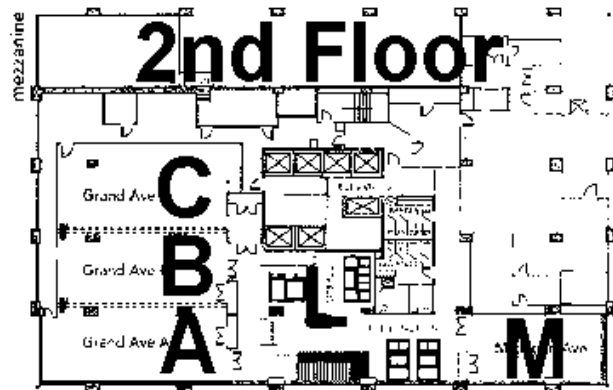


At a Glance

Friday	8:00 - 10:00pm	C	Short Course (ticket required)
	8:30 - 5:00pm	L	Registration (coffee, tea, bakery)
	10:15 - 11:45am	A	Agenda Setting
		B	Health: Data, Knowledge, and Opinion
		C	Networks, Communication, and Opinion
		M	Representativeness, Reliability, and Error
	12:00 - 1:30pm	13	Luncheon (ticket required)
	2:00 - 3:00pm	A	Pedagogy Hour
	3:15 - 4:45pm	A	Politics and Politicians
		B	The Measurement of Excellence in Healthcare Quality
C		Social Media, Engagement and Participation	
M		Measuring Change: Longitudinal Surveys	
5:00 - 6:00pm	L	Poster Session, Cocktail Hour	
5:30 - 6:00pm	M	Student Book Raffle	
6:30pm	H	Gather for President's Dinner (Dutch treat)	

Saturday	8:00 - 11:30am	L	Registration (coffee, tea, bakery)
	8:30 - 10:00am	A	From Midwest to Mideast
		B	Race and Immigration: Framing and Perception
		C	Networks and the Flow of Information
		M	Sampling, Recruiting, and Securing Response
	10:15 - 11:45am	A	Identity, Ideology, and Polarization
		B	Science: Coverage and Perception
		C	Frontiers of the Belief Gap Hypothesis
M		Questions and Questionnaires	
1:30 - 3:00pm	A	Engagement and Isolation	
	B	Issues in School Based Data Collections	
	C	Framing, Influence, and the Role of Journalism	
	M	Mode Issues: Evaluations and Effects	
3:15 - 4:45pm	A	Power and Conflict	
	B	Analysis issues	
	C	Attitudes and Beliefs	
	M	Data Quality	
5:00 - 5:30pm	C	Annual Business Meeting (all welcome)	

- A Grand Avenue A
- B Grand Avenue B
- C Grand Avenue C
- H Hotel Lobby
- L 2nd Floor Lobby
- M Michigan Avenue
- 13 13th Floor (Park Avenue)



Short Course (ticket required, seating limited)

Friday, 8:00 – 10:00am, Grand Avenue C

Surveys as Smart as Your Smartphone: Developing and Deploying Surveys for Mobile Devices
Instructor: Trent D. Buskirk, Saint Louis Univ.

Paper Session 1

Agenda Setting

Friday, 10:15 – 11:45am, Grand Avenue A

Aggregating Agendas: Online News Aggregators as Agenda Setters

Paige Madsen, Univ. of Iowa

[Abstract](#) | [Slides](#) | [Paper](#)

Creating, Perpetuating, or Negating a Fabricated Controversy: Tracking Flows of Influence between Traditional Media and the Political Blogosphere

Laura Meadows, Univ. of North Carolina

[Abstract](#) | [Slides](#) | [Paper](#)

It is All about Connections: Applying Network Theory to Agenda Setting Research

David Morin, Bowling Green State Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Effects of Media Criticism on Gatekeeping Trust and Implications for Agenda Setting

Raymond J. Pingree, Ohio State Univ.; John Tchernev, Ohio State Univ.; Andrea M. Quenette, Ohio State Univ.; Ted Dickinson, Ohio State Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

The Agenda-Setting Effect of “A-List” Political Blogs: A Time-Series Analysis of Presidential Approval Ratings in 2009

Brendan R. Watson, Univ. of North Carolina

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Gerald Kosicki, Ohio State Univ. | Moderator: Pama Mitchell, Univ. of Cincinnati

Health: Data, Knowledge, and Opinion

Friday, 10:15 – 11:45am, Grand Avenue B

Interviewer Ratings of Respondents Who Changed Their Answers about Sex Partners

Christopher Antoun, Univ. of Michigan

[Abstract](#) | [Slides](#) | [Paper](#)

The Effects of Social Disorganization and Neighborhood Composition on the Quality of Health Data

Jennifer Benoit-Bryan, Univ. of Illinois at Chicago; Timothy Johnson, Univ. of Illinois at Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

Framing Health Care across the Pond: A Comparative Content Analysis of Elite Newspapers in the US and UK During the 2009 American Health Policy Debate

Jackson B. Foote, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | [Paper](#)

Diagnosing Public Opinion Change on Health Care Reform: An Experimental Study of the Impact of Personal Effect and Ideological Messaging

David Sterrett, Univ. of Illinois at Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

What Leads to Diabetic Knowledge Gap among American Hispanics: Effects of Personal Health Condition, Interpersonal Communication and Mass Media Use on SES- and Gender-based Diabetic Knowledge Gap

Leona Yi-Fan Su, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Murrey G. Olmsted, RTI International | Moderator: Erin O’Gara, Univ. of Iowa

Networks, Communication, and Opinion

Friday, 10:15 – 11:45am, Grand Avenue C

Stumbling Into Action: The Influence of Inadvertent News Exposure to Social Networking Sites and Blogs on Political Knowledge and Participation

Mark Coddington, Univ. of Texas at Austin; Thomas J. Johnson, Univ. of Texas at Austin
[Abstract](#) | [Slides](#) | Paper

