



Midwest Association
for Public Opinion Research



45th Annual Conference

Why Representation Matters

NOVEMBER 20-21, 2020 | VIRTUAL!

FINAL PROGRAM

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CONFERENCE AT A GLANCE

Friday, November 20

8:00 AM – 10:00 AM Zoom (see website)		Short Course Trent Buskirk, Bowling Green State University: "I Spot a Cool Plot: A Nearly Syntax Free Introduction to Advanced Graphics in R" (registration required)
9:00 AM- 10:00	Video Chat	Virtual Coffee Break
10:15 AM – 11:45 AM	1A	Understanding Voters and Voter Behavior
	1B	Why Media Representation Matters: Media effects on public opinion and social attitudes
	1C	Respondent Considerations
	1D	Experiments in Survey Design
12:00 PM – 1:30 PM Zoom (see website)		Student Paper & MAPOR Fellow Awards
		Keynote Speaker Claudia Deane, Pew Research "2020 Elections: The Big Picture"
1:45 PM – 3:15 PM	2A	Effects of Partisanship, Polarization, and Public Opinion in Policy Making
	2B	Trust Issues: Examining distrust in news, media, and research
	2C	Health, Well-being, and COVID-19
	2D	Modal and Methodological Innovations in Survey Design
3:30 PM – 4:30 PM	Video Chat	Poster Session
		Speed Networking
		MAPOR Happy Hour
		In Memoriam

CONFERENCE AT A GLANCE

Saturday, November 21

8:30 AM – 9:00 AM	Video Chat	Student Fellowship Information Session
		MAPOR Coffee Break
9:00 AM – 10:30 AM	3A	Sunday Dinner Table Talk: Attitudes Towards Sex, Race, Police, and Religion
	3B	Media Effects Take Two
	3C	Dimensions of Data Quality
10:45 AM–12:15 AM	4A	Communications, Social Media, and Public Opinion
	4B	Panel Content Analysis to Better Prepare New Teachers
	4C	Questionnaire Design
12:30 PM – 1:30 PM Zoom (see website)		Pedagogy Hour Burton Reist, U.S Census Bureau: "The 2020 Census -- Where are we now?"
1:45 PM – 2:45 PM Zoom (see website)		Annual Member Meeting

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*MAPOR honors the memory of Ashley Hyon, Marketing Systems Group, who served as our Webmaster for the 2020 Council until her passing.

DETAILED SCHEDULE | FRIDAY NOVEMBER 20, 2020

Short Course (registration required)

Friday, 8:00 AM – 10:00AM

Sponsored by the University of Chicago Survey Lab

I Spot a Cool Plot: A Nearly Syntax Free Introduction to Advanced Graphics in R
Zoom (see website)

Presenter: Trent Buskirk, Bowling Green State University

This workshop will introduce attendees to the advanced data visualization capabilities in R. Specifically, we will demonstrate how to access ggplot2 using a graphical user interface library in R as well as through an R shiny app. These environments provide the user a “point and click” interface for accessing the power of ggplot2 and can generate R syntax automatically thereby providing users a boost up the learning curve for understanding the grammar of graphics used by ggplot2. We will demonstrate how to create and export various kinds of visualizations including violin plots, line plots, boxplots, scatterplots, bubble plots, bar charts, histograms and more using these interfaces. While no prior R programming experience is assumed, a working understanding of the R environment (how to load packages, etc.) or Rstudio will be very helpful. We will discuss the grammar of graphics and explain how graphs are constructed in layers and aesthetics. Having the most recent version of R and /or Rstudio and an internet connection during the workshop would help users follow along in real time if desired.

MAPOR Coffee Break

Friday, 9:00 AM – 10:00AM

Sponsored by the University of Chicago Survey Lab

Video Chat

Hop into a video chat room on the conference platform to catch up with colleagues!

