

MAPOR PRELIMINARY PROGRAM
Midwest Association for Public Opinion Research
Annual Conference – November 21 & 22, 2008

**Are We Ready for Change?: Public Opinion Research in
The 2008 Presidential Election**

Agenda

Friday, November 21

8:30 a.m. to 5 p.m. **Registration (Coffee, tea, bakery, fruit)**
Intermezzo

10 - 11:30 a.m. **Paper Session 1**
Symphony A **Media and the 2008 Presidential Election**

Moderator:

Wait, Who Said That? Candidate Cue Placement in the 2008 Campaign Environment and Its effects

Jasun Carr, University of Wisconsin-Madison; **Emily Vraga**, University of Wisconsin-Madison

Public Acceptance of Counter-terrorism Tactics: The Fear Bubble and Its Impact on the 2008 Elections

Gerald Kosicki, Ohio State University

The Influence of Presumed Influence on Primary Election Voting

Patrick Meirick, University of Oklahoma; **Jacqueline Eckstein**, University of Oklahoma

Age and Religion in the 2008 Presidential Election

Jason Reineke, Middle Tennessee State University; **Ken Blake**, Middle Tennessee State University; **Robert Wyatt**, Middle Tennessee State University

Discussant: Patricia Moy, University of Washington

10 a.m. – 11:30 a.m.
Symphony B

Paper Session 2
Framing and Framing Effects

Moderator:

The Medium and the Message: How Media Choice Affects Policy Preferences.

Brandon Bosch, University of Washington

Examining the Framing of Immigrants and Immigration in U.S.-Mexico Border Newspapers

Phillip Madison, Louisiana State University

An Empirical Assessment of Lakoff's Moral Strength Schema

Kurt Neuwirth, University of Cincinnati; **Edward Frederick**, University of Wisconsin-Whitewater; **Jack Kapfer**, University of Wisconsin-Eau Claire; **Wesley Martin**, Keene State University

Strategic Framing, Social Identity, and Public Opinion

Erik Nisbet, Ohio State University; **Sol Hart**, Cornell University

Discussant: Dietram Scheufele, University of Wisconsin

10 a.m. – 11:30 a.m.
Symphony C

Paper Session 3
Public Opinion toward Governmental Processes

Moderator:

Citizens Reactions to War: How Individual Characteristics Influence Attitudes toward the Iraq War

Emanuel Boussios, Stony Brook University

From Their "Cold, Dead Hands": Issue Involvement and Public Opinion on Gun Control

Benjamin Hamilton, University of Cincinnati

Processing the News Coverage of the North Korean Nuclear Test: Korean and non-Korean Viewer Responses to Political Leader Displays and Administrative Policies

Sojung Kim, University of Wisconsin-Madison; **Erik Bucy**, Indiana University-Bloomington

Bureaucracy and Government as the Enemy in American Public Opinion: Myth or Reality?

William Miller, University of Akron

Changes in Confidence in Institutions, 1973-2008

Tom Smith, NORC/University of Chicago

Discussant: Ward Kay, Adirondack Communications, Inc.

10 a.m. – 11:30 a.m.
Lyric

Paper Session 4
Survey Responses

Moderator:

Response Differences across a Multi-Modal Survey

Joseph Graf, American University; **Jack Powers**, Ithaca College

An Examination of Within-Person Variation in Response Propensity over the Data Collection Field Period

Kristen Olson, University of Nebraska-Lincoln; **Robert Groves**, University of Michigan

Response Options Order Effect and Category Number Association: An Experiment Using Items on a Five Point Satisfaction Scale in a Knowledge Panel Survey

Ge Tang, University of Nebraska-Lincoln; **Tom Wells**, Knowledge Networks; **Mario Callegaro**, Knowledge Networks; **Yelena Kruse**, Knowledge Networks

"Stuck in Neutral": Straight-Line Responses in RDD and On-Line Surveys

H. Allen White, The Everett Group; **Steve Everett**, The Everett Group;
Robert Daves, The Everett Group

Discussant: John Loft, RTI International

11:45 a.m. - 1:15 p.m.

