophy at Lindenwood University. She held a bachelor's degree from the University of Detroit, a master's degree from the University of Kansas, and a Ph.D. from Washington University-Saint Louis. One of her most recent publications was "Stockholders and Stakeholders: The Battle for Control of the Corporation" in *The Cato Journal*, Winter 2007. She is survived by her husband, William Charron, three sisters, and two brothers.

Several MAPOR Fellows contributed memories of Donna. Dave Weaver said, "Donna was one of the founders of MAPOR, with much energy and a witty sense of humor. Her enthusiasm and positive approach to MAPOR and public opinion research will be sorely missed." He added, "...I have a copy of a memo to MAPOR members amending the bylaws adopted in Chicago on October 19, 1976, from Donna that includes, among other things, The Charron Fairplay Formula (Article III, Section 5: Article IV, Section 2) which states that 'Mail balloting is to be required for the election of officers.'"

"She was a real sparkplug in the early years of MAPOR and always a vibrant presence there," recalled Phil Tichenor. Rick Perloff said, "I remember her as always cheery, ever-optimistic about the organization, never a dour comment or expression about anyone, a true believer in the mission of MAPOR and public opinion research, a fellow in the most effervescent connotation of the term." Leo Jeffres commented, "I remember her fondly and her effort to link MAPOR to AAPOR." Paul Lavrakas noted that he "always appreciated her extremely sincere and conscientious concern about how research could be used to 'help' society."

George Bishop stated that he'd like to take the time "to write a thoughtful piece about her and her contributions to MAPOR" for the next issue of the newsletter. He said, "She was a good friend of mine, and I am saddened to hear of her death."

I knew Donna in the years when she was still active in AAPOR and MAPOR. In 1992, the year she ran for president of AAPOR, Donna and I traveled to the Grand Canyon and other sites in Arizona after the AAPOR meeting. The dominant impressions I have of her are her sparkling personality, resourcefulness, and ability to draw out the most retiring members. She tried to connect with everyone. When I was president of MAPOR in 1989-1990, Donna made a point of introducing me to everyone in AAPOR that she thought I should know.

Donna was also a long-time leader in civic, arts, and cultural organizations in Saint Louis. One of her favorite projects was the Foundation for Restoration of Ste. Genevieve of Ste. Genevieve, Missouri, which grew out of her interest in French Colonial heritage and which was her choice for memorial gifts in her name.




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*Donna Card Charron was "one of the founders of MAPOR... Her enthusiasm and positive approach to MAPOR and public opinion research will be sorely missed."*

## MAPORtraits: A Look at MAPOR Members Near and Far



### Kate Kenski

I am an Assistant Professor in the Department of Communication at the University of Arizona where I teach research methods, statistics, and political communication. I served as a consultant to the 2008 National Annenberg Election Survey (NAES), having been an analyst on the 2000 and 2004 surveys. I am currently finishing a book entitled *The Obama Victory: How Media, Money, and Message Shaped the 2008 Election* with Bruce Hardy and Kathleen Hall Jamieson. The project examines the effects of presidential campaign communication using advertising data and the NAES. My research revolves around political communication generally and on the topics of political knowledge, gender and politics, and absentee and early voting specifically.

I attended my first MAPOR conference in 2008 at the invitation of Chip Eveland who had put together a panel on research designs. Although I have never lived in the Midwest, I have been impressed by the breadth and depth of scholarship coming out of the region and was delighted to see that many esteemed researchers attend the conference as presenters and active audience members. I hope to put the MAPOR conference in my regular conference schedule.

### Michael W. Link

I'm sure most folks have played the ice-breaker game "Two Truths and a Lie." My responses: (1) I was a drummer in a rock band in college (circa 1981-84), (2) I once made a living as an autopsy assistant, and (3) since the age of 5 I always wanted to be a survey researcher! Well, I wasn't quite 5, but more like 25 when I "backed into" the world of survey research by being the only graduate student willing to take an assistant ship with the then not yet in place Survey Research Laboratory at the University of South Carolina. During my 10 years there as a graduate student and later a full-time researcher, I grew to love this profession – the work and the people in it. I've been fortunate in my career to have worked in several really great organizations. In addition to USC (yes, in South Carolina it is "USC" – the folks in California always confuse us), I spent several years at Research Triangle Institute (now RTI International) and the Centers for Disease Control & Prevention. Since September 2007, I've had the pleasure of serving as Chief Methodologist and VP for Methodological Research at The Nielsen Company where I oversee research efforts focused on confronting many of the most pressing issues facing survey research, including techniques for improving survey representation and quality, use of multiple modes in data collection, and obtaining participation from hard-to-survey populations.