Estimating Online Audiences: Promises and Pitfalls

David Kamerer, Loyola Univ. Chicago
[Abstract](#) | [Slides](#) | Paper

The Shot Heard around the World Wide Web: Who Heard What Where about Osama Bin Laden's Death

Barbara K. Kaye, Univ. of Tennessee-Knoxville; Thomas J. Johnson, Univ. of Texas at Austin
[Abstract](#) | [Slides](#) | Paper

The Effect of Perceived Online Disagreement on Strength of Opinion about Emerging Technologies

Xuan Liang, Univ. of Wisconsin-Madison; Michael A. Xenos, Univ. of Wisconsin-Madison; Dominique Brossard, Univ. of Wisconsin-Madison; Dietram A. Scheufele, Univ. of Wisconsin-Madison
[Abstract](#) | [Slides](#) | Paper

Communication and Information Influences on Social Network Site Engagement with Government

Timothy Macafee, Univ. of Wisconsin-Madison
[Abstract](#) | [Slides](#) | Paper

Moderator: Michael Sears, Univ. of Iowa

Representativeness, Reliability, and Error

Friday, 10:15 – 11:45am, Michigan Avenue

The Pledge Test: Encouraging Accurate Reporting

Inna Burdein, The NPD Group
[Abstract](#) | [Slides](#) | Paper

Dual-Frame RDD Sampling – A Better Way

Mansour Fahimi, Marketing Systems Group; David Malarek, Marketing Systems Group; Gerry Holzbaaur, Marketing Systems Group
[Abstract](#) | [Slides](#) | Paper

Representative Responses from Biased Sample

David P. Fan, Univ. of Minnesota
[Abstract](#) | [Slides](#) | Paper


Prophetic Processes in the Pursuit of Reliability: Estimating Coefficient Alpha for Scales of Multidimensional Latent Constructs

Robert McKeever, Univ. of North Carolina; Brooke Weberling, Univ. of South Carolina
[Abstract](#) | [Slides](#) | Paper

Accounting for Nonresponse Bias in the Nebraska Behavioral Health Consumer Survey

Brian M. Wells, Univ. of Nebraska-Lincoln
[Abstract](#) | [Slides](#) | Paper

Discussant: Paul J. Lavrakas, Independent Consultant; Moderator: Lisa M. Weidman, Linfield College



MARKETING SYSTEMS GROUP

Leading the Way

Our suite of products & services assist you in all phases of your research

▼ GENESYS Sampling

Address Based Sampling - **Nearly 100% coverage** of all households in the country, including cell phone only households
Cellular Telephone Samples - Provides a solution for reaching households that are no longer in the traditional RDD frame
Data Appending Services - Use of multiple data sources to maximize match rates resulting in lower data collection costs
Screening Services - Attended screening with real time cell phone detection

▼ ARCS

Panel Management tools to recruit, track participation and panelist information
Multi-mode capability allows you to contact your panel via IVR and Web
Robust project management tools

▼ PRO•T•S

researchPredictive dialing designed specifically for research phone projects
Recordings, individual questions or the whole survey
Interfaces to **multiple CATI systems** with a single dialer

800.336.7674

www.m-s-g.com



Marketing
Systems
Group

Luncheon (ticket required)

Friday, 12:00 – 1:30pm, Park Avenue, 13th Floor

Presentation of Student Paper Awards

Albert Gunther, MAPOR Fellow, Univ. of Wisconsin-Madison

Keynote Address: Muslims, the U.S., and the West

Scott Keeter, AAPOR President, Pew Research Center

[Slides](#)

Pedagogy Hour

Friday, 2:00 – 3:00pm, Grand Avenue A

Issues in Address-Based Sampling

Michael W. Link, The Nielsen Company

Paper Session 2

Politics and Politicians

Friday, 3:15 – 4:45pm, Grand Avenue A

The Emotional Political Brain and the Rationalizing Respondent

George Bishop, Univ. of Cincinnati; Stephen T. Mockabee, Univ. of Cincinnati

[Abstract](#) | [Slides](#) | Paper

Measuring Political Efficacy: A Comparison between Agree/Disagree Versus Construct-Specific Items

Jennifer Dykema, Univ. of Wisconsin-Madison; Nora Cate Schaeffer, Univ. of Wisconsin-Madison; Dana Garbarski, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Partisan Selective Exposure and Presidential Evaluation: Moderating Factors of Priming Effect

Jaesik Ha, Indiana Univ.; Sung Wook Ji, Indiana Univ.

[Abstract](#) | [Slides](#) | Paper

Breaking the Double Bind: Gender, Partisanship, and Women Politicians

Lindsey Meeks, Univ. of Washington; David Domke, Univ. of Washington

[Abstract](#) | [Slides](#) | Paper

Influencing Public Policy: A Study of Perceptual Differences of Credibility between Political Elites and Citizens

Patrick Merle, Texas Tech Univ.; Austin Sims, Texas Tech Univ.

[Abstract](#) | [Slides](#) | Paper

Discussant: Emily K. Vraga, George Washington Univ. | Moderator: Samara Klar, Northwestern Univ.

The Measurement of Excellence in Healthcare Quality: Incorporating the Patients' Perspective [Abstract](#)

Friday, 3:15 – 4:45pm, Grand Avenue B

Panel Organizer and Discussant: Francis Fullam, Rush Univ.

An Introduction to Hospital Care Quality Information from the Consumer Perspective (H-CAHPS)

Francis Fullam, Rush Univ.

