

Fifth Annual Conference

**MIDWEST ASSOCIATION
FOR
PUBLIC OPINION
RESEARCH**

**“Opinion Analysis:
Goals For The 1980’s”**

November 2-3, 1979

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

CO-CHAIR

DORIS A. GRABER
UNIVERSITY OF ILLINOIS, CHICAGO CIRCLE

STANLEY KAPULER
KAPULER AND ASSOCIATES, INC.

Friday, November 2

8:00 a.m. - 3:30 p.m.	Registration	Library
9:00 - 10:15 a.m.	THE 1980 PRESIDENTIAL DEBATES Chair: Sidney Kraus, Cleveland State University Jack Dennis, University of Wisconsin. Professor Dennis has authored several research reports on the effects of presidential debates. Sidney Kraus, Cleveland State University. Professor Kraus is editor of the one-volume study <i>The Great Debates, Carter v. Ford, 1976</i>. Lee M. Mitchell, Sidley & Austin. Mr. Mitchell authored the background paper for the report of the 20th Century Fund Task Force on Presidential Debates. PERCY-SEITH RACE IN 1978, WERE THE POLLS APPART ... OR WERE THE POLLS A PART? Chair: Nick Panagakis, President, Market Shares Corporation Kenneth Towers, Assistant Managing Editor, Chicago <i>Sun-Times</i> Gary Cummings, Editorial Director, WBBM-TV The principals of Channel 2 Newspoll and Chicago <i>Sun-Times</i> Straw Poll discuss the erratic nature of voting preference in this race and the resultant, apparent anomalies.	Hampshire Room Salon A
10:15 - 10:30 a.m.	Coffee Break	Library
10:30 - 11:45 a.m.	IMPROVING THE REPORTING OF PUBLIC OPINION RESEARCH IN THE 1980's — A NEWSROOM GUIDE TO POLLS AND SURVEYS Chair: David Weaver and G. Cleveland Wilhoit, Indiana University Virginia Fielder, Editorial Research Manager, Chicago <i>Sun-Times</i> Chuck Hakes, Marketing and Research Consultant, Detroit John McCormick, Reporter and Columnist, Dubuque (Iowa) <i>Telegraph Herald</i> Eve Weinberg, Executive Vice President, Policy Research Corporation, Chicago FOCUS GROUPS BEFORE OR AFTER QUANTITATIVE STUDIES Chair: Gerald Linda, Associate Research Director, Tatham, Laird & Kudner Ken Powaga, Market Research Manager, International Harvester Co.	Hampshire Room Salon A
12:00 - 2:00 p.m.	Luncheon	Salon B
	Memorial Luncheon for Stuart Henderson Britt. Guest Speaker: Sydney Levy, Northwestern University THE BRITT ERA — AND AFTER	

Friday, November 2

2:00 - 3:15 p.m.

NEWS MEDIA ROLES

Hampshire Room

Chair: Sharon Dunwoody, Ohio State University

Richard M. Perloff, Cleveland State University

Ellen A. Wartella, University of Illinois

Lee B. Becker, Ohio State University

"The Impact of News Formats on Adult Learning from T.V. News"

William S. Maddox and Robert Robins, University of Central Florida

"The Politics of People Magazine"

Lee B. Becker, Ohio State University, Jeffrey W. Fruit, Ohio Wesleyan University
and Erik L. Collins, Ohio State University

"Motivations and Media Use: Exploring the Linkage"

George A. Donohue, Clarence N. Olien and Philip J. Tichenor, University of
Minnesota-Twin Cities

"Some Aspects of the Role of Newspapers in the Social Systems of Suburbs,
Cities and Small Towns"

Discussant: Gin K. Kim, University of Illinois, Chicago Circle

MIDDLE AMERICA IN THE 1980's

Salon A

Chair: William Hull, Vice President and Director of Research, J. Walter Thompson

Pat Cafferata, Associate Research Director, Needham Harper & Steers

William Jamieson, Vice President/Director of Research, Ogilvy and Mather, Inc.

3:15 - 3:30 p.m.

Coffee Break

Library

3:30 - 4:45 p.m.

**UNDERGRADUATE RESEARCH PARTICIPATION IN
PUBLIC OPINION RESEARCH**

Hampshire Room

Chair: Kevin McKeough, Northern Illinois University

Jon D. Miller, Project Director, URP Program, Northern Illinois University

"The Design and Purposes of the URP Program"

Eleanor Godfrey, Northern Illinois University

"An Evaluation of the URP Experience"

Student Presentations:

Susan Estill, College of Wooster. "Attentiveness to Energy Issues"

Holli Semetko, Albion College. "Gender and Political Interest"

Kathy Gear, University of Richmond. "Transmission of Party Identification"

Carl Franz, Concordia College. "An Analysis of Political Independents"

TOWARDS IMPROVING PURCHASE PREDICTION

Salon A

Chair: James Rys, Assistant Manager, Advertising Research, Sears Roebuck &
Co.

Joseph White, Datatab, Inc.

Stanley Kapuler, President, Kapuler and Associates, Inc.

5:00 - 7:00 p.m.

