

D. Weaver



**Annual Conference of the
Midwest Association for
Public Opinion Research**

November 19 & 20, 1982
Sheraton-Plaza, Chicago

Andrew Morrison, President
Lee B. Becker & George Balch,
Conference Chairmen

REGISTRATION

8:30 a.m. to 4:00 p.m. Friday, November 19

9:00 a.m. to 11:30 a.m. Saturday, November 20
(Mezzanine)

Session Number 1 (Salon C)

Time: 9:30 — 11:00 a.m.

Date: Friday, November 19

Title: Economic Issues and Elections

Presiding: David Hill, Texas A&M

Discussant: Edward Hamburg, University of Illinois at Chicago
Circle

Papers:

"Economic Issues in the 1982 Election," John R. Petrocik,
Market Opinion Research and UCLA, and Fred T. Steeper,
Market Opinion Research.

"Recent Trends in Studies of the Political Business Cycle,"
Thad A. Brown, UCLA.

"The Economy as a Political Issue: Media, Rhetoric and the
Facts of Life," Lutz Erbring, University of Chicago.

Session Number 2 (Hampshire Room)

Time: 9:30 — 11:00 a.m.

Date: Friday, November 19

**Title: Round Table on Corporate Advertising: Research
Findings and Perspectives**

Presiding: Gerald Linda, Vice President and Director of
Research, Marsteller Inc., Chicago.

Participants:

Marc Agostini, Vice President, Diagnostic Research, Los
Angeles.

Charlotte Peterson, Research Director, Wall Street Journal,
Chicago.

Andrew Morrison, Senior Vice President, Market Opinion
Research, Detroit.

COFFEE BREAK

Session Number 3 (Salon C)**Time: 11:15 a.m. — 12:45 p.m.****Date: Friday, November 19****Title: Economic Issues and Elections: A Practitioners' Round Table**

Presiding: John Petrocik, Market Opinion Research and UCLA

Participants:

Linda DiVall, Research Director, National Republican Congressional Committee.

Dotty Lynch, Research Director, Democratic Congressional Campaign Committee.

David Axelrod, Political Editor, Chicago Tribune.

Session Number 4 (Hampshire Room)**Time: 11:15 a.m. — 12:45 p.m.****Date: Friday, November 19****Title: Problems in Surveying**

Presiding: Gene Telser, Gene Telser, Inc., Evanston

Discussant: Richard Day, Richard Day Research, Urbana, Illinois

Papers:

"Who Refuses and Resists in Telephone Surveys? Some New Evidence," Pat Brown and George Bishop, University of Cincinnati.

"65-Plus: The Pollsters Melting Pot?" Biddie Lorenzen and Don D. Smith, University of Iowa.

✓ "The Impact of Telephone vs. In-Person Interviewing on Public Opinion Theory," Roy Carter, University of Minnesota.

"Effectiveness of Confidentiality Assurances," Diane Colasanto and Judy Davinich, University of Wisconsin — Madison.

LUNCH (on your own)**MAPOR PROGRAM UPDATES****Added Session****Salon C****Time: 1:15–2:15 p.m. Friday, November 19****Title: Polling and the 1982 Gubernatorial Election in Illinois: A Round Table Discussion**

Presiding: Richard Day, Richard Day Research, Urbana, Illinois

Participants:

Nick Panagakis, Market Shares, Chicago (polled for CBS Channel 2, Chicago).

Andrew Kulley, Gallup (polled for Chicago Sun Times and NBC Channel 5, Chicago).

Richard Day, Richard Day Research, Urbana, Illinois (polled for ABC Channel 7, Chicago).

John Timberlake, Research Manager, Chicago Tribune.

Other Program Additions**Session Number 3**

Participants

Joe Gaylord, Political Director, National Republican Congressional Committee.

(Dottie Lynch is now with CBS News)

Session Number 5

Presiding: Alan R. Gitelson, Loyola University of Chicago.

Session Number 6

Papers:

"The Political Consequences of Doing Health Care Research," Paul Arntson, Northwestern.

Session Number 11

Participants:

Ben B. Smylie, Vice President of Information Products, Keycom Electronic Publishing, Chicago.

Hugh T. Martin, Partner, Mediasource, Chicago.

Session Number 5 (Hampshire Room)

Time: 2:15 — 3:45 p.m.

Date: Friday, November 19

Title: The Media, The Campaign and The Electorate

Presiding: Sidney Kraus, Cleveland State

Discussant: R. Warwick Blood, Ohio State University

Papers:

"Voting in the 1980 Republican Presidential Primaries," Mark J. Wattier, Murray State University. *- Ideological measure but product of note*

"Introducing a New Measure of Party Identification," Robert G. Brookshire, North Texas State University.

"Hoopla and Horse-Race in the 1980 Campaign Coverage: A Closer Look," Doris Graber, University of Illinois at Chicago Circle. *Index gives less than 2 info. on theme in story*

X "Media Use and the Diversity of Patterns of Emotional Reactions to Presidential Candidates," Eric S. Fredin, Indiana University.