University HealthSystem Consortium and the Patient Experience

Julie L. Cerese, Univ. HealthSystem Consortium

[Abstract](#) | [Slides](#) | Paper

Thomson Reuters' "100 Top Hospitals" and the Patient Experience

Jean Chenoweth, Thomson Reuters

[Abstract](#) | [Slides](#) | Paper

U.S. News & World Report's "Best Hospitals" and the Patient Experience

Murrey G. Olmsted, RTI International

[Abstract](#) | [Slides](#) | Paper

Social Media, Engagement, and Participation

Friday, 3:15 – 4:45pm, Grand Avenue C

Social Media and Political Consumerism

Lauren M. Copeland, Univ. of California-Santa Barbara; Bruce Bimber, Univ. of California-Santa Barbara
[Abstract](#) | [Slides](#) | [Paper](#)

Bowling Online: Social Media and Civic Engagement

Kevin Lessmiller, Middle Tennessee State Univ.
[Abstract](#) | [Slides](#) | [Paper](#)

Perceptions of Incivility on YouTube: A Typology of Content and Context Dimensions of Uncivil Behavior in California's Same-sex Marriage Debate

Timothy Macafee, Univ. of Wisconsin-Madison; Mitchael Schwartz, Univ. of Wisconsin-Madison; Jackson B. Foote, Univ. of Wisconsin-Madison; Matthew Barnidge, Univ. of Wisconsin-Madison; Tae Joon Moon, Univ. of Wisconsin-Madison; Dave Wilcox, Univ. of Wisconsin-Madison
[Abstract](#) | [Slides](#) | [Paper](#)

News Attention, Social Media Use, and Civic Engagement in Response to International Natural Disasters, 2005-2011

Jason Martin, DePaul Univ.
[Abstract](#) | [Slides](#) | [Paper](#)

Social Media and Political Participation in Asia: A First Look

Lars Willnat, Indiana Univ.
[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Weiwu Zhang, Texas Tech Univ. | Moderator: Kwansik Mun, Middle Tennessee State Univ.

Measuring Change: Longitudinal Surveys

Friday, 3:15 – 4:45pm, Michigan Avenue

Evaluating the National Children's Study

Rachel Blanchard Carpenter, NORC at the Univ. of Chicago
[Abstract](#) | [Slides](#) | [Paper](#)

“You are Invited to Participate”: Challenges of Applying Mixed Survey Methods to Assess Longitudinal Campaign Effects

Fiona Chew, Syracuse Univ.
[Abstract](#) | [Slides](#) | [Paper](#)

Conducting a Longitudinal Survey with Former Drug Treatment Patients in El Salvador: The Importance of Considering Context in Survey Design and Respondent Tracking

Matthew W. Courser, Pacific Institute for Research and Evaluation; Stephen R. Shamblen, Pacific Institute for Research and Evaluation; Knowlton Johnson, Pacific Institute for Research and Evaluation; Linda Young, Pacific Institute for Research and Evaluation
[Abstract](#) | [Slides](#) | [Paper](#)

Societal Change across Four Decades: The General Social Survey, 1972-2010

Tom W. Smith, NORC at the Univ. of Chicago
[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Allan L. McCutcheon, Univ. of Nebraska-Lincoln

Moderator: Jennifer Benoit-Bryan, Univ. of Illinois at Chicago



SurveyPost

RTI experts on the future of social research

blogs.rti.org/surveypost



Follow our blog for the latest on social media, new technologies, and social research.

 @SurveyPost



Poster Session and Cocktail Hour

Friday, 5:00 – 6:00pm, 2nd Floor Lobby

Did They Tone It Down? Comparing the Coverage of the Iraq War in *Al-Jazeera* English-language Website in 2004 vs. 2007

Shahira Fahmy, Univ. of Arizona; Mohammed Al Emad, Southern Illinois Univ., Carbondale

[Abstract](#) | [Poster](#) | [Paper](#)

Consumer Knowledge about Oregon Wines: Applying Agenda-setting Theory to the Dissemination of Information about Consumer Products

Lisa M. Weidman, Linfield College

[Abstract](#) | [Poster](#) | [Paper](#)

How Electronic Communications Change the Online Community and Public Sphere

Chia-I Hou, National Taiwan Univ.

[Abstract](#) | [Poster](#) | [Paper](#)

MAPOR Programs through the Years: An Analysis of Content Using Automated Methods

Joe Murphy, RTI International; David H. Weaver, Indiana Univ.; Ashley Richards, RTI International

[Abstract](#) | [Poster](#) | [Paper](#)

Partisan Press or Partisan People

Daniel R. Birdsong, Univ. of Dayton

[Abstract](#) | [Poster](#) | [Paper](#)

Tweeting the News - Case Study: News Organizations' 2011 State of the Union Twitter Coverage

Allison Kind, American Univ.

[Abstract](#) | [Poster](#) | [Paper](#)

On the Place of Space in Communication Science and Public Opinion Research

Gerald Kosicki, Ohio State Univ.; Yung-I Liu, Cleveland State Univ.

[Abstract](#) | [Poster](#) | [Paper](#)

Texts from Last Night: Misleading the Masses with a Potent Dose of College Debauchery?

Chaille E. Steed, Texas Tech Univ.

[Abstract](#) | [Poster](#) | [Paper](#)

Student Book Raffle!

Friday, 5:30 pm, Michigan Avenue

Come browse these titles by MAPOR authors and enter to win one for yourself. All are welcome to browse but only students can win!

