

# CONFERENCE PROGRAM

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## DIDACTIC SESSION

### STATISTICAL PACKAGES FOR MICROCOMPUTERS: AN EVALUATION

Mark West, FGI, Chapel Hill, NC

## PLENARY SESSION

### THE ETHICS OF PUBLIC OPINION RESEARCH

Chair: Philip Meyer, University of North Carolina

Deni Elliott, Utah State University

Albert E. Gollin, Newspaper Advertising Bureau, Inc.

Barbara Bailar, U.S. Bureau of the Census

## ADVANCES IN MAIL SURVEYS

Chair: Joan Black, J.S. Black and Associates

*Response Effects in Mail Surveys: A Comparison with Interview Surveys*

Stephen A. Ayidiya, University of Akron

*Alternatives to Magazine Distributed Questionnaires: Results of an Experiment*

Don A. Dillman, Lesli Peterson Scott, and Sonia Hussa, Washington State

University

*How Predisposition Affects Response to Inducement in Magazine Surveys*

Joan Black, J.S. Black and Associates

*Motivating Respondent Cooperation in the Decennial Census: What Are the Important Messages?*

Jeffrey C. Moore, U.S. Bureau of Census

## THE DRUG ISSUE AS A CASE OF AGENDA SETTING

Chair: Pamela J. Shoemaker, University of Texas

*NIDA's Cocaine Abuse Prevention Campaign*

Avraham Forman and Susan Lachter, National Institute on Drug Abuse

*Changes in Media Coverage of Drugs Since 1982*

John Merriam, Issues Management Letter

*Agenda-Setting of Drug Issues Within the Media*

Stephen D. Reese, Lucig H. Danielian, and Melody Townsel, University of Texas

*Drug Coverage and Public Opinion, 1972-1986*

Pamela J. Shoemaker, Wayne Wanta, and Dawn Leggett, University of Texas

*America's Drug Problem in the Media: Is It Real or Is It Memorex?*

Lloyd D. Johnston, University of Michigan

Discussant: Don Shaw, University of North Carolina

## CULTIVATION THEORY AND SOME SPECIAL APPLICATIONS

Chair: George Gerbner, University of Pennsylvania

*The Significance of Subcultures, Race, and Gender in the Mainstreaming of Integration Perceptions*

Paula Matabane, Howard University

*Television's Mean and Dangerous World: A Continuation of the Cultural Indicators Perspective*

Nancy Signorielli, University of Pennsylvania

*The Consequences of Television Viewing for a Subculture: A Study of Mennonite Orientations*

Diane Umble, University of Pennsylvania

Discussant: Peter Miller, Northwestern University

## RESEARCHING CONTROVERSIAL SUBJECTS

Chair: Richard Morin, The Miami Herald

*Threatening Questions for the Public in a Survey About AIDS*

Diane Binson, Patricia Murphy, and David Keer, University of Illinois at Chicago  
*Domestic Violence Survey*

Irving Crespi, Baruch College, City University of New York

*Testing Validity of Controversial Subjects: The Case of Drug Prevalence in Peru*

Joel M. Jutkowitz, Development Associates, Inc., and Rolando Arellano, ESAN

Discussant: Ann Crigler, Massachusetts Institute of Technology

## PUBLIC OPINION IN CHINA

Chair: Mitchell Cohen, Consultant

*How Chinese Officials See Americans as Business Partners*

Meng Deyi, Consulate General of the People's Republic of China

*Investing in China: Opinions of Corporate Executives*

Mitchell Cohen, Steve Collesano, and Rick Sloan, American International Group

*China's America Watchers*

David Shambaugh, University of Michigan

Discussant: Lester R. Frankel, Audits and Surveys, Inc.

## HUMAN RELATIONS IN THE "ME" GENERATION

Chair: Larry Brisker, Cuyahoga Community College and Pollnet, Inc.

