



**37<sup>th</sup> Annual Conference of the  
Midwest Association for  
Public Opinion Research**

**Innovations in Measuring and  
Understanding Public Opinion**

**November 16-17, 2012  
The Avenue Crowne Plaza Hotel and Suites,  
Chicago, IL**

## Conference Overview

### Friday, November 16

7:30 AM – 8:30 AM	2 <sup>nd</sup> Floor Lobby	Registration for Short Course Participants
8:00 AM – 10:00 AM	Grand Ave C	Short Course: Sampling for Single and Multi-Mode Surveys Using Address-Based Sampling (registration required)
8:30 AM – 4:30 PM	2 <sup>nd</sup> Floor Lobby	General Registration (coffee, tea, pastries)
10:15 AM–11:45 AM	Grand Ave A	Public Opinion and Identities
	Grand Ave B	Twitter and Public Opinion
	Grand Ave C	Questionnaire Design of Ratings and Evaluations
	Michigan Ave	Panel: Understanding Extremes in Partisanship and Public Opinion
12:00 PM – 1:30 PM	Park Ave	Luncheon, 13 <sup>th</sup> floor (ticket required)
2:00 PM – 3:00 PM	Grand Ave A	Pedagogy Hour
3:15 PM – 4:45 PM	Grand Ave A	Science, Citizen Protests and Sex Scandals
	Grand Ave B	Who's Missing? Unit and Item Nonresponse in Surveys
	Grand Ave C	Visual Design and Sensitive Questions
	Michigan Ave	Deliberation and Discussion
5:00 PM – 6:00 PM	2 <sup>nd</sup> Floor Lobby	Poster Session and Cocktail Hour
5:30 PM	2 <sup>nd</sup> Floor Lobby	Student Book Raffle
6:30 PM	1 <sup>st</sup> Floor Lobby	President's Dinner (Dutch Treat)

### Saturday, November 17

8:00 AM – 3:00 PM	2 <sup>nd</sup> Floor Lobby	General Registration (coffee, tea, pastries)
8:30 AM – 10:00 AM	Grand Ave A	New Media and Public Opinion
	Grand Ave B	Statistical Approaches to Survey Inference
	Grand Ave C	Issues in Web Surveys
	Michigan Ave	International Public Opinion
10:15 AM–11:45 AM	Grand Ave A	Cookies, Consumers and Partisanship
	Grand Ave B	Panel: America's Broken Education System: Why Are the Solutions Not Working?
	Grand Ave C	Innovations in Survey Modes
	Michigan Ave	International News
1:30 PM – 3:00 PM	Grand Ave A	Affect and Opinion
	Grand Ave B	Public Opinion on Climate Change and Nuclear Power
	Grand Ave C	Survey Recruitment Strategies
	Michigan Ave	Agenda Setting and Media Use
3:15 PM – 4:45 PM	Grand Ave A	New Media and Political Behaviors
	Grand Ave B	Science and Health
	Grand Ave C	Survey Development and Measurement Errors
	Michigan Ave	News Makers and News Takers
5:00 PM – 6:00 PM	Grand Ave C	Business Meeting

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	Dianne Rucinski, Abt Associates

**Short Course (registration required)**

Friday, 8:00 – 10:00 am

***Grand Avenue C: Sampling for Single and Multi-Mode Surveys Using Address-Based Sampling***

Ned English, NORC at the University of Chicago

**Paper Session 1**

Friday, 10:15 – 11:45am

***Grand Avenue A: Public Opinion and Identities***

**Moderator: Mandy Sha, RTI International**

**The Influence of Competing Identities on Political Preferences: An Experimental Study**

Samara Klar, Northwestern University

[Abstract](#) | Slides | Paper

**Perceptual Priming: The Impact on Public Opinion of Perceived News Valence**

H. Allen White, The Everett Group/Murray State University; Robert P. Daves, The Everett Group; Stephen E. Everett, The Everett Group

[Abstract](#) | Slides | Paper

**Contextualizing Policy Preferences: Prospect Theory, Material Conditions, and Public Opinion on Immigration Restriction**

Alexandra Filindra, University of Illinois at Chicago; Shanna Pearson-Merkowitz, University of Rhode Island

[Abstract](#) | Slides | Paper

**Racial Disparities in Political Participation across Issues and Self-Interest**

Allyson Holbrook, University of Illinois at Chicago; David Sterrett, University of Illinois at Chicago; Tim Johnson, University of Illinois at Chicago; Noah Kaplan, University of Illinois at Chicago

[Abstract](#) | Slides | Paper

**Issue Publics, Partisanship, and Geography: Exploring Public Opinion during the Great Recession**

Michael D. Sears, University of Iowa

[Abstract](#) | Slides | Paper

**Discussant: Michael Traugott, University of Michigan**

**Grand Avenue B: Twitter and Public Opinion**

**Moderator: David Wise, University of Wisconsin-Madison**

**Tweets are Not Public Opinion, but Can Be Used to Predict Public Opinion**

David Fan, University of Minnesota

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

**A Tale of Three Hashtags: A Look Inside the Occupy Wall Street**

**Conversation on Twitter**

Christopher Wells, University of Wisconsin-Madison; Timothy Macafee, University of Wisconsin-Madison; Vidal Quevedo Acosta, University of Wisconsin-Madison; Jackson Krupp, University of Wisconsin-Madison

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

**Divided We Tweet: The Role of Online Opinion Leaders during the Wisconsin Recall Election**

Itay Gabay, University of Wisconsin – Madison; Ben Sayre, University of Wisconsin – Madison; Chris Wells, University of Wisconsin - Madison

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

**Community Structure Effects' on Gulf Coast Twitter Users' Attitudes toward and Tweets about the BP Oil Spill**

Brendan R. Watson, University of Minnesota – Twin Cities

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

**Discussant: Lindsay Hoffman, University of Delaware**

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## ***Grand Avenue C: Questionnaire Design of Ratings and Evaluations***

