

November 16-17, 1984
Chicago Sheraton-Plaza Hotel
160 E. Huron 312/787-2900

C O N F E R E N C E P R O G R A M

Friday, Nov. 16

9:30 a.m. Registration begins on the Mezzanine.

10:30 a.m.-Noon

Salon C Collaborative Industry/University Research in Marketing:
The Simmons/Northern Illinois University College Youth Survey

Presiding: Valentine Appel, President, Custom Studies Division, Simmons Market
Research Bureau, New York

Papers: Student Attitudes Toward Nuclear Power.
Jon D. Miller, Northern Illinois University

Estimating Magazine Audiences in the College Market.
Randolph S. Brown, Vice President-Technical Director, Simmons Market
Research Bureau, New York

Estimating the Audience for People Magazine.
Barry Perrin, Advertising Research Manager, People Magazine, New York

Alcohol Consumption Patterns Among College-Age Youth.
Virginia McKeefery-Reynolds, Northern Illinois University

Discussant: Robert Bailey, Director of Research, BBD&O, Chicago

10:30 a.m.-noon

Hampshire Room News: The Influence of the News Media

Presiding: David Protess, Northwestern University

Papers: ✓ Neighborhood Newspapers and Opinion Leaders: Influences on
Agenda-Setting and Definitions of Issues.
Cecilie Gaziano, Minnesota Opinion Research Inc., Minneapolis

✓ The Watchdog Role of the Press: How is it Perceived in Different
Structures?
George A. Donohue, Clarice N. Olien and Phillip J. Tichenor,
University of Minnesota.

✓ Toward the Study of News Culture: A Review of Current Research.
Dennis K. Davis, Southern Illinois University; John P. Robinson,
University of Maryland; W. Gill Woodall, University of New Mexico

Discussant: Sharon L. Dunwoody, University of Wisconsin

Noon-1:45 p.m. Lunch on your own.

1:45-3:15 p.m.

Hampshire Room The Transformation of Healthcare.

Presider and Discussant: Helen Gift, Director of Research, D.S. Howard & Associates, Chicago

Papers: Improving the Quality of Life Through Computerized Referral Information.
Vincent Keenan, American Medical Association, Chicago

Improving Mental Health Outcomes Through Brokering Relationships.
Marijean Suelzle, Family Development Associates Inc., Chicago

The Effect of Prospective Pricing (DRGs) on Healthcare Delivery.
Brent England, American Hospital Association, Chicago

New Developments in the Self-Help Movement.
Lucy Rey, Consultant, Naperville, IL.

1:45-3:15 p.m.

Salon C The New Technologies: Session I

Presiding: Garrett J. O'Keefe, University of Denver

Papers: ✓ Predictors of Interest in New Information Services.
Lee B. Becker, Ohio State University

✓ Social Correlates of Public Attitudes Toward the New Communication Technologies.
Stephen D. Reese, Pamela J. Shoemaker and Wayne A. Danielson, University of Texas at Austin

Computer Frames: Evolution of Thoughts Concerning Computers Among Young Adolescents.
Eric S. Fredin and Kathy A. Krendl, Indiana University

Discussant: Jane D. Brown, University of North Carolina

3:30-5 p.m.

Hampshire Room Media, Knowledge and Attitudes

Presiding: Albert Tims Jr., Indiana University

Papers: Religious Knowledge and Exposure to Religious Messages: Traditional vs. Nontraditional Media.
David Pritchard, Indiana University and Gary D. Gaddy, University of Wisconsin

✓ Media Use and Political Knowledge Among Independent Voters: A New Measure of Partisanship for Communication Research.
Jerry Kosicki and Gary Pettey, University of Wisconsin

Word-of-Mouth Network Centrality and Long-Distance Telephone Behaviors and Attitudes.
James A. Danowski, University of Illinois at Chicago

Discussant: Leo W. Jeffres, Cleveland State University

3:30-5 p.m.

Salon C

Cognitive Psychology, Information Processing and Public Opinion

Presiding: Arthur Miller, University of Chicago

Panelists: Jolita Kisieluis, Department of Marketing, University of Illinois at Chicago

✓ Doris Graber, Department of Political Science, University of Illinois at Chicago.

Reid Hastie, Department of Psychology, Northwestern University

Discussant: Arthur H. Miller, Department of Political Science, University of Chicago.

5-6 p.m.

Salon C

Roundtable: Views of the 1984 Election

Presiding: Richard Day, Richard Day Research Inc., Chicago

Panelists: Jerry Austin, a Columbus pollster who worked on 19 Democratic congressional campaigns in 1984 and did polling for the successful U.S. Senate campaign of Richard Celeste in 1982.

✓ Fred Steeper, Market Opinion Research, Detroit. MOR did numerous 1984 Republican senate and congressional campaigns.

Richard Day, who in 1984 worked on two U.S. senate and numerous congressional and state legislative campaigns.

Saturday, Nov. 17

8:45-10:15 a.m.