*Race and Trust in Government: Testing the Political Reality Model*

Susan Howell and Deborah Fagan, University of New Orleans

*Fact and Fiction: Perceptions of the Bill Cosby Show*

Regina Sherard, University of North Carolina

*Anti-Semitism Among Fundamentalist Christians*

Frank M. Newport, Tarrance, Hill, Newport & Ryan

Discussant: Lawrence D. Bobo, University of Wisconsin

## STAR WARS: SURVEYS AND SEMANTICS

Chair: Al Richman, U.S. Department of State

*West European Opinions on SDI: Questions Plain and à la Mode*

Ken Adler, United States Information Agency

*Gauging the American Public's Attitudes Toward SDI from National Polls*

Al Richman, U.S. Department of State

*Surveys, Semantics, Star Wars*

Lorand Szalay, Institute of Comparative Social and Cultural Studies

*Concerns of Soviet and American Youth in a Nuclear Age*

Eric Chivian, Harvard Medical School; Nikolai Popov, Institute of USA and

Canada, Moscow; and Jonathan Tudge, University of Utah

Discussant: Tom Graham, consultant

NEW RESEARCH DIRECTIONS: SEMIOTICS IN MARKETING,  
ADVERTISING, AND CONSUMER RESEARCH

Chair: Frank Biocca, University of North Carolina

*A Report on the Status of Semiotic Applications in Marketing*

Jean Umiker-Sebeok, Research Center for Language and Semiotic Studies

*Data and Meaning: A Case Study in Marketing and Semiotics*

Steve Verba, Wyse Advertising

*The Semiological Analysis of Artworks via the Interpretation of Consumption*

*Symbolism and Marketing Imagery: Hermes Speaks*

Morris Holbrook, Columbia University

*Semiotics: Determining What Advertising Means to the Audience*

Charles E. Cleveland, Quester, Inc.

## CONCURRENT ROUND-TABLE SESSIONS

*Marketing a Local AAPOR Chapter*

Roni Rosner, N.W. Ayer, Inc., and Susan A. Weisbrod, Bruno and Ridgeway Associates, Inc.

*Council on State Polls: A Strategic Planning Session*

Kandis R. Steele, University of Alabama

*Why Can't the Media Get Things Right?*

William N. Stant, Loyola University of Chicago, and Phyllis Endreny, University of Illinois

*Variables That Churn: Problems of Dynamic Measurement*

Virginia Dodge Fielder, Knight-Ridder, Inc.

## PORNOGRAPHY IN AMERICA

Chair: Jean Frazier, University of Minnesota

*Public Opinion and the Two Pornography Commissions*

Edward I. Donnerstein and Benjamin J. Bates, University of California, Santa Barbara

*The Law, Pornography, and Public Opinion in North Carolina*

Jane Brown and Mark West, University of North Carolina at Chapel Hill

*Attitudes Toward Sexually Explicit Materials: Is There a National Standard?*

Charles Winick, City University of New York

Discussant: Howard Schuman, University of Michigan

## GREAT MOVEMENTS, METHODS, MINDS, AND MATTERS: THE HISTORY OF AAPOR

Chair: Donna Charron, Decision Research Corp.

*Developments in Survey Methodology*

Jack Elinson, Rutgers University

*Improving Survey Standards*

Sidney Hollander, Hollander-Cohen Associates

*Polls, Media, and the Democratic Process*

Kathleen Frankovic, CBS News

*Major Persons in AAPOR*

Don Cahalan, University of California at Berkeley

*Through the Looking Glass: Paul Lazarsfeld Reflects on His Career*

Ann Pasanella, Columbia University

## CONCURRENT ROUND-TABLE SESSIONS

*Integrating Qualitative and Quantitative Data*

Alan S. Meyer, U.S. Department of Health and Human Services; Dorothy Jessop, New York City Human Resources Administration; Gary Siegel, DePaul University;

James H. Frey, University of Nevada-Las Vegas; and William DeVosges, Research Triangle Institute

*Method or Madness: How Advertisers Choose Media*

Mary Alice Sentman, University of North Carolina, and Gerald L. Grotta, Texas Christian University

*America's Response to "Amerika"*

Ted Smith, University of Virginia, and Silvo Lenart, SUNY-Stonybrook

*How the Spiral of Silence Theory Informs Public Opinion Research*

Frank L. Rusciano, Rider College, and Charles T. Salmon, Kurt Neuwirth, Hayg Oshagan, and Dianne Rucinski, University of Wisconsin-Madison

## PLENARY SESSION

## FRAMING THE ISSUES FOR 1988: WHAT AMERICA WANTS AFTER REAGAN

Chair: Kathleen Frankovic, CBS News

Richard Wirthlin, Decision/Making/Information

John K. White, Potsdam College  
 William Schneider, American Enterprise Institute  
 Harrison Hickman, Hickman-Maslin, Inc.

