



**38th Annual Conference of the
Midwest Association for
Public Opinion Research**

**Synergies in Measuring and
Understanding Public Opinion**

**November 22-23, 2013
The Avenue Crowne Plaza Hotel and Suites,
Chicago, IL**

Conference Overview

Friday, November 22

7:30 AM – 8:30 AM	2nd Floor Lobby	Registration for Short Course Participants
8:00 AM – 10:00 AM	Grand Ave C	Short Course: An Introduction to the Measurement and Analysis of Networks (registration required)
8:30 AM – 4:30 PM	2nd Floor Lobby	General Registration (coffee, tea, pastries)
10:15 AM–11:45 AM	Grand Ave A	Comparative Research
	Grand Ave B	Public Opinion Over Time
	Michigan Ave	Media Use and Abuse
12:00 PM – 1:30 PM	Park Ave	Luncheon, 13th floor (ticket required)
1:45 PM – 3:15 PM	Grand Ave A	Deliberation, Discussion, and Elaboration
	Grand Ave B	Survey Measurement and Error
	Grand Ave C	Health Communication, Knowledge, and Behavior
	Michigan Ave	International Populations and Topics
3:30 PM-5:00 PM	Grand Ave A	Public Opinion and Underrepresented Minorities
	Grand Ave B	Nonresponse and Data Quality
	Grand Ave C	Public Opinion Across Issues
	Michigan Ave	Web Survey Methods
5:15 PM – 6:15 PM	Park Ave	Poster Session and President’s Reception (13 th Floor)
5:45 PM	Park Ave	Student Book Raffle (13 th Floor)

Saturday, November 23

8:00 AM – 3:00 PM	2nd Floor Lobby	General Registration (coffee, tea, pastries)
8:30 AM – 10:00 AM	Grand Ave A	Sampling and Interviewers
	Grand Ave B	Agenda Setting
	Grand Ave C	Party Identification and Partisanship
	Michigan Ave	Networks, Language, and Measurement
10:15 AM–11:45 AM	Grand Ave A	Framing Effects
	Grand Ave B	Local and Regional Issues, Policies, and Elections
	Grand Ave C	Social Media and Survey Research
	Michigan Ave	Cell Phones and Smart Phones
11:45 AM – 1:30 PM		Lunch (on your own or with “Birds of a Feather”)
1:30 PM – 2:30 PM	Grand Ave A	Pedagogy Hour
2:45 PM – 4:15 PM	Grand Ave A	Survey Paradata
	Grand Ave B	The Role of the Media
	Grand Ave C	Public Understanding of Science
	Michigan Ave	Privacy, Ethics, and Transparency
4:30 PM – 5:30 PM	Grand Ave C	Business Meeting

Conference Sponsors

MAPOR acknowledges and thanks the following organizations for sponsoring this year's conference. Your support ensures that MAPOR can continue to offer a successful meeting each year!

Gold Level Sponsors

The Nielsen Company

Silver Level Sponsors

RTI International

MSG

Abt SRBI

Bronze Level Sponsors

Indiana University - Center for Survey Research

University of Wisconsin Survey Center

University of Michigan - Institute for Social Research

University of Illinois - Survey Research Laboratory

University of Chicago Survey Lab

Paul J. and Barbara J. Lavrakas

NORC at the University of Chicago

University of Nebraska-Lincoln, Gallup Research Center, Survey

MAPOR Officers

President

Joe Murphy, RTI International

Vice-President/President-Elect

Kristen Olson, University of Nebraska - Lincoln

Past President

Michael Traugott, Univ. of Michigan

Conference Chair

Allyson Holbrook, Univ. of Illinois at Chicago

Associate Conference Chair

Lindsay Hoffman, University of Delaware

Secretary-Treasurer

Patty LeBaron, RTI International

Associate Secretary-Treasurer

David Chearo, University of Chicago Survey Lab

Members-at-Large

Jennifer Dykema, Univ. of Wisconsin-Madison

Trevor Tompson, NORC at the University of Chicago

James Wagner, University of Michigan

Corporate Sponsorship

John Stevenson, University of Wisconsin

Webmasters

Kumar Rao, The Nielsen Company

Short Course (registration required)

Friday, 8:00 AM – 10:00AM

Grand Avenue C: An Introduction to the Measurement and Analysis of Networks
(*Michael Siciliano, University of Illinois at Chicago*)

Paper Session 1

Friday, 10:15 AM – 11:45 AM

Grand Ave A: Comparative Research

Discussant: Mandy Sha, RTI International

Moderator: Alian Kasabian, University of Nebraska - Lincoln

Inequality Is In the Eye of the Beholder

David Coppini, University of Wisconsin Madison

Abstract | Slides | Paper

Social Media and the 2012 US and Korean Elections

Lars Willnat, Indiana University; Jae Kook Lee, Indiana University; Jihyang Choi, Indiana University; Young Min, Korea University; Sung Tae Kim, Korea University

