



MAPOR 2010

**Consensus, Contrariness and Compromise
in Public Opinion**

Nov. 19-20, 2010
Avenue Crowne Plaza Hotel
Chicago, Illinois

Celebrating 35 years



MAPOR 2010 CONFERENCE
Consensus, Contrariness and Compromise in Public Opinion
November 19-20, 2010
Avenue Crowne Plaza Hotel, Chicago, Illinois

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2008-09: Patricia Moy, University of Washington
2009-10: Weiwu Zhang, Texas Tech University

EVENTS AT A GLANCE

Event title	Page	Day	Room	Time
Media frames and contexts	5	Fri.	Grand Ave. A	10 - 11:30 a.m.
Knowledge and ideology	5	Fri.	Grand Ave. B	10 - 11:30 a.m.
Increasing survey participation	6	Fri.	Grand Ave. C	10 - 11:30 a.m.
Consensus and discord	6	Fri.	Michigan	10 - 11:30 a.m.
Lunch	6	Fri.	Park Ave.	11:45 a.m. - 1:15 p.m.
Pedagogy Hour / Dessert	7	Fri.	Grand Ave. A	1:30 - 3 p.m.
Belief gaps	7	Fri.	Grand Ave. A	3:15 - 4:45 p.m.
Cross-cultural public opinion research	7	Fri.	Grand Ave. B	3:15 - 4:45 p.m.
Political conversation	8	Fri.	Grand Ave. C	3:15 - 4:45 p.m.
Public opinion and contemporary public issues	8	Fri.	Michigan	3:15 - 4:45 p.m.
Cocktail Hour	14	Fri.	Lobby	4:45 - 6 p.m.
President's dinner, Reza's, 432 W. Ontario	14	Fri.	Meet in lobby	6:30 p.m.
Media content and public opinion	14	Sat.	Grand Ave. A	8:30 - 10 a.m.
International public opinion research	14	Sat.	Grand Ave. B	8:30 - 10 a.m.
Knowledge acquisition and levels	15	Sat.	Grand Ave. C	8:30 - 10 a.m.
Political participation	15	Sat.	Michigan	8:30 - 10 a.m.
Immigration policy	16	Sat.	Grand Ave. A	10:15 - 11:45 a.m.
Public attitudes toward science	16	Sat.	Grand Ave. B	10:15 - 11:45 a.m.
Methodology	16	Sat.	Grand Ave. C	10:15 - 11:45 a.m.
Media credibility	17	Sat.	Michigan	10:15 - 11:45 a.m.
Tolerance and free expression	17	Sat.	Grand Ave. A	1:30 - 3 p.m.
Public opinion and public health	18	Sat.	Grand Ave. B	1:30 - 3 p.m.
Novel techniques and tools in public opinion research	18	Sat.	Grand Ave. C	1:30 - 3 p.m.
Voting behavior	19	Sat.	Michigan	1:30 - 3 p.m.
Trust and confidence	19	Sat.	Grand Ave. A	3:15 - 4:45 p.m.
Political talk	19	Sat.	Grand Ave. B	3:15 - 4:45 p.m.
Television news and public opinion	20	Sat.	Grand Ave. C	3:15 - 4:45 p.m.
MAPOR at 35	20	Sat.	Michigan	3:15 - 4:45 p.m.
Annual meeting	20	Sat.	Grand Ave. C	5 - 5:30 p.m.
Conference adjourns				

PROGRAM SCHEDULE

FRIDAY

8:30 am – 5 pm Registration (coffee, tea, bakery, fruit)

10 am – 11:30 am – Grand Ave. A

Media frames and contexts

Discussant: Patricia Moy, University of Washington

Moderator: Heather Duggin, Middle Tennessee State University

“Defining the Disparity: Isolating Predictors of Male and Female Source Differences in News Coverage of International Protests.” Cory L. Armstrong, University of Florida; Michael P. Boyle, University of West Chester; Douglas M. McLeod, University of Wisconsin-Madison.

“Finding Palin: Focusing Events, Framing, and Public Opinion on a Prominent Political Figure.”
Audrey Weddington, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University.