Nonresponse in Household Interview Surveys (signed by Groves)

Robert Groves and Mick Couper | John Wiley & Sons

Encyclopedia of Survey Research Methods

Paul J. Lavrakas | SAGE Publications

Envisioning the Survey Interview of the Future

Fred Conrad and Michael Schober | John Wiley & Sons

Designing Effective Web Surveys

Mick Couper | Cambridge University Press

Survey Methods in Multinational, Multiregional, and Multicultural Contexts

Janet Harkness et al. | John Wiley & Sons

The Obama Victory: How Media, Money, and Message Shaped the 2008 Election

Kate Kenski et al. | Oxford University Press

President's Dinner

Friday, 6:30 pm, meet in hotel lobby, then on to Reza's (432 W. Ontario)

Join MAPOR President Tim Johnson for a Dutch-treat outing (pay for your own meal) to Reza's Restaurant:

"Award Winning Seafood and Kabob" "Voted #1 Favorite Vegetarian, Food industry 2009-2010"

Paper Session 3

From Midwest to Mideast

Saturday, 8:30 – 10:00am, Grand Avenue A

Arab Spring: Roots of the Popular Uprisings

Meryem Ay, Univ. of Nebraska-Lincoln; Tarek Baghal, Univ. of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | Paper

Uncle Sam and the Lotus Revolution: How the Egyptian Media Framed the White House's Reactions towards the Revolution

Nermeen Khder, Cairo Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Pakistan's 'Confidence Gap' and the Killing of Bin Laden

Allan L. McCutcheon, Univ. of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | Paper

Was Obama Right in His Decisions about Egypt? Egyptian Public Opinion about the U.S.A. during the January 25th Revolution

Ayman M. Nada, Univ. of Georgia

[Abstract](#) | [Slides](#) | Paper

Agenda-Setting in Qatar

Michael Traugott, Univ. of Michigan; Jill Wittrock, Univ. of Michigan; Amina Ahmed Albloshi, Qatar Univ.; Kaltham Khalifa Al-Suwaidi, Qatar Univ.; Fatimah Al-Khalidi, Qatar Univ.; Sara Ali Zikri, Qatar Univ.

[Abstract](#) | [Slides](#) | Paper

Discussant: Scott Keeter, Pew Research Center | Moderator: Jenny Marlar, The Gallup Organization

Race and Immigration: Framing and Perception

Saturday, 8:30 – 10:00am, Grand Avenue B

Racial Identity, Racial Perceptions and Person Effects

Edward Frederick, Univ. of Wisconsin-Whitewater; Omotayo Banjo, Univ. of Cincinnati; Kurt Neuwirth, Univ. of Cincinnati

[Abstract](#) | [Slides](#) | [Paper](#)

Selective Exposure to Cable News and Immigration in the U.S.: The Effects of FOX News and CNN on Attitudes toward Mexican Immigrants

Homero Gil de Zúñiga, Univ. of Texas at Austin; Teresa Correa, Univ. of Texas at Austin; Sebastian Valenzuela, Univ. of Texas at Austin

[Abstract](#) | [Slides](#) | Paper

Media Framing Effects of Arizona's Senate Bill 1070 amid Immigration Reform's Policy Shift from Congress to State Legislatures

Stephanie L. Kundert, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Race, Place, and Public Education: The Role of Neighborhood Context on Voter Support for School Bonds

Rachel Moskowitz, Northwestern Univ.

[Abstract](#) | [Slides](#) | Paper

Race in the Media Coverage of School Shootings: A Parallel Application of Framing and Attribute Agenda-Setting

Sung-Yeon Park, Bowling Green State Univ.; Kyle J. Holody, Coastal Carolina Univ.; Xiaoqun Zhang, Bowling Green State Univ.

[Abstract](#) | [Slides](#) | Paper

Discussant: Julie Andsager, Univ. of Iowa | Moderator: Patrick Merle, Texas Tech Univ.

Networks and the Flow of Information

Saturday, 8:30 – 10:00am, Grand Avenue C

Following the Flow of Ideas in a Social Network: Differences in Communication among Men and Women

David P. Fan, Univ. of Minnesota

[Abstract](#) | [Slides](#) | Paper

Online Maintenance of Life Domains: Uses of Social Network Sites during Graduate Education

Mohammad Delwar Hossain, Southern Illinois Univ.; Aaron S. Veenstra, Southern Illinois Univ.

[Abstract](#) | [Slides](#) | Paper

Like? The Effect of Social Networking in the Digital Age of Mobile Application Research

Jennie W. Lai, The Nielsen Company; Michael W. Link, The Nielsen Company; Lorelle Vanno, The Nielsen Company

[Abstract](#) | [Slides](#) | Paper

Social Isolation and Survey Nonresponse: An Empirical Evaluation Using Social Network Data

Kristen Olson, Univ. of Nebraska-Lincoln; Megumi Watanabe, Univ. of Nebraska-Lincoln; Christina Falci, Univ. of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | Paper

Public Forums or Echo Chambers? Blogs, Linking, and Deliberative Democracy

Kaitlin M. Vanderpool, Middle Tennessee State Univ.; Jason B. Reineke, Middle Tennessee State Univ.

[Abstract](#) | [Slides](#) | Paper

Discussant: Julie Pacer, Abt SRBI | Moderator: Paige Madsen, Univ. of Iowa

Sampling, Recruiting, and Securing Response

Saturday, 8:30 – 10:00am, Michigan Avenue

Data Collection Method Innovation: Utilizing A Crowdsourcing Application to Collect Factual Information in Africa

Shu Duan, Univ. of Michigan; Justin T. Bailey, The Nielsen Company; Michael W. Link, The Nielsen Company

[Abstract](#) | [Slides](#) | Paper

Challenges of Recruiting Households for a Consumer Panel in China

Teresa Jin, The Nielsen Company; Jennie W. Lai, The Nielsen Company

[Abstract](#) | [Slides](#) | Paper

Piggyback Surveys: An Insider's View of Operations Issues on a Complex Survey Design

Mathew Stange, Univ. of Nebraska-Lincoln; Brad Edwards, Westat; Laura Branden, Westat

[Abstract](#) | [Slides](#) | Paper

Discussant: Patricia LeBaron, RTI International | Moderator: Trent D. Buskirk, Saint Louis Univ.

Paper Session 4

Identity, Ideology, and Polarization

Saturday, 10:15 – 11:45am, Grand Avenue A

Structural and Political Correlates of Trust and Confidence in the Media

Lee B. Becker, Univ. of Georgia; Cynthia English, The Gallup Organization; Tudor Vlad, Univ. of Georgia

[Abstract](#) | [Slides](#) | Paper

Go With What You Know: Elite Polarization and Partisan Viewership of Political Events

Brian F. Harrison, Northwestern Univ.

