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*Midwest Association for Public Opinion Research
Twelfth Annual Conference*

*Nov. 21-22, 1986
Chicago Sheraton-Plaza Hotel*

Conference Program

Friday, Nov. 21:

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

10:30 a.m.-
12 noon

Hampshire Room New Research on a Controversial Topic – Pornography

*Moderator-
Discussant:*

Jane D. Brown, University of North Carolina,

David Pritchard, Jon Dilts and Dan Berkowitz,
Indiana University,

"Prosecutors' Use of External Agendas in Pornography
Cases."

Margaret Thompson and Hayg Oshagan, University of
Wisconsin, and Steven Chalfee, Stanford,
"The Liberal Dilemma."

Edna Einsiedel, University of Calgary,

"Pornography, Social Science and Public Policy:
A View from the Inside."

10:30 a.m.-
12:00 noon
Salon C

Audience Analysis – Selecting Content:

Chair:

Andrew J. Morrison, Market Opinion Research, Detroit.

M. Mark Miller, University of Tennessee,

"TV vs. Newspapers as Sources of National & Local News."

Pamela J. Creedon and Lee B. Becker, Ohio State University,

"Television Sports Viewing and Leisure Behavior."

Thomas McCain, Gregory Lowe and Andrew Calabrese,
Ohio State University,

"Friends Value Guidelines."

Tony Atwater, Michigan State University,

"News Treatment and Reader Interest in Selected
Environmental News Topics."

Discussant:

Peter Miller, Northwestern.

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Twelfth Annual Conference
Nov. 21-22, 1986
Chicago Sheraton-Plaza Hotel
160 E. Huron 312/787-2900
Chicago, Ill.

Friday, Nov. 21

12:00 noon-

1:30 p.m.

Hampshire Room Lunch Session – order your own lunch

Bridging the Gap Between Commercial and Academic Research

Moderator: Leo W. Jeffres, Cleveland State University

Howard Gordon, George Frerichs, Inc., Chicago.

Bob Bailey, Director of Marketing Services, BBDO, Chicago.

Greg Rathjen, Senior Vice President and Director of Research Services, DMB&B, Chicago.

Kevin Killion, Vice President and Director of Media Research, DDB Needham Worldwide, Inc., Chicago.

1:45- 3:15 p.m.

Salon C

Processing Media Content – Selection, Attention, Involvement

Chair: Robert Hurd, Iowa State University

Robyn Clair, James Porco and Barry Pollick, Cleveland State University.

"The U.S. Attacks Libya: An Investigation of Diffusion, Media Selection and Cognitive Dissonance of a Critical Event."

Jack M. McLeod and Gerald M. Kosicki, University of Wisconsin, Madison,

"Paying Attention to the Concept of Attention in Mass Media Research."

Nancy Reynolds, University of Wisconsin, Madison.

"Predicting Audience Activity: Effects of News Gratifications Interactions."

Doris Graber, University of Illinois at Chicago,

"The Picture Language of Television News: Boiler Plate and Baby Talk"

Discussant: Jim Webster, Northwestern University.

Friday, Nov. 21

1:45-3:15 p.m.

Hampshire Room Health Communication Survey Research

Chair:

Sidney Kraus, Cleveland State University

John R. Finnegan Jr., K. Viswanath and Barbara Loken, School of Public Health, University of Minnesota.

"Factors Predictive of Differences in Knowledge about Cardiovascular Health among Cable Television Subscribers and Non-Subscribers in a Suburban Midwestern Community."

William Porter, Ohio University, Sidney Kraus, Cleveland State University, and Kathleen Gierhart, O'Brien Memorial Hospital, Athens, O.,

"Aiding the Public Relations Function of a Community Hospital."

Akpe Mbaatyo, Ohio University.

"Media Use: Sources of Health-Related Information."

Lynn Lovdal and Ron Pearson, Ohio University.

"Wanted – Doctors Who Care: Patient Perceptions and Hospital Marketing Strategy in Athens County, Ohio."