Session Number 6 (Salon C)

Time: 2:15 — 3:45 p.m.

Date: Friday, November 19

Title: Public Opinion Research for Health and Human Services

Presiding: Lucy D. Rey, Northern Illinois University

Papers:

"Some Aspects of Conducting Field Interviews with Welfare Recipients," Dean F. Duncan, Research Triangle Institute.

"Market Research Needs of Hospitals," Terrence J. Rynne, Vice President for Corporate Services of Westlake Community Hospital, Melrose Park, Illinois.

"Health Care Educational Research," Allen J. Sorkin, President, Sorkin-Enenstein Research, Inc., Chicago.

"Patient Playback," Penina Maier, Research Analyst, Professional Research Analyst Division, Sieber and McIntyre, Chicago.

"Psychographic Research with MDs," Kenneth March, Vice President, Professional Research Analyst Division, Sieber and McIntyre, Chicago.

COFFEE BREAK

Session Number 7 (Hampshire Room)

Time: 4:00 — 5:30 p.m.

Date: Friday, November 19

Title: Formation of Public Opinion

Presiding: D. Charles Whitney, University of Illinois

Discussant: Jack M. McLeod, University of Wisconsin—Madison
Papers:

"Atop a Liberal Plateau? A Summary of Trends Since World War II," Tom W. Smith, NORC.

"Public Opinion and the Spiral of Silence," Elisabeth Noelle-Neumann, Allensbach Institute, Germany.

"Public Opinion and Watergate Exposure: The Case of Mexico," Carlos Sanchez Ilundain and Kurt Neuwirth, Universidad Autonoma de Nuevo Leon, Mexico.

"U.S. Media Imperialism In a Canadian Community: The Inculcation of Anti-Government Sentiment," James Winter and Douglas Baer, University of Windsor.

*use of US TV + news.
linked to anti-min attitudes and
flaming gov. for inflation*

Session Number 8 (Salon C)

Time: 4:00 — 5:30 p.m.

Date: Friday, November 19

Title: School Levy Campaigns: Techniques and Strategies

Presiding: Thomas A. McCain, Ohio State University

Discussant: Gerald Strom, University of Illinois at Chicago
Circle

Papers:

"Public Perceptions of School Related Issues and Sources of Information," Victor D. Wall, Ohio State University.

"Research on School Levy Issues: A Review of the Literature," Thomas A. McCain and Nadine S. Koch, Ohio State University.

"The Use and Misuse of Focus Groups and Survey Research in a Successful School Levy Campaign," F. Michael Lorz, Battelle's Columbus Laboratories.

Session Number 9 (Salon C)

Time: 9:00 — 10:30 a.m.

Date: Saturday, November 20

Title: New Technologies and the New Media: Assessing the Impact

Presiding: Jeffrey W. Fruit, Ohio Wesleyan

Discussant: Vernone M. Sparkes, Syracuse University
Papers:

"Assessing the Impact of Cable Interconnects on Consumer Opinions of Advertising: A Pilot Study," Neal S. Yonover, Michigan State University.

"Innovative Telecommunication Technologies and the Home User: Investigating the Adoption Process," Richard V. Ducey, Michigan State University.

"Videotex Journalism: The British and Dutch Experiences," David H. Weaver, Indiana University.

"Channel Selection with Cable TV: An Audience Measurement Device," Bradley Greenberg, Carrie Heeter and Dave D'Alessio, Michigan State University.

Session Number 10 (Hampshire Room)

Time: 9:00 — 10:30 a.m.

Date: Saturday, November 20

Title: Cognitive Structure and Political Behavior

Presiding: William Crotty, Northwestern University

Discussant: Peter Miller, Institute for Social Research, University of Michigan

Papers:

"Panel Analysis and Cognitive Theories of Attitude Change," D. Garth Taylor, University of Chicago.

"In Defense of the 'Levels of Conceptualization' Measure of Ideological Sophistication," Carol Cassell, University of Houston.

"Sources of Constraint in the Political Beliefs of Fundamentalist Women," Kristi Andersen and William Clyde Wilcox, Ohio State University.

COFFEE BREAK

Session Number 11 (Salon C)

Time: 10:45 a.m. — 12:15 p.m.

Date: Saturday, November 20

Title: The New Technologies and the New Media: Industry Perspective

Presiding: Lee B. Becker, Ohio State University

Participants:

Virginia Dodge Fielder, Director of Market Research of Viewdata Corp. of America, Miami Beach.

Julie A. Graber, Retail Marketing Representative, Information Service Division, CompuServe.

W. Theodore Bolton, University of Massachusetts and President, Bolton Research Incorporated.

Session Number 12 (Hampshire Room)

Time: 10:45 a.m. — 12:15 p.m.

Date: Saturday, November 20

Title: State Polls: A Panel Discussion of Problems and

Promises

— *Indiana Poll handouts*

Presiding: Alfred J. Tuchfarber, Director of The Ohio Poll, University of Cincinnati.