A member of AAPOR since 1989, I am serving a second year as AAPOR Conference Chair. Over the years I've also been an active member of the Southern regional chapter, having served from 2000-2002 as President, Conference Chair, and Student Paper Competition Organizer. While having attended several MAPOR conferences over the past two decades, it wasn't until this past year that I became an official member of the chapter (yes, I'm a MAPOR newbie – no hazing please). Why did I wait so long to join? Quite frankly, it's because of the continued growth and importance of the association, including its annual conference and the impressive member list. It's long since time that I move from casual observer and periodic attendee to being a more involved member of the chapter.



## MAPORtraits...

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### Nancy Mathiowetz

A native of the Midwest (Wisconsin) and alumna of two major Midwestern universities (University of Wisconsin and the University of Michigan) it is only natural that I would be a member of the Midwest chapter of AAPOR. In 2003 I returned to Wisconsin, after having spent 20 years in the Washington, D.C. area. During the 2009/2010 academic year I am on sabbatical from the University of Wisconsin-Milwaukee, where I am Professor, Department of Sociology. At UWM I teach graduate courses in survey methodology, questionnaire design, statistics, and advanced techniques in data analysis. Three projects will occupy my time during my sabbatical. First, and foremost, is my service (along with my colleague James Druckman, Northwestern University) as Editor for Public Opinion Quarterly. Editing the journal is an immensely rewarding --as well as challenging -- endeavor! A new research project, focusing on measuring and reducing the various sources of error in the collection and estimation of recreational saltwater fishing data (for the Marine Recreational Information Program of the National Oceanic and Atmospheric Administration) will provide an opportunity to examine alternative sample designs for the identification of saltwater anglers as well as new modes of data collection to capture information about fishing trips and catch information. And finally, the sabbatical year gives me a chance to spend time investing in learning the American Time Use Survey cumulative file (data for the period 2003-2008), a valuable data source for both methodological investigations as well as understanding how Americans spend their time.

AAPOR is a remarkable organization and being a MAPOR member is a wonderful complement to my AAPOR membership, providing a more intimate opportunity to connect with like minded people --whether at the MAPOR conference, via the newsletter, or simply finding fellow MAPORites at the annual (national) conference.

### Tom W. Smith

I am Director of the Center for the Study of Politics and Society at the National Opinion Research Center, University of Chicago. There I am Principal Investigator of the National Data Program for the Social Sciences and Director of its General Social Survey (GSS). The cross-national spin-off of the GSS is the International Social Survey Program (ISSP). It was founded by the US, UK, Germany, and Australia in 1984 and now includes 46 countries. The ISSP has done a cross-national survey each year since 1985 and is the largest, comparative study in the social sciences.

I've attended every MAPOR conference for the last 30 years. Like Goldilocks, I find MAPOR not too large, not too small, just right in size and spot on in content and quality of presentations. Besides a great place for collegial and intellectual exchanges, MAPOR also serves the useful purpose of reminding me that Thanksgiving is around the corner!



**2009 MAPOR CONFERENCE**  
**Exploring the Future of Public Opinion Research**  
**November 20-21, 2009**  
**Avenue Hotel**  
**Chicago, Illinois**

**FRIDAY**

**8:30 am – 5 pm Registration (coffee, tea, bakery, fruit)**

**10 am – 11:30 am -- Grand Ave. A**

**Future of Public Opinion**

**Moderator: Patty LeBaron, RTI International**

“On the Future of Public Opinion: Promising Theoretical and Technical Innovations” Gerald Kosicki, The Ohio State University.

“Recent Developments in Address-Based Sampling” Mansour Fahimi, Marketing Systems Group; Dale Kulp, Marketing Systems Group; David Malarek, Marketing Systems Group.

“A Network Analytic Approach to Understanding Cross-Platform Audience Behavior” Thomas B. Ksiazek, Northwestern University.

“Use of the InfAlign Map to Visualize a Novel Type of Cross Tabulation” David P. Fan, University of Minnesota; Kenneth Blake, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University; Robert O. Wyatt, Middle Tennessee State University.

**Discussant: Paul Lavrakas, Independent Consultant**

**10 am – 11:30 am --Grand Ave. B**

**Trust and Politics**

**Moderator: Andrew R. Binder, University of Wisconsin-Madison**

“Confidence in Congress During a Partisan Era” Chad Kinsella, University of Cincinnati.