**Moderator: Mathew Stange, University of Nebraska-Lincoln**

### **The Whole as a Function of the Parts: Effects of Facet Evaluation on Overall Evaluation**

Larry Osborn, GfK-Knowledge Networks; Randall K. Thomas, GfK-Knowledge Networks

[Abstract](#) | Slides | Paper

### **The Visual Design of Don't Know Categories in Rating Scales: Effects on Data Quality and Item Nonresponse**

Kathrin Bogner, GESIS – Leibniz Institute for Social Research

[Abstract](#) | Slides | Paper

### **Numeric Estimation and Response Options: An Examination of the Measurement Properties of Numeric and Vague Quantifier Responses**

Tarek Baghal, University of Nebraska – Lincoln; Lynn Phillips, University of Nebraska – Lincoln

[Abstract](#) | Slides | Paper

### **One-sided or Two?: Effects of Scale Polarity on Response Distributions and Validity**

Randall K. Thomas, GfK-Knowledge Networks; Sergei Rodkin, GfK-Knowledge Networks

[Abstract](#) | Slides | Paper

### **Optimal Number of Rating Scale Points: Evidence from Reliability Analyses**

Sowmya Anand, Survey Research Laboratory, University of Illinois; David Scott Yeager, University of Texas at Austin; Jon A. Krosnick, Stanford University

[Abstract](#) | Slides | Paper

### **Discussant: Jennifer Dykema, University of Wisconsin-Madison**

## ***Michigan Avenue: Panel: Understanding Extremes in Partisanship and Public Opinion***

**Organizer and Moderator: Ken Blake, Middle Tennessee State University**

[Abstract](#) | Slides | Paper

### **The Roles of Partisanship, Conservative Media Diet and Education in Belief Gaps about President Obama's Birthplace: A Conditional Process Model**

Ken Blake, Middle Tennessee State University; Chan Chen, Middle Tennessee State University

### **Predictors of Ideology**

Cecilie Gaziano, Research Solutions, Inc.

### **Knowledge Gaps vs. Belief Gaps: Extensions and Revisions**

Douglas Blanks Hindman, Washington State University

### **Priming Is Believing: Examining the Role of Partisan Identity in the Expression of Disputed Beliefs**

Aaron S. Veenstra, Southern Illinois University Carbondale

**Luncheon (ticket required)**

**Friday, 12:00-1:30 pm**

*Park Avenue, 13<sup>th</sup> floor*

**Presentation of student paper winners**

Steve Everett, The Everett Group

**Announcement of 2012 MAPOR Fellow**

MAPOR President Mike Traugott, University of Michigan

**Keynote Address: Covering the Election in the Digital Age**

Marjorie Connelly, The New York Times

**Pedagogy Hour**

**Friday, 2:00 - 3:00pm**

***Grand Avenue A: Conversational Practices and Interviewing Practices in Survey Interviews***

Nora Cate Schaeffer, University of Wisconsin-Madison



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## Paper Session 2

Friday, 3:15 – 4:45pm

### ***Grand Avenue A: Science, Citizen Protests and Sex Scandals***

**Moderator: Aileen Bennett, Middle Tennessee State University**

#### **Selective Attention, Primed-Encoding and the Role of Language in Mediated Scientific Messages Processing**

Jiyoun Kim, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

#### **“Occupy Wall Street”- Rebels or Patriots: Framing Theory in Key Events**

Reshma Pudota, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University

[Abstract](#) | Slides | Paper

#### **Cynics and Skeptics: Perceived Credibility of Mainstream and Citizen Journalists in an Adult Sample**

Matthew Barnidge, University of Wisconsin-Madison; ByungGu Lee, University of Wisconsin-Madison; Stephanie Jean Tsang, University of Wisconsin-Madison; J.D. Villanueva, University of Wisconsin-Madison; D. Jasun Carr, Susquehanna University

[Abstract](#) | Slides | Paper

#### **Hypocrisy’s Reach: The Impact of Political Scandal on Politician Evaluations, Journalist Evaluations, and the Perceived Third-Person Effect**

D. Jasun Carr, Susquehanna University; Catasha Davis, University of Wisconsin-Madison; David Coppini, University of Wisconsin-Madison; David Wise, University of Wisconsin-Madison; Bryan McLaughlin, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

#### **Changing the Conversation: Sex Scandals and Candidate Image Repair Strategies**

David Wise, University of Wisconsin-Madison; Keith Zukas, University of Wisconsin-Madison; Michael Mirer, University of Wisconsin-Madison; Leticia Bode, Georgetown University

[Abstract](#) | Slides | Paper

#### **Discussant: Patricia Moy, University of Washington**



***Grand Avenue B: Who's Missing? Unit and Item Nonresponse in Surveys***

**Moderator: Stas Kolenikov, Abt SRBI**

**A Bird's Eye View: Geospatial Patterns and Correlates of Survey Response**

Christine Pierce, The Nielsen Company; Anh Thu Burks, The Nielsen Company

[Abstract](#) | Slides | Paper

**Improving Respondent Representativeness through External Benchmarks**

Julia Lee, University of Michigan

[Abstract](#) | Slides | Paper

**An Investigation of No Opinion and Don't Know Responses**

Kelsey Porreca, Ohio State University

[Abstract](#) | Slides | Paper

**Patterns of Item-nonresponse Among Married Immigrants from China to Korea: Using the 2009 National Surveys on Multicultural Families of Korea**