“Improving News Coverage of Polls: An Application of Framing Journalism.” Dennis K. Davis, Penn State University; Kurt Kent, University of Florida.

“The Effects of Acrimonious Online Debate on Perceived Hostility of the News.” Catherine Huh, University of California, Davis; Young-Ju Kim, University of California, Davis.

10 am – 11:30 am – Grand Ave. B

Knowledge and ideology

Discussant: Douglas Blanks Hindman, Washington State University

Moderator: Steven Kleinman, The Ohio State University

“Knowledge or Belief? Religiosity and Ideology Shape Knowledge of Controversial Science.”
Pete Ladwig, University of Wisconsin-Madison.

“Ideological Polarization, News Media Use, and Issue Knowledge in the 2008 Presidential Election.” Kate Kenski, The University of Arizona; Rico Neumann, The University of Arizona.

10 am – 11:30 am – Grand Ave. C

Increasing survey participation

Discussant: Patty LeBaron, RTI International

Moderator: Mitch Pravatiner, Chicago, Illinois

“A Tracking Study of Attitudes and Participation in the 2010 Census.” Peter V. Miller,
Northwestern University; Nancy Bates, United States Bureau of the Census; Gina
Walejko, Northwestern University.

“A View from the Top - A Comprehensive Analysis of Post-Recruitment Factors in a Consumer
Panel Operation.” Kumar Rao, Gallup Organization; Olena Kaminska, ISER; Allan
McCutcheon, University of Nebraska – Lincoln.

“Effects of Mode and Incentives on Response Rates, Costs, and Response Quality in a Survey of
Alcohol Use among Young Adults.” John Stevenson, University of Wisconsin-Madison;
Jennifer Dykema, University of Wisconsin-Madison; Chad Kniss, University of Wisconsin-
Madison; Penny Black, University of Wisconsin-Madison; D. Paul Moberg, University of
Wisconsin Population Health Institute.

10 am – 11:30 am – Michigan

Consensus and discord

Discussant: Dianne Rucinski, University of Illinois at Chicago

Moderator: Alyssa Morey, The Ohio State University

“Representations of Public Opinion about Health Reform 2009-2010.” Gerald M. Kosicki, The
Ohio State University.

“Affective Responses to Presidential Candidates Among Radio and Television News Audiences
in Campaign 2008.” David Wise, University of Wisconsin-Madison.

“The Role of Heuristic-Systematic Accuracy and Defensive Information Processing during a
Congressional Election.” Kurt Neuwirth, University of Cincinnati; Edward Frederick,
University of Wisconsin-Whitewater; Charles Mayo, Kennesaw State University.

11:45 am – 1:15 pm Luncheon (ticket required), Park Ave. room

Presiding: Weiwu Zhang, Texas Tech University

Student Paper Chair: Cecilia Gaziano, Research Solutions, Inc.

Keynote Speaker: Gary Langer, Langer Research Associates

“Message Delivered: The Voters’ Voice in 2010”

1:30 pm – 3:00 pm – Pedagogy Hour & dessert break – Grand Ave. A

Presiding: Weiwu Zhang, Texas Tech University

Speaker: Timothy Beebe, Mayo Clinic

“Issues and Advances in Health Survey Research Methods”

3:15 pm – 4:45 pm – Grand Ave. A

Belief gaps

Discussant: Fiona Chew, Syracuse University

Moderator: David Wise, University of Wisconsin - Madison

“Public Opinion about Health Care Reform: News and the Reinforcement of Partisan Agendas.”

Douglas Blanks Hindman, Washington State University.

“Birthers and Belief Gaps: Ideology’s Influence on Knowledge about Barack Obama.” Kenneth R.

Blake, Middle Tennessee State University; Heather R. Duggin, Middle Tennessee State

University; Kristen E. Hampton, Middle Tennessee State University.

“Why Can’t a Conservative Be More Like a Liberal, or Vice Versa? Ideology, Knowledge Gaps, and Belief Gaps.” Cecilie Gaziano, Research Solutions, Inc.