“Who Do You Trust? Political Trust and Direct Democracy” Brandon Bosch, University of Washington.

“Comedy in All its Many Forms: The Differential Influence of Satire, Self-Ridicule, and Parody on Political Attitudes” Amy B. Becker, University of Wisconsin-Madison.

“Time Series Analysis of Negative Economic News on the Presidential Approval Rate through People's Subjective Economic Reality: An Autogressive Model” Jae C. Shim, Korea University; Wan Soo Lee, Dongseo University; Byung Hae Lee, Myonji University.

**Discussant: Kathleen Frankovic, CBS News**

**10 am – 11:30 am -- Grand Ave. C****Response and Non-response in Survey Research****Moderator: HarmoniJoie Noel, University of Nebraska-Lincoln**

“Does Providing Respondents with their Preferred Survey Mode Really Increase Participation?” Heather Wood, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln.

“(Mis)understanding the Threat of Unit Nonresponse in Survey Research” Gregory J. Hoplamazian, The Ohio State University.

“The Frequency and Identification of “Professional Respondents” in a Wide Array of Global Research Panels” Steven H. Gittelman, Mktg, Inc.; Elaine Trimarchi, Mktg, Inc.

“Methodological Considerations in Surveys of Older Adults in the US” Kelly Quinn, University of Illinois at Chicago.

**Discussant: Dianne Rucinski, University of Illinois at Chicago****10 am – 11:30 am – Michigan Ave.****Minorities and Public Opinion****Moderator: Eulàlia Puig Abril, University of Wisconsin-Madison**

“No One is an Island: Floating Affirmative Action Policy in a Sea of Race” Caleb Schaffner, University of Illinois at Chicago.

“Determinants of Welfare Policy Attitudes: An Individual and Contextual Level Analysis” Kristin S. Abner, University of Illinois at Chicago.

“Campaign Attention Among Blacks in the 2004 and 2008 Presidential Election” Kate Kenski, University of Arizona; Rico Neumann, University of Arizona.

“Evaluating Public Opinion During a Racial Crisis: A Test of Social Identity Theory” Lori Boyer, Texas Tech University; Stephynie Perkins, University of North Florida.

**Discussant: Kimberley Rios Morrison, The Ohio State University****11:45 am – 1:15 pm Luncheon (ticket required), Park Ave. room**

Presiding: Patricia Moy, University of Washington

Student Paper Chair: Cecilie Gaziano, Research Solutions, Inc.

Keynote Speaker: Jeffrey C. Moore, U.S. Census Bureau  
"Survey Interviewing Among the Deceased: Pitfalls, Problems, and Possibilities"

Discussant: Peter V. Miller, Northwestern University

**1:30 pm – 3:00 pm -- Pedagogy Hour – Grand Ave. A****DESSERT BREAK**

Presiding: Patricia Moy, University of Washington

Speaker: Frederick G. Conrad, University of Michigan

“New Approaches to Measuring Public Opinion”

**3:15 pm – 4:45 pm**

**Measurement Issues – Grand Ave. A**

**Moderator: Elizabeth Ryan, University of Wisconsin-Madison**

“Validating Country-Level Measures of Media Freedom with Survey Data” Lee B. Becker, University of Georgia; Tudor Vlad, University of Georgia.

“First-, Second-, and Third-Person Effects: Single Versus Multiple-Question Assessment Strategies” Kurt Neuwirth, University of Cincinnati; Edward Frederick, University of Wisconsin-Whitewater; Won Jang, University of Wisconsin-Eau Claire.

“Dealing With Extremely Long Response Lists in a Mixed-Mode Survey Environment” Kumar Rao, Gallup; Geon Lee, University of Illinois at Chicago.

“The Effect of Measurement Error on Correlates of Intimate Partner Violence” HarmoniJoie Noel, University of Nebraska-Lincoln.

**Discussant: Allan McCutcheon, University of Nebraska-Lincoln**

**3:15 pm – 4:45 pm -- Grand Ave. B**

**Information Seeking and Processing and Public Opinion**

**Moderator: Heather Akin, University of Wisconsin-Madison**

“Transportation and Terror Management Theory: An Examination of Media Effects on Public Opinion” Rachel Lichtenfeld, The Ohio State University; Jay Hmielowski, The Ohio State University.

“Can “Deep” Thinking be Bad for Democracy: Implications of Bias and Depth as Key Dimensions of Information Processing” Ivan B. Dylko, The Ohio State University.

