



Third Annual Conference

**Midwest Association**

**for**

**Public Opinion Research**



COMMUNICATIONS

The Sending and Receiving

of

Messages in Contemporary Society



**October 27-29, 1977**

**SHERATON PLAZA HOTEL**

**CHICAGO, ILLINOIS**

CO-CHAIR

SIDNEY KRAUS  
CLEVELAND STATE UNIVERSITY

DONALD A. HUGHES  
SEARS, ROEBUCK AND CO.

## Thursday, October 27

7:00 - 9:00 p.m.

7:00 - Midnight

Registration — Mezzanine

MAPOR Get-together — Library and Hampshire Room

## Friday, October 28

8:00 - 9:00 a.m.

Registration — Mezzanine

8:30 - 9:00 a.m.

Coffee available in meeting rooms

9:00 - 10:15 a.m.

Concurrent Sessions

### Session I - 1

#### CONCEPTUALIZATION OF PUBLIC OPINION FORMATION — Hampshire Room

Chair: Dennis Davis, Cleveland State University

Joan Fee and Andrew Greeley, University of Chicago

“Political Symbols in the Media”

Leo Jeffres, Cleveland State University

“Public Opinion Formation in Ethnic Groups”

Dennis Davis, Cleveland State University

“The Public Opinion Formation Process”

John W. Patterson and Leonard Tipton, University of Kentucky, and Virginia Dodge Fielder, *Lexington Leader*

“Opinion Polls as Political Events: Their Impact on Beliefs About Community Issues”

Discussant: Marilyn Jackson-Beeck, Annenberg School of Communications

### Session I - 2

#### WHAT'S GOING ON IN THE BUSINESS OF SURVEY RESEARCH — Salon A

Chair: Eugene Telser, A. C. Nielsen Co.

Steuart-Henderson Britt, Britt and Frerichs, Inc.

Frank D. Walker, Walker Research, Inc.

David Hardin, Market Facts, Inc.

10:15 - 10:30 a.m.

Coffee Break — Library

10:30 - 11:45 a.m.

Concurrent Sessions

### Session II - 1

#### STUDIES IN HEALTH COMMUNICATION — Hampshire Room

Chair: Peter Miller, University of Illinois, Champaign-Urbana

Michael Porte and Ernst Weiler, University of Cincinnati

“The Link Between Attitudes and Media Coverage on Swine Flu”

Ellen Wartella, Ohio State University

“Children's Learning About Nutrition in TV Commercials”

Seymour Sudman, University of Illinois, Champaign-Urbana and Richard Warnecke, University of Illinois, Chicago Circle

“Experiences in Health Survey Research”

Peter Miller, University of Illinois, Champaign-Urbana

“An Application of Health Interview Techniques to Mass Media Research”

### Session II - 2

#### TRENDS IN CONTENT ANALYSIS RESEARCH — Salon A

Chair: David Weaver, Indiana University

L. Carroll DeWeese, III, General Motors Research Laboratories and Maxwell E. McCombs, Syracuse University

“Systematic Identification of Emerging Public Concerns”

Marilyn Jackson-Beeck and Robert G. Meadow, Annenberg School of Communications

“Issue Evolution: Parameters in Presidential Debate and Public Perceptions”

G. Cleveland Wilhoit, Indiana University

“The Application of Evaluative Assertion Analysis to Studies of Media <sup>Performance</sup> ~~Preference~~”



12:00 - 2:00 p.m.

Luncheon — Salons B and C

2:00 - 3:30 p.m.

Concurrent Sessions

Session III - 1

**THE JOURNALISM PROFESSION: CONSTRAINTS AND EFFECTS** — Hampshire Room

Chair: Doris A. Graber, University of Illinois, Chicago Circle

Lee B. Becker, Ohio State University, Idowo Sobowale and Robin Cobbey, Syracuse University

"Commitment to the Field: Reporters and Their Profession"

Charles Weston, Western Illinois University

"Freedom of Press vs. Right of Privacy"

Steven H. Hatting, Miami University

"Newsmen's Privilege and the First Amendment"

Doris A. Graber, University of Illinois, Chicago Circle

"Crime News Coverage in Perspective"

Session III - 2

**STUDIES IN POLITICAL COMMUNICATION** — Salon A

Chair: Herbert Waltzer, Miami University

Gregory Casey and Michael R. Fitzgerald, University of Missouri, Columbia

"Candidate Images and the 1976 Presidential Debates: Round One"

G. Alan Tarr and Daniel Hellinger, Saint Olaf College

"Viewer Perceptions of Ford and Carter: First Debate"

Alan I. Abramowitz, John McGlennon and Ronald Rapoport, William and Mary College

"The Impact of Media in a Primary"

Discussants: Jack Dennis and Jack McLeod, University of Wisconsin, Madison

3:30 - 3:45 p.m.

Coffee Break — Library

3:45 - 5:00 p.m.