3:15 pm – 4:45 pm – Grand Ave. B

Cross-cultural public opinion research

Discussant: Timothy Johnson, University of Illinois – Chicago

Moderator: Geon Lee, University of Illinois – Chicago

“Unique Issues in Chinese Translation of Self-Administered Survey Forms.” Mandy Sha, RTI

International; Yuling Pan, U.S. Census Bureau.

“Difference between Hispanics in the U.S. from Whom Data are Gathered in Spanish Versus

Hispanics in the U.S. from Whom Data are Gathered in English.” Paul J. Lavrakas,

Northern Arizona University; Trevor N. Tompson, The Associated Press; Ceril Shagrin,

Univision; Doug Darfield, The Nielsen Company; Gary Segura, Stanford University; Mike

Kirst, Stanford University; Jon Krosnick, Stanford University; Tess Heintze, Stanford

University; Jenny Kelly, NORC; Eric Lopez , NORC.

“Informational and Ideological Predictors of Attitudes Toward the U.S. Military Buildup on

Guam.” Francis Dalisay, Washington State University and Cleveland State University.

“Do Latinos exist? Comparing the Political Engagement of Mexicans, Puerto Ricans and Cubans in the United States.” Mitchell Bard, University of Wisconsin - Madison.

3:15 pm – 4:45 pm – Grand Ave. C

Political conversation

Discussant: Michael Traugott, University of Michigan

Moderator: Kristen Hampton, Middle Tennessee State University

“Talk with Biased Others? — Naive Realism and Deliberative Discussion.” Wenjie Yan, University of Wisconsin-Madison; Kyurim Kyoung, University of Wisconsin-Madison; Gang Jing, University of Wisconsin-Madison; Jiawen Zheng, University of Wisconsin-Madison.

“Differentiating the General and Political Discussion Networks of Bounded Groups Using Social Network Analysis.” William P. Eveland, Jr., The Ohio State University; Steven B. Kleinman, The Ohio State University.

“Expressing Opinions in Public: Different Influences on Self vs. Others?” Leo W. Jeffres, Cleveland State University; Kimberly Neuendorf, Cleveland State University; Jinhee Kim, Cleveland State University.

“The Who, What, When, Where, How, and Why of Informal Political Conversations in the United States.” William P. Eveland, Jr., The Ohio State University; Alyssa C. Morey, The Ohio State University; John Tchernev, The Ohio State University; Kristen Landreville, University of Wyoming.

3:15 pm – 4:45 pm – Michigan

Public opinion and contemporary public issues

Discussant: Matthew Courser, Pacific Institute for Research and Evaluation

Moderator: Audrey Weddington, Middle Tennessee State University

“Effects of Talking About Alcohol Issues on Intentions to Drink or Drinking Among College Students.” Won Yong Jang, University of Wisconsin-Eau Claire; Edward Frederick, University of Wisconsin-Whitewater; Amy Struthers, University of Nebraska-Lincoln; Kurt J. Neuwirth, University of Cincinnati.

“Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?” Bryan Parkurst, University of Cincinnati.

“Responding to News Reports of Suicide: The Influence of Individual Experience, Proximity, and Purported Cause.” Julie L. Andsager, The University of Iowa.

“Death by Accident or on Purpose.” James Carviou, University of Iowa.

