

Fourth Annual Conference

**MIDWEST ASSOCIATION
FOR
PUBLIC OPINION
RESEARCH**



“Opinion Research and the Social
Sciences: Theories and Applications”



October 19-21, 1978

Sheraton Plaza Hotel
160 East Huron — off North Michigan Avenue
Chicago, Illinois

CO-CHAIR

DORIS A. GRABER
UNIVERSITY OF ILLINOIS, CHICAGO CIRCLE

SIDNEY KRAUS
CLEVELAND STATE UNIVERSITY

Thursday, October 19

12:00 - 5:00 p.m. **Registration**

Mezzanine
Hampshire Room

2:00 - 3:15 p.m. **TRENDS IN PUBLIC OPINION RESEARCH**

Chair: George Balch, University of Illinois, Chicago Circle

Elisabeth Noelle-Neumann, Institut für Demoskopie Allensbach and University of Chicago
"Public Opinion and Democracy"

Richard Jensen, The Newberry Library, Chicago

"Purposes and Methods of Public Opinion Research: The Early Days of the Field"

Tom W. Smith, National Opinion Research Center, University of Chicago

"America's Most Important Problem: A Trend Analysis, 1946-1976"

Kenneth Kolson, Hiram College

"Tracing the Roots of the New Politics"

Discussant: George Balch, University of Illinois, Chicago Circle

STUDIES OF THE PRESIDENCY

Salon A

Chair: Arthur Miller, University of Michigan

William S. Maddox & Roger Handberg, Florida Technological University

"Children View the New President"

Stephen E. Bennett, Robert Oldendick & George Bishop, University of Cincinnati

"Assimilation and Contrast Effects: A Comparison of Presidential and Off-Year Elections"

Charles W. Ostrom & Dennis M. Simon, Michigan State University

"Public Evaluations of the President: The Electoral — Support Cycle"

Donald Gross, University of Kentucky

"Similarity Perceptions Among Presidential Candidates: An Individual Difference Approach"

Discussant: Arthur Miller, University of Michigan

3:30 - 4:45 p.m. **THE NEWS BUSINESS**

Hampshire Room

Chair: Lee B. Becker, Ohio State University

Lee B. Becker, D. Charles Whitney & Erik L. Collins, Ohio State University

"Public Understanding of the News Business"

David H. Weaver, Indiana University

"Estimating the Value of Newspaper Content for Readers: A Comparison of Two Methods"

D. Charles Whitney, Ohio State University

"News Inputs, News Outputs and News Processing: Two Case Studies"

Idowu Sobowale, Syracuse University

"The Social-Psychological Predictors of Commitment to Journalism"

Discussant: Sharon Dunwoody, Ohio State University

DETERMINANTS OF POLITICAL BEHAVIOR

Salon A

Chair: Steven H. Chaffee, University of Wisconsin

Marilyn Jackson-Beeck, Cleveland State University

"Interpersonal and Mass Communication in Children's Political Socialization"

Robert O. Simmons Jr., University of Michigan

"Changes in Political Affect and Cognitions Among Viewers and Nonviewers of Television's 1976 Election Night Coverage"

Brian Vargus, Indiana Univ./Purdue Univ. at Indianapolis

"Political Exchange: An Examination of the Relationship of Legitimacy and Perceived Effectiveness of Local Government"

Terry F. Buss, William C. Binning & Larry Esterly, Youngstown State University

"Mass Media and Election Day Registration: Some Preliminary Results"

Discussant: Alan R. Gitelson, Loyola University of Chicago

Friday, October 20

9:00 - 12:00 noon Registration

Mezzanine

9:00 - 10:15 a.m. **TELEVISION STUDIES**

Hampshire Room

Chair: Ellen Wartella, Ohio State University

Julius Litman, Marketing Research, Columbus

"The Electronic Town-Meeting: Participatory Democracy and Television"