Paper Session 1

Friday, 10:15 AM – 11:45 AM

LIVE Video Chat Discussion

11:15 AM – 11:45 AM

Understanding Voters and Voter Behavior

1A

Chair: Mia Stripp, NORC

Forecast Voting

Caitlin Flanagan, University of Washington

Estimating the Probability to Vote Using Demographic and Voting Behavior Variables

Kaan Cem Ketenci, University of Michigan

“Easy” and “Hard” issues: Attitude extremity and a role of the Need to Evaluate

Heysung Lee, University of Wisconsin-Madison

Party ID Construction Effects in Interpreting Political Polls

Ryan Tully, Ipsos; Randall K. Thomas, Ipsos; Frances Barlas, Ipsos

Secondary analysis of public opinion on the impacts of coronavirus pandemic on election engagement

Bingbing Zhang, Pennsylvania State University; Spencer Bennett, Pennsylvania State University

Why Media Representation Matters: Media Effects on Public Opinion and Social Attitudes

1B

Chair: Justine Bulgar-Medina, NORC

Understanding Hyphenated Identities: Authentic Indian-American Representation in American Media
Madhavi Reddi, UNC Chapel Hill, Hussman School of Journalism and Media

The Effect of Violence Level on the Opinion of Mental Illness Motives in Violent Crimes
Jessie Roark, Ohio University

A Critique of Patriarchy within the Online News Coverage of the Indian #Metoo Movement
Kruthika Kamath, University of Wisconsin-Madison

Media-induced Prejudice: Relationships among Media Exposure, Islam Perceptions and Muslim Attitudes

Yu Tian, Newhouse School of Public Communications; Lars Willnat, S.I. Newhouse School of Public Communications, Syracuse University

Citizen journalism in Venezuela--Representative of voices or romantic fantasy?

Dr. Ezequiel Korin, University of Nevada, Reno; Dr. Paromita Pain, University of Nevada, Reno

Respondent Considerations

1C

Chair: Caroline Smith, NORC

Self-selection and mattering: diversity in Facebook ads for recruitment in a mental health app study
Lilian Yang, Indiana University; Michael Mattioli, Indiana University

The Times Are a Changin' - Respondent Inclusion

Daniel Rangel, ReconMR; Angelique Uglow, ReconMR

2020 Census: The Most Robust Language Program the U.S. Census Bureau has Ever Built
Tatum Tirado, United States Census Bureau

Respondents' Attitudes towards Problematic Questions: A Cross-Cultural Analysis

Evgenia Kapousouz, University of Illinois at Chicago

Experiments in Survey Design

1D

Chair: Jolene Smyth, University of Nebraska-Lincoln

Everything but the kitchen sink and \$1: An effort to get 19-25 year olds to respond to a survey
Amanda Ganshert, University of Nebraska-Lincoln BOSR; Lindsey Witt-Swanson, University of Nebraska-Lincoln BOSR; Mindy Anderson-Knott, Schmeeckle Research

The Effect of Prize Drawings and Gift Cards on Response Rates, Costs, and Data Quality Indicators

John Stevenson, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Cameron P. Jones, University of Wisconsin-Madison; Brendan Day, University of Wisconsin-Madison

Bang for the buck: Investigating the effect of pre-incentives in a mail survey

Brooke McInroy, University of Iowa; Ki H. Park, University of Northern Iowa; Peter Damiano, University of Iowa

The Effect of Display of Human Subjects Information in a Mail Survey Cover Letter

Shanshan Deng, BOSR, University of Nebraska-Lincoln; Lindsey Witt-Swanson, BOSR, University of Nebraska-Lincoln; Jolene D. Smyth, BOSR, University of Nebraska-Lincoln; Kristen Olson, BOSR, University of Nebraska-Lincoln

The Effects of Mail, Web, Push-to-Web and Mode Choice on Response Rates and Survey Cost

Lindsey Witt-Swanson, BOSR, University of Nebraska-Lincoln; Amanda Ganshert, BOSR, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

Annual Address

Zoom (see website)

Friday, 12:00 PM – 1:30 PM

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Presentation of Awards and New MAPOR Fellow Announced

Keynote Address: "2020 Election: The Big Picture"

Claudia Dean

Vice President of Research at Pew Research

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Paper Session 2
LIVE Video Chat Discussion

Friday, 1:45 PM – 3:15 PM
2:45 PM – 3:15 PM

Effects of Partisanship, Polarization, and Public Opinion in Policy Making

2A

Chair: Evgenia Kapousouz, University of Illinois-Chicago

Partisan Wars: Increasing Polarization in US Foreign Policy Opinions since 2002

Ryan Tully, Ipsos; Randall K. Thomas, Ipsos

Trickle down polarization: An analysis of political party platform changes between 1960 and 2020

Erik Brooks, The University of North Carolina at Chapel Hill

Public opinion, individual preferences, and their impact on foreign policy decision-making

Mael van Beek, Ohio State University

Understanding Terrorism Policy Preferences through Bayesian Model Averaging and Multiple Imputation

Brittany Alexander, Texas A&M University

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Chair: Leo Jeffres, Cleveland State University

Do moral values underlie Americans' trust in news?