Lyle Flint and Cheryl Heflin, Ohio University.

"Health Survey Interview Effectiveness as a Function of Interview Incentive and Gender."

Discussant:

Jean Frazier, University of Minnesota.

3:30-5:00 p.m.

Salon C

Elections – '86 & '88:

Chair &

Moderator:

M. Mark Miller, University of Tennessee

The 1986 Congressional Election:

Gary Ferguson, Vice President, American Viewpoint, Inc., Washington, DC.

Frederick Hartwig, Research Analyst, Peter Hart Associates, and Professor at Union College, New York City.

The 1988 Presidential Election – What Do We Look At & Why?

Sidney Kraus, Cleveland State University

Roy E. Miller, Southern Illinois University, Carbondale.

Friday, Nov. 21:

3:30-5:00 p.m.

Hampshire Room Media Effects

- Chair:* Cecilie Gaziano, MORI Research, Inc. Minneapolis, Minn.
Garrett J. O'Keefe, Colorado State University, and Kathaleen Reid-Nash, Lee College,
"The Uses and Effects of Public Service Announcements."
Enoh Tanjong and Gary D. Gaddy, University of Wisconsin, Madison,
"The Agenda-Setting Function of the International Mass Media: The Case of *Newsweek* in Nigeria."
Richard M. Perloff, Cleveland State University,
"Believing that the Media are All-Powerful and Biased: The Case of News Coverage of the Middle East."
Discussant: Sharon Dunwoody, University of Wisconsin, Madison.

Saturday, Nov. 22

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

New Media Technologies

- Chair-*
Moderator: Eric S. Fredin, Ohio State University
Vernone Sparkes, Syracuse University,
"The Impact of New Television Services on the Audiences for Public Broadcasting."
Carrie Heeter, Communication Technology Laboratory, Michigan State University,
"Relating Media System Function to Channel and Interactivity."
Eric S. Fredin and Lee B. Becker, Ohio State University,
"Initial Reactions to Two Forms of Videotex: Learning to Use a New Medium."
Kimberly Neuendorf, Cleveland State University,
"Defining New Media: The Interaction of Technology, Hardware and the Human Sensory Channels."

8:45-10:15 a.m.

Hampshire Room Influences on Media Performance & Media Access:

- Chair:* Ellen Wartella, University of Illinois
George A. Donohue, Clarice N. Olien and Phillip J. Tichenor, University of Minnesota,
"Structure, Editor Characteristics and Reporting of Conflict, 1965 and 1985"
Stephen Lacy, Michigan State University,
"The Effects of Group Ownership on Daily Newspaper Content."
Lucig H. Danielian, University of Texas,
"Special Interest Groups and Mass Media Access: Group Goals, Resources, and Attitudes Toward the Media."
Discussant: Dennis Davis, Southern Illinois University.

**10:30 a.m.-
12:00 noon
Salon C**

Studying the New Technologies: Methodologies & Impact Studies

- Chair:* Al Tims, Indiana University.
Steven Dick, Southern Illinois University,
"Using Videotex Systems for Survey Research: The Possibilities and Problems Involved."
Johnny Blair, Kevin Wiberg and Raymond K. Oldakowski, University of Illinois,
"Implementation of a Complex Sample Design on a CATI System: Planning, Problems and Recommendations."
Gary D. Gaddy and Brian C. Deith, University of Wisconsin,
"The Historical Impact of a New Technology: The Consequences of Television for the Print Industry."
Ron E. Anderson, University of Minnesota,
"How Home Computers Are Used and Not Used."
Discussant: Blake Armstrong, Marist College.

Saturday, Nov. 22

**10:30 a.m.-
12:00 noon**

Hampshire Room Public & Journalists' Views of the Media:

- Chair:* Steve Swindel, Texas Tech. University.
David Weaver and Le Anne Daniels, Indiana University,
"Public Opinion on Investigative Reporting: A National Study."
Jae-won Lee, Cleveland State University,
"News-Value Judgment: A Comparative Study of
Professionals and Audiences."
Tony Rimmer and Curt Willis, Indiana University,
"Chains vs. Independents: Do Readers Know or Care?"
Andy Countryman and Tony Rimmer, Indiana University,
"Press Folklore: Attitudes of Journalists and the Public to U.S.
Press Ideology."