Lunch (on your own)

1:30 p.m. - 3:00 p.m.
Symphony A

Paper Session 5
New Media and Public Opinion

Moderator:

Blogs of Information: How Gender Cues and Individual Motivations Influence Perceptions of Credibility

Cory Armstrong, University of Florida; **Melinda McAdams**, University of Florida

User Created Contents (UCC) in Political Campaign: Third Person Perception about the Effect of Political UCC and Official Campaign Advertisements

Kang Namkoong, University of Wisconsin-Madison; **Ji Youn Kim**, Korea University

The Revolution Will be Networked: The Influence of Social Network Sites on Political Attitudes and Behaviors

Weiwu Zhang, Texas Tech University; **Thomas Johnson**, Texas Tech University; **Trent Seltzer**, Texas Tech University; **Shannon Bichard**, Texas Tech University

The Role of Internet and Globalization of Nationalist Movement in the Chinese Community

Meimei Zhang, University of California-Santa Barbara

Discussant: William "Chip" Eveland, Ohio State University

1:30 p.m. - 3:00 p.m.
Symphony B

Paper Session 6
International Public Opinion

Moderator:

Arab Public Opinion and the Press Coverage of the State of Israel in Europe and America
Mohammed al-Azdee, Indiana University

Economic Growth and the Human Condition
Allan McCutcheon, Gallup; **Lee Becker**, University of Georgia; **Jenny Marlar**, Gallup;
Tudor Vlad, University of Georgia

Has the American Image abroad changed during the last Decade? Examining the Changes in the
Egyptian Public Opinion Attitudes about U.S.A. (1998-2008)
Ayman Nada, Cairo University-Egypt

Comparing Media Representation of Nanotechnology in the U.S. and Taiwan and its Cultural
Implication
Jiun-Yi Tsai, University of Wisconsin-Madison; **Tsung-Jen Shih**, University of
Wisconsin-Madison

Collective Memories and Jealousies between Rival Cities in China
Meimei Zhang, University of California-Santa Barbara

Discussant: Dominique Brossard, University of Wisconsin

1:30 p.m. - 3:00 p.m.
Symphony C

Paper Session 7
Survey Questionnaire

Moderator:

Partials in the Nebraska Behavioral Risk Factor Survey
An Liu, University of Nebraska-Lincoln

Differences between Hispanic 'Origin' and Hispanic 'Identity' and their Implications: Part III
Paul Lavrakas; Independent Consultant; **Trevor Tompson**, the Associated Press;
Matthew Courser, Pacific Institute for Research and Evaluation;
Lillian Diaz-Hoffman, Westat

The Effect of Question by Question Instructions on Instrument Standardization
Patty LeBaron, RTI International; **Joe Murphy**, RTI International

High-Speed Data Entry of Questionnaires via Scanning in an Address-Based Sampling Frame:
Speed, Accuracy, and Cost-Effectiveness
Jennie Pearson, University of Nebraska-Lincoln; **Nicole Bensky**, The Nielsen
Company, Methodological Research Division; **Gretchen Grabowski**, The Nielsen
Company, Methodological Research Division; **Jody Smarr**, The Nielsen Company,
Methodological Research Division

Cognitive Testing as a Method of Pre-Testing Questionnaires in High and Low Context Cultures:
A Comparison of Korean and English Cognitive Interview Data

Hyunjoo Park, RTI International; **Mandy Sha**, RTI International; **Yuling Pan**, U.S. Census Bureau

Discussant: Kristen Olson, University of Nebraska - Lincoln

1:30 p.m. - 3:00 p.m.
Lyric

Panel 1
Methodological and Statistical Issues in the Study of Change and Causality

Moderator: **William “Chip” Eveland**, Ohio State University

Panelists: **David Fan**, University of Minnesota
Andrew Hayes, Ohio State University
Kate Kenski, University of Arizona
Fei Shen, Ohio State University

3:15 p.m. - 4:45 p.m.
Symphony A

Paper Session 8
Content of Public Opinion and Its Methodology

Moderator:

Fluid Rulers: A Content Analysis of National Identity Measures
Whitney Anspach, University of Washington