[Abstract](#) | [Slides](#) | Paper

Me, Myself, and I: Measuring Identity Importance and the American Independent

Samara Klar, Northwestern Univ.

[Abstract](#) | [Slides](#) | Paper

Does My Party Still Represent Me? Examining Dissonance and Polarization in Response to a Critical Editorial

Emily K. Vraga, George Washington Univ.

[Abstract](#) | [Slides](#) | Paper

Moderator: Andrea M. Quenette, Ohio State Univ.

Science: Coverage and Perception

Saturday, 10:15 – 11:45am, Grand Avenue B

Chemical Controversy: A Comparative Analysis of News Coverage Regarding the Bisphenol A Debate

Paul R. Brewer, Univ. of Delaware; Barbara L. Ley, Univ. of Delaware; David Wise, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Domesticity versus Global Journalism: A Two-country Comparison of Coverage of the Copenhagen Climate Change Conference

Magda Konieczna, Univ. of Wisconsin-Madison; Kristine Mattis, Univ. of Wisconsin-Madison; Xuan Liang, Univ. of Wisconsin-Madison; Jiun-Yi Tsai, Univ. of Wisconsin-Madison; Sharon Dunwoody, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Interpersonal Discussion about Science: How News Media Use and Attitude Strength Promote Interpersonal Discussion about a Science Issue

Doo-Hun Choi, Univ. of Wisconsin-Madison; Mike A. Cacciatore, Univ. of Wisconsin-Madison; Dietram A. Scheufele, Univ. of Wisconsin-Madison; Bret Shaw, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

In the Arena of Competing Frames: Framing and Counterframing in the Media's Coverage of Global Warming, 2000-2009

Jihyang Choi, Indiana Univ.

[Abstract](#) | [Slides](#) | Paper

Understanding Public Support for Federal Funding on Embryonic Stem Cell Research: Perceptions of Scientific Research as the Main Perceptual Filters

Leona Yi-Fan Su, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Discussant: Kajsa E. Dalrymple, Univ. of Iowa | Moderator: Aaron T. Johnson, Cleveland State Univ.

Frontiers of the Belief Gap Hypothesis [Abstract](#)

Saturday, 10:15 – 11:45am, Grand Avenue C

Panel Organizer: Ken Blake, Middle Tennessee State Univ.

Polarized Lenses: Party Identification and Tennesseans' Ratings of the State and National Economies, 2001-2011

Ken Blake, Middle Tennessee State Univ.; Misa Culley, Middle Tennessee State Univ.

[Abstract](#) | [Slides](#) | Paper

The Belief Gap: More Than Just One Issue

Robert P. Daves, The Everett Group; Allen White, Murray State Univ.; Stephen E. Everett, The Everett Group

[Abstract](#) | [Slides](#) | Paper

Belief Gaps in Perceptions Regarding the Gulf War

Douglas Blanks Hindman, Washington State Univ.

[Abstract](#) | [Slides](#) | Paper

Ideological and Social Media as Moderators of the Belief Gap

Aaron S. Veenstra, Southern Illinois Univ.; Mohammad Delwar Hossain, Southern Illinois Univ.

[Abstract](#) | [Slides](#) | Paper

Moderator: Brendan R. Watson, Univ. of North Carolina

Questions and Questionnaires

Saturday, 10:15 – 11:45am, Michigan Avenue

Assessing the Measurement Quality of Agree/Disagree Items versus Item-Specific Answer Scales

Kristen L. Cibelli, Univ. of Michigan; Mario Callegaro, Google Inc.

[Abstract](#) | [Slides](#) | Paper

The Impact of Open-Ended Questions: A Multivariate Study of Respondent Engagement

Steven H. Gittelman, Mktg. Inc.

[Abstract](#) | [Slides](#) | Paper

Behavior-Opinion vs. Opinion-Behavior Differences: Investigating an Unexpected Question Order Effect

Paul J. Lavrakas, Independent Consultant; Trevor N. Tompson, The Associated Press

[Abstract](#) | [Slides](#) | Paper

Observed Differences in the Placement and Wording of Neutral Response Options in Web Surveys: An Experiment

Lauren A. Walton, Univ. of Nebraska-Lincoln; Curtiss L. Cobb III, Knowledge Networks; Charles DiSorga, Knowledge Networks

[Abstract](#) | [Slides](#) | Paper

Discussant: Ashley Richards, RTI International | Moderator: Clarissa Steele, Univ. of Wisconsin-Madison

The Program in Survey Methodology at the Institute for Social Research University of Michigan

**is proud to sponsor the 2011 Annual Conference of the
Midwest Association for Public Opinion Research**

**Congratulations to Every Graduate Student
Who Appears in the Conference Program!**

Paper Session 5

Engagement and Isolation

Saturday, 1:30 – 3:00pm, Grand Avenue A

The Spiral of Silence in Online Communication: A Test for Internet Users' Quasi-sense of Majority Opinions
Seong Choul Hong, Indiana Univ.; Jihyang Choi, Indiana Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Dynamics of Spiral of Silence in an Asynchronous Online Communication Context

Ji won Kim, Univ. of Texas at Austin

[Abstract](#) | [Slides](#) | [Paper](#)

France and the USA: A Comparative Analysis of Social Capital on Both Sides of the Pond

Patrick Merle, Texas Tech Univ.; Weiwu Zhang, Texas Tech Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Nurturing Opinion Expression: Family Communication Patterns, Fear of Social Isolation, and Willingness to Self-censor

Kwansik Mun, Middle Tennessee State Univ.; Jason B. Reineke, Middle Tennessee State Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Aaron S. Veenstra, Southern Illinois Univ.