“An Inconvenient Setting or Source? Attributes of Science Documentaries and Their Effects on Information-Related Behavioral Intentions” Andrew R. Binder, University of Wisconsin-Madison; Michael Dahlstrom, Iowa State University; Tsung-Jen Shih, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison.

“Telling You What to Think: Effects of an Advocacy Prime and Additional Information on Argument Evaluation” Emily K. Vraga, University of Wisconsin-Madison; Stephanie Edgerly, University of Wisconsin-Madison; Itay Gabay, University of Wisconsin-Madison; Eulàlia Puig Abril, University of Wisconsin-Madison; Porismita Borah, University of Wisconsin-Madison.

**Discussant: Lindsay H. Hoffman, University of Delaware**



**3:15 pm – 4:45 pm -- Grand Ave. C**

**Political Discussion**

**Moderator: Sean Westwood, Stanford University**

“Willing to be Paired with Whom? Perceptions of Others’ Influence as Conduit to Deliberative Discussion” Eulàlia Puig Abril, University of Wisconsin-Madison; Wenjie Yan, University of Wisconsin-Madison; Kyurim Kyoung, University of Wisconsin-Madison; Gang Jing, University of Wisconsin-Madison.

“Political Coorientation in Social Networks” William P. Eveland Jr., The Ohio State University; Myiah Hutchens, The Ohio State University; Alyssa C. Morey, The Ohio State University.

“Talking Politics: Why and With Whom We Discuss Political Matters” Alyssa C. Morey, The Ohio State University; Myiah Hutchens, The Ohio State University; William P. Eveland Jr., The Ohio State University.

“Predicting Political Knowledge from Online Media Use and Discussion” Jason A. Martin, Indiana University.

**Discussant: Dietram Scheufele, University of Wisconsin-Madison**

**4:45 pm – 6 pm                      Cocktail Hour**

**4:45 pm – 6 pm                      Poster Session – Michigan Ave. and lobby**

“Your Comments Are Invited: A Content Analysis of Online Comments to Local News” Kevin Qualls, Murray State University; Gill Welsch, Murray State University.

“Aided Death in the US: Personal Exposure and Public Support” Jennifer Teggatz, University of Wisconsin-Madison.

“So, You Really Want to Be in Movies? Demonstrating Unintended Effects of Institutional Portrayals in Hollywood Releases” H. Allen White, Everett Group; Robert Daves, Everett Group; Steve Everett, Everett Group.

“Agenda-Setting Theory in 2008 when President Bush was in His Last Year in Office” Mohammed Al-Azdee, Indiana University.

“Race, Acculturation and Extreme Response Style” Pei-Pei Lei, University of Illinois at Chicago.

“Clowns to the Left, Jokers to the Right: Public Opinion Stuck in the Middle” Ward Kay, George Mason University.

“Ladies First?: Did Gender and Incumbency Make a Difference in the Newspaper Coverage of Two 2006 Senate Elections?” Lanier Frush Holt, Indiana University.

“Media Use and the Development of Human Values in New Zealand” Dennis Davis, Pennsylvania State University; Stephanie Broege, Leipzig Germany; Rob Layson, Otago University.

““Going Public” and Foreign Policy: Its Effect on Media and Public Opinion” Daniel R. Birdsong, University of Cincinnati.

“Gender Bias in News Media: A Content Analysis of Sarah Palin and Joseph Biden in Newspapers” Brittany DuBose, Auburn University; Katherine Irwin, Auburn University; Seihill Kim, University of South Carolina.

**6:30 pm Dutch Treat: President’s Dinner at Reza’s (432 W. Ontario)  
Meet in hotel lobby**

## **SATURDAY**

**8:30 am – Noon Registration (coffee, tea, bakery, fruit)**

**8:30 am – 10 am --Grand Ave. A**

**Survey Participation**

**Moderator: Gregory J. Hoplamazian, The Ohio State University**

“Improving Survey Participation within an Address-Based Sample Design” Michael W. Link, The Nielsen Company.

“A National Study of Nonresponse Bias in Surveys of Television Viewing” Peter V. Miller, Northwestern University; Frauke Kreuter, University of Maryland; Carolina Casas-Cordero, University of Maryland; Paul Lavrakas, Independent Consultant.

“Assessing Campaign Effects: How Three Little Words in an Online Survey Invitation Impacted Response Rate” Fiona Chew, Syracuse University; Rebecca Ortiz, Syracuse University.