Selection and Use of News Sources in Media Coverage of Stem Cell Research
Rosalyna Wijaya, University of Wisconsin-Madison; **Elliot Hillback**, University of Wisconsin-Madison; **Anthony Dudo**, University of Wisconsin-Madison

Partisan Conceptualizations in Online Political Talk and Media Coverage during the 2008 Presidential Election: A Natural Language Processing and Statistical Modeling Approach
Peter Muhlberger, Texas Tech University; **Weiwu Zhang**, Texas Tech University

Methods for Analyzing Media Content with Computerized Content Analysis: Establishing Validity, Reliability, and Precision
Lindsay Hoffman, University of Delaware

Discussant: Ken Blake, Middle Tennessee State University

3:15 p.m. - 4:45 p.m.
Symphony B

Paper Session 9
Measurement Issues in Public Opinion Research

Moderator:

Vague Quantifiers and Perceptions of Risk: Measurement Issues in Regression Analysis
Bryan Denham, Clemson University

New Research on the Measurement of Debt Stress
Paul Lavrakas, Independent Consultant; **Trevor Tompson**, the Associated Press

Measuring Political Tolerance: Aligning Conceptual and Operation Definitions and Understanding the Role of Dislike and Threat

Alyssa Morey, Ohio State University

Consumer Confidence...in What?

Bradley Parsell, University of Cincinnati; **George Bishop**, University of Cincinnati

Discussant: Sean Hogan, RTI International

3:15 p.m. - 4:45 p.m.
Symphony C

Paper Session 10
Public Opinion toward Science

Moderator:

Precautionary Rationality or Precipitous Instability? Investigating Public Opinion toward Scientists, Elected Officials, and the Science and Technology Policymaking Process

Andrew Binder, University of Wisconsin-Madison; **Kajsa Dalrymple**, University of Wisconsin-Madison

Forming Attitudes toward Scientific Controversies: The Role of Information Processing Orientation

Lisa Bu, University of Wisconsin-Madison

Public Opinion Dynamics Surrounding Emerging Technologies in Europe and the U.S.

Dietram Scheufele, University of Wisconsin-Madison; **Elizabeth Corley**, Arizona State University; **Tsung-Jen Shih**, University of Wisconsin-Madison ; **Kajsa Dalrymple**, University of Wisconsin-Madison; **Shirley Ho**, University of Wisconsin-Madison

The Relationship between Religious Identification and Beliefs and Attitudes toward Science

Michael Traugott, University of Michigan; **Frederick Conrad**, University of Michigan; and **Tonya Rice**, University of Michigan

Discussant: Matthew Nisbet, American University

4:45 p.m. – 6 p.m.
Intermezzo

Social Hour and a Quarter

4:45 p.m. – 6 p.m. Poster Session
Lyric and Intermezzo

Engaging the Local Market: Public Opinion Polling on Television Station Websites
Thomas Baggerman, Capital University

Politics through Online Videos
James Carviou, University of Wisconsin-Milwaukee

Pursuing Completed Interviews with Break-off Respondents: Is It a Good Idea?
Chun Feng, University of Nebraska-Lincoln

The Theory of a Theory of Opinion Formation: Insights from Lego Blocks, the Variance and the Mean
David Fan, University of Minnesota

A Star is Shorn: How Embedded Journalists in Iraq Viewed the Arrest of *Al-Jazeera's* Most Prominent Reporter Taysir Alouni
Thomas Johnson, Texas Tech University; **Shahira Fahmy**, University of Arizona

Relationship between Satisficing and Respondent Resistance in a Survey Context
Olena Kaminska, University of Nebraska-Lincoln

Cafeteria Catholics
Chad Kinsella, University of Cincinnati

What Works Online: Characteristics of Successful Videos on YouTube
Limor Peer, Northwestern University; **Tom Ksiazek**, Northwestern University

Mobilization 2.0: The Intersection of Media and Politics
Abby Riese, University of Wisconsin-Madison; **Lindsey Ramon**, University of Wisconsin-Madison; **Kyle Waak**, University of Wisconsin-Madison; **Mark Korshak**, University of Wisconsin-Madison; **Kevin Luebben**, University of Wisconsin-Madison