Discussant: D. Charles Whitney, University of Illinois, Champaign.

**1:30-3:00 p.m.
Salon C**

Public Opinion on Current Issues

- Chair:* Barbara Bardes, Loyola University
Susan M. Rosenbaum and Paul Lavrakas, Northwestern
University,
"Missing Children: What Can We Learn about the Size and
Nature of the Problem through Telephone Survey Research?"
Cecilie Gaziano, MORI Research, Minneapolis, Minn.,
"Parents' Attitudes toward the Economic Futures of their
Daughters."
Kenneth A. Rasinski, NORC,
"What's Fair Is Fair – Or Is It? Value Differences Underlying
Public Views about Social Justice."
Jianhua Zhu, Fudan University, Shanghai, and Indiana
University,
"Public Opinion Polling in China."

Discussant: Bob Oldendick, University of Cincinnati.

Saturday, Nov. 22

1:30-3:00 p.m.

**Hampshire Room Communication Behaviors in Public & Private
Organizational Settings:**

- Chair:* William F. Griswold, University of Kentucky.
James A. Danowski, University of Illinois at Chicago, and
George A. Barnett and Matthew H. Friedland, State University
of New York at Buffalo,
"A Theory of Organizations' Media Dependency as a Function
of Interorganizational Network Position."
Jean Dobos, Cleveland State University,
"The Managerial Audience Choices for Business News."
James P. Hurren, Roger J. Shoemaker, Stanley S. Robin and
Helenan S. Robin, Western Michigan University,
"Early Return to Work with Medical/Physical Restrictions:
Attitudes of Public and Private Sector Employees."

Discussant: Eric S. Fredin, Ohio State University.

**3:15-4:45 p.m.
Salon C**

Public Figures & Public Issues:

- Chair:* Donna Rouner, Cleveland State University.
Tom W. Smith, NORC,
"Presidents and Popes: A Trend Analysis of Public
Admiration."
Jon F. Hale, Indiana University,
"The Effects of President Reagan's Prominence in the News
on his Popularity Ratings."
Frederick Fico, Michigan State University,
"Issue Importance, Information Source Importance, and
Credibility."
Brian S. Vargus, Public Opinion Laboratory, Indiana University,
Indianapolis,
"Research Reports and Local Media – News or Newspeak?"

Discussant: Lee B. Becker, Ohio State University, Columbus.

Saturday, Nov. 22

3:15-4:45 p.m.

Hampshire Room New Directions in Research

Chair-

Moderator: Marijean Suelzle, Family Development Associates, Inc.,
Chicago.

Jay Niefeld, Executive Vice-President, Bozell, Jacobs, Kenyon
and Eckhardt, Chicago,

"Experimentation with Large-Scale Qualitative Research".

Jerry Juska, Assistant Director, Office of Entrepreneurial
Studies, and Director of the Small Business Development
Center, University of Illinois, Chicago,

"Non-Verbal Communication".

Donald A. Hughes, National Manager, Merchandising
Research, Sears, Roebuck, & Co., Chicago,

"The Shift from 'Why?' to 'What'?"

Bill Spencer, General Manager, Healthcare Information Group,
and Vice President, Market Facts, Chicago,

"Developing Health Care Data Bases".

Allen Sorkin, Sorkin – Eneinstein Research Services, Chicago,

"National Segmentation of Attitudes: Shoppers Heartbeat".

4:45-5:15 p.m.

Salon C

MAPOR Business Meeting

5:00-6:30 p.m.

Library/

Mezzanine

Cocktail Party

MAPOR OFFICERS

1985-1986

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Cecilie Gaziano, MORI Research, Minneapolis, Minn.