Concurrent Sessions

Session IV - 1

**TELEVISION AND VIEWING; NEWSPAPER AND READING** — Hampshire Room

Chair: Paul Hirsch, University of Chicago

Paul Hirsch, University of Chicago

"Television as a National Medium: An Organizational Perspective"

Rick Crandell and George D. Scheber, Texas Christian University

"Television Viewing Habits and Social Behavior of Preschoolers"

John E. Polich, *New York Times*

"The Fate of the Young Adult Reader"

Carl Rosen, Kent State University

"How Children Learn to Read and Speculations on the Influence of Television"

Session IV - 2

**PUBLIC OPINION AND PUBLIC POLICY** — Salon A

Chair: Alan D. Monroe, Illinois State University

Alan D. Monroe, Illinois State University

"Using National Survey Data to Evaluate Public Policy"

Warren S. Blumenfeld, Georgia State University and Esther R. Blumenfeld, Atlanta, Georgia

"Readability of Public Sector Documents: Implications for Public Policy"

Beth Perkins, The League Of Women Voters Education Fund and John Robinson, Cleveland State University

"The Public Looks at the United Nations: Implications for Foreign and Domestic Policy"

Ralph Baker, Fred Meyer, Dorothy Rudoni and A.M. Corbett, Ball State University

"Public Opinion on Police Services: Implications for Public Policy"

Phillip J. Tichenor, George Donohue and Clarice Olien, University of Minnesota

"Community Organization, Newspapers, and Resistance to an Energy Project"

Discussant: Steven Chaffee, University of Wisconsin, Madison

5:15 - 6:00 p.m.

MAPOR Business Meeting — Hampshire Room

6:30 p.m.

Dinner (Arrangements optional)

7:00 p.m. - Midnight

MAPOR Party — Library

Saturday, October 29

8:30 - 9:00 a.m.

9:00 - 10:15 a.m.

Coffee available in Salon A

Plenary Session — Salon A

Session V

**METHODOLOGICAL CONSIDERATIONS IN SURVEY RESEARCH**

Chair: William Wells, Needham, Harper & Steers Advertising, Inc.

Charles F. Powers and W. E. Wilson, Research Triangle Institute

"Knowledge vs. Persuasion Dissemination for Increasing Respondent Cooperation"

Frank Jones, Market Facts, Inc.

"Computer Conducted Interviews — A Method of Avoiding Interviewer Bias, But What Other Problems Arise?"

James R. Batts and Charles F. Powers, Research Triangle Institute

"Trending by Analysis Variables: A Qualitative Method of Reducing Questionnaire Bias"

10:15 - 10:30 a.m.

Coffee Break — Library

10:30 - 11:45 a.m.

Plenary Session — Salon A

Session VI

**CHANGING AMERICAN VOTERS: FACT OR ARTIFACT**

Chair: George Bishop, University of Cincinnati

R. Darcy, Oklahoma State University

"Consensus, Constraint and Political Polarization in Recent Presidential Elections"

James Rabjohn, Norman Nie, University of Chicago and Kristi Andersen, Ohio State University

(Title To Be Announced)

George Bishop, Robert Oldendick, Alfred Tuchfarber, and Stephen Bennett, University of Cincinnati

"Continuities in the Structure of American Political Attitudes and Behavior"

Discussant: To Be Announced



## REGISTRATION FORM

MAPOR CONFERENCE, OCTOBER 27-29  
SHERATON PLAZA HOTEL  
CHICAGO, ILLINOIS

Please circle the appropriate amount below.

"EARLY BIRD" REGISTRATION (Registration received by October 7)

|                         | MAPOR<br>Members | Non-<br>Members* | Students |
|-------------------------|------------------|------------------|----------|
| Conference and Luncheon | \$13.50          | \$18.50          | \$11.50  |
| Conference Only         | 5.00             | 10.00            | 3.00     |
| Luncheon Only           | 10.00            | 10.00            | 10.00    |

LATE REGISTRATION (After October 7)

|                         |         |         |         |
|-------------------------|---------|---------|---------|
| Conference and Luncheon | \$17.50 | \$25.00 | \$15.00 |
| Conference Only         | 7.50    | 15.00   | 5.00    |
| Luncheon Only           | 12.00   | 12.00   | 12.00   |

\*Annual dues for MAPOR are \$10.00. Non-members may join MAPOR by sending an additional \$5.00 with the Non-Member registration fee.

☐ Check payable to MAPOR enclosed in the amount of \$ \_\_\_\_\_

☐ I will pay at the conference

Name \_\_\_\_\_

Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (    ) \_\_\_\_\_

Please mail to: Arlene M. Ruksza  
Public Affairs Planning & Research  
Standard Oil Company (Indiana)  
200 East Randolph Drive  
Post Office Box 5910-A  
Chicago, Illinois 60680  
Telephone (312) 856-5222

Note: Room reservations should be made directly with the Sheraton Plaza using the enclosed reservation card or by calling their toll free number (800) 325-3535.

## The Midwest Association for Public Opinion Research

... is the Midwest Chapter of the American Association for Public Opinion Research (AAPOR). AAPOR is a professional association of individuals (not organizations) engaged or interested in public opinion and social research methods and their applications. The objectives of AAPOR, as stated in its 1963 Certificate of Incorporation, are:

“... to stimulate research and study in the field of public opinion and social behavior; to facilitate the dissemination of research methods, techniques and findings through annual conferences, an official journal and other means; to promote the use of public opinion research in democratic policy formation; to encourage the development of professional standards; and to serve as a representative national organization in international opinion research meetings and associations.”

The officers of MAPOR for 1976 - 77 are:

*President*

Donna S. Charron  
HBE Corp.

*Vice President and President-Elect*

George F. Bishop  
Behavioral Sciences Laboratory  
University of Cincinnati

*Secretary-Treasurer*

Arlene Ruksza  
Standard Oil Co. (Indiana)

*Conference Co-Chair*

Sidney Kraus  
Cleveland State University  
Donald A. Hughes  
Sears, Roebuck and Co.

Questions concerning membership in either MAPOR or AAPOR should be directed to the Secretary-Treasurer, Arlene Ruksza.