## CONTEXT EFFECTS IN QUESTIONNAIRE DESIGN

Chair: Robert L. Stevenson, University of North Carolina  
*Friends May Disapprove of Drug Use, but Not As Much As Parents Do: Another Lesson in Questionnaire Context Effects*  
 Jerald G. Bachman, University of Michigan  
*Issue Involvement and Response Effects in Public Opinion Surveys*  
 George Bishop, University of Cincinnati  
*Question Order Effects and Form Resistant Correlations: Some Unencouraging Findings*  
 David W. Moore, University of New Hampshire  
*Explaining the Abortion Context Effect*  
 Jacqueline Scott, University of Michigan

## THE PUBLIC'S EXPERIENCE WITH TIME AND LEISURE: NEW METHODOLOGICAL AND SUBSTANTIVE PERSPECTIVES

Chair and discussant: Barry M. Feinberg, Audits and Surveys, Inc.  
*Advances in the Experience Sampling Method: The Second Decade of Research*  
 Robert Kubey, Rutgers University  
*Time Use Trends and Technological Innovation: A Seven-Nation Comparison*  
 Jonathan Gershuny, University of Bath, England  
*Changes in Americans' Use of Time: 1954-1985*  
 John Robinson, University of Maryland-College Park

## PUBLIC OPINION AND POPULAR CULTURE

Chair: Susan B. Neumann, University of Lowell  
*Mass Media and the Image of the Past*  
 Gladys Engel Lang and Kurt Lang, University of Washington  
*America's Heroes and Heroines: A Trend Analysis of the "Most Admired Person" Series, 1947-1987*  
 Tom W. Smith, National Opinion Research Center  
*Metaphors for Public Opinion in Literature*  
 Kurt W. Back, Duke University  
*The Public as Dummies: Comments on American Ignorance*  
 D. Charles Whitney and Ellen Wartella, University of Illinois at Urbana-Champaign

## RESPONSE EFFECTS

Chair: Stanley Presser, National Science Foundation  
*Response Frame Effects in "Which Is the Whatest" Data*  
 Ed Blair, University of Houston, and Scott Burton, Louisiana State University  
*Satisficing: A Response Strategy for Managing the Cognitive Demands of Survey Questions*  
 Jon A. Krosnick, The Ohio State University, and Duane F. Alwin, University of Michigan  
*Respondent-Interviewer Sex-Based Interaction Effects on Gender-Sensitive Questions*  
 Nancy L. Whelchel, Rutgers University  
*A Split-Ballot Experiment in Measuring Public Attitudes About the Liability Insurance Controversy*  
 Scott Keeter and J. David Kenamer, Virginia Commonwealth University

## DIRECT MEASUREMENTS

Chair: John Polich, Gannett Center for Media Studies

*New Technologies in Electronic Media Measurement*

Edward V. Chapel, Paul Donato, and Pei-Hsin Shao, R.D. Percy & Company

*Diffusion of Behavioral Response to Pricing*

Mel Prince, National Brand Scanning

*Scanner Data: What It Can and Cannot Do*

Judy Bayer, Carnegie-Mellon University, and John Keon, The Marketing Advantage

*The SPOT Program: A New Era in Earth Observation*

Pierre Bescond, SPOT Image Corp.

## SCIENCE AND MEDIA

Chair: Jack Elinson, Rutgers University

*Public Attitudes Toward Science, Biotechnology, and Genetic Engineering*

John M. Boyle, Schulman, Ronca & Bucuvalas, Inc.

*Reporting on Chernobyl: Conflict and Confusion Between Scientist and Journalist*

Phyllis Endreny, University of Chicago

*Educating the Public About Environmental Health Risks: A Model*

Audrey R. Gotsch, University of Medicine and Dentistry of New Jersey

*Helping the Press Inform the Public About Environmental Risks*

Michael R. Greenburg, Rutgers University

## PUBLIC OPINION AND MEDIA I: SHAPING THE MEDIA

Chair: G. Evans Witt, Associated Press

*Chain Ownership and Business Orientations of Editors*

Clarice N. Olien, Phillip J. Tichenor, and George A. Donohue, University of Minnesota

*Broadcasting and Narrowcasting in the New Media*

W. Russell Neuman, Massachusetts Institute of Technology

*Grassroots Credibility: How Community Publishers and Editors Define Ethical Issues*

Michael V. Smith, University of Maryland

Discussant: G. Cleveland Wilhoit, Indiana University

## CONCURRENT ROUND-TABLE SESSIONS

*Research Policy and the Information Society*

Hal Mendelsohn and Harry Spetnagel, University of Denver

*Methodological Issues in Social Research on Spiritual Experiences*

Murray Edelman, CBS News, and William McCready, Public Opinion Laboratory

*Monitoring Attitudes Toward Peace and War*

Bernard M. Kramer, University of Massachusetts at Boston, and Barbara Bardes, Loyola University of Chicago