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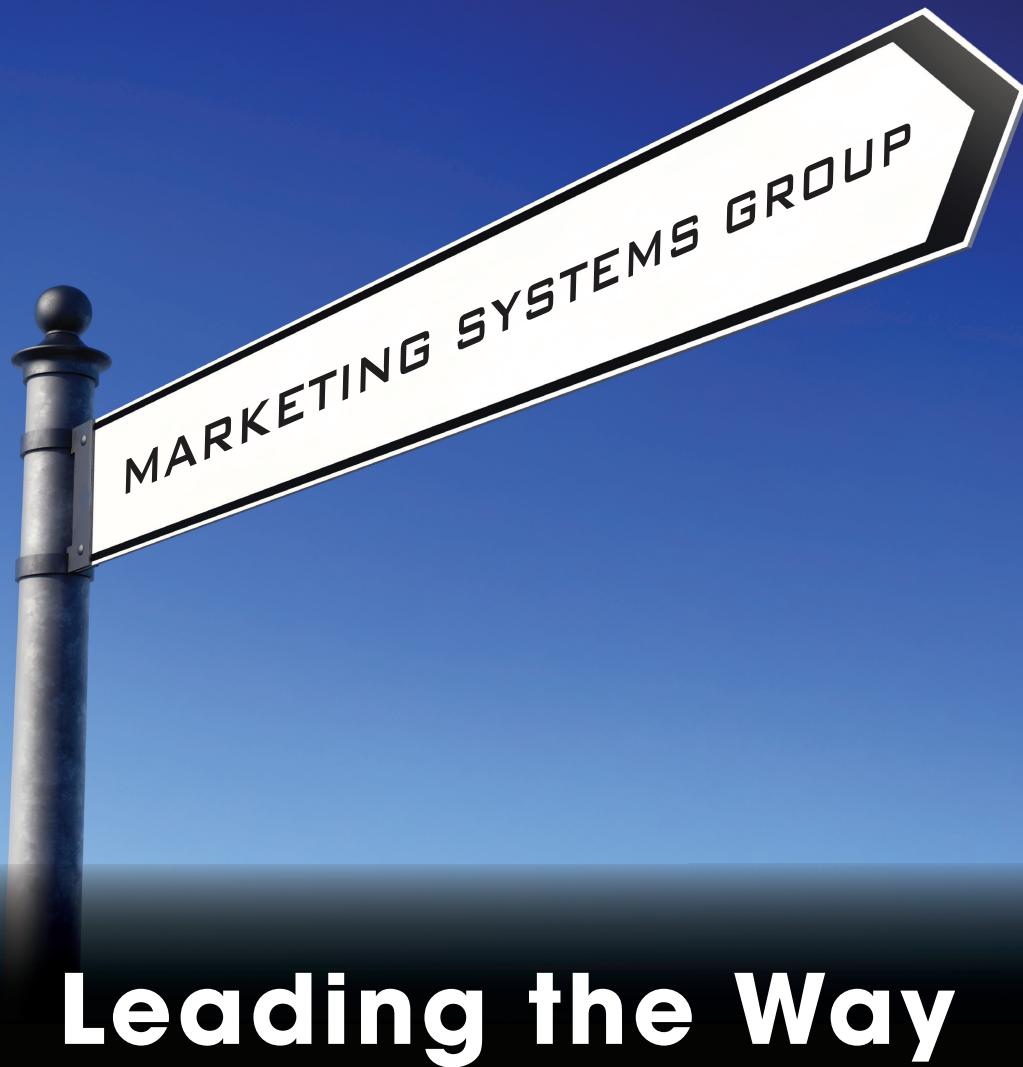
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Allen Duffer
919.541.7356
aduffer@rti.org

4:45 pm – 6 pm Cocktail hour – Michigan and lobby

**6:30 pm Dutch Treat: President's Dinner at Reza's (432 W. Ontario)
Meet in hotel lobby**

SATURDAY

8:30 am – Noon Registration (coffee, tea, bakery, fruit)

**8:30 am – 10 am – Grand Avenue A
Media content and public opinion
Discussant: David Fan, University of Minnesota
Moderator: Phillip Madison, Louisiana State University**

“Stacking Up: How do Media Portrayals of Environmental Risk Compare to Actual Risk in North Carolina’s Newspapers?” Lynsy Smithson-Stanley, University of North Carolina at Chapel Hill.

“Agenda Setting and Coverage Valence: Media Effects on American Sympathy Toward Israel and Palestine.” Laurie Colson, University of Wisconsin-Madison; Kayla McClendon, University of Wisconsin-Madison; Nick Perrine, University of Wisconsin-Madison; Adam Riback, University of Wisconsin-Madison.

“The War on Drugs Meets the War on Terror in the New York Times: Drug-Funded Terror Coverage Before and After 9/11.” Bryan E. Denham, Clemson University.

“News as Propaganda: A Comparative Analysis of U.S. and Two Korean Press Coverage of the Six-party Talks, 2003-2007.” Won Yong Jang, University of Wisconsin-Eau Claire.