Uiyong Kim, Statistical Research Institute - Statistics Korea

[Abstract](#) | Slides | Paper

**Assessing Data Quality across Within-Household Selection Methods for a Mail Survey**

Matthew J. Hastings, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

**Discussant: Tim Johnson, University of Illinois-Chicago**

***Grand Avenue C: Visual Design and Sensitive Questions***

**Moderator: Rene Bautista, NORC at the University of Chicago**

**Answer Box Presentation in Open-ended Non-narrative Response**

**Questions: One Large vs. Ten Small Boxes**

Florian Keusch, University of Michigan

[Abstract](#) | Slides | Paper

**The Effect of Visual Designs in Web Surveys on Response Process across Literacy Groups**

Nuttirudee Charoenruk, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

**Associations among Question Design, Literacy, and ACASI Technology in Reporting about Sensitive Behaviors among Disadvantaged Youths**

Jennifer Dykema, University of Wisconsin-Madison; Kerryann DiLoreto, University of Wisconsin-Madison; Jessica L. Price, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

**A New Method for Asking Many, Many Sensitive Questions**

J. Tobin Grant, SIUC; Ruth Moon, University of Washington; Shane Gleason, SIUC

[Abstract](#) | Slides | Paper

**Exploring the Dimensionality of Sensitive Survey Questions**

Christopher Antoun, University of Michigan, Ann Arbor

[Abstract](#) | Slides | Paper

**Discussant: Jolene Smyth, University of Nebraska-Lincoln**

***Michigan Avenue: Deliberation and Discussion***

**Moderator: Phillip Madison, Louisiana State University**

**Weighing the Wisdom of Self and Others: The Effects of Selectivity on Opinion Shifts**

Wenjie Yan, University of Wisconsin-Madison; Zhongdang Pan, University of Wisconsin-Madison; Mike Xenos, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

**Discussion Network Size, Discussion Frequency, Heterogeneity Discussion, and Online Discussion as Predictors of Civic and Political Participation**

Yangsun Hong, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

**The Diffusion of Innovations through Social Networks**

David Fan, University of Minnesota; Julie Andsager, University of Iowa

[Abstract](#) | Slides | Paper

**Developing Information Efficacy in Deliberative Environments**

Ashley A. Anderson, University of Wisconsin-Madison; Sara Yeo, University of Wisconsin-Madison; Angela R. Jones, University of Wisconsin-Madison; John W. Moore, University of Wisconsin-Madison; Andrew E. Greenberg, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

**Partisanship in a Social Context: The Influence of Diverse Deliberation on Strong and Weak Partisans**

Samara Klar, Northwestern University

[Abstract](#) | Slides | Paper

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**Second Floor Lobby**

**Challenges in Administering Standardized Tests in Random Assignment Studies**

Lisbeth Goble, Mathematica Policy Research; Nikkilyn Morrison, Mathematica Policy Research; Amanda Skaff, Mathematica Policy Research

[Abstract](#) | Poster | Paper

**Dial it In: A Continuous Response Study of the 2012 Arizona Republican Primary Debate**

Shawn R. Hughes, Texas Tech University

[Abstract](#) | Poster | Paper

**Necessity of Unification among South Koreans**

Jibum Kim, NORC at the University of Chicago; Sungwoo Park, Chung-Ang University, Korea; Jaesok Son, NORC at the University of Chicago

[Abstract](#) | Poster | Paper

**The Role of Ethnic Identity in Forming Opinions about Advertiser' Motives For Supporting Social Causes in Culturally Targeted Values Advocacy Advertising**

Yoon Joo Lee, University of Southern Indiana; Yung-I Liu, Cleveland State University; Taejun David Lee, Bradley University

[Abstract](#) | Poster | Paper

**The Effect of Personalized Address Labels on Response Rates and Postal Deliverability Rates**

Vrinda Nair, Arbitron Inc.; Yelena Pens, Arbitron Inc.

[Abstract](#) | Poster | Paper

**Young Tea Party Supporters – Who Are They and Where Can I Find Them?**

Colleen Orihill, Cleveland State University

[Abstract](#) | Poster | Paper

**Quantity versus Quality: The Impact of Sampling Tweets on Healthcare Reform Opinions**

Rebecca J Powell, University of Nebraska—Lincoln; Annice Kim, RTI International; Ashley Richards, RTI International; Joe Murphy, RTI International

[Abstract](#) | Poster | Paper

**A Search for a Presumed Prejudice Threshold**

Kevin Qualls, Murray State University

[Abstract](#) | Poster | Paper

## Student Book Raffle!

Friday, 5:30 pm

MAPOR's student members have the opportunity to win one of the books listed below at this year's student book raffle!

***Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method***, by Don A. Dillman, Jolene D. Smyth, and Leah Melani Christian

***Cross-Cultural Survey Methods***, by Janet A. Harkness, Fons J. R. van de Vijver, and Peter Ph. Mohler, donated in memory of Janet Harkness

***Handbook of Survey Research***, by Peter V. Marsden and James D. Wright, Editors

***News on the Internet: Information and citizenship in the 21st century*** by David Tewksbury and Jason Rittenberg



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**President's Dinner (Dutch Treat)**

**Friday, 6:30 pm, meet in hotel lobby**

Join MAPOR President Mike Traugott for a Dutch Treat (pay for your own meal) dinner at Reza's Restaurant at 432 W. Ontario Ave. Menu available at

<http://www.rezasrestaurant.com/index.html>

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## Paper Session 3

Saturday, 8:30 –10:00am

### ***Grand Avenue A: New Media and Public Opinion***

**Moderator: Paige Madsen, University of Iowa**

#### **Fundamentally Flawed: Examining Political Behaviors as a Measure of Media Use to Explain Political Attitudes and Cognitions**

Thomas J. Johnson, University of Texas at Austin; Barbara K. Kaye, University of Tennessee

[Abstract](#) | Slides | Paper

#### **False Uniqueness: Facebook Groups, News Media and the Hostile Public**

Stephanie Jean Tsang, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

#### **Motivation as an Activator of Diversity: The Contribution of Twitter Use Motivations to Exposure to Political Difference**