Abstract | Slides | Paper

Comparing Twitter and Weibo on U.S. China Relations

Lindsay Hoffman, University of Delaware; Fei Shen, City University of Hong Kong; Cady Zuvich, University of Delaware

Abstract | Slides | Paper

How People from the U.S. and China Perceive Self-Rated Health

Mengyao Hu, University of Michigan

Abstract | Slides | Paper

Grand Ave B: Public Opinion Over Time

Discussant: Thomas Lamatsch, Monmouth University

Moderator: Allan McCutcheon, UNL-Gallup Research Center

Following Cohorts: An Analysis of Values

H. Allen White, Murray State University

Abstract | Slides | Paper

Psychological and Economic Well-Being

Tom W. Smith, NORC; Jaesok Son, NORC

Abstract | Slides | Paper

The Mormon Effect: Romney's Religion and the 2012 Presidential Election

Joy Wilke, University of Michigan, Program in Survey Methodology

Abstract | Slides | Paper

The Impact of Emotions in the 2008 Campaign

Doo-Hun Choi, University of Wisconsin-Madison

Abstract | Slides | Paper

Media Use and Attitudes about Barack Obama

Michael Traugott, University of Michigan; Ashley Jardina, University of Michigan

Abstract | Slides | Paper



Proud Sponsor of the MAPOR Annual Conference

Leader in Survey Research, Data Collection and Advanced Methods



From
Insight to
Impact

- Health, Social and Public Policy Expertise
- Survey Methods Research
- Sample Design and Estimation
- Multi-Mode data collection via CATI, Web, IVR, in-person
- Cognitive and Usability Testing
- Multi-Language Interviewing
- Respondent Location and Tracking
- Geographic Information Systems (GIS)

www.abtsrbi.com

New York City • Washington, DC • Cambridge, MA • Chicago, IL
Cincinnati, OH • Durham, NC • New Jersey

Michigan Ave: Media Use and Abuse

Discussant: Douglas Blanks Hindman, Washington State University

Moderator: Linda J Pfeiffer, University of Wisconsin - Madison

Political Memes and Third Person Effects: Correcting Perceived Misinformation

Benjamin A Lyons, Southern Illinois University Carbondale

Abstract | Slides | Paper

News Source Reliance and Political Rumor Beliefs

Soo Young Bae, University of Michigan

Abstract | Slides | Paper

The Dark Side of Political Public Relations

Weiwu Zhang, Texas Tech University; Trent Seltzer, Texas Tech University

Abstract | Slides | Paper

An Echo Chamber for You, Not Me: Tailored Political News and the Third-Person Effect

Lisa Barnard, UNC Chapel Hill

Abstract | Slides | Paper

Luncheon (ticket required)

Friday, 12:00 PM - 1:30 PM

Park Avenue, 13th floor

Presentation of student paper winners

Michael Traugott, University of Michigan

Announcement of 2013 MAPOR Fellow

MAPOR President Joe Murphy, RTI International

Keynote Address: *The Rise of the Networked*

Lee Rainie, Director of the Pew Research Center's Internet and American Life Project

Paper Session 2

Friday, 1:45 PM – 3:15 PM

Grand Ave A: Deliberation, Discussion, and Elaboration

Discussant: Alexandra Filindra, University of Illinois at Chicago

Moderator: Tom W. Smith, NORC

Differential Roles of Political Deliberation

Chang Sup Park, Southern Illinois University

Abstract | Slides | Paper

Media Experts and News Novices

Erik Bucy, Texas Tech University; Nichole Bauer, Indiana University

Abstract | Slides | Paper

How We Think About the News: A Change in (the Number of) Perspectives

Mallory Perryman, University of Wisconsin - Madison

Abstract | Slides | Paper

Grand Ave B: Survey Measurement and Error

Discussant: Trent D. Buskirk, Marketing Systems Group

Moderator: Jenny Marlar, Gallup

Item Nonresponse: More about Items than Respondents?