**8:30 am – 10 am – Grand Avenue B
International public opinion research
Discussant: H. Allen White, The Everett Group
Moderator: Albert C. Gunther, University of Wisconsin - Madison**

“Public Opinion and Use of Foreign Television News in 12 Nations.” Lars Willnat, Indiana University; David Weaver, Indiana University.

“Discriminatory Attitudes in Europe: As Hard To Get At as in the USA?” Mario Ignatov, University of Cincinnati.

“The Beginning of Cross-national Survey Research.” Tom W. Smith, NORC/University of Chicago.
(continued)

"The Window to the United States: Examining the Effects of Media Exposure on Sino-American Relations Among the Chinese public." Timothy Fung, University of Wisconsin-Madison; Heather Akin, University of Wisconsin-Madison; Beth Ryan, University of Wisconsin-Madison.

8:30 am – 10 am – Grand Avenue C

Knowledge acquisition and levels

Discussant: Kate Kenski, The University of Arizona

Moderator: Rob Daves, Daves & Associates Research

"Americans' Awareness of Changes in Tax Rates, 1956-2004." Michael Barthel, University of Washington.

"Revisiting the Knowledge Gap Hypothesis: The Influence of Media Content on Political Knowledge Gaps." Andrea M. Quenette, The Ohio State University; Steven Kleinman, The Ohio State University.

"The Roles of Personal Relevance and Medium in Understanding Belief and Transmission of Rumors in the News." Brian Weeks, The Ohio State University.

8:30 am – 10 am – Michigan

Political participation

Discussant: Kimberly Rios Morrison, University of Chicago

Moderator: Dani Sandu, University of Cincinnati

"Online Information and Traditional and Social-Networking Website Political Participation: An Exploratory Analysis." Timothy Macafee, University of Wisconsin-Madison.

"Understanding Racial and Ethnic Differences in Political Participation Among Chicago Residents." Allyson L. Holbrook, University of Illinois at Chicago; Timothy P. Johnson, University of Illinois at Chicago; Maria Krysan, University of Illinois at Chicago;.

"A New Kind of Socialization: Effects of Social Media and Political Advertising on Knowledge Acquisition and Participation Among Adolescents." Ming Wang, University of Wisconsin-Madison; Itay Gabay, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison.

10:15 am – 11:45 am – Grand Avenue A

Immigration policy

Discussant: Dennis Davis, Penn State University

Moderator: Won Yong Jang, University of Wisconsin - Eau Claire

“A Before and After Comparison Investigating the Effects on Hispanics of the April 23, 2010, Signing of the Arizona Immigration Law.” Paul J. Lavrakas, Northern Arizona University; Trevor N. Tompson, The Associated Press; Ceril Shagrin, Univision; Doug Darfield, The Nielsen Company; Gary Segura, Stanford University; Mike Kirst, Stanford University; Jon Krosnick, Stanford University; Tess Heintze, Stanford University.

“Exploring the Anti-Illegal Immigration Movement.” Phillip Madison, Louisiana State University.

“Framing the Debate: Border State Newspaper Coverage of SB 1070.” Philip Poe, Texas Tech University.

“A Relationship-Based Approach to Understanding the Role of Race Cues in Third-Person Perception.” Patricia J. Smith, Louisiana State University.

10:15 am – 11:45 am – Grand Avenue B

Public attitudes toward science

Discussant: Sean Hogan, RTI International

Moderator: Kajsa E. Dalrymple, University of Wisconsin - Madison

“Trends of Paranormal Beliefs.” Jibum Kim, NORC; Cory Wang, University of Chicago; Nick Nunez, University of Chicago; Tom W. Smith, NORC/University of Chicago.

“Understanding U.S. Opinion on Science: What Makes the Public Give Support for Science?” Jiyoun Kim, University of Wisconsin - Madison.

“Audience Response to Optimistic Bias in Science News.” Yerheen Ha, University of California, Davis.