Chang Sup Park, Southern Illinois University Carbondale

[Abstract](#) | Slides | Paper

#### **Shouting Out or Shutting Up? Opinion Expression in a New Media Environment**

Rebecca E. Riley, The Ohio State University

[Abstract](#) | Slides | Paper

#### **Online and Political Disagreement: Echo Chamber or Diversity?**

Yangsun Hong, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

#### **Discussant: Brendan Watson, University of Minnesota – Twin Cities**

### ***Grand Avenue B: Statistical Approaches to Survey Inference***

**Moderator: Julia Lee, University of Michigan**

#### **Can Response Propensities Grow on Trees? Comparing Response Propensity Models Based On Random Forests and Logistic Regression Models Using Ancillary Data Appended to an ABS Sampling Frame**

Anh Thu Burks, The Nielsen Company; Trent D. Buskirk, The Nielsen Company

[Abstract](#) | Slides | Paper

#### **Alternative Survival Models of Retention in Multi-Mode Survey Panels**

Allan L. McCutcheon, University of Nebraska-Lincoln; Olena Kaminska, University of Essex

[Abstract](#) | Slides | Paper

#### **Joint Calibration as a Technique for Dual Frame Samples Estimation**

Mahmoud Elkasabi, University of Michigan

[Abstract](#) | Slides | Paper

#### **Mode Effect Analysis and Adjustment in a Split-sample Mixed-mode Web/CATI Survey**

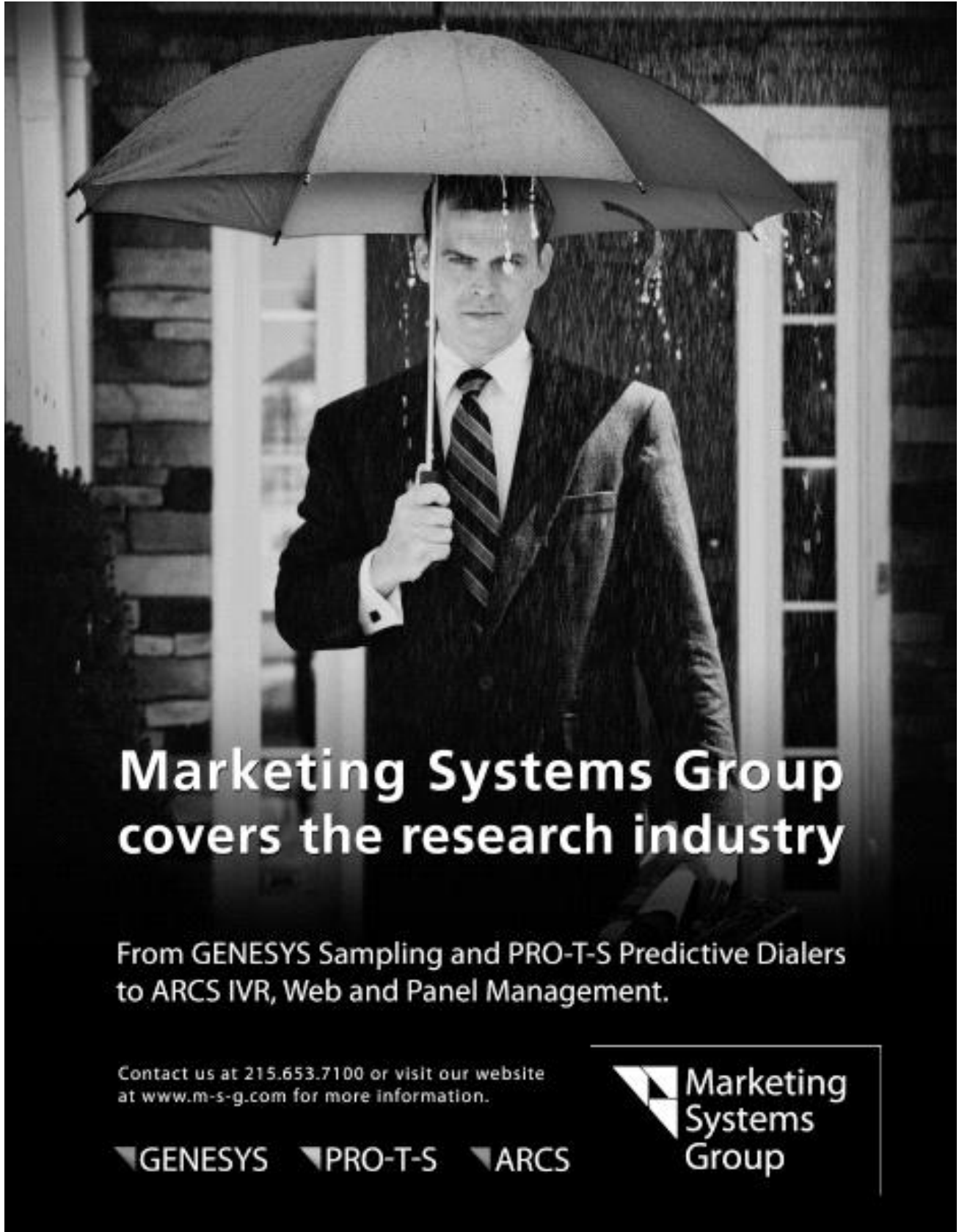
Stanislav Kolenikov, Abt SRBI; Courtney Kennedy, Abt SRBI; Ali Ackermann, Abt SRBI; Chintan Turakhia, Abt SRBI; Michael O. Emerson, Rice University Kinder Institute for Urban Research; Adele James, Rice University Kinder Institute for Urban Research