Moderator: Megumi Watanabe, Univ. of Nebraska-Lincoln

Issues, Challenges, and Opportunities in School Based Data Collections [Abstract](#) | [Discussion](#)

Saturday, 1:30 – 3:00pm, Grand Avenue B

Panel Organizer & Moderator: Jeffrey Rosen, RTI International

The Challenges of Gaining Consent at the School and District Level

Marie L. Halverson, NORC at the Univ. of Chicago; Shana M. Brown, NORC at the Univ. of Chicago; Cynthia M. Simko, NORC at the Univ. of Chicago

[Abstract](#) | [Slides](#) | [Paper](#)

Effects of Post-Incentives on Response Rates, Costs, and Response Quality in a Web Survey of College Students

John Stevenson, Univ. of Wisconsin-Madison; Jennifer Dykema, Univ. of Wisconsin-Madison; Lisa Klein, Mathematica Policy Research; Kristen Cyffka, Univ. of Wisconsin-Madison; Sara Goldrick-Rab, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | [Paper](#)

The Relationship between Coverage Error and Nonresponse Error in a Census of Chicago Public Schools Students

Rachel Levenstein, Consortium on Chicago School Research

[Abstract](#) | [Slides](#) | [Paper](#)

How the Use of Incentives in Randomized Control Trial Studies Can Affect Teacher Participation Rates

Brenna O'Brien, American Institutes for Research

[Abstract](#) | [Slides](#) | [Paper](#)

Lack of Effective Mechanisms for Sharing Student Survey Data Back with Schools Using Data for School Improvement

Jen Vorse Wilka, Youth Truth Initiative

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Timothy P. Johnson, Univ. of Illinois at Chicago

Framing, Influence, and the Role of Journalism

Saturday, 1:30 – 3:00pm, Grand Avenue C

Unbundling Local News Preferences: Measuring Value via Conjoint Analysis

Benjamin J. Bates, Univ. of Tennessee-Knoxville; Mark D. Harmon, Univ. of Tennessee-Knoxville

[Abstract](#) | [Slides](#) | [Paper](#)

The Press versus the Public: What is “Good Journalism?”

Homero Gil de Zúñiga, Univ. of Texas at Austin; Amber Hinsley, Saint Louis Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Community Press–Watchdogs Serving the Public?

Leo W. Jeffres, Cleveland State Univ.; Anup Kumar, Cleveland State Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Better Off without It? How News Coverage of Politics Influences Voters’ Political Efficacy and Information Seeking

Andrea M. Quenette, Ohio State Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

The Strategy of News Genres: Comparing Content and Frames of *The Daily Show* with Jon Stewart and *ABC World News Tonight* with Charles Gibson during the 2008 Presidential Campaign Season

Keith Zukas, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Bryan E. Denham, Clemson Univ. | Moderator: Kevin Lessmiller, Middle Tennessee State Univ.

Survey Research and Methodology & the Gallup Research Center at the University of Nebraska–Lincoln



The Survey Research and Methodology Program at the University of Nebraska–Lincoln offers M.S. and Ph.D. degrees in survey research and methodology. The program provides top-notch tuition, professional training, and innovative scholarship in how to design and implement sample surveys and analyze survey data. Our newest study opportunity is our Certificate Program.

To learn more, go to our website at <http://sram.unl.edu>, drop us an email at sramoffice@unl.edu, or call **402-472-7758**.



It is the policy of the University of Nebraska–Lincoln not to discriminate based upon age, race, ethnicity, color, national origin, gender, sex, pregnancy, disability, sexual orientation, genetic information, veteran's status, marital status, religion or political affiliation.

Survey Research Methods

ONLINE CERTIFICATE PROGRAM

Learn how to **design, manage, and analyze** professional surveys.

Demand is growing worldwide for professionals who can influence social issues and conditions through the use of surveys and survey data. Fill the growing need and enhance your career with UIC's Survey Research Methods online certificate program.

Gain the knowledge you need, at your convenience.

The Survey Research Methods certificate is offered entirely online, by experienced research faculty engaged in cutting-edge research.

The Survey Research Methods online certificate program will give you:

- The knowledge necessary to conduct a survey, including survey design, data collection, and data analysis.
- The skills needed to manage a survey project from start to finish, including how to make effective decisions at every stage of the process.



Find us on your smart phone!
Phone: (312) 355-0423
E-mail: srm@uic.edu

www.surveymethods.uic.edu/mapor

PROGRAM HIGHLIGHTS

- Fully online certificate program
- Five courses for 11 credit hours
- Can be completed in one year
- Earned credits can be applied towards UIC's Master of Public Administration

WHO SHOULD APPLY?

This program is for you if you routinely produce, analyze or utilize survey data. Program participants come from government, nonprofit and research organizations across the country.

REQUIRED COURSES

- Applied Survey Sampling
- Survey Data Collection Methods
- Survey Data Reduction and Analysis
- Survey Planning and Management
- Survey Questionnaire Design

Mode Issues: Evaluations and Effects

Saturday, 1:30 – 3:00pm, Michigan Avenue

How Telephone Interviewers' Approaches Impact their Success

Jessica Broome, Univ. of Michigan

[Abstract](#) | [Slides](#) | [Paper](#)

Sensitive Topics: Race, Gender, Mode Effects, and a Link between Nonresponse Bias and Measurement Error

Nuttirudee Charoenruk, Univ. of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | [Paper](#)

Evaluation of Mail Survey as an Alternative to Landline Random-Digit Dialing Telephone Survey

Mahmoud Elkasabi, Univ. of Michigan; Zeynep Tuba Suzer-Gurtekin, Univ. of Michigan; James M. Lepkowski, Univ. of Michigan; Uiyoung Kim, Univ. of Michigan; Richard Curtin, Univ. of Michigan; Rebecca McBee, Univ. of Michigan

[Abstract](#) | [Slides](#) | [Paper](#)

Does Sequence Matter in Multi-Mode Surveys? Results from an Experiment

James Wagner, Univ. of Michigan; Jennifer Arrieta, Univ. of Michigan; Heidi Guyer, Univ. of Michigan; Mary Beth Ofstedal, Univ. of Michigan