Voting outside the Booth: Absentee Voting as a Form of Self-Censorship
Carole Lunney, Ohio State University; **Carroll Glynn**, Ohio State University; **Andrew Hayes**, Ohio State University

Report on the Survey of AAPOR's Current and Former Members, with Emphasis on Results from MAPOR Members
David Roe, Survey Sciences Group, LLC; **Adam Safir**, U.S. Bureau of Labor Statistics; **Carl Ramirez**, U.S. Government Accountability Office; **Sara Showen**, Survey Sciences Group, LLC; **Nancy Welchel**, North Carolina State University

First- and Third-Person Effects in Conventional and User-Generated Media
Paul Skalski, Cleveland State University; **Bettina Lunk**, Cleveland State University; **Richard Perloff**, Cleveland State University

An Exploration of the Causes of Response Styles with a Multilevel Modeling Approach
Ana Villar, University of Nebraska-Lincoln; **Yongwei Yang**, Gallup; **Tzu-Yun Chin**, University of Nebraska-Lincoln

Social Comparison Theory and Gay Male Body Image
Joseph Schwartz, University of Iowa

5:30 p.m. - 6:30 p.m.
Symphony A

Pedagogy Hour

Presiding: **Ward Kay**, MAPOR President

Speaker: **Peter Miller**, Northwestern University
“Learning from Survey Errors”

7 p.m. President’s Dinner – Dutch Treat
Hotel Lobby

New and veteran MAPORites are invited to join MAPOR President, Ward Kay, and other members for dinner at a local restaurant. Meet in the lobby for a stroll to the restaurant.

Saturday, November 22

**8 a.m. - noon Registration (Coffee, tea, bakery, fruit)
Intermezzo**

**8:15 a.m. - 9:45 a.m. Paper Session 11
Symphony A Networks, Opinion Climate, and Spiral of Silence**

Moderator:

Willingness to Speak up in Hostile Opinion Climates: The Role of Network Heterogeneity
Ashley Anderson, University of Wisconsin-Madison

Time to Drive from the Train: Abandoning Quasi-Public Environs for Familiar Spaces in Spiral of Silence Research
Ken Blake, Middle Tennessee State University; **Robert Wyatt**, Middle Tennessee State University; **Jason Reineke**, Middle Tennessee State University

Perceived Network Connection as a Communication Concept: Initial Explication of a Concept and Validation of a Measure
Nick Geidner, Ohio State University

Minority Opinion Status on Political Issues Increases Self-Certainty
Kimberly Morrison, Ohio State University; **Christian Wheeler**, Stanford University; **Dale Miller**, Stanford University

Discussant: David Fan, University of Minnesota

**8:15 a.m. - 9:45 a.m. Paper Session 12
Symphony B Surveys – Methodology**

Moderator:

Assessing Campaign Survey Effects: Seeing the Whole through Analyzing the Sum of the Parts Utilizing Online Data
Fiona Chew, Syracuse University; **Rebecca Ortiz**, Syracuse University

Rethinking Leverage Saliency Theory and Causes of Survey Nonresponse: Integrating Emotions, Mood, and Affect into Theory of Nonresponse.
Matthew Jans, University of Michigan

An Evaluation of Item Non-Response among Event History Calendar Interviews of Life Course Health Status
Debra Miller, University of Nebraska-Lincoln; **Robert Belli**, University of Nebraska-Lincoln; **Ipek Bilgen**, University of Nebraska-Lincoln; **Ge Tang**, University of Nebraska-Lincoln

Cross-National Survey Research from a Total Survey Error Perspective
Tom Smith, NORC/University of Chicago

Out and About: An Evaluation of Data Quality in Cell Phone Surveys

Lindsey Witt, University of Nebraska-Lincoln; **Randy ZuWallack**, Macro International

Discussant: Paul Lavrakas, Independent Consultant

8:15 a.m. - 9:45 a.m.
Symphony C

Panel 2
Explaining the 2008 Presidential Election Using Longitudinal Panel Studies