Salon C

Profiling Cable Audience Segments

Presiding: Thomas F. Baldwin, Michigan State University

Papers: The Playboy Channel.
Bradley S. Greenberg, Michigan State University

Profiling the MTV:Music Television Audience.
Ronald Paugh, Michigan State University

Movies and News on Cable: Patterns of Use.
Thomas F. Baldwin and Carrie Heeter, Michigan State University

Program Guide Use: Impacts on Cable Channel Familiarity and Viewership.
Roger Srigley, Michigan State University

Discussant: Vernone Sparkes, Syracuse University

8:45-10:15 a.m.

Hampshire Room

Issues, Images, Information

Presiding: Steven B. Goldman, Arista Research Associates Inc., Chicago

Papers: ✓ A Reexamination of Issue and Image Voting.
Richard Perloff, Donna Rouner and John J. Suvak, Cleveland State University

Decision Making and the Dynamics of Presidential Candidate Perception: Rational Voting, Persuasion or Assimilation-Contrast?
M. Mark Miller and Steven H. Swindel, University of Tennessee-Knoxville

✓ TV Politics: The Effects of Television on Political Attitudes.
Jon F. Hale, Indiana University

The Meaning of Fairness in Evaluating the President: Individual Differences and Electoral Impact.

Discussant: Steven H. Chaffee, Stanford University

10:15-10:30 a.m.

Mezzanine Coffee break

10:30 a.m.-Noon

Hampshire Room Quantitative Methods in Opinion Research

Presiding: Leonard Tipton, University of Kentucky

Papers: Question Order Effects of Presidential Approval on Gubernatorial Approval.
Steven Alspach and George Bishop, University of Cincinnati

✓ Operating Techniques for Improving Response Rate.
Diana L. Kinzie, University of Chicago

✓ Using Questionnaire Segmentation Procedures to Enhance Response Rate.
Gary Siegel, DePaul University

Discussant: Peter V. Miller, Northwestern University

10:30-noon

Salon C The New Technologies: Part II

Presiding: Walter Gantz, Indiana University

Papers: Television and Literacy: Changing Values in the Information Age.
Kathy A. Krendl, Indiana University

✓ Videotex as a News Medium: An Exploratory Experiment in the Effectiveness of Videotex Graphics for Drawing Inferences From a Complex News Story.
Eric S. Fredin, Indiana University

Interactive Video Techniques in Persuasive Communications.
Stanely S. Robin, Western Michigan University; Paul J. Hletko, Borgess Medical Center, Kalamazoo, MI; Michelle Stone, Western Michigan University

Discussant: James S. Ettema, Northwestern University

Noon-1:30 p.m. Lunch on your own

1:30-3 p.m.

Hampshire Room Qualitative Methods in Opinion Research

Presiding: Doris Graber, University of Illinois

Papers: Conflict Versus Consensus Approaches to Qualitative Research.
Jean Dobos, Ohio State University

✓ Focus Group Perceptions of Public Opinion Polls.
Nadine S. Koch and Thomas A. McCain, Ohio State University

Qualitative Survey Interviewing: The 'Day After'.
Don Smith, Lisa McLaughlin and Pat O'Brien, University of Iowa

Discussant: Kennette Benedict, University of Illinois

1:30-3 p.m.

Salon C Issues and Opinions

Presiding: Andrew Morrison, Market Opinion Research, Detroit

Papers: Agenda-Setting at the Subissue Level: The Issue of the Environment.
Tony Atwater, Michael B. Salwen and Ronald B. Anderson, Michigan State University

Trends in Opinions Toward the Economy in a Depressed Area: An
Innovator-Identification Approach.
Kimberly A. Neuendorf, Cleveland State University

Gender Differences in Policy Choices: Trends from the 1960s to the 1980s.

Discussant: Chaim Eyal, Ohio State University

3:15-4:45 p.m.

Hampshire Room Practicing Politics

Presiding: Lyman Kellstedt, Wheaton College

Papers: The Use of Survey Research for City Charter Revisions.
David G. Houghton and Helenan S. Robin, Western Michigan University

The Use of Survey Research in City-Township Consolidations and Service Consolidation Efforts.
T. Lyke Thompson, Western Michigan University

Voter Registration: A Marketing Perspective.
Bruce Newman, University of Wisconsin-Milwaukee

Discussant: Myron Levine, Albion College

3:15-4:35 p.m.

Salon C The Spiral of Silence

Presiding: D. Charles Whitney, University of Illinois

Papers: Family Communication Patterns and the Spiral of Silence.
Kurt Neuwirth, University of Wisconsin-Madison
Carlos Sanchez Ilundain, Liceo de Monterrey, Mexico

Power, Community and Noelle-Neumann's Theory of Public Opinion.
Lana F. Rakow, University of Illinois

Perception of Public Opinion and Willingness to Express Views on
Desegregation Implementation.
D. Garth Taylor, University of Chicago

Discussant: Jack McLeod, University of Wisconsin

5:15-6:30 p.m.

Room TBA

MAPOR Cocktail Party

Presiding: Lee B. Becker, MAPOR President

A celebration of the organization's tenth anniversary. George Bishop of the University of Cincinnati, a MAPOR cofounder, will make a brief presentation.