Caroline Smith, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Mariana Meza Hernandez, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago

What influences trust in survey results? Evidence on survey credibility from a vignette experiment

Henning Silber, GESIS - Leibniz Institute for the Social Sciences; Sven Stadtmüller, GESIS - Leibniz Institute for the Social Sciences; Christoph Beuthner, GESIS - Leibniz Institute for the Social Sciences

Misrepresentation is misinformation: Fighting fake news in Kashmir, India

Dr. Paromita Pain, University of Nevada, Reno; Dr. Aaliya Ahmed, University of Kashmir, Srinagar, J&K, India; Dr. Zara Malik, University of Kashmir, Srinagar, J&K, India

A theoretic model to explore the believability and selection of political news

Robin Blom, Ball State University

"Everything is dimming out, little by little:" Examining self-censorship among Venezuelan journalist

Dr. Paromita Pain, University of Nevada, Reno; Dr. Ezequiel Korin, University of Nevada, Reno

Health, Well-being, and COVID-19

Chair: Hillary Hanson, University of Chicago Survey Lab

Changes in Socio-Psychological Well-Being during the Covid-19 Pandemic

Tom W Smith, NORC

Tracking the impact of the coronavirus outbreak on Americans' well-being

Semilla Stripp, NORC at the University of Chicago; Tom Smith, NORC at the University of Chicago; Louise Hawkley, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago; Laura Finch, NORC at the University of Chicago

Using RICS-IVR to Study Reactions to the COVID Pandemic in the USA

Paul Lavrakas, Independent Consultant; Scott Richards, Reconnect Research; Lindsey Wade, U. Illinois at Chicago

Fake News Crisis and its Impact on Public Coping Behaviors in COVID-19

Chris Yim, Loyola University Chicago

To what extent can social support and ehealth literacy predict health status among older adults

Fiona Chew, Syracuse University

A wide-angle photograph of a city street during sunset. The scene is bathed in a warm, orange glow. Numerous people are walking in various directions, their figures cast into long, sharp shadows that stretch across the light-colored asphalt. The perspective is from a low angle, looking down the length of the street.

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Chair: Jen Dykema, University of Wisconsin Survey Center**Student Health and Risk Prevention (SHARP): Transitioning Student Surveys from Paper to Web**

Mekenzie Kerr, University of Nebraska-Lincoln, Bureau of Sociological Research (BOSR); Kim Meiergerd, University of Nebraska-Lincoln, Bureau of Sociological Research (BOSR); Lindsey Witt-Swanson, University of Nebraska-Lincoln, Bureau of Sociological Research (BOSR)

Assembling a large-scale hybrid sample to achieve population representativeness during the COVID-19

Y. Patrick Hsieh, RTI International; Lynn Langton, RTI International; Michael Dennis, NORC; Herschel Sanders, RTI International; Christopher Krebs, RTI International; David Dutwin, NORC

Telehealth versus in-person recruitment for a longitudinal healthcare survey during a pandemic

Kriston Koepp, NORC; Rena Steiger-Chadwick, NORC; Kathryn Gerber, NORC; Sabrina Avripas, NORC; Megan Kavanaugh, Guttmacher Institute

Tracking social change in a pandemic: Methodological adaptations to the 2020 General Social Survey

Rene Bautista, NORC at the University of Chicago; Jodie Smylie, NORC at the University of Chicago; Jaesok Son, NORC at the University of Chicago; Benjamin Schapiro, NORC at the University of Chicago

Does Feedback from Activity Trackers Influence Physical Activity? Evidence from a Randomized Control

Htay-Wah Saw, University of Southern California; Arie Kapteyn, University of Southern California; Jill Darling, University of Southern California

Respondent Health and the Quality Survey Data

Timothy Johnson, University of Illinois at Chicago; Evgenia Kapousouz, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago; Young Ik Cho, University of Wisconsin-Milwaukee

MAPOR Poster Session & Social Events**Friday, 3:30 PM – 4:30 PM****Sponsored by RTI International**

- MAPOR Poster Session Video Chat
- Speed Networking Zoom
- In Memoriam Video Chat
- Happy Hour Video Chat

Student Conference Registration Raffle**Friday, 4:30 PM**

MAPOR's student members are automatically entered into a raffle for free registration for next year's MAPOR conference!

