

NINTH ANNUAL CONFERENCE
OF

Midwest
Association for
Public
Opinion
Research

November 18-19, ¹⁹⁸³~~1984~~
SHERATON PLAZA HOTEL
160 EAST HURON
CHICAGO, ILLINOIS
Phone: (312) 787-2900

Conference Co-Chairs

George I. Balch, Needham, Harper & Steers/Chicago
phone: (312) 861-0200
D. Charles Whitney, University of Illinois-Urbana
phone: (217) 333-1549

FRIDAY, NOVEMBER 18

8:30
Mezzanine

REGISTRATION BEGINS

9:30 AM - 11:00 AM
Hampshire Room

Session: **SEGMENTS AND SEGMENTATION**

Presiding: Elizabeth Monroe Cook
Darcy-McManus & Masius, Chicago

Papers:

✓ "Beyond demographics and psycho-
graphics: infographic segmentation
techniques for communication
campaigns"

James Danowski
School of Journalism and Mass
Communication, University of
Wisconsin-Madison

"The sharing of household
maintenance tasks by married
couples"

Elinor Bowen
Leo Burnett, U.S.A.

"The readership of science maga-
zines: a case study in market
segmentation"

Public Opinion Laboratory
Northern Illinois University

Discussant: Robert Bailey, Jr.
BBDO/Chicago

9:30 AM - 11:00 AM
Salon C

Session: TESTING PUBLIC OPINION AND
ATTITUDE THEORIES

Presiding: Don Bowen
Political Science Department
University of Illinois-Chicago

Papers:

"Testing the spiral of silence
theory of public opinion"

Elsa Mohn
Communication Research Center
Syracuse University

"Attitude constraint as a function
of on-affective dimensions"

Tom W. Smith
National Opinion Research Center
University of Chicago

Discussant: Ed Hamburg
Political Science Department
University of Illinois-Chicago

11:00 AM - 11:15 AM
Mezzanine

COFFEE BREAK

11:15 AM - 12:45 PM
Hampshire Room

Session: LIFE STYLE, LEISURE TIME AND
THE NEW MEDIA (Roundtable)

Presiding: Lee Becker
School of Journalism
Ohio State University

Panelists:
Martin Horn and Linda Hadley
Needham, Harper & Steers/Chicago

Thomas McCain
Ohio State University

Mary Kay Fenner
CompuServe
Columbus, Ohio

John Crothers Pollock
Research and Forecasts
New York City

11:15 AM - 12:45 PM
SALON C

Session: POLLS, POLITICS AND PRIMARIES

Presiding: Prof. D. Charles Whitney
Institute of Communications Research
University of Illinois-Urbana

Papers:
"The effects of reduced government
benefits on evaluations of President
Reagan and the American government."
Kenneth Rasinski and Thomas Tyler
Department of Psychology
Northwestern University

✓ "Feedback effects of media polls:
Do the necessary preconditions
exist?"
Julie Zweigoron
SPSS, Inc.

Discussant: Prof. Doris Graber
Department of Political Science
University of Illinois-Chicago

12:45 PM - 2:15 PM

LUNCH (ON YOUR OWN)

2:15 PM - 3:45 PM Session: COMMUNITY AND COMMUNICATION
SALON C

Presiding: Prof. Al Tims
Department of Telecommunication
Indiana University

Papers:

"Community participation and the
media environment"

✓ Michael Smith and Benjamin Bates
Department of Communication
University of Michigan

"Predictors of neighborhood
commitment"

Leo Jeffres, Jean Dobos and Mary
Mano Sweeney
Department of Communication
Cleveland State University

"Megatrends and knowledge gaps:
Future predictions"

Cecilie Gaziano, University of
Minnesota

Discussant: Prof. Walter Gantz
Department of Telecommunication
Indiana University

4:00 PM - 5:30 PM Session: THE USES AND ABUSES OF POLLING FOR
Hampshire Room THE MEDIA (Roundtable)

Presiding: Michael Smith
Department of Communication
University of Michigan

Panelists:

Norman Nie
University of Chicago and SPSS, Inc.

Paul McGrath
Free-lance reporter and former Chief
of Staff and Press Advisor to Mayor
Byrne

Victor DeGrazia
Political strategist and former
Chief of Staff and Campaign
Strategist to Governor Daniel Walker

Nick Panagakis
market Shares, Inc.