[Abstract](#) | Slides | Paper

#### **Statistical Inference Methods in Mixed-Mode Surveys**

Z. Tuba Suzer-Gurtekin, University of Michigan

[Abstract](#) | Slides | Paper



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### ***Grand Avenue C: Issues in Web Surveys***

**Moderator: John Stevenson, University of Wisconsin-Madison**  
**Survey-Research Paradigms Old and New**

Tom W. Smith, NORC, University of Chicago

[Abstract](#) | Slides | Paper

**The Challenges of "Big" Web Surveys**

Vincent Parker, Survey Research Laboratory, University of Illinois at Chicago;

Sowmya Anand, Survey Research Laboratory, University of Illinois

[Abstract](#) | Slides | Paper

**Rules of Engagement: The War Against Poorly Engaged Respondents; Guidelines for Elimination.**

Steven H. Gittelman, Sample Source Auditors

[Abstract](#) | Slides | Paper

**Flagging Speeders in a Multi-Mode (Mobile and Online) Survey**

Tom Wells, The Nielsen Company; Kumar Rao, The Nielsen Company; Michael W.

Link, The Nielsen Company, Christine Pierce, The Nielsen Company

[Abstract](#) | Slides | Paper

**Investigation of Speeding in Web Surveys: Tendency of Speeding and Association with Response Quality**

Chan Zhang, University of Michigan

[Abstract](#) | Slides | Paper

**Discussant: Randall Thomas, GfK**

### ***Michigan Avenue: International Public Opinion***

**Moderator: Alexandra Filindra, University of Illinois at Chicago**

**The Impact of Mobile Phone Use on Participation Inequalities. A**

**Comparative Study of Four Countries: Colombia, Japan, Nigeria and the U.S.**

David Coppini, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

**Leaving Home: Examining the Influence of Social Ties on Latin American Immigration**

Ana Lucía Córdova Cazar, Gallup Research Center, University of Nebraska –

Lincoln; Matt Hastings, Gallup Research Center, University of Nebraska - Lincoln

[Abstract](#) | Slides | Paper

**The Attitudes of the Egyptian Public Opinion towards Muslim Brotherhood after Winning in the Presidential Elections**

Nermeen Khedr, Cairo University

[Abstract](#) | Slides | Paper

**Examining the Relationship between Religiosity and Positive Social Engagement in the Western and Islamic Worlds**

Nicholas Ruther, University of Nebraska-Lincoln; Amanda Libman, University of

Nebraska-Lincoln; Allan McCutcheon, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

**Influence of the Public Opinion on the American Foreign Policy towards Iraq (1990-2011)**

Ayman Mansour Nada, University of Georgia

[Abstract](#) | Slides | Paper

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***Grand Avenue A: Cookies, Consumers and Partisanship***

**Moderator: David Fan, University of Minnesota**

**Humanizing the Internet Cookie? Key Learnings from an Online Panel**

Antonia Toupet, Nielsen, Measurement Science, Digital Center of Innovation;  
Mimi Zhang, Nielsen, Measurement Science, Digital Center of Innovation; Seema  
Varma, Nielsen, Measurement Science, Digital Center of Innovation; Kumar Rao,  
Nielsen, Measurement Science, Digital Center of Innovation; Albert Perez, Nielsen,  
Measurement Science, Digital Center of Innovation

[Abstract](#) | Slides | Paper

**Twitter as a Multi-Faceted Source of Public Opinion Data: A Mixed Methods  
Approach to Examining the Wisconsin Labor Protests**

Aaron S. Veenstra, Southern Illinois University Carbondale; Narayanan Iyer,  
Southern Illinois University Carbondale

[Abstract](#) | Slides | Paper

**Predictors of Public Opinions about Video Piracy**

Michael Rand, Cleveland State University; Paul Skalski, Cleveland State University

[Abstract](#) | Slides | Paper

**Conceptualizing Political Consumerism: How Citizenship Norms and  
Values Shape Boycotting and Buycotting**

Lauren Copeland, University of California, Santa Barbara

[Abstract](#) | Slides | Paper

**Imagined Interaction, Partisanship, and Voting Intentions Among College  
Students**

T. Phillip Madison, Louisiana State University; Michael Rold, Louisiana State  
University

[Abstract](#) | Slides | Paper

***Grand Avenue B: Panel: America's Broken Education System: Why Are the  
Solutions Not Working?***

**Organizer and Moderator: Thomas Lamatsch, Monmouth University**

[Abstract](#) | Slides | Paper

**The Power to Be Special: Is Education Reform Failing for the Same  
Reasons as the Metric System and the Dollar Coin, American  
Exceptionalism?**

Thomas Lamatsch, Monmouth University Polling Institute, Monmouth University

**The Power of the Purse: Can We Just Throw More Money at the Problem?**

David Goldenthal, Monmouth University Polling Institute, Monmouth University

**The Power of Knowledge: Is the Population Even Aware if Their Schools  
are Among Those That are Failing?**

Frank Guagenti, M.A., Monmouth University Polling Institute, Monmouth University

**The Power of Individual Choices: Are the Attitudes towards Soft Drugs  
Changing with the Youngest Generations?**

Tyler Breder, Monmouth University

[Abstract](#) | Slides | Paper

## ***Grand Avenue C: Innovations in Survey Modes***

**Moderator: Rebecca Powell, University of Nebraska-Lincoln**

### **Capabilities and Considerations for Using Facebook in Survey Research**

Lindsay Wood, Mathematica Policy Research; Kim Mook, Mathematica Policy Research; Sean Harrington, Mathematica Policy Research; Amanda Skaff, Mathematica Policy Research

[Abstract](#) | Slides | Paper

### **How Often Do You Use Angry Birds? You Know, that App with the Upset Looking Bird on It. An Experiment Exploring How Survey Respondents Recognize Smartphone Apps**