Participants:

Diane O'Rourke, Project Coordinator, Illinois Poll. — *since 1964 (access after 3 mos)*

Phil Roder, Acting Director, Survey Research Center, University of Kentucky (Kentucky Poll). — *since 1979 (access after 6 months)*

Andy Morrison, Senior Vice President, Market Opinion Research

(Michigan Trend Survey). — *political poll - release of info. to press*

(1974) *during campaign - media often*

sponsor it

LUNCH (on your own)

Session Number 13 (Salon C)

Time: 2:00 — 3:30 p.m.

Date: Saturday, November 20

Title: Issues in Telecommunications Policy

Presiding: Barry M. Orton, University of Wisconsin — Extension

Discussant: Willard D. Rowland Jr., University of Illinois

Papers:

"An Agenda for Public Policy," Robert Pepper, University of Iowa.

"Judicial Reaction to Cable Deregulation: Accommodation for New Freedom," Thomas Schwartz, Ohio State University.

"A Survey Technique for Involving Local Leaders in the Development of Telecommunications Policy Regarding New Communications Technology," Eric Fredin, Sue Lafky, and Mary Alice Sentmen, Indiana University.



Session Number 14 (Hampshire Room)

Time: 2:00 — 3:30 p.m.

Date: Saturday, November 20

Title: Public Opinion and Crime

Presiding: George Balch, Needham, Harper and Steers Advertising, Chicago.

Discussant: Walter Gantz, Indiana University

Papers:

"The Effects of the News Media on Fear of Crime," David Demers, Ohio State University.

"Fear Arousal in a Mass Media Information Campaign: Some Preliminary Findings," Garrett J. O'Keefe and Kathaleen Reid-Nash, University of Denver.

"Support for Gun Control: The Influence of Personal and Sociotropic Concerns," Tom R. Tyler and Paul J. Lavrakas, Northwestern University.

"Relating Environmental Needs to Media Content Preferences," Leo W. Jeffres and Rick Perloff, Cleveland State University.

COFFEE BREAK

Session Number 15 (Salon C)

Time: 3:45 — 5:15 p.m.

Date: Saturday, November 20

Title: Communications and Local Government

Presiding: Sharon Dunwoody, University of Wisconsin

Discussant: Bruce H. Westley, University of Kentucky

Papers:

"Communication and Neighborhood Mobilization," Leo W. Jeffres and Jean Dobos, Cleveland State University.

"Attitudes Toward Local Government: Does 'Closer to the People' Mean Citizen Satisfaction," Peggy Heilig, University of Illinois.

"Changes in Daily Newspapers: Implications for Community Political Behavior," Michael V. Smith, University of Michigan.

"Local Power, The Press and the World Outside: A Study of Leader and Editor Perceptions," George A. Donohue, Clarice N. Olien and Phillip J. Tichenor, University of Minnesota.

Session Number 16 (Hampshire Room)

Time: 3:45 — 5:15 p.m.

Date: Saturday, November 20

Title: Children, The Media and Politics

Presiding: Kathy Kwiatek, Southern Illinois University

Discussant: Ellen A. Wartella, University of Illinois

Papers:

"Parents' Perceptions of Television's Effects," Stephen Mills and Bruce Watkins, University of Michigan.

"Young People's Sexual Role Learning from Television," Kim Neuendorf, Cleveland State University.

"Using Experimental Designs with Children to Measure Political Attitude Formation in Social Settings," Daniel R. Minns, Case Western Reserve, and Christine Williams, Mt. Holyoke College.

"Families and Television: A Frame Analysis Theory of Development," Dennis K. Davis and Robert Abelman, Cleveland State.

Session Number 17 (Hampshire Room)

Time: 5:30 — 6:00 p.m.

Date: Saturday, November 20

Title: Business meeting

Presiding: Andrew Morrison, Market Opinion Research

Session Number 18 (Salon C)

Time: 6:00 p.m.

Date: Saturday, November 20

Title: MAPOR Cocktail Party (free bar)

Midwest Association for Public Opinion Research

MAPOR is an association of professional researchers dedicated to the collection, interpretation, and dissemination of information about American society. Our membership includes government researchers analyzing social issues and trends in our society, business marketing and research executives collecting and interpreting data for corporate planning, and academicians in a variety of social science disciplines and business schools. MAPOR is a regional affiliate of AAPOR — the American Association for Public Opinion Research. AAPOR is one of the oldest professional organizations for social scientists in the United States.

Membership is \$30 (\$20 for students), inclusive of the annual conference fee. Membership exclusive of the annual conference fee is \$15 (\$10 for students). Send checks payable to MAPOR to:

Dr. Marilyn Jackson-Beeck
Secretary/Treasurer, MAPOR
Blue Cross & Blue Shield of Minnesota
Box 43560
St. Paul, Minnesota 55164
(612) 456-8519