*Uses of CATI to Investigate Survey Methods*

Richard Kulka and Michael F. Weeks, Research Triangle Institute; Elizabeth

Martin, U.S. Bureau of the Census; Robert D. Tortora, U.S. Department of

Agriculture; and Robert M. Groves, University of Michigan

*Precision Journalism in the 1990s*

Thomas J. Moore, Knight-Ridder, Inc., and Everett C. Ladd, University of Connecticut

*Standardizing Survey Questions About AIDS*

Eleanor Singer and Theresa F. Rogers, Columbia University

## PUBLIC OPINION AND MEDIA II: MEDIA EFFECTS

Chair: Rebecca Quarles, Decision/Making/Information

*Not Agendas Alone: An Information Processing Model of Media Effects on What People Think*

Robert M. Entman, Duke University

*The Achille Lauro: A Study in Terror*

Josephine Holz, Eric Cardinal, and Dennis Kerr, NBC

*The Impact of Divergence Between the Mass Media and the Grapevine: What You Read Versus What You Hear*

Robert Mason, Oregon State University

*Perceptions of Media Effects: Partisan Reactions to News of the Arab-Israeli Conflict*

Richard Perloff, Cleveland State University

## SELECTING AND COPING WITH RESPONDENTS

Chair: Robert H. Somers, Pacific Bell

*The Interviewer Is Not a Therapist*

Anne Ciemnecki, Mathematica Policy Research, Inc.

*An Empirical Comparison of the Kish and the Most-Recent-Birthday Method for Selecting a Random Household Respondent in Telephone Surveys*

John Tarnai, Eugene A. Rosa, and Lesli Peterson Scott, Washington State University

*Tradeoffs in Respondent Selection Methods: Theoretical Purity Versus Real-World Problems*

Cliff Zukin and Bob Carter, Rutgers University; Mark Schulman, Schulman, Ronca and Bucuvalas

Discussant: Cecilie Gaziano, MORI Research

## DIDACTIC SESSION

## CORRESPONDENCE ANALYSIS: THE HIDDEN ASPECTS OF CROSSTABS

Gary M. Mullet, SDR, Inc., Atlanta

## VOTING IN THE '80s

Chair: Warren Mitofsky, CBS News

*Characteristics of "Floaters" in the 1984 Presidential Primary Period*

J. David Kenamer, Virginia Commonwealth University

*Women Candidates in the 1980s*

Celinda Lake, Women's Campaign Fund

*The Changing Meaning of Party Registration in Connecticut: 1958-1986*

Peter Tuckel, Hunter College, Richard Maisel, New York University, and Kurt Schlichting, Fairfield University

*The Impact of Cognitive Mode on Voters' Attitudes and Preferences*

Fred Zandpour, The Pennsylvania State University

## GAMES RESPONDENTS PLAY

Chair: Peter Miller, Northwestern University

*Acquiescence and Response-Order Effects for Srole's Anomia Scale and Rosenberg's Self-Esteem Scale*

McKee J. McClendon and Huey T. Chen, University of Akron

*Consumers Rate the Movies: A Test of Positive and Negative Bandwagon Effects*

James Beniger, Susan Herbst, and Doug Hughes, University of Southern California

*Respondent Behavior in Magnitude Estimation*

Nora Cate Schaeffer, University of Wisconsin-Madison, and Norman M. Bradburn, University of Chicago

*How Respondents Use Response Alternatives to Estimate Behavioral Frequencies*

Norbert Schwarz, University of Illinois at Urbana-Champaign

## POLICY RESEARCH

Chair: Dorothy Davidson Nesbit, Northern Illinois University

*The Use of Surveys in Planning State-Wide Services for Cancer Patients and Their Families—The Pennsylvania Experience*

- Peter S. Houts and Marshall B. Jones, The Pennsylvania State University College of Medicine; Sandi Ezrine, Survey Research Associates  
*Citizen Attitudes Toward Drug Testing: Value Conflict or Consensus?*
- Dorothy Davidson Nesbit, Northern Illinois University  
*Public Perceptions of Homeless People: The Effect of the Homeless on Personal Safety Perceptions*
- Jose C. Casal, Port Authority of New York and New Jersey  
*Public Opinion Research and Policy Making: The Case of "Business Climate"*
- Daniel J. Sullivan, Minneapolis Star and Tribune