Posters:

1. Making a list, checking it twice: Using interviewer observations to explore who is impatient or nice
Erin Heiden, Center for Social & Behavioral Research, University of Northern Iowa
2. Computational tools in text analysis: Coding interviewer behaviors using Regex vs. human coders
Tiffany Neman, University of Wisconsin-Madison
3. Impact of Strategic Policy Innovation on Political Leadership Performance in Kenya
Susan Ndungu, United State International University



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DETAILED SCHEDULE | SATURDAY NOVEMBER 21, 2020

MAPOR Coffee Break	Saturday, 8:30 AM – 9:00AM
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Sponsored by Marketing Systems Group	Video Chat
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Hop into a video chat room on the conference platform to catch up with colleagues!

Students: Join the “Student Fellowship Informational Coffee Break” with Evgenia Kapousouz to learn more about the program!

Paper Session 3	Saturday, 9:00 AM – 10:30 AM
LIVE Video Chat Discussion	10:00 AM – 10:30 AM

Sunday Dinner Table Talk: Attitudes Towards Sex, Race, Police, and Religion	3A
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Chair: Mekenzie Kerr, University of Nebraska-Lincoln (BOSR)

The Purpose, Value, and Priority of Sexually Explicit Speech to Society: Using Public Opinion to Inform First Amendment Law

Kyla Wagner, Syracuse University

Sex is a Matter of Public Opinion: ordinary people shape conceptions of consent and sexual behavior

Maya Novak-Herzog, Northwestern University

Using RICS-IVR to Study Police and Racial Issues in the USA

Paul Lavrakas, Independent Consultant; Scott Richards, Reconnect Research; Harry Wilson, Roanoke College

Attitudes toward Police: Differences between Racial and Ethnic Groups

Lindsey Wade, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago; William Scarborough, University of North Texas

Religious Change around the World: 1991-2018

Tom W. Smith, NORC; Benjamin Schapiro, NORC

Media Effects Take Two	3B
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Chair: David Sterrett, NORC

The Differential Impact of Incidental and Intentional Media Exposure: Engagement in the 2020 Election

Bingbing Zhang, Pennsylvania State University; Sherice Gearhart, Texas Tech University

The Prophesied President? Narratives on Donald Trump in Evangelical Media

Oluseyi Adegbola, DePaul University

When Politics Turns Off Audiences: Affective Polarization, Perceived Media Bias, and News Avoidance

Lars Willnat, Syracuse University; David Weaver, Indiana University

A mind is not closed for no reason: Why some Chinese dispute the Apollo Moon landing?

Liwei Shen, University of Wisconsin – Madison

Meeting Public Expectations for News and Entertainment Formulae

Leo W. Jeffres, Cleveland State University; Kimberly Neuendorf, Cleveland State University; David J. Atkin, University of Connecticut

Dimensions of Data Quality

3C

Chair: Dana Garbarski, Loyola University of Chicago

Dirty Data Done Dirt Cheap: Does Data Cleaning Reduce or Increase Bias?

Randall K. Thomas, Ipsos Public Affairs; Frances M. Barlas, Ipsos Public Affairs

Question evaluation methods: Incorporating interaction coding and cognitive interviewing

Kenneth Croes, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Fiona Weeks, University of Wisconsin-Madison; Dorothy Farrar Edwards, University of Wisconsin-Madison

Interviewers' evaluations of respondents and the interview as indicators of data quality

Dana Garbarski, Loyola University Chicago; Jennifer Dykema, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison; Tiffany Neman, Cameron Jones, University of Wisconsin-Madison; University of Wisconsin-Madison; Dorothy Farrar Edwards, University of Wisconsin-Madison

Is there an ideal shift length that maximizes interviewer productivity?

Nikki Gohring, Bureau of Sociological Research, University of Nebraska, Lincoln; Lindsey Witt-Swanson, BOSR, UNL; Jolene Smyth, UNL

Profiling Schools in Nebraska for Targeted Supports: A Model-Based Cluster Analysis Approach

Oluwafisayo Adeniyani, University of Nebraska Lincoln



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Paper Session 4 Saturday, 10:45 AM – 12:15 PM

LIVE Video Chat 11:45 AM – 12:15 PM

Communications, Social Media, and Public Opinion

4A

Chair: Tim Johnson, University of Illinois at Chicago

What do you think @Publics?: How News tweets and UGC represent Abortion Discourse on Twitter.