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Jolene D. Smyth, Univ. of Nebraska-Lincoln | Moderator: Kristen Olson, Univ. of Nebraska-Lincoln

Paper Session 6

Power and Conflict

Saturday, 3:15 – 4:45pm, Grand Avenue A

Assessing Public Opinions about Violence and Youth Development in Latin America and the Caribbean

Cynthia English, The Gallup Organization

[Abstract](#) | [Slides](#) | [Paper](#)

The Leadership Approval Paradox: Understanding Confidence in Institutions in Oppressive Nations

Jenny Marlar, The Gallup Organization

[Abstract](#) | [Slides](#) | [Paper](#)

Perceptions of Domestic Violence in Rural America: A Content Analysis of Local Midwestern Newspapers

Erin O'Gara, Univ. of Iowa

[Abstract](#) | [Slides](#) | [Paper](#)

Culture, Concepts of Power and Attitudes toward Powerholders: Consequences for Consumer Satisfaction in Ongoing Service Interactions

Carlos J. Torelli, Univ. of Minnesota; Sharon Shavitt, Univ. of Illinois at Urbana-Champaign; Timothy P. Johnson, Univ. of Illinois at Chicago; Allyson Holbrook, Univ. of Illinois at Chicago; Young Cho, Univ. of Illinois at Chicago; Noel Chavez, Univ. of Illinois at Chicago; Saul Weiner, Univ. of Illinois at Chicago; Timothy Beebe, Mayo Clinic Survey Research Center

[Abstract](#) | [Slides](#) | [Paper](#)

Comparing Opinions of “Clashing” Civilizations between Western and Islamic Worlds

Lauren A. Walton, Univ. of Nebraska-Lincoln; Brian M. Wells, Univ. of Nebraska-Lincoln; Allan L. McCutcheon, Univ. of Nebraska-Lincoln

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Jason Martin, DePaul Univ.

Moderator: Matthew W. Courser, Pacific Institute for Research and Evaluation

Analysis Issues

Saturday, 3:15 – 4:45pm, Grand Avenue B

Survey Data Analysis with Continuous Moderator in Moderated Multiple Regression Modeling

Mohammed al-Azdee, Indiana Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Data Analysis in Survey Research: Contesting ‘Methodological Hegemony’ Through the Choices of Paul Lazarsfeld

Bryan E. Denham, Clemson Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

“You Are Who You Watch, *Unless...*”: Assessing Latent Social Biases with Open-Ended Character Evaluations

Aaron T. Johnson, Cleveland State Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Utilizing Qualitative Data to Inform Survey Design

Clarissa Steele, Univ. of Wisconsin-Madison; Sara Kraemer, Univ. of Wisconsin-Madison; Robin Worth, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | [Paper](#)

Is There a Quick Fix for Open-ended Questions? A Comparison of Qualitative Analysis Techniques

Casey Tesfaye, American Institute of Physics & Georgetown Univ.

[Abstract](#) | [Slides](#) | [Paper](#)

Discussant: Mansour Fahimi, Marketing Systems Group | Moderator: John Loft, RTI International

Attitudes and Beliefs

Saturday, 3:15 – 4:45pm, Grand Avenue C

How Information Processing Can Influence Public Attitudes toward an Emerging Technology

Jiyoun Kim, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

News Media Use, Informed Issue Evaluation, and South Koreans' Support for Genetically Modified (GM) Foods

Sei-Hill Kim, Univ. of South Carolina; Jeong-Nam Kim, Purdue Univ.; Doo-Hun Choi, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Freedom versus Security: Investigating Factors Influencing Acceptance of Intrusive Airport Screening Measures

Anup Kumar, Cleveland State Univ.; Robert Whitbred, Cleveland State Univ.; Edward Horowitz, Cleveland State Univ.; Leo W. Jeffres, Cleveland State Univ.

[Abstract](#) | [Slides](#) | Paper

Testing the God Strategy: How Candidates' Religious Discourse Interacts with Voter Religiosity to Affect Political Outcomes

Bryan McLaughlin, Univ. of Wisconsin-Madison; David Wise, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Hostile Media Perception and Global Climate Change: Exploring the Relationships between Self and Others' Perceptions of Bias

Sara K. Yeo, Univ. of Wisconsin-Madison

[Abstract](#) | [Slides](#) | Paper

Discussant: Jason B. Reineke, Middle Tennessee State Univ.

Moderator: Patricia Moy, Univ. of Washington

Data Quality

Saturday, 3:15 – 4:45pm, Michigan Avenue

What Factors affect the Agreement Rates of Parental and Child Proxy Reports of Each Other on Health Related Behavioral, Presence of Condition, and Opinion Questions?

Jennifer Benoit-Bryan, Univ. of Illinois at Chicago

[Abstract](#) | Slides | Paper

Catch Them When You Can: Speeders and Their Role in Online Data Quality

Christina Gutierrez, The Nielsen Company; Tom Wells, The Nielsen Company; Kumar Rao, The Nielsen Company; David Kurzynski, The Nielsen Company

[Abstract](#) | [Slides](#) | Paper

Are You Going to Give Your Social Security Number to Interviewers?: 1993-2010 GSS

Jibum Kim, NORC at the Univ. of Chicago; Hee-Choon Shin, NORC at the Univ. of Chicago; Peter Muennig, Columbia Univ.; Tom W. Smith, NORC at the Univ. of Chicago; Jeong-han Kang, Yonsei Univ.

[Abstract](#) | Slides | Paper

Recent Development on Survey Quality Indicators

Julia Lee, Univ. of Michigan

[Abstract](#) | Slides | Paper

Literacy and Data Quality in Self-Administered Surveys

Jolene D. Smyth, Univ. of Nebraska-Lincoln; Kristen Olson, Univ. of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

Discussant: Jennifer Dykema, Univ. of Wisconsin-Madison

Moderator: David Chearo, Univ. of Chicago

Annual Business Meeting

Grand Avenue C

All members are welcome and encouraged to attend to review the year and discuss the future of MAPOR.