Trent D. Buskirk, The Nielsen Company; Charlie Andrus, Saint Louis University and Barnes Jewish Hospital

[Abstract](#) | Slides | Paper

### **Unlocking Virtual Badges as the Key for Respondent Engagement in Mobile App Surveys**

Jennie W. Lai, Nielsen; Kelly Bristol, Nielsen; Michael W. Link, Nielsen

[Abstract](#) | Slides | Paper

### **Using Mobile Devices to Measure Subjective Response to Low Boom Noise: A Comparison with Web and Paper**

Peg Krecker, Tetra Tech; Carrie Koenig, Tetra Tech; Juliet Page, Wyle; Kathleen K. Hodgdon, Pennsylvania State University; Robbie Cowart, Gulfstream

[Abstract](#) | Slides | Paper

### **Spinning the Chamber: Chatroulette as a Survey Pretesting Tool**

Bryan Parkhurst, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

### **Discussant: Joe Murphy, RTI International**

***Michigan Avenue: International News***

**Moderator: Ayman Mansour Nada, University of Georgia**

**Never Darken My Door Again!! Muslim Brothers' Perceptions of the U.S. In The Aftermath of January 25th Revolution**

Nermeen Khedr, Cairo University

[Abstract](#) | Slides | Paper

**Media, Public Opinion and Foreign Policy in China: A Case Study of the Nanjing-Nagoya Relation Suspension**

Jingxian Wang, Indiana University Bloomington

[Abstract](#) | Slides | Paper

**Silence of Opinion Leaders on Twitter: Korean Journalists' Social Conformity on Twitter**

Na Yeon Lee, University of Texas at Austin

[Abstract](#) | Slides | Paper

**How Mainland China's Weibo and News Websites Frame Taiwan's Presidential Election**

Yanqin Lu, Indiana University

[Abstract](#) | Slides | Paper

**Source Competition in the Public Sphere: Influences of Source Conflict and Negative News Coverage on Official Source Dependency in Korean-U.S. Beef Negotiations**

Jeong Ran Kim, University of California, Davis

[Abstract](#) | Slides | Paper

**Discussant: Ken Blake, Middle Tennessee State University**



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## Paper Session 5

Saturday, 1:30 – 3:00pm

### *Grand Avenue A: Affect and Opinion*

**Moderator: Erik Zuniga, University of Chicago**

#### **Knowing Our Own Feelings: Validity and Reliability of Self-Reported Responses to Affectively Based Survey Questions**

Jason A. Wood

[Abstract](#) | Slides | Paper

#### **The Impersonal Influences of Public Opinion Reports on the Media Users' Risk Perception of Health Issues**

Jae C. Shim, Korea University, Nayoung Hong, Korea University, Tae-il Yoon, Hallym University

[Abstract](#) | Slides | Paper

#### **The Role of Emotions in Online Political Engagement**

Donald Roberts, University of Delaware; Lindsay H. Hoffman, University of Delaware

[Abstract](#) | Slides | Paper

#### **The Pursuit of Happiness: Examining the Unintended Consequence in Public Policy**

Erin Simpson, University of Chicago

[Abstract](#) | Slides | Paper

#### **Political Ads and Memory: Studying Semantic Processing of Positive and Negative Ads using EEG recordings**

Alyssa C. Morey, Ohio State University

[Abstract](#) | Slides | Paper

**Discussant: Noah Kaplan, University of Illinois at Chicago**

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



**The Survey Research and Methodology (SRAM) Program** at the University of Nebraska–Lincoln offers M.S. and Ph.D. degrees in survey research and methodology. We also offer a Certificate Program. SRAM provides professional training in how to design and implement sample surveys and analyze survey data. With generous funding from Gallup, we provide scholarships and other opportunities that support professional training.

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***Grand Avenue B: Public Opinion on Climate Change and Nuclear Power***

**Moderator: Won Yong Jang, University of Wisconsin-Eau Claire  
Science ‘Fact’ vs. ‘Value’ Framing Effects on Attitudes toward Global  
Climate Change**

Paige K. Brown, Louisiana State University

[Abstract](#) | Slides | Paper

**Influence of Social Norms on Perceived Salience of Climate Change in a  
New Media Environment**

James T. Spartz, University of Wisconsin – Madison; Leona Yi-Fan Su, University of  
Wisconsin – Madison; Dominique Brossard, University of Wisconsin – Madison;  
Sharon Dunwoody, University of Wisconsin – Madison; Robert J. Griffin, Marquette  
University

[Abstract](#) | Slides | Paper

**Political Identity and the Polarization of American Public Opinion over  
Climate Change**

Alexandra Bass, University of Chicago

[Abstract](#) | Slides | Paper

**Television, Knowledge, and Nuclear Power: Examining the Cultivation  
Effect of Genre-specific Television Viewing on Risk Perception of Nuclear  
Power**

Nan Li, University of Wisconsin-Madison

[Abstract](#) | Slides | Paper

**Partisan amplification of risk: American Perceptions of nuclear energy risk  
in the wake of the Fukushima Daiichi disaster**

Michael A. Cacciatore, University of Wisconsin – Madison, Sara K. Yeo, University of  
Wisconsin – Madison, Dominique Brossard, University of Wisconsin – Madison,  
Dietram A. Scheufele, University of Wisconsin – Madison, Kristin Runge, University  
of Wisconsin – Madison, Leona Yi-Fan Su, University of Wisconsin – Madison,  
Jiyoun Kim, University of Wisconsin – Madison, Michael Xenos, University of  
Wisconsin – Madison

[Abstract](#) | Slides | Paper

**UIC** Survey Research  
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AT CHICAGO **Laboratory**  
COLLEGE OF URBAN PLANNING  
& PUBLIC AFFAIRS