Shreenita Ghosh, University of Wisconsin-Madison

Deny or Rebuild? A Comparative Study of Crisis Communication Strategies between Trump and Cuomo

Yu Tian, Newhouse School of Public Communications; Jeongwon Yang, Newhouse School of Public Communications

Democrats and Republicans Communicate Different Moral Values in National Convention Speeches

Jennifer Lin, Northwestern University

Understanding Factual Accuracy Judgement on Social Media

Fangjing Tu, University of Wisconsin-Madison

A novel conspiracy theory about a novel coronavirus: The relation between memory and public opinion

Robin Blom, Ball State University; Tim Huang, Ball State University



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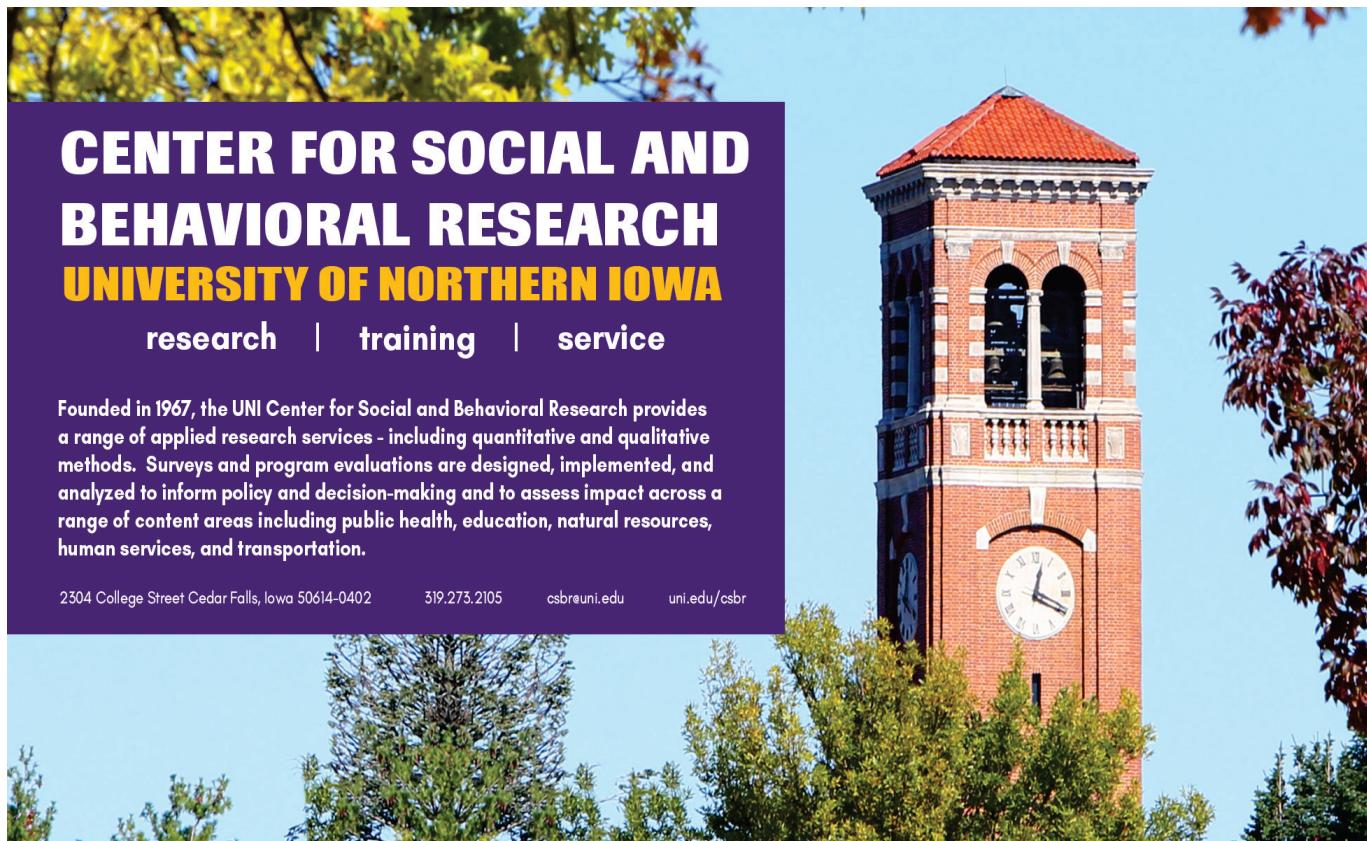
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Moderator: Shawn Gu, Nebraska Department of Education