Presiding: Timothy P. Johnson, MAPOR President, Univ. of Illinois at Chicago

Information you need, people you trust



Seeing



Hearing



Communicating

In 1985 we founded our company, On-Line Communications, Inc.

Today that company is still providing the **best data collection in the industry**. In 2008 we decided to transition to a Dba and use our acronym **OLC Global**, same company, same people, and same management! Just a recognition that the world is shrinking and we all have to do more. We are **now offering inbound, outbound and IVR** capabilities to our client partners.

When you work as hard as you do to create the perfect questionnaire, you want someone to work equally as hard to administer it!

Call OLC Global Now!

800-765-3200

www.olcglobal.com

MAPOR Officers

President

Timothy P. Johnson, Univ. of Illinois at Chicago

Vice-President/President-Elect

Michael Traugott, Univ. of Michigan

Past President

Weiwu Zhang, Texas Tech Univ.

Conference Chair

Joe Murphy, RTI International

Conference Co-Chair

Kristen Olson, Univ. of Nebraska-Lincoln

Secretary-Treasurer

Sean O. Hogan, College of Lake County

Members-at-Large

Matthew Courser, Pacific Institute for Research and Evaluation

Kate Kenski, Univ. of Arizona

Patricia Moy, Univ. of Washington

Dianne Rucinski, Abt Associates

MAPOR Fellows

1988 Doris Graber

1989 George Donahue, Clarice
Olien & Phillip Tichenor

1990 Jack McLeod

1992 Donna Charron

1993 David H. Weaver

1994 George Bishop

1996 Lee Becker

1997 Paul J. Lavrakas

1998 Leo Jeffres

1999 Mark Miller

2000 Cecilie Gaziano

2002 Michael Traugott

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

MAPOR Presidents

1976-77 Donna S. Charron, HBE Corporation

1977-78 George Bishop, Univ. of Cincinnati

1978-79 Gene Telser, A.C. Nielsen Company

1980-81 Doris Graber, Univ. of Illinois at Chicago

1981-82 Andrew J. Morrison,
Market Opinion Research, Detroit

1982-83 MariJean Suelzle, La Roche College

1983-84 Lee B. Becker, Ohio State Univ.

1984-85 Barbara A. Bardes, Loyola Univ.

1985-86 D. Charles Whitney, Univ. of Illinois

1986-87 David H. Weaver, Indiana Univ.

1987-88 Leo Jeffres, Cleveland State Univ.

1988-89 Cecilie Gaziano, Consultant, Minneapolis

1989-90 Sharon Dunwoody, Univ. of Wisconsin

1990-91 M. Mark Miller, Univ. of Tennessee

1991-92 Garrett O'Keefe, Univ. of Wisconsin

1992-93 Robert P. Daves, Minneapolis Star Tribune

1993-94 Paul J. Lavrakas, Northwestern Univ.

1994-95 Richard M. Perloff, Cleveland State Univ.

1995-96 William Elliott, Southern Illinois / Marquette
Univ.

1996-97 Ellen M. Dran, Northern Illinois Univ.

1997-98 Fiona Chew, Syracuse Univ.

1998-99 Sherry Marcy, Parke-Davis Pharmaceutical
R&D of Warner-Lambert Co.

1999-00 Stephen E. Everett, DSD Laboratories/
U.S. Air Force

2000-01 William Rosenberg, Drexel Univ.

2001-02 K. "Vish" Viswanath,
National Cancer Institute

2002-03 Julie Andsager, Washington State Univ./
Univ. of Iowa

2003-04 Allan L. McCutcheon,
Univ. of Nebraska-Lincoln

2004-05 Douglas Blanks Hindman,
Washington State Univ.

2005-06 Dietram A. Scheufele,
Univ. of Wisconsin-Madison

2006-07 David Tewksbury,
Univ. of Illinois at Urbana-Champaign

2007-08 Ward Kay, Adirondack Communications Inc.


2008-09 Patricia Moy, Univ. of Washington

2009-10 Weiwu Zhang, Texas Tech Univ.

2010-11 Timothy P. Johnson,
Univ. of Illinois at Chicago


Special Thanks!

- MAPOR Event Sponsors: The Everett Group, The Gallup Organization, Marketing Systems Group, RTI International
- Major Sponsors: NORC at the University of Chicago, The Ohio State University School of Communication, Gallup Research Center/Survey Research and Methodology at the University of Nebraska-Lincoln, University of Illinois at Chicago, University of Michigan Institute for Social Research
- NORC, RTI International, the University of Chicago Survey Lab, and the University of Illinois at Chicago for providing conference projectors
- Allan L. McCutcheon and Paul J. Lavrakas for contributions to support the Student Paper Award in Survey Research Methodology
- Book contributors for the Student Raffle: Frederick G. Conrad, Mick P. Couper, Robert M. Groves, Janet Harkness, Kate Kenski, Paul J. Lavrakas
- Sponsorship Coordinator: Allan L. McCutcheon
- Conference Registration Coordinator: Diana Greene, RTI International
- Webmaster: Kumar Rao, The Nielsen Company
- Stephen E. Everett for hosting the MAPOR web site.




*Celebrating 70 Years
of Social Science Research in Action*

Understanding our society—and taking action on the issues that confront it—requires insight gained through objective, high-quality social science research. That's why decision makers and policy leaders turn to NORC at the University of Chicago, an independent research organization known for excellence, innovation, and effective collaboration. Working with NORC experts, clients obtain the data and analysis needed to drive evidence-based decisions and improve public policy. Committed to serving the public good for 70 years, NORC's work continues to inform decision makers and provides the foundation for effective solutions.



Downtown Chicago | University of Chicago | DC Metro | Atlanta | Boston

www.norc.org • info@norc.org



Conference abstracts are at www.mapor.org. Slides, posters, and papers will be posted in December 2011.