MAPOR Cocktail Party — Cash Bar

Library

Saturday, November 3

8:15 - 9:00 a.m. Mapor Business Meeting Hampshire Room

8:30 a.m. - 1:00 p.m. Registration Library

9:00 - 10:15 a.m. ELECTORAL RESEARCH IN THE 1980's Hampshire Room
 Chair: Arthur Miller, Center for Political Studies, University of Michigan, Ann Arbor
 Benjamin Page, University of Chicago
 Lutz Erbring, University of Chicago
 Steven Chaffee, University of Wisconsin
 Steven Coombs, Director, Minnesota Poll, *Minneapolis Tribune*
 Edward Schneider, Research Director, Market Opinion Research, Detroit

OPINION-SHAPING FORCES Salon A

Chair: Theodore C. Wagenaar, Miami University
 Daniel Riffe, University of Tennessee, Knoxville
 "Relative Credibility Revisited: 18 Unnamed Sources"
 Marilyn Jackson-Beeck, Cleveland State University
 "Television's Power to Predict the "Mean World" Syndrome"
 Ethel A. Galzerano, University of Missouri
 "The Growing Influence of Conspiratorial Explanations of Politics in the Mass Public"
 Robert Oldendick and George Bishop, University of Cincinnati, Behavioral Sciences Laboratory
 "Models of Change in American Political Opinion"
 Discussant: Theodore C. Wagenaar, Miami University

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

10:30 - 11:45 a.m. OPINION MEASUREMENT TECHNIQUES Hampshire Room

Chair: John Wanat, University of Illinois, Chicago Circle
 Tom W. Smith, and C. Bruce Stephenson, University of Chicago, National Opinion Research Center
 "Reliability and Stability of Demographic, Behavioral, and Attitudinal Items on Surveys"
 Marijean Suelzle, Marjorie Rogasner and Vincent Keenan, Northwestern University, Center for Urban Affairs
 "Informed Consent in Public Opinion Research: Protection of Rights or New Form of Discrimination?"
 J. David Johnson, University of Wisconsin-Milwaukee
 "Response Styles and the Order of Presentation of Evaluative Dimensions for Bipolar Scales: A Cross-National Comparison"
 Dennis R. Goldenson, West Virginia University, Bureau for Government Research
 "The Measurement of Attitude Intensity"
 Discussant: Stephanie Smith, Indiana University Northwest

Carl E. Pope and William Feyerherm, University of Wisconsin-Milwaukee, "Racial Differences In Attitudes Toward Crime and Justice."

Saturday, November 3

10:30 - 11:45 a.m.

FORMAL AND INFORMAL POLITICAL PARTICIPATION

Salon A

Chair: Lya Rosenblum, Columbia College

Garrett J. O'Keefe, University of Denver

"Interpersonal Communication in Political Campaigns"

Gregory Casey, James D. King, James W. Riddlesperger, Jr., University of Missouri-Columbia

"Attitudes Towards Modes of Political Participation"

Jeffrey W. Wides, Southern Illinois University at Edwardsville

"On Relating New Variables to Traditional Concepts: Do the New Pegs Fit the Old Holes?"

Steven Goldman, University of Illinois at Urbana, Champaign

"Looking at Public Perceptions and Voting Behavior on Referenda Issues. The 1978 Illinois General Election"

Discussant: Dick Simpson, University of Illinois at Chicago Circle

12:00 - 2:00 p.m.

Luncheon

Salon B

Roundtable Discussions:

Robert Meadow, University of California, San Diego and Leonard Tipton, University of Kentucky

"How to Start Your own Survey Research Center on a Shoestring Budget"

Barbara Bardes, Loyola University, Chicago

"Public Opinion and Foreign Policy"

Norman Luttbeg, Texas A & M University

"Does Public Opinion Polling Produce Significant Political Data?"

Joseph White, Datatab, Inc.

"Approaches to Cluster Analysis"

William Hull, Vice President and Director of Research, J. Walter Thompson

"Approaches to Quality/Price/Value Segmentation"

Saturday, November 3

2:45 - 4:00 p.m.

MODELS FOR FUTURE AGENDA-SETTING RESEARCH

Hampshire Room

Chair: Chaim H. Eyal, Syracuse University

Laurie Epstein, Rutgers University

"Agenda-Setting Research: the Effects of Social Context on Individual and Group Behavior"

Marilyn Jackson-Beeck, Cleveland State University

"The Evolution of Political Agenda"

Wenmouth Williams and William Semlak, Illinois State University

"The Role of Matrix Building in Agenda-Setting Research"

James P. Winter, Syracuse University

"Proposed Contingencies in Mass Media Agenda-Setting"

Chaim H. Eyal, Syracuse University

"The Impact of Issue Choices on the AGenda-Setting Effect"

FUTURE ROLE OF SATISFACTIONS SURVEYS IN CONSUMER POLICY PLANNING

Salon A

Chair: Alan R. Andreasen, University of Illinois, Urbana

Ralph L. Day, Indiana University

"Research on the Measurement of Consumer Satisfaction, Dissatisfaction and Complaint Behavior"

Bruce Rocheleau, Northern Illinois University

"The Utility of Consumer Feedback Surveys: A Case Study"

Alan R. Andreasen and Jean Manning, University of Illinois, Urbana

"Future Role of Satisfactions Surveys in Consumer Policy Planning"