In a concerted effort to ensure that all Nebraska students are taught by highly effective teachers, the Nebraska Department of Education, Nebraska teacher preparation institutions, and Nebraska school systems strive to increase accountability for assessing teacher quality. One such strategy is to inform preparation institutions about the effectiveness of their prepared new teachers in Nebraska schools as they continue to address student needs. The Nebraska Department of Education has been conducting the Nebraska First Year Teacher Survey (NFTYS) since 2016 and Nebraska Third Year Teacher Survey (NTYTS) since 2018. The target population for the surveys are first and third year teachers who received their teaching certificates at any of the teacher preparation institutions in Nebraska and their corresponding principals. For the NFTYS administration in 2020, a total of 663 surveys were distributed to teachers and corresponding principals; 493 returned from teachers and 399 returned from principals. For the NTYTS administration in 2020, a total of 607 surveys were distributed to teachers and corresponding principals; 358 returned from teachers and 456 returned from principals. At the end of the survey, respondents are given an opportunity to leave comments to inform the continuing improvement efforts at teacher preparations in Nebraska. In this report, qualitative content analysis was implemented to fully addresses valuable information within the feedback. To more closely understand the information provided by principals and teachers themselves on the fields that preparation institutions need to concentrate on, analysis was conducted on the comments at an individual level, and each comment was identified and grouped into themes coming from literature reviews. This is valuable additional information which cannot be available in typical survey items to support preparation programs to better equip and produce high quality new teachers.

Panelists: Shawn Gu, Nebraska Department of Education**Fisayo Adeniyani, Nebraska Department of Education**

Chair: Lindsey Witt-Swanson, University of Nebraska-Lincoln, BOSR

Visual Design Experiments on Income Questions

Amanda Ganshert, University of Nebraska-Lincoln BOSR; Shanshan Deng, University of Nebraska-Lincoln BOSR; Jolene Smyth, University of Nebraska-Lincoln BOSR; Lindsey Witt-Swanson, University of Nebraska-Lincoln BOSR

The effect of burdensome survey questions on data quality in an omnibus survey

Angelica Phillips, University of Nebraska-Lincoln; Rachel Stenger, University of Nebraska-Lincoln

Discriminating Measures: Response Formats in Measuring Discrimination

Randall K. Thomas, Ipsos Public Affairs; Jasmine Stephens, Ipsos Public Affairs; Beatrice Abiero, Ipsos Public Affairs; Frances M. Barlas, Ipsos Public Affairs

Comparing Agree-Disagree and Item-Specific Response Formats for Questions about Political Efficacy

Curtiss Engstrom, Institute for Social Research, University of Michigan; Nora Cate Schaeffer, Department of Sociology, University of Wisconsin; Jennifer Dykema, Department of Sociology and University of Wisconsin Survey Center, University of Wisconsin

A Web-Based Event History Calendar Approach for Measuring Contraceptive Use Behavior

Brady West, Institute for Social Research, University of Michigan-Ann Arbor; Bill Axinn, Institute for Social Research, University of Michigan-Ann Arbor; Mick Couper, Institute for Social Research, University of Michigan-Ann Arbor; Heather Gatny, Institute for Social Research, University of Michigan-Ann Arbor; Heather Schroeder, Institute for Social Research, University of Michigan-Ann Arbor



Pedagogy Hour

Saturday, 12:30 PM – 1:30 PM

Sponsored by EdChoice

"The 2020 Census -- Where are we now?"

Burton Reist

U.S. Census Bureau

Annual Member Meeting

Saturday, 1:45 PM – 2:45 PM

MAPOR President Ned English will lead the annual member and business meeting.

IN ADDITION TO OUR SPONSORS, MAPOR EXTENDS SPECIAL THANKS TO

- CVENT for generous partnership in supporting our online registration.
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1993	David H. Weaver
1994	George Bishop
1996	Lee Becker
1997	Paul J. Lavrakas
1998	Leo Jeffres
1999	Mark Miller
2000	Cecilie Gaziano
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2003	Richard M. Perloff
2004	Robert P. Daves
2005	Sharon Dunwoody
2006	K. "Vish" Viswanath
2007	Allan L. McCutcheon
2008	Robert M. Groves
2010	Albert Gunther
2011	Stephen E. Everett
2012	Peter V. Miller
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2014	Tim Johnson
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2017	John Stevenson
2018	John Loft
2019	Tom Smith

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2010-11	Timothy P. Johnson
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2012-13	Joe Murphy
2013-14	Kristen Olson
2014-15	Allyson Holbrook
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2019-20	Ned English