10:15 am – 11:45 am – Grand Avenue C

Methodology

Discussant: Tiffany King, RTI International

Moderator: David Chearo, University of Chicago Survey Lab

“Do We Need to Go Cellular? Assessing Political Media Consumption Using a Single-Frame Landline/Cellular Survey Design.” John M. Tchernev, The Ohio State University; R. Lance Holbert, The Ohio State University; Megan Hill, The Ohio State University.

(continued)

"Minimizing the Compromise when Recruiting for Survey Pre-tests." Diana Smith, RTI International; Sarah Cook, RTI International.

"Not All Words are Equal: Choosing the Appropriate Three Little Words for an Online Survey Invitation to Maximize Response Rate." Fiona Chew, S.I. Newhouse School of Public Communications; Uyanga Baza, S.I. Newhouse School of Public Communications.

"Designing Questions for Web Surveys: Effects of Check List, Check All, and Stand Alone Response Formats on Survey Reports and Data Quality." Jennifer Dykema, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison; Jeremy Beach, University of Wisconsin-Madison; Vicki Lein, University of Wisconsin-Madison; Brendan Day, University of Wisconsin-Madison.

10:15 am – 11:45 am – Michigan

Media credibility

Discussant: Cory Armstrong, University of Florida

Moderator: Katherine Gean, University of Chicago Survey Lab

"Snooze, Ruse, Views, News? Online Political Information, Credibility and Media Substitution."

Thomas J. Johnson, University of Texas at Austin; Barbara K. Kaye, The Johns Hopkins University; Aimee Meader, University of Texas at Austin.

"The Shift Toward Soft News and Its Implications for Media Trust." Michael Aguilar, University of Wisconsin – Madison; Stephanie Kundert, University of Wisconsin – Madison.

"Filmed in Front of a Live Studio Audience: Using Laughter to Offset Aggression in Political Entertainment Programming." Emily K. Vraga, University of Wisconsin-Madison; Courtney N. Johnson, University of Wisconsin-Madison; D. Jasun Carr, University of Wisconsin-Madison; Mitchell Bard, University of Wisconsin-Madison; Leticia Bode, University of Wisconsin-Madison; Bryan McLaughlin, University of Wisconsin-Madison.

11:45 – 1:30 Lunch on your own

1:30 pm – 3 pm – Grand Ave. A

Tolerance and free expression

Discussant: Jason Reineke, Middle Tennessee State University

Moderator: Mario Ignatov, University of Cincinnati

"The Effects of Media Use and Social Capital on Policy Tolerance." Jerod Foster, Texas Tech University; Weiwei Zhang, Texas Tech University.

(continued)

“Validating Elite Assessments of Characteristics of Media Systems with Public Opinion Data.”
Lee B. Becker, University of Georgia; Cynthia English, Gallup; Tudor Vlad, University of Georgia.

“Let the People Speak: Citizens’ Perceptions of Free Press.” Elizabeth Stoycheff, The Ohio State University.

1:30 pm – 3 pm – Grand Ave. B

Public opinion and public health

Discussant: Sharon Dunwoody, University of Wisconsin - Madison

Moderator: Christelle Marpaud, University of Chicago Survey Lab

“Media Coverage of an STI Epidemic in Omaha, Nebraska.” Erin O’Gara, The University of Iowa.

“WebMD – It’s a Hit! A Content Analysis of the Changing Nature of the Online Health Information Site.” Kyle Moody, University of Iowa.

“Trends in Public Opinion of Dietary Supplement Use: A Comparison of the U.S. Food and Drug Administration’s 2002 and 2008 Health and Diet Surveys.” Elizabeth Ryan, University of Wisconsin - Madison.

“Persistence of Knowledge Gaps in Target Populations.” Dianne Rucinski, University of Illinois - Chicago.

1:30 pm – 3 pm – Grand Ave. C

Novel techniques and tools in public opinion research

Discussant: Diana Greene, RTI International

Moderator: Jennifer Pizzuto, University of Chicago Survey Lab

“The Challenge of Stabilizing Online Panel Data—Behavioral Targeting with Pre-profiled Respondents.” Steven Gittelman, Sample Source Auditors; Elaine Trimarchi, Sample Source Auditors.