Co-sponsor: **AEJMC Communication Theory and Methodology Division**

Moderator: Trevor Tompson, the Associated Press

Panelists: **Mike Dennis**, Knowledge Networks
Mike Henderson, Harvard University
Thomas Johnson, Texas Tech University

8:15 a.m. - 9:45 a.m.
Lyric

Paper Session 13
Sports, Sex, and Media

Moderator:

Public Perceptions of the Use of Steroids in Sport: Using Trends in Public Opinion to Contextualize Communication Efforts

Amy Becker, University of Wisconsin-Madison; **Dietram Scheufele**, University of Wisconsin-Madison

Does Sexy Media Lead to Sexy Times?

Courtney Johnson, University of Wisconsin-Madison; **Rachel Vesely**, University of Wisconsin-Madison; **Erin Fabrizius**, University of Wisconsin-Madison; **Darryl Schnell**, University of Wisconsin-Madison; **Sarah Gardner**, University of Wisconsin-Madison

A “Gay Proud” America: Primetime Representations of and Opinion about Homosexuals in the Workplace

Pamela Buechel, University of Wisconsin-Madison; **KJ Hansmann**, University of Wisconsin-Madison; **Heidi Hubmann**, University of Wisconsin-Madison; **Meredith Petrie**, University of Wisconsin-Madison; **Natalie Rhoads**, University of Wisconsin-Madison; **Alexandra Rogers**, University of Wisconsin-Madison

Reason vs. Emotion: American Public Opinion on Sex Offenders

Rebecca Karason, University of Cincinnati

Discussant: Lee Becker, University of Georgia

10 – 11:45 a.m.
Madison Avenue Room
 13th floor

Brunch (ticket required)

Presiding: **Ward Kay**, MAPOR President

Student Paper Chair: **Rob Daves**, MAPOR Fellow

Speaker: **James Innocenzi**, President, Sandler-Innocenzi, Inc.
 “Political Communication in a Bad Environment”

Noon – 1:30 p.m.
Symphony A

Paper Session 14
Public Opinion and the 2008 Presidential Election

Moderator:

Images and Online Advertising in the Ohio Democratic Presidential Primary: Young Adults’ Perceptions of Clinton and Obama

Edward Horowitz, Cleveland State University; **Mycal Brown**, Cleveland State University; **Amanda Zima**, Cleveland State University; **Kristen Muthig**, Cleveland State University; **Dawn Thomas**, Cleveland State University

Primary Election Polling in the 2008 Presidential Election: Accuracy and Performance of Polling Organizations

Sam Lieberman, University of Cincinnati; **George Bishop**, University of Cincinnati; **Jason Wood**, University of Cincinnati

Black Magazines’ Framing of Barack Obama: Is the Elusive African American Community Ready for Change?

Teresa Mastin, DePaul University

Press coverage of the polling surprises in the New Hampshire Primary

Michael Traugott, University of Michigan; **Colleen McClain**, University of Michigan; and **Brian Krenz**, University of Michigan

News about News in a Presidential Primary Campaign: Metacoverage and Media Self-Criticism in News, Political Talk, and Comedy Programming

David Wise, University of Wisconsin-Milwaukee; **Paul Brewer**, University of Wisconsin-Milwaukee

Discussant: Thomas Johnson, Texas Tech University

Noon – 1:30 p.m.
Symphony B

Paper Session 15
Survey Refusals

Moderator:

Will Bad Reporters Stay in the Panel? An Examination of the Relationship between Panel Attrition and Measurement Error

Chun Feng, University of Nebraska-Lincoln; **Kristen Oslon**, University of Nebraska-Lincoln

The Effect of Cultural Context on Refusal and Noncontact in a RDD Telephone Survey
Geon Lee, University of Illinois-Chicago

The Role of Survey Response Timing on Web Survey Results: Cross-Sectional and Longitudinal analyses

Kumar Rao, Gallup; **Tim Gravelle**, Gallup

Effects of Caller ID Names on Contact Rates

Kevin Ulrich, The University of Chicago Survey Lab

Discussant: Patty LeBaron, RTI International

Noon – 1:30 p.m.
 Symphony C

Paper Session 16
Media, Discussion Networks, and Civic Engagement

Moderator:

News Still Matters: Young People’s News Platform Preference and Political Participation

Ingrid Bachmann, University of Texas at Austin; **Jae Kook Lee**, University of Texas at Austin; **Kelly Kaufhold**, University of Texas at Austin; **Seth Lewis**, University of Texas at Austin; **Homero Gil de Zuniga**, University of Texas at Austin

Discussion Networks and Political Participation in Transnational Communities

Andrea Hickerson, University of Washington

Measuring the “Diversity of Voices” in the Public Sphere

Dan Sullivan, University of Minnesota; **Rachel Mersey**, Northwestern University

Kids These Days: Changing Patterns of Media Use and Civic Engagement

Chris Wells, University of Washington; **Patricia Moy**, University of Washington

Discussant: Lindsay Hoffman, University of Delaware

Noon – 1:30 p.m.
 Lyric

Paper Session 17
Public Opinion toward Health

Moderator:

Public Opinion toward Health Care Reforms: Who Supports What?

Julie Andsager, University of Iowa

Is America Ready for Health Information Exchange?: Changing Public Opinion about the Privacy and Security of Health Information Technology

Robert Bailey, RTI International; **Christine Carr**, RTI International; **Linda Dimitropoulos**, RTI International

Opinions of Emergency Contraception: Applying the Theory of Planned Behavior
Rachel Vallens, University of Wisconsin-Madison

Media and Health Threats: Public Opinion Implications of Reporting of Cancer and Eastern Equine Encephalitis News
Vish Viswanath, Harvard University; **Leland Ackerson**, Harvard University

Discussant: Sharon Dunwoody, University of Wisconsin

1:45 p.m. – 3:15 p.m.
Symphony A

Paper Session 18
New Media and Public Opinion

Moderator:

Emotions and Information Processing of Online News
Michael Cacciatore, University of Wisconsin-Madison; **Trisha Hernandez**, University of Wisconsin-Madison; **Kang Namkoong**, University of Wisconsin-Madison

More than the Digital Divide?: Investigating the Differences between Internet and Non-Internet Users
Chan Zhang, University of Michigan; **Mario Callegaro**, Knowledge Networks; **Melanie Thomas**, Knowledge Networks

Shut up and Listen: The Influence of Selective Exposure to Blogs and Political Websites on Political Tolerance
Thomas Johnson, Texas Tech University; **Shannon Bichard**, Texas Tech University; **Weiwu Zhang**, Texas Tech University, **Barbara Kaye**, University of Tennessee

Blogging as Journalistic Practice: Explaining the Psychology and Behavior of Bloggers
Seth Lewis, University of Texas-Austin; **Amber Willard**, University of Texas-Austin; **Sebastian Valenzuela**, University of Texas-Austin; **Jae Kook Lee**, University of Texas-Austin; **Brian Baresch**, University of Texas-Austin; **Homero Gil de Zuniga**, University of Texas-Austin

Does Perceptions on Media Credibility Matter? A Survey on the Association between Perceived Media Credibility and the Consumption of Traditional Media and the Internet in China
Wenjie Yan, University of Wisconsin-Madison

Discussant: Michael Xenos, Louisiana State University

1:45 p.m. – 3:15 p.m.
Symphony B

Paper Session 19
Political Knowledge and Knowledge Gaps

Moderator:

Does Online Campaigning Pay Off? An Examination of Changes in Knowledge Gaps During the 2004 Presidential Election

Kajsa Dalrymple, University of Wisconsin-Madison; **Andrew Binder**, University of Wisconsin-Madison

Measuring Political Knowledge Structures: The Stability and Correlates of a Measure of Knowledge Structure Density

William Eveland, Ohio State University; **Fei Shen**, Ohio State University

Examining the Causal Relationship between Internal Efficacy and Factual Political Knowledge through Panel Data

Myiah Hively, Ohio State University

I'm a What?! Effects of Cognitive Dissonance and Dissonant Advertising on Campaign Relevance and Information Processing

