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*Midwest Association for Public Opinion Research
Eleventh Annual Conference*

*Nov. 22-23, 1985
Chicago Sheraton-Plaza Hotel*

Conference Program

Friday, Nov. 22

Midwest
Association for
Public
Opinion
Research

Eleventh Annual Conference
Nov. 22-23, 1985
Chicago Sheraton-Plaza Hotel
160 E. Huron 312/787-2900
Chicago, Ill.

9:30 a.m.

Registration begins on the Mezzanine

10:30 a.m.-
5:00 p.m.,
Salon B

Computer Software Display

10:30 a.m.-
12 noon

Hampshire Room

Mass Media and Public Trust:

Chair:

Steve Swindel, Texas Tech University

Papers:

Cecilie Gaziano and Kristin McGrath, MORI Research,
"Media Publics and Media Trust"

Tony Rimmer and David Weaver, Indiana University,
"Different Questions, Different Answers?: Media
Use and Media Credibility"

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

"Impact of Pullback of Metro Daily Papers on
Nonmetropolitan Communities"

Gary Gaddy and Brian Deith, University of Wisconsin,
"Growth, Stability or Decline? Mass Media and
the National Economy"

Discussant:

Sharon Dunwoody, University of Wisconsin

10:30 a.m.-
12 noon
Salon C

Television Use and Information Campaigns

Chair:

Leo W. Jeffres, Cleveland State University

Papers:

Tony Atwater, Michigan State University,
"Factors of Program Choice in Public Television:
A National Survey"

Ronald Paugh and Thomas Baldwin, Michigan State University,
"Children as an Influence in the Decision to
Purchase and Retain Cable Television"

Kathy Frith, Iowa State University,
"A Public Service Advertising Campaign to
Reduce Sign Vandalism in Iowa"

Discussant:

Dennis Davis, Southern Illinois University

Noon-1:45 p.m.

Lunch on your own

**1:45-3:15 p.m.
Hampshire Room**

Methodology

- Chair:* Barbara Bardes, Loyola University
- George Bishop, University of Cincinnati,
"Think-Aloud Responses to Survey Questions"
- Day, Andreasen, and Gillies, Richard Day Research,
"Comparing Psychographics, Issues and Demographics in a
Political Choice Setting"
- Doris A. Graber, University of Illinois at Chicago,
"Gestalt Coding of Television News"

**1:45-3:15 p.m.
Salon C**

New Media and New Technologies:

- Chair and
Discussant:* Lee Becker, Ohio State University
- Papers:* Eric Fredin, Ohio State, and Robert Baker, Indiana University,
"Videotex Graphics: Effects of Sequential and
Simultaneous Presentation Upon Recall"
- Kathy Krendl and Aralynn Abare, Indiana University,
"Children's Sex Differences and Attitude Toward Computer Use"
- James A. Danowski, University of Illinois at Chicago,
"An Automated Word-Network Analysis Method"

**3:30-5 p.m.
Hampshire Room**

Roundtable: The Folklore of Audience Research

- Chair:* Bill Wells, Director of Research, Needham Worldwide
- Peter Miller, Department of Communication Studies,
Northwestern University
- Ed Schillmoeller, Media Research Group, A.C. Nielsen
Alice K. Sylvester, J. Walter Thompson.

**3:30-5 p.m.
Salon C**

Politics, Computers, and Communication:

- Chair and
Discussant:* James A. Danowski, University of Illinois at Chicago
- Papers:* Gina M. Garramone, Gary Pizante and Allen C. Harris,
Michigan State,
"Political Communication via Computer:
An Interaction Process Analysis"
- Bruce Newman, University of Wisconsin at Milwaukee,
"A Micro-Application of Voting Behavior"
- Jean Dobos, Cleveland State University,
"Assessing Decisional Productivity in Synchronous
Computer Conferences."

**5:00-6:00 p.m.
Salon C**

**Computer Assisted Telephone Interviewing
on Micro Computers**

- Roundtable:* John Maland, Indiana University
- John Vidmar, Survey Laboratory, University of Illinois at Chicago
- Jesse Marquette, University of Akron
- Jon Miller, Director, Public Opinion Laboratory,
Northern Illinois University

Saturday, Nov. 23

Saturday, Nov. 23

**8:30 a.m.-4 p.m.
Salon B**

Computer Software Display

**8:45-10:15 a.m.
Hampshire Room**

Current Research Topics:

- Chair:* Marijean Schuelze, Family Development Association, Chicago
- Phillip Roeder, University of Kentucky, "Health Care Surveys"
- Thomas Thompson, Stanley Robin, and Zadie Jackson, Western Michigan University,
"The Effects of Bargaining Events on Faculty Attitudes
Toward Unionism in Higher Education"
- Robert Drechsel, University of Wisconsin, Madison,
"Judicial Role Orientations, Media Use and
Interaction with Journalists"
- Tony Atwater, Frederick Fico and Gary Pizante, Michigan State University,
"Reporting on the State Legislature: A Case Study of
Inter-Media Agenda-Setting"

**8:45-10:15 a.m.
Salon C**

Mass Media and Voting Decisions:

- Chair:* Arthur Miller, University of Iowa
- Myron Levine, Albion College,
"A Reel of the Reagan Television Ads from the
1984 Presidential Election Campaign"
- Helenan Robin, Western Michigan University,
"The Perceived Importance of Mass Media and Personal Sources of
Information in Voting Decisions in Partisan and Non-Partisan Elections"
- Jon Miller, Northern Illinois University, and Bill McCready,
NORC, University of Chicago
"Family Values and American Politics"

**10:15-10:30 a.m.
Mezzanine**

Coffee break

**10:30 a.m.-
12 noon
Hampshire Room**

**Non-Academic Opportunities for People
with Advanced Degrees in the Social Sciences:**

- Chair and
Presenter:* George Balch, Needham Worldwide
Eleanor Bowen, Leo Burnett
Irene Fraser, American Hospital Association
Michael Koetting, University of Chicago Hospital and
formerly of Abl. Assoc.

**10:30 a.m.-
12 noon
Salon C**

Polls in the Media:

- Chair:* Steve Neal, Political Reporter, Chicago Tribune
- Kevin L. Keenan, University of Georgia,
"Polls in the Media: A Discussion and Examination of Their Use
Related to the 1984 Presidential Campaign"
- David Weaver, Indiana University, "Reporting on Polls"
- Mike Jackson, Reporter, WLS-TV news, ABC affiliate, Chicago

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

Saturday Nov. 23

1:30-3 p.m.

Hampshire Room

Politics and Media Use:

Chair: David Hill of Lance Tarrance Associates

Papers: Pamela J. Shoemaker, Tsan-Kuo Chang, Stephen D. Reese and Wayne A. Danielson, University of Texas, Austin,
"Exploring the Relationship between Media Use and Voting among Hispanics and Anglos"

Gerald Kosicki, University of Wisconsin, Madison,
and Gary Pettet, Cleveland State University
"Partisan Supporters and Media Use"

Donna Rouner and Christine Fehlner, Cleveland State University,
"Media Use in the 1984 U.S. Presidential Election:
How Much Were Issues an Issue?"

Discussant: Steve Chaffee, University of Wisconsin, Madison

1:30-3:00 p.m.

Salon C

Methodological Issues:

Chair and Discussant: M. Mark Miller, University of Tennessee

O'Rourke, Sebestik and Oldakowski, University of Illinois,
"The CATI Experience"

John Hall, Response Analysis Corporation,
"Measuring Errors vs. Making Experienced Judgments About the Quality of an Interviewer's Work"

Robert Oldendick, Susan Sorensen, Alfred J. Tuchfarber, and George Bishop, University of Cincinnati,
"Respondent Selection in Telephone Surveys: A Further Test"

Saturday Nov. 23

3:15-4:45 p.m.

Hampshire Room

Polling and Issues:

Chair and Discussant: Garth Taylor, University of Chicago

Papers: Kenneth A. Rasinski, University of Chicago, and Paul J. Lavrakas and Susan Rosenbaum, Northwestern University,
"An Evaluation of Public Support of Tax Increases for Education"

Steve Frank, St. Cloud State University,
"Passionate Attitudes, Centrality, Committed Action and Gun Control"

John Condran, Ball State University,
"Attitudes of and Toward Blacks and Whites"

Kimberly A. Neuendorf, Cleveland State University
"Public Attitudes Toward the Economy"

3:15-4:45 p.m.

Salon C

Roundtable: City Planning—Research and Data Needs of City and Regional Planning:

(co-sponsored by the Academy of Information and Planning and MAPOR)

Mitchell Pravatiner, University of Illinois,
American Bar Foundation

Judith Getzels, Director of Research,
American Planning Association

Edward Solan, Manager of Research and Policy,
Illinois Housing Development Authority

Deborah Stone, Senior Planner, Metropolitan Planning Council (Chicago)

4:45-5:15 p.m.

Salon C

MAPOR Business Meeting

5:00-6:30 p.m.

**Library/
Mezzanine**

MAPOR Cocktail Party

MAPOR OFFICERS

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Barbara A. Bardes, Loyola University of Chicago

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