“Cognitive Testing Recruitment for Multiple Studies” Clarissa Steele, University of Nebraska-Lincoln; Laura Branden, Westat; Martha Kudela, Westat.

**Discussant: Tiffany King, RTI International**

**8:30 am - 10 am -- Grand Ave. B**

**Trends in Public Opinion**

**Moderator: Sebastian Valenzuela, University of Texas-Austin**

“American Public Opinion on Teaching Evolution: The Framing Effect” Misook Gwon, University of Cincinnati.

“Trends in National Spending Priorities, 1973-2008” Tom W. Smith, NORC/University of Chicago.

“Public Confidence in Education, 1973-2008” Janet Schlaak, University of Cincinnati.

“Past, Present and Future: Public Opinion Trends Regarding Health Information Technology and Health Information Exchange” Robert Bailey, RTI International; Diana Smith, RTI International.

**Discussant: Jacquie Hitchon McSweeney, University of Wisconsin-Madison**

**8:30 am – 10 am -- Grand Ave. C**

**Risk, Science and Public Opinion**

**Moderator: Jennifer Teggatz, University of Wisconsin-Madison**

“Because I Say So: The Role of Stakeholders in the Agenda Building Process” Elizabeth L. Ryan, University of Wisconsin-Madison.

“Inter-Media Frame Building: The U.S. Beef Import Case in South Korea” Seong Choul Hong, Indiana University and Chang Hee Choi, Indiana University.

“Risk and Social Context: Comparing Public Opinion and Media Coverage of a Bio-Research Facility Across Five Candidate Sites” Andrew R. Binder, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Al Gunther, University of Wisconsin-Madison; Kajsa Dalrymple, University of Wisconsin-Madison.

“Multiple Exposures: Scientific Controversy, Media Use, and Public Responses to Bisphenol A” Paul R. Brewer, University of Wisconsin-Milwaukee; Barbara L. Ley, University of Wisconsin-Milwaukee.

**Discussant: Sean Hogan, RTI International**

**8:30 am – 10 am -- Michigan Ave.**

**Political Campaigns**

**Moderator: Jason Rittenberg, University of Illinois**

“Campaigns, Voters and Agency in the 2008 U.S. Presidential Election: Examining Effects of Campaign-Voter Interaction on Support” Aaron S. Veenstra, Southern Illinois University Carbondale; Emily K. Vraga, University of Wisconsin-Madison; Leticia Bode, University of Wisconsin-Madison; Melissa R. Gotlieb, University of Wisconsin-Madison.

“The Formation of Opinions on Political Advertising and Their Effects” Yung-I Liu, Cleveland State University, Leo Jeffres, Cleveland State University.

“Red, Blue, and Purple: An Analysis of the Advertising in Safe and Battleground States in the 2004 Presidential Election” Mary Beth Lombardo, Indiana University; Lindsay H. Hoffman, University of Delaware.

“The Influence of Communication Context on Political Cognition in Presidential Campaigns: A Geospatial Analysis” Yung-I Liu, Cleveland State University.

“The Minute Man Movement: Exchanging Political Mobilization for Civic Engagement” Thomas Phillip Madison, Louisiana State University

**Discussant: Weiwu Zhang, Texas Tech University**

**10:15 am – 11:45 am – Grand Ave. A**

**Recruitment Strategies and Interviewer-Related Issues**

**Moderator: Muzammil Hussain, University of Washington**

“The Effect of Interviewer Image in a Virtual World Survey” Joe Murphy, RTI International; Elizabeth Dean, RTI International; Sarah Cook, RTI International; Michael Keating, RTI International.

“The Relationship Among Monetary Incentive, Representativeness, and Panel Tenure: Results from an Experiment Recruiting KnowledgePanel Members with an Address-Based Sample” Ashley Richards, University of Nebraska-Lincoln; Mario Callegaro, University of Nebraska-Lincoln; Charles DiSogra, Knowledge Networks.

“Deliberative Polls: An Investigation of the Coverage and Nonresponse Properties of Common Recruitment Strategies” Jamie Marincic, University of Nebraska-Lincoln; Tarik Abdel-Monem, University of Nebraska Public Policy Center, Stacia Jorgensen, University of Nebraska-Lincoln; Amanda Richardson, University of Nebraska-Lincoln.

“More Research on a Hybrid Within-Unit Respondent Selection Methods” Paul J. Lavrakas, Independent Consultant; Trevor N. Tompson, The Associated Press; Robert Benton and Christopher Fleury, GfK Roper.