F. Richard Ciccone
Managing Editor, Chicago Tribune

4:00 PM - 5:30 PM
SALON C

Session: MEDIA: PERSPECTIVES OF USERS

Presiding: Peter Miller
Department of Communication Studies
Northwestern University

Papers:

"Individuals' position in word-of-mouth networks, their mass and non-mass media and their knowledge, attitudes and behavior"
James Danowski
School of Journalism & Mass Communication
University of Wisconsin-Madison

"Individual and environmental determinants of television viewing"
Donna Rouner
Department of Communication
Cleveland State University

"Local public officials, the news media and other channels: is channel perception unidimensional?"
Daniel Riffe, Elijan Akhahenda and Kristen Dollase
School of Journalism
Southern Illinois University

"Talking about television: parental reports of parent-child TV-related conversations."
Walter Gantz and James B. Weaver III
Department of Telecommunication
Indiana University

Discussant: Kimberly Neuendorf
Department of Communication
Cleveland State University

SATURDAY, NOVEMBER 19

9:00 AM - 10:30 AM
Hampshire Room

Session: PUBLIC OPINION AND THE LEGAL PROCESS
(Roundtable)

Presiding: John A. Gardiner
Political Science Department
University of Illinois-Chicago

Panelists:

Kristi Andersen
Polimetrics Laboratory
Ohio State University

Chester T. Kamin, Esq.
Jenner & Block

Brian Vargus
Sociology Department
Indiana University-Indianapolis

Stephen M. Yarnell
Yarnell
Columbus, Ohio

✓ 9:00 AM - 10:30 AM
Salon C

Session: NEW METHODS IN PUBLIC OPINION
RESEARCH

Presiding: Steven B. Goldman
Richard Day Research, Inc.

Papers:

"Self-reported vs. system-monitored
uses of videotex."

James S. Ettema
School of Journalism & Mass Communi-
cation
University of Minnesota

"Indicator reliability, longitudinal
stability and intergenerational
similarity of family communication
patterns reported by adolescents and
their parents."

Albert R. Tims and Jonathan L.
Masland
Department of Telecommunications
Indiana University

"Conducting surveys by
telecomputer."

Leo W. Jeffres and Mark Ulaszewski
Department of Communication
Cleveland State University

Discussant: David Weaver
School of Journalism
Indiana University

10:30 AM - 10:45 AM
Mezzanine

COFFEE BREAK

10:45 AM - 12:15 PM
Hampshire Room

Session: POLITICAL MARKETING

Presiding: Bruce Newman
School of Business Administration
University of Wisconsin-Milwaukee

Papers:

"An overview of political marketing"
Bruce Newman

"The application of marketing
research techniques to politics"
Wandwossen Kassaye
School of Management
Suffolk University

"The application of a marketing
strategy to a local school board
election"
T. R. Rao
School of Business Administration
University of Wisconsin-Milwaukee

Discussant: Richard Day
Richard Day Research, Inc.
Evanston, Illinois

✓ 10:45 AM - 12:45 PM
Salon C

Session: CABLE TV: Views of Viewers and
NON-VIEWERS

Presiding: Hugh Martin
Mediasource
Chicago

Papers: "The cable viewing process"
Bradley S. Greenberg, David
D'Alessio, Carrie Heeter, Sherri
Stipes
Department of Communication
Michigan State University

✓ "Cable TV's nonsubscribers: who and
why"

Vernon Sparkes
Communications Research Center
Syracuse University

✓ "Municipal ownership of cable TV:
boon or boondoggle?"

Ron Carveth
Department of Communication
Cleveland State University

Discussant: Kevin Killion
Needham, Harper & Steers/Chicago

12:45 PM - 2:00 PM

LUNCH (ON YOUR OWN)

2:00 PM - 3:30 PM
Hampshire Room

Session: POLITICAL ADVERTISING:
VIDEO AND COMMENTARY
(CAMPAIGN COMMERCIALS AND
ROUNDTABLE)

Presiding: Myron Levine
Political Science Department
Albion College

Panelists:

Gerald Strom
Political Science Department
University of Illinois-Chicago

Barbara Bardes
Political Science Department
Loyola University-Chicago

Lyman Kellstedt
Political Science Department
Wheaton College
Wheaton, Illinois

✓ 2:00 PM - 3:30 PM
Salon C

Session: CONCEPTS OF MEDIA ROLES IN PUBLIC
OPINION

Presiding: Pamela J. Shoemaker
Department of Journalism
University of Texas

Papers:

✓ "Media agenda-setting and public
opinion."
David Weaver
School of Journalism
Indiana University

"'Deviance' as a predictor of
attitudes toward the media."
Pamela J. Shoemaker and Douglas
Storey
Department of Journalism
University of Texas

"Crime news and the educational role
of the press."

David Pritchard
School of Journalism & Mass
Communication
University of Wisconsin-Madison

"The search for information: How
lawmakers use reporters."

Frederick Fico
School of Journalism
Michigan State University

Discussant: James S. Ettema
School of Journalism & Mass Communi-
cation
University of Minnesota

3:30 PM
Hampshire Room

MAPOR BUSINESS MEETING

4:00 PM
TBA

MAPOR COCKTAIL PARTY