Alian Kasabian, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

Abstract | Slides | Paper

Acquiescence Bias in Facebook Research and Implications for Predicting Political Participation

Ozan Kuru, University of Michigan - Ann Arbor; Asst. Prof. Josh Pasek, University of Michigan - Ann Arbor

Abstract | Slides | Paper

Using Vignette Questions to Correct for Response Scale Usage

Sunghye Lee, University of Michigan; Mengyao Hu, University of Michigan; Mingnan Liu, University of Michigan

Abstract | Slides | Paper

Straightlining: Overview of Measurement

Yujin Kim, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin Survey Center; John Stevenson, University of Wisconsin Survey Center; Penny Black, University of Wisconsin-Madison; Paul Moberg, University of Wisconsin-Madison

Abstract | Slides | Paper

Database for Predicting Biases in Survey Responses

David Fan, University of Minnesota; Joe Murphy, RTI International

Abstract | Slides | Paper

We congratulate MAPOR in its 38th year and wish everyone a most educational and interesting conference.

-Paul J. & Barbara J. Lavrakas

Grand Ave C: Health Communication, Knowledge, and Behavior

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

Moderator: Stephanie Miles, University of Iowa

Health Communication Practices in Rural Senegal

Eulàlia Puig Abril, University of Illinois at Chicago; Magdalena Kupczyk, University of Illinois at Chicago; Grant L. Zwicke, University of Illinois at Chicago; Ginnifer L. Mastarone, University of Illinois at Chicago; Tracy Irwin, University of Illinois at Chicago

Abstract | Slides | Paper

Does an E-Health Literacy Knowledge Gap Exist?

Fiona Chew, Syracuse University

Abstract | Slides | Paper

News on Risky Behavior: Format, Relevance, Worry

Julie Andsager, University of Iowa / Everett Group; Michael Sears, University of Iowa; Paige Madsen, University of Iowa

Abstract | Slides | Paper

Engaging Public Opinion on Complex Health Risk in Policy Decisions: Does Media Type Matter?

Linda J Pfeiffer, University of Wisconsin-Madison; Eun Jeong Koh, University of Wisconsin-Madison

Abstract | Slides | Paper

A New Source of Local Health Data: Facebook Likes

Steven Gittelman, Mktg, Inc.; Elaine Trimarchi, Mktg, Inc.

Abstract | Slides | Paper

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.

To learn more, go to our website at <http://sram.unl.edu>, drop us an email at sram@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.

Michigan Ave: International Populations and Topics

Discussant: Sherice Gearhart, University of Nebraska - Omaha

Moderator: David Coppini, University of Wisconsin-Madison

Understanding Attitude Towards Civic and Political Participation in Nigeria: A Descriptive Approach

Adaobi Vivian Duru, Louisiana State University, Baton Rouge, LA

Abstract | Slides | Paper

Religious Beliefs in Re-unified Germany

Allan McCutcheon, UNL-Gallup Research Center, Univ. of Nebraska-Lincoln

Abstract | Slides | Paper

The Pre-Election Polls in Mexico: Scientific Exercise or Political Strategy?

Francisco Abundis Luna, Parametría S.A. de C.V.; Diana Penagos Vázquez, Parametría S.A. de C.V.; Alejandro Espinosa Granados, Parametría S.A. de C.V.

Abstract | Slides | Paper

#bloccparty?: A Multidimensional Analysis of Online News and Social Media's Impact on Attitudes Towards the European Union

Rachel Reis Mourao, University of Texas at Austin; Joseph Yoo, University of Texas at Austin; Jose Andres Araiza, University of Texas at Austin; Thomas J. Johnson, University of Texas at Austin

Abstract | Slides | Paper

American Public Opinion of the Egyptian Revolution

Geoffrey Cloepfil, Monmouth University; David Goldenthal, Monmouth University

Abstract | Slides | Paper



THE UNIVERSITY OF CHICAGO
SURVEY LAB
DIVISION OF THE SOCIAL SCIENCES

Data collection and consulting services on the University of Chicago campus in Hyde Park

6030 South Ellis Avenue Chicago, IL 60637 T: 773-834-3843 F: 773-834-7412 surveylab.uchicago.edu

Grand Ave A: Public Opinion and Underrepresented Minorities

Moderator: Benjamin Lyons, Southern Illinois University Carbondale

Immigration and the Informed Public

Alexandra Filindra, University of Illinois at Chicago; Parina Patel,
Georgetown University

Abstract | Slides | Paper

Authoritarianism, Threat, and Immigration Policy Preferences

Alicia Race, University of Illinois at Chicago

Abstract | Slides | Paper

Examining LGBTQ Adults Quality of Life Evaluations

Ashley Kirzinger, Survey Research Office, University of Illinois Springfield;
Matthew Case, University of Illinois Springfield

Abstract | Slides | Paper

Visuals, Female Candidates and Stereotype Activation

Nichole Bauer, Indiana University

Abstract | Slides | Paper

DREAM Act Beyond the Border

Xinxin Yang, Indiana University Bloomington

Abstract | Slides | Paper

**Share your conference
paper with other