**Discussant: Paul Pulliam, RTI International**

**10:15 am – 11:45 am -- Grand Ave. B**

**Political Participation and Public Opinion**

**Moderator: Jason A. Martin, Indiana University**

“One Nation, Divided or United? A Cross-Sectional and Longitudinal Comparison of the Antecedents to Civic Engagement and Political Participation, 2000-2004” Andrew R. Binder, University of Wisconsin-Madison.

“Explication of the User-Generated Content for Political Communication Research” Ivan B. Dylko, The Ohio State University; Michael McCluskey, The Ohio State University.

“How Newspapers and Voter Contact Impact Voters: Testing a Model of Political Knowledge and Voter Turnout” W. Joann Wong, Indiana University.

“Experimental Explorations of the Link between Election Administration and Confidence in the Electoral System” Frederick G. Conrad, University of Michigan; Tonya Rice, University of Michigan; Michael W. Traugott, University of Michigan.

**Discussant: Tom Johnson, Texas Tech University**

**10:15 am – 11:45 am -- Grand Ave. C**

**Media Frames**

**Moderator: Christine Carr, RTI International**

“Jon Stewart Dares Call it Torture: Anti-indexing and *The Daily Show's* Independence in the Abu Ghraib scandal” Caitlin Brown, University of Michigan.

“A Framing Analysis of “Change” and “Experience” During the 2008 Presidential Campaign” Weiwu Zhang, Texas Tech University; Trent Seltzer, Texas Tech University; Barbie Chambers, Texas Tech University; Wes Wise, Texas Tech University.

“Reporting the Recession: An Examination of Media Frames in Economic News Coverage” Elizabeth Stoycheff, The Ohio State University.

“Black Like Me?: Comparing and Contrasting How the Media Framed the Campaign Coverage of Jesse Jackson and Barack Obama” Lanier Frush Holt, Indiana University.

**Discussant: David Fan, University of Minnesota**

**10:15 am – 11:45 am -- Michigan Ave.**

**Perception of Public Opinion and Third Person Effect**

**Moderator: Amy Becker, University of Wisconsin-Madison**

“The Influence of Third Person Perception on Willingness to Engage in Deliberative Activities” Wenjie Yan, University of Wisconsin-Madison; Zhongdang Pan, University of Wisconsin-Madison; Eulalia Puig Abril, University of Wisconsin-Madison; Kyurim Kyoung, University of Wisconsin-Madison; Gang Jing, University of Wisconsin-Madison.

“Perceived Effects of Media Reports of Opinion Poll: An Integration of the Third-Person Effect and Social Judgment Theory” Hyunjung Kim, University of Oklahoma.

“What Are Those Squiggly Lines? Effects of Viewing Debates With and Without Real-Time Reactions of Focus Groups” Lindsay H. Hoffman, University of Delaware; Amanda D. Rosenburg, University of Delaware.

“Adolescent Conceptions of the Self and Attitudes toward Anabolic-Androgenic Steroids: Implications for the “Generalized Other”” Bryan E. Denham, Clemson University.

**Discussant: Julie Andsager, The University of Iowa**

**11:45 – 1:30    Lunch on your own**

**1:30 pm – 3:00 pm -- Grand Ave. A**

**Nontraditional Media and Political Processes**

**Moderator: Ivan B. Dylko, The Ohio State University**

“All Together Now or All Alone Together?” Testing the Dual Effects of the Internet on Political Processes” Weiwu Zhang, Texas Tech University; Thomas Johnson, Texas Tech University.

“A New Medium for Media Bias: How Online Information Sources Effect Media Bias Perceptions During a Presidential Campaign” Keith J. Zukas, University of Wisconsin-Madison.

“YouTube and Public Opinion: A Functional Theory Analysis of Public Relations Frames” Barbara J. Chambers, Texas Tech University; Shannon L. Bichard, Texas Tech University.

Following the Interest of the People: Google Search Queries, Polling Data and the 2008 Presidential Election” Sean Westwood, Stanford University.

“The Dark Side of the Boon?: Credibility, Selective Exposure and the Proliferation of Online Sources of Political Information” Tom Johnson, Texas Tech University; Barbara K. Kaye, University of Tennessee.

**Discussant: Doug Blanks Hindman, Washington State University**

**1:30 pm – 3:00 pm -- Grand Ave. B**

**Views of Country, Home and Abroad**

**Moderator: Lanier Frush Holt, Indiana University**

“How the World Sees America: Political and Cultural Dimensions of Anti-Americanism” Lars Willnat, Indiana University.