“A Novel Method of Correlation Network Visualization Introduced and Applied to Mapping Political Space.” Raymond J. Pingree, The Ohio State University.

“Who Responds How: Comparisons of inferences from Classification Trees and the InfAlign Map.” David P. Fan, University of Minnesota; Kenneth R. Blake, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University.

1:30 pm – 3 pm – Michigan

Voting behavior

Discussant: Aaron S. Veenstra, Southern Illinois University

Moderator: Kayla McClendon, University of Wisconsin - Madison

“Securing the Hispanic Vote: An Assessment of Trust, Political Efficacy, Attention, and Electoral Participation among Hispanics in the 2008 Presidential Election.” Rico Neumann, The University of Arizona.

“Urbanism and Its Increasing Importance to Understanding Voting Behavior.” Chad Kinsella, University of Cincinnati.

3:15 pm – 4:45 pm – Grand Ave. A

Trust and confidence

Discussant: Jacquie Hitchon McSweeney, University of Wisconsin - Madison

Moderator: Rachel Ross, The Ohio State University

“Trust and Sustainability: A Hierarchical Linear Modeling Approach to Understanding Opinions on Renewable Energy.” Kajsa E. Dalrymple, University of Wisconsin – Madison; Michael A. Caciato, University of Wisconsin – Madison; Ashley A. Anderson, University of Wisconsin – Madison; Xuan Liang, University of Wisconsin – Madison.

“Perceptions of News Valance: Impact on Evaluations of Institutional Confidence.” H. Allen White, The Everett Group; Stephen E. Everett, The Everett Group; Rob Daves, The Everett Group.

3:15 pm – 4:45 pm – Grand Ave. B

Political talk

Discussant: Tom Johnson, The University of Texas at Austin

Moderator: Wenjie Yan, University of Wisconsin - Madison

“What Politics Means To Everyday Citizens.” Alyssa C. Morey, The Ohio State University.

“When Does Citizens’ Discussion in YouTube Escalate Group Polarization? The Interaction Effects of Issue Involvement and Uncivil Comments on Partisan Bias in Public Opinion Perception and Motivations.” Hyunseo Hwang, University of California, Davis; Young Ju Kim, University of California, Davis; Catherine Huh, University of California, Davis.

“Democracy or Distraction: Political Protest, Media Effects, and Public Opinion.” Damon T. Di Cicco, University of Washington.

“Sarah Palin Likes This: Coverage of the ‘Death Panel’ Note in Blogs and Traditional Media..” Aaron S. Veenstra, Southern Illinois University – Carbondale.

3:15 pm – 4:45 pm – Grand Ave. C

Television news and public opinion

Discussant: Bryan Denham, Clemson University

Moderator: Nolan Phillips, University of Chicago Survey Lab

“Protecting One’s Own or Getting Turned-Off? Testing the Prospects for Deliberation of TV News Shows.” Eulàlia Puig Abril, University of Wisconsin-Madison; Porismita Borah, University of Wisconsin-Madison; Jiun-Yi Tsai, University of Wisconsin-Madison; Young Mie Kim, University of Wisconsin-Madison.

“Television News as Deliberative Antecedent of Public Opinion: Promoting Consensual or Polarized Public Opinions?” Eike Mark Rinke, University of Washington.

“Studying How and Why Young Viewers are Turning to Political TV Satire: Assessment of a Moderated-Mediation Model.” Whitney O. Walther, The Ohio State University; R. Lance Holbert, The Ohio State University; Jay D. Hmielowski, The Ohio State University.

3:15 pm – 4:45 pm – Michigan

MAPOR at 35: Public Opinion Theory and Research – Past, Present, and Future

Moderator: Joe Murphy, RTI International

Panelists:

Cecile Gaziano, Research Solutions, Inc.

Leo Jeffres, Cleveland State University

Allan McCutcheon, University of Nebraska – Lincoln

Paul Lavrakas, Northern Arizona University

Sharon Dunwoody, University of Wisconsin

David Weaver, Indiana University

5:00 pm – 5:30 pm Annual Meeting – Grand Ave. C

5:30 pm Conference adjourns