Emily Vraga, University of Wisconsin-Madison

Mass Media Flow and the Partisan Propagation of Ignorance

Douglas Hindman, Washington State University

Discussant: Ed Horowitz, Cleveland State University

1:45 p.m. – 3:15 p.m.
Symphony C

Paper Session 20
Public Opinion toward Immigration

Moderator:

Constructing Immigration: Framing Controversial Legislation in California

Joshua Grimm, University of Iowa

What Drives Current Public Attitudes towards Immigration? An Analysis of Economic, Cultural and Demographic Factors

Mark Hungerford, University of Washington; **Patricia Moy**, University of Washington

Testing Group Threat Theory on Asian and Latino Immigrants

Joshua Grimm, University of Iowa; **Yeon Kyeong Kim**, University of Iowa

Perspectives toward National Immigration Policies: How the US Population Views Immigrants and Immigrant Policies.

William Rosenberg, Drexel University

Discussant: Weiwu Zhang, Texas Tech University

1:45 p.m. – 3:15 p.m.
Lyric

Paper Session 21
Survey Methodology

Moderator:

Electronic Health Record Data—Implications for Health Surveys

Stephanie Rizk, RTI International; **Linda Dimitropoulos**, RTI International; **Nicole Buchholz**, RTI International

Reaching Respondents in a Multi-mode Survey

Karen Schnite, Northern Illinois University

Awaiting the Storm: Examining the Public's Understanding of Hurricane Preparedness

Steve Collins, University of Central Florida; **Mark Johnson**, University of Central Florida; **Chuck Watson**, Watson Technical Consulting

Surveying a Chicago Public Housing Development: A Community in Transformation

Kara Pennoyer; University of Illinois at Chicago; **Isabel Farrar**, University of Illinois at Chicago

Discussant: Dianne Rucinski, University of Illinois - Chicago

3:30 p.m. – 5 p.m.
Symphony A

Paper Session 22
Agenda-Setting, Framing and Public Opinion

Moderator:

The Influence of Local News Frames on Public Opinion

Itay Gabay, University of Wisconsin-Madison; **Amnon Cavari**, University of Wisconsin-Madison

Effects of Gain-Loss News Framing and Political Ideology on Audience Sympathy

Melissa Gotlieb, University of Wisconsin-Madison; **Itay Gabay**, University of Wisconsin-Madison; **Stephanie Edgerly**, University of Wisconsin-Madison

The New York City Smoking Ban: Agenda-Setting and Public Opinion of Health

Jason Martin, Indiana University

Competing Frames for a Public Health Issue and their Effects on Public Opinion

David Wise, University of Wisconsin-Milwaukee; **Paul Brewer**, University of Wisconsin-Milwaukee

Discussant: Gerald Kosicki, Ohio State University

3:30 p.m. – 5 p.m.
Symphony B

Paper Session 23
Normative Aspects of Public Opinion and Public Policy Making

Moderator:

The Role of Anger and Information in Deliberation

Nuri Kim, Stanford University

We the People, We the State: The Legitimizing Synergy of Public Opinion and the State
Laurel Gleason, Ohio State University

Public Policy and Public Opinion: Theories of Interaction
Ward Kay, George Mason University

Public Opinion about Public Opinion: An Examination of the Use of Public Opinion Polls as a
 Normative Political Communication Tool between the Public and Representatives
Teresa Myers, Ohio State University

In Search of a True Public: Polls, Public Opinion and Democracy
Nuri Kim, Stanford University; **Yphtach Lelkes**, Stanford University

Discussant: Bryan Denham, Clemson University

3:30 p.m. – 5 p.m.
Symphony C

Panel 3
**Theory-based Fiction, or What’s Phil Tichenor Been Doing
 in Retirement?**

Moderator: Leo Jeffres, Cleveland State University

Panelists: Lee Becker, University of Georgia
Sharon Dunwoody, University of Wisconsin –
 Madison
Cecilie Gaziano, Research Solutions, Inc.
Phil Tichenor, University of Minnesota

5 p.m. - 5:45 p.m.
Symphony C

Annual Membership Meeting

5:45 p.m. - 6:45 p.m.
Intermezzo

Social Hour