“Anti-Americanism Around the Globe” William J. Miller, Ohio University; Karl Kaltenthaler, University of Akron.

“The Patriotism Paradox: American National Attachment and the Status Quo” Nate Ramsey, University of Cincinnati; Misook Gwon, University of Cincinnati.

“International News Exposure and the American Public’s Perceptions of China” Yunjuan Luo, Indiana University.

**Discussant: Ward R. Kay, George Mason University**



**1:30 pm – 3:00 pm -- Grand Ave. C**

**Framing and Public Opinion**

**Moderator: Elizabeth Stoycheff, The Ohio State University**

“Seeking More Information: Influence of Competitive Frames and Information Processing” Porismita Borah, University of Wisconsin-Madison.

“Enhanced Scrutiny: Evaluating the Argument When the Facts Don’t Fit” D. Jasun Carr, University of Wisconsin-Madison; Keith Zukas, University of Wisconsin-Madison.

“Pathway or Impediment to Progress? Effects of News Frames on Individual Attitudes Toward Biofuels and their Potential Benefits for Global Warming” Bret R. Shaw, University of Wisconsin-Madison; Elizabeth L. Ryan, University of Wisconsin-Madison; Kang Namkoong, University of Wisconsin-Madison; Heather E. Akin, University of Wisconsin-Madison; Andrew R. Binder, University of Wisconsin-Madison.

“Seeking Opinions on a Controversial Issue: The Interplay of Story Frame, Commentary, and Individual Differences in Need to Evaluate” Melissa R. Gotlieb, University of Wisconsin-Madison; Eulalia Puig Abril, University of Wisconsin-Madison; D. Jasun Carr, University of Wisconsin-Madison; Itay Gabay, University of Wisconsin-Madison.

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

**1:30 pm – 3:00 pm -- Michigan Ave.**

**Understanding Online Audiences**

**Moderator: Tom Ksiazek, Northwestern University**

“Selective Exposure to News Media: Individual Predispositions and Online News Consumption” Shin Haeng Lee, Indiana University.

“Understanding Online Nanotechnology Audiences and Content” Ashley A. Anderson, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison.

“Measures of Non-Traditional Media Consumption During the 2008 Presidential Campaign” J. Michael Dennis, Knowledge Networks; Trevor Thompson, The Associated Press; Mike Henderson, Harvard University; Yelena Kruse, Knowledge Networks.

“What Does it Mean to "Friend" a Candidate? Assessing the Relationship Between Social Networking Sites, Political Activity, and Public Opinion” Jason Rittenberg, University of Illinois.

“Priming News Credibility Judgments: Interactions in the World of User-Created Content” Aaron S. Veenstra, Southern Illinois University Carbondale; Emily K. Vraga, University of Wisconsin-Madison; Stephanie Edgerly, University of Wisconsin-Madison; Sojung Kim, University of Wisconsin-Madison.

**Discussant: Ken Blake, Middle Tennessee State University**

**3:15 pm – 4:45 pm -- Grand Ave. A**

**Sampling and Data Quality**

**Moderator: Thomas Philip Madison, Louisiana State University**

“What Has Changed in the Landline Telephone Sampling Frame?” Mansour Fahimi, Marketing Systems Group; Dale Kulp, Marketing Systems Group; David Malarek, Marketing Systems Group.

“Voter Lists as Sampling Frames for Telephone and Mail Samples: Validating Two Studies by Focusing on Vote Choice and Turnout” Nicoleta Corbu, National School of Political Studies and Public Administration, Bucharest Romania; Qingmei Qing, University of Georgia; Lee B. Becker, University of Georgia.

“Investigating Data Quality in Cell Phone Surveying” Paul J. Lavrakas, Independent Consultant; Trevor N. Thompson, The Associated Press; Robert Benton, GfK Roper.

“Standardizing Paradata” David Chearo, University of Chicago Survey Lab.

“Using Computer-Generated Feedback to Increase Day Quality in Web Surveys” Gina K Walejko, Northwestern University.

**Discussant: John D. Loft, RTI International**

**3:15 pm – 4:45 pm -- Grand Ave. B**

**International Public Opinion**

**Moderator: Yunjuan Luo, Indiana University**

“News Media Use and Informed Decision Making: News Media and the Public’s Evaluation of a Controversial Issue in South Korea” Seihill Kim, University of South Carolina; Dietram A. Scheufele, University of Wisconsin-Madison; James Shanahan, Boston University.