**Grand Avenue C: Survey Recruitment Strategies**

**Moderator: Vrinda Nair, Arbitron**

**Who Are We Getting on the Phone? Examining Whether Additional Efforts Improve Representativeness by Frame**

Amanda Libman, University of Nebraska-Lincoln; Leah Melani Christian, Pew Research Center; Danielle Gewurz, Pew Research Center

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

**Demographic Differences among Black Respondents in Landline and Cell Phone Samples**

Anne L. Mitchell, Indiana University Purdue University

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

**Contact Strategies Effect on Participation in Mixed-Mode ABS Surveys**

Mingnan Liu, University of Michigan; Mahmoud Elkasabi, University of Michigan; Zeynep Tuba Suzer-Gurtekin, University of Michigan; James M. Lepkowski, University of Michigan; Richard Curtin, University of Michigan; Rebecca McBee, University of Michigan

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

**An Experimental Investigation of the Effects of Noncontingent and Contingent Incentives in Recruiting a Long-Term Panel: Testing a Leverage Salience Theory Hypothesis**

Paul J. Lavrakas, Self-Employed; J. Michael Dennis, GfK; Jordan Peugh, GfK; Jeffrey Shand-Lubbers, GfK; Elissa Lee, Google; Owen Charlebois, Google; Mike Murakami, Google

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

**Respondent Driven Sampling in a Community Sample of Sexual Minority Women**

Kelly Martin, University of Illinois at Chicago; Timothy P. Johnson, University of Illinois at Chicago; Tonda L. Hughes, University of Illinois at Chicago

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

**Discussant: Trent Buskirk, The Nielsen Company**



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***Michigan Avenue: Agenda Setting and Media Use***

**Moderator: Reshma Pudota, Middle Tennessee State University**

**Differentiating Cueing and Reasoning in Agenda Setting Effects**

Raymond J. Pingree, Ohio State University; Elizabeth Stoycheff, Ohio State University

[Abstract](#) | Slides | Paper

**One-Word Attributes: An Examination of GOP Presidential Candidate Attributes and Second-level Agenda Setting**

Aileen R. Bennett, Middle Tennessee State University; Jason B. Reineke, Middle Tennessee State University

[Abstract](#) | Slides | Paper

**The Mediating Role of Media Image and Information Processing Strategy on Audiences' News Knowledge and News Discussion**

Sha Li, Texas Tech University

[Abstract](#) | Slides | Paper

**Salt, Light, Politics and the Word: A Survey on Media Exposure Patterns and Perceived Influence among Ministers in the Churches of Christ**

Meredith D. Clark, University of North Carolina at Chapel Hill

[Abstract](#) | Slides | Paper

**Assessing the Knowledge Gap among New Immigrants in the United States: Key Moderators of Media Use Effects on Political Knowledge**

Francis S. Dalisay, Cleveland State University; Yung-I Liu, Cleveland State University

[Abstract](#) | Slides | Paper

**Discussant: Shawn Hughes, Lubbock Christian University**

## Paper Session 6

Saturday, 3:15 – 4:45pm

### ***Grand Avenue A: New Media and Political Behaviors***

**Moderator: David Coppini, University of Wisconsin-Madison**

#### **Digital XY, Glacial Voters and the Unhappy Middle: Exploring the Bases of Voter Segmentation and Media Use in the 2010 U.S. Midterm Elections**

Kristin Runge, University of Wisconsin–Madison

[Abstract](#) | Slides | Paper

#### **The Multifaceted Role of Efficacy in Online Political Behavior**

Lindsay H. Hoffman, University of Delaware; Amanda L. Schechter, University of Delaware

[Abstract](#) | Slides | Paper

#### **How App are People To Use Smartphones, Search Engines and Social Media To Gather News?: Examining Alternative Means To Gather News and Their Influence on Political Attitudes and Behaviors**

Maegan Stephens, University of Texas at Austin; Joseph Yoo, University of Texas at Austin; Fatima Martinez Gutierrez, University of Texas at Austin; Brian Baresch, University of Texas at Austin; Eun Jeong Lee, University of Texas at Austin; Thomas J. Johnson, University of Texas at Austin

[Abstract](#) | Slides | Paper

#### **Google vs. Facebook: Online Civic Engagement and Social Media**

Kevin Lessmiller, University of Tennessee – Knoxville

[Abstract](#) | Slides | Paper

#### **The New Approach to Mixed-method: The Multi-domain Research**

Aneta Genova, IngterMedia Survey Institute; Anastasia Mirzoyants, IngterMedia Survey Institute

[Abstract](#) | Slides | Paper

### ***Grand Avenue B: Science and Health***

**Moderator: Allyson Holbrook, University of Illinois - Chicago**

#### **Is the Online Environment Changing the Construction of Scientific Controversies?**

Sara K. Yeo, Univ. of Wisconsin-Madison; Xuan Liang, Univ. of Wisconsin-Madison; Dominique Brossard, Univ. of Wisconsin-Madison; Dietram A. Scheufele, Univ. of Wisconsin-Madison; Michael A. Xenos, Univ. of Wisconsin-Madison

[Abstract](#) | Slides | Paper

#### **Corn vs. Cane: Newspaper Coverage of the Sugar Debates**

Paige Madsen, University of Iowa

[Abstract](#) | Slides | Paper

#### **Using the Mediation Model to Explain How the Impact of Alcohol Advertising Influences Drinking Behavior**

Won Yong Jang, University of Wisconsin-Eau Claire; Edward Frederick, University of Wisconsin-Whitewater; Kurt J. Neuwirth, University of Cincinnati

[Abstract](#) | Slides | Paper

#### **Validating the Results of a Longitudinal Health-Promotion Campaign Survey among Emerging Adults with a Cross-Sectional Survey of Equivalent Cohort Groups**

Fiona Chew, Syracuse University

[Abstract](#) | Slides | Paper



IN A STUDY ACROSS  
**124** COUNTRIES,  
A MEDIAN OF **21%**  
OF ADULTS ARE  
“THRIVING”...