C. N. Olien, G. A. Donohue & P. J. Tichenor, University of Minnesota

"Television, Social Protest and Citizen Knowledge"

Charles Atkin, Michigan State University

"Effects of Public Service Announcements on Young Viewers"

John P. Robinson & Leo W. Jeffres, Cleveland State University

"The Mass Media Habits of Cable Television Subscribers"

Discussant: Samuel L. Becker, University of Iowa

SOME PROBLEMS IN AFFIRMATIVE ACTION

Salon A

Chair: Nan E. McGehee, University of Illinois, Chicago Circle

John G. Condran, Ball State University

"Changes in White Attitudes Towards Blacks: 1963-1977"

Bernard Silverman, Kenneth Rasinski & Joanne Roemer, Montgomery Ward

"Blacks' and Whites' Attitudes Towards Affirmative Action and Busing: A Difference of Opinion"

G. Alan Tarr, Rutgers University

"Understanding the Affirmative Action Debate"

Discussant: Nan E. McGehee, University of Illinois, Chicago Circle

10:15 - 10:30 a.m. Coffee Break

Library

10:30 - 11:45 a.m. **A SCARCE RESOURCE — TIME BUDGETS AND MASS MEDIA**

Hampshire Room

Chair: F. Gerald Kline, University of Minnesota & Peter Clarke, University of Michigan

John P. Robinson, Cleveland State University

"The Time-Diary Perspective on American Mass Media Habits: Implications for Communication Research"

Marianne Berry & Benjamin Taylor, University of Michigan

"Time Spent with Media: The Explanatory Power of SES and Family Life Cycle"

Peter Clarke, University of Michigan & F. Gerald Kline, University of Minnesota

"Use of Time as a Measure of Media Exposure: Alternate Schemes for Operationalization"

Discussant: F. Gerald Kline, University of Minnesota

NEWSPAPER READERSHIP STUDIES

Salon A

Chair: Leo W. Jeffres, Cleveland State University

Maxwell McCombs & Paula Poindexter, Syracuse University

"Civic Attitudes and Newspaper Readership"

Robin E. Cobbey, Syracuse University

"Audience Attitudes in Newspaper Reading"

Eugene F. Shaw & Daniel Riffe, The University of Tennessee

"The Stereotyped Small-Town Consumer: An Assessment"

Sharon Dunwoody, Ohio State University

"A Cross-Methodological Study of Factors Affecting the Selection of News at a Scientific Meeting"

Discussant: Jae-won Lee, Cleveland State University

Local Activities Coordinator: Barbara Bardes

12:00 - 2:00 p.m. **Lucheon**

Salons B and C

2:00 - 3:15 p.m. **THE ABORTION ISSUE**

Hampshire Room

Chair: Margaret Gordon, Northwestern University

Theodore C. Wagenaar, Miami University

"Attitudes Toward Abortion: A Comparative Analysis of Correlates for 1973, 1975, and 1977"

Gregory H. Singleton, Northeastern Illinois University

"The New Symbolic Crusade: Some Theoretical Considerations of Opinion Clusters on the Issue of Abortion"

Raymond J. Adamek, Kent State University

"On the Validity of the Harris Poll's Supreme Court Abortion Decision Questions"

Discussants: Alice Dan, University of Illinois & Cynthia J. Little, National Abortion Rights Action League

ROUND TABLE ON TAXPAYERS REVOLT

Salon A

Chair: Ted Hebert, University of North Carolina

Participants:

Richard D. Bingham, University of Wisconsin, Milwaukee

Barbara Bryant, Market Opinion Research of Detroit

Susan MacManus, University of Houston

Andrew J. Morrison, Market Opinion Research of Detroit

3:30 - 4:45 p.m. **STUDIES IN PUBLIC EDUCATION**

Hampshire Room

Chair: Anne Heinz, University of Chicago

Janet Schofield, University of Pittsburgh

"Community Influence in the Schools: A National Survey of Public Opinion"