“Support for Free Expression in Mexico Under Restrictive Election Laws: A Post-Election Survey Compared with New U.S. Data” Robert O. Wyatt, Middle Tennessee State University; Kenneth Blake, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University; Alejandro Moreno, Middle Tennessee State University; Jorge Rojas, Middle Tennessee State University.

“Agenda-Setting Dynamics in a Developing Democracy: Public Opinion, Television News, the President and Real-world Cues in Chile, 2000-2005” Sebastian Valenzuela, University of Texas-Austin; Arturo Arriagada, London School of Economics.

“News as Propaganda: A Comparative Analysis of U.S. and Chinese Press Coverage of the Six-Party Talks, 2003-2007” Won Yong Jang, University of Wisconsin-Eau Claire.

**Discussant: Hernando Rojas, University of Wisconsin-Madison**

**3:15 pm – 4:45 pm -- Grand Ave. C**

**Willingness to Speak Out**

**Moderator: Ashley Anderson, University of Wisconsin-Madison**

“Access to Abortion and Communication Choices in Computer-Mediated Communities: An Examination of the Spiral of Silence Theory” David Kamerer, Loyola University Chicago; Deborah Ballard-Reisch, Wichita State University; Bobby Rozzell, Wichita State University; Lou Heldman, Wichita State University.

“Just Joking, Seriously: Exploring Humor’s Role in Willingness to Speak Out” Kenneth R. Blake, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University; Robert O. Wyatt, Middle Tennessee State University.

“The Moderating Effect of Types of Content Expressed on the Effect of Heterogeneous Discussion in Deliberative Participation” Eunkyung Kim, University of Wisconsin-Madison; Michael Xenos, Louisiana State University.

“A License to Speak Out: ‘Double Minorities’ and Opinion Expression” Kimberly Rios Morrison, The Ohio State University.

**Discussant: Pan Zhongdang, University of Wisconsin-Madison**

**3:15 pm – 4:45 pm -- Michigan Ave.**

**Values and Public Opinion**

**Moderator: D. Jasun Carr, University of Wisconsin-Madison**

“What Would Jesus Read? The Impact of Religious Media on Environmental Attitudes and Behaviors” James T. Spartz, University of Wisconsin-Madison; Elizabeth Goers, University of Wisconsin-Madison; Tanya Zimmerman, University of Wisconsin-Madison; Erin Agesen, University of Wisconsin-Madison.

“The Role of Value Predispositions in Perceptions of Public Opinion About Controversial Science” Rachel Vallens, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Al Gunther, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison.

“In God We Trust? Exploring the Link Between Religiosity and Risk Perceptions in Nanotechnology Attitude Formation” Michael A. Cacciatore, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Elizabeth A. Corley, Arizona State University.

“The Knowledge Gap vs. the Ideology Gap: Beliefs about Abstinence-Only Sex Education” Doug Hindman, Washington State University.

**Discussant: Leo W. Jeffres, Cleveland State University**

**5:00 pm – 5:30 pm      Annual Meeting – Grand Ave. C**

**5:30 pm                      Conference adjourns**

## 2009 MAPOR Conference Registration Form

November 20 & 21, 2009

Full Name: \_\_\_\_\_

Department: \_\_\_\_\_

Institution/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Name for Name Tag: \_\_\_\_\_

Are you an AAPOR member? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are you currently a student? \_\_\_\_\_ Yes \_\_\_\_\_ No

Affiliation (if non-student): ☐ Academic ☐ For Profit ☐ Government  
☐ Non-profit ☐ Retired ☐ Other

### Dues, Registration, and Conference Events

*Dues are payable at the time of the annual conference for the following 12 months*

Regular Members (faculty or professional)	Fee	Total
Annual Dues	\$20	
Conference Registration		
• Regular	\$50	
• Early Bird (if postmarked by Nov. 1)	\$40	
Friday Luncheon (11:45 – 1:15)	\$35	

Students	Fee	Total
Conference Registration and Membership		
• Regular	\$35	
• Early Bird (if postmarked by Nov. 1)	\$30	
Friday Luncheon (11:45 – 1:15)	\$20	

<b>Total Enclosed – please make checks payable to MAPOR</b>	
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Please mail this form and payment to:

Joe Murphy, MAPOR Secretary/Treasurer  
RTI International  
230 W. Monroe St.  
Suite 2100  
Chicago, IL 60606

*Please notify Joe Murphy ([jmurphy@rti.org](mailto:jmurphy@rti.org)) by Nov. 5 if you plan to attend the Friday Luncheon but have not mailed your registration by Nov. 1.*