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**Grand Avenue C: Survey Development and Measurement Errors**

**Moderator: Tuba Suzer-Gurtekin, University of Michigan  
Organizational Responses to Survey Respondent Burden**

William L. Rosenberg, Drexel University

[Abstract](#) | Slides | Paper

**Developing a Survey Instrument Using Qualitative Research Methods: The Case of the 2012 National Survey on Health Information Exchange in Clinical Laboratories**

René Bautista, NORC at the University of Chicago; Felicia LeClere, NORC at the University of Chicago; Matthew Swain, Office of Economic Analysis, Evaluation and Modeling, ONC; Vaishali Patel, Office of Economic Analysis, Evaluation and Modeling, ONC

[Abstract](#) | Slides | Paper

**Troubles with Time-Use: Examining Potential Indicators of Error in the ATUS**

A. Lynn Phillips, University of Nebraska-Lincoln; Tarek Baghal, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

**Interviewer Variance of Interviewer and Respondent Behaviors: A New Frontier in Analyzing the Interviewer-Respondent Interaction**

Nuttirudee Charoenruk, University of Nebraska-Lincoln; Bryan Parkhurst, University of Nebraska-Lincoln; Meryem Ay, University of Nebraska-Lincoln; Robert Belli, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

**Exploring Interviewer and Respondent Interactions: An Innovative Behavior Coding Approach**

Lauren Walton, The Nielsen Company; Mathew Stange, University of Nebraska-Lincoln; Rebecca Powell, University of Nebraska-Lincoln; Bob Belli, University of Nebraska-Lincoln

[Abstract](#) | Slides | Paper

**Discussant: Patty LeBaron, RTI International**

***Michigan Avenue: News Makers and News Takers***

**Moderator: Samara Klar, Northwestern University**

**Accommodating Institutional and Individual Media Freedom: A New Conceptualization**

Elizabeth Stoycheff, Ohio State University

[Abstract](#) | Slides | Paper

**Understanding the Correlates of Public Perceptions of Press Freedom**

Lee B. Becker, University of Georgia; Cynthia English, Gallup; Tudor Vlad, University of Georgia

[Abstract](#) | Slides | Paper

**Homophily in Online Newspaper Networks**

Ruth Moon, University of Washington

[Abstract](#) | Slides | Paper

**Race to the Starting Line: Voter Assessment of Media Coverage in the Run-Up to the 2012 Iowa Caucus**

Jane Singer, University of Iowa; Julie Andsager, University of Iowa

[Abstract](#) | Slides | Paper

**Key Events and Issue Competition: How Disasters Affect the Media Agenda**

Shuo Tang, Indiana University, Bloomington

[Abstract](#) | Slides | Paper

**Discussant: Cory Armstrong, University of Florida**

**Business Meeting (everyone welcome)**

**Saturday, 5:00-6:00 pm**

***Grand Avenue C***

MAPOR President Mike Traugott will lead the annual MAPOR business meeting.

## **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  
2011 Stephen E. Everett

## **MAPOR Presidents**

1976-77 Donna S. Charron  
1977-78 George Bishop  
1978-79 Gene Telser  
1980-81 Doris Graber  
1981-82 Andrew J. Morrison  
1982-83 MariJean Suelzle  
1983-84 Lee B. Becker  
1984-85 Barbara A. Bardes  
1985-86 D. Charles Whitney  
1986-87 David H. Weaver  
1987-88 Leo Jeffres  
1988-89 Cecilie Gaziano  
1989-90 Sharon Dunwoody  
1990-91 M. Mark Miller  
1991-92 Garrett O'Keefe  
1992-93 Robert P. Daves  
1993-94 Paul J. Lavrakas  
1994-95 Richard M. Perloff

1995-96 William Elliott  
1996-97 Ellen M. Dran  
1997-98 Fiona Chew  
1998-99 Sherry Marcy  
1999-00 Stephen E. Everett  
2000-01 William Rosenberg  
2001-02 K. "Vish" Viswanath  
2002-03 Julie Andsager  
2003-04 Allan L. McCutcheon  
2004-05 Douglas Blanks Hindman  
2005-06 Dietram A. Scheufele  
2006-07 David Tewksbury  
2007-08 Ward Kay  
2008-09 Patricia Moy  
2009-10 Weiwu Zhang  
2010-11 Timothy P. Johnson  
2011-12 Michael Traugott

The Wisconsin Longitudinal Study | The Midlife in the US III Study  
 | Midwest Young Adult Study | The National Survey of Families and  
 Households | The Behavioral Risk Factor Surveillance Survey | The  
 School Leadership for Student Achievement Project | The National  
 Health Measurement Survey | The Wisconsin Moms Study | Outcomes  
 of Women Undergoing Breast Surgery Study | Study of the Health of  
 Wisconsin | The Family Health Study | Public Awareness of  
 Nanotechnology Study | Mental Health and Substance Abuse Services  
 Study | Pregnancy Risk Assessment Monitoring System | Milwaukee  
 Area Renter Study | VA Smoking Cessation Study | City of Madison  
 Smoking Ban Study | The Badger Poll | Wisconsin DNR Recycling  
 Study | The TEAM Study | The Undergraduate Satisfaction Survey |  
 The Sleep Cohort Study | The VA Prostate Cancer Study | The DOIT  
 Faculty and Student Computing Study | The American Mosaic Project  
 | The Puerto Rico Study of the Elderly | The Child Abuse and Neglect  
 Study | Department of Transportation Safety Focus Groups | The  
 Wisconsin Homeowners Study | UW Library Use Focus Groups |



### MAPOR extends special thanks to:

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- Stephen E. Everett for hosting the MAPOR website