James D. King, University of Missouri

"The Social Characteristics of Voters in School Finance Elections"

Ruth S. Jones & E. Terrence Jones, University of Missouri

"Information Sources and School Support"

Kathy Kwiatek, Susan Evans & Peter Clarke, University of Michigan

"Occupational Values and Information Seeking: The Case of Public School Teachers"

Linda Skerchock, Purdue University

"The Flow of Information: Impact on Image Construction"

METHODOLOGICAL STUDIES

Salon A

Chair: Kathleen Crittenden, University of Illinois, Chicago Circle

John W. Hall Jr. & Kenneth C. Kehr, Mathematica Policy Research

"The Use of Data From Administrative Records to Supplement Survey Data in Social Science Research"

Michael W. Traugott & John P. Katosh, University of Michigan

"Response Validity in Surveys of Voting Behavior"

John P. Vidmar & Paul Holtzman, Market Facts, Inc.

"An Examination of Biases Resulting From the Precoding, Sequencing and Wording of Answer Categories"

Michael F. Weeks, Ralph Folson & Bruce Jones, Research Triangle Institute

"Optimal Times to Contact Sample Households: An Analysis of the Probabilities of Finding a Respondent Aged 14 or Over at Home in a Household Survey"

Steven S. Martin, University of Michigan

"Class Dismissed? A Preliminary Analysis into the Meaning of the Measure of Subjective Social Class"

5:15 - 6:00 p.m. **MAPOR Business Meeting**

Hampshire Room

9:00 - 11:00 p.m. **MAPOR Party**

Penthouse (cash bar)

Saturday, October 21

8:30 - 9:00 a.m. Registration

Mezzanine

9:00 - 10:15 a.m. SOME APPROACHES IN GATHERING DATA

Hampshire Room

Chair: William Klecka, University of Cincinnati

Dennis R. Goldenson, West Virginia University

"Some Problems of Using Survey Responses to Infer Attitudes and Knowledge: A Field-Experimental Study of Civil Liberties"

R. H. Metzcus, Indiana University at South Bend

"In Matters of Opinion: An Analysis of Issue Salience and Respondent Participation Rates"

William Klecka, University of Cincinnati

"Shopping for Computer Aided Telephone Interviewing Hardware and Software"

Joan F. Fee, National Opinion Research Center

"Symbols in Survey Questions: The Problem of Multiple Word Meanings"

Discussant: Garth Taylor, National Opinion Research Center

10:15 - 10:30 a.m. Coffee Break

Library

10:30 - 11:45 a.m. PUBLIC ATTITUDES ON PUBLIC POLICIES

Chair: Douglas Madsen, University of Iowa

William Feyerham & Carl E. Pope, University of Wisconsin

"Public Attitudes Toward Crime and Justice: An Empirical Assessment"

Ronald D. Hedlund, Thomas E. James & David Hedge, University of Wisconsin

"Public Attitudes Toward Governmental Supported Arts Programs"

Louis P. Cusella, University of Delaware

"Domain Consensus, Communication Linkages, and Perceived University-Community Interaction"

Alan D. Monroe, Illinois State University

"The Progressive Public: Liberalism in Public Preferences and Governmental Decisions"

Thomas R. Hensley, James Best & Marilyn Heller, Kent State University

"Attitude Change and the Judicial Process: An Analysis of the 1975 Kent State Civil Trial Using Cognitive Consistency Theory"

**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 1977-78 are:

President

George Bishop
Behavioral Sciences Laboratory
University of Cincinnati

Vice President and President-Elect

Gene Telser
A.C. Nielsen Co.

Secretary-Treasurer

Arlene Ruksza
Focus Group Moderating & Analysis
Chicago, Illinois

Conference Co-Chair

Sidney Kraus
Cleveland State University

Doris A. Graber
University of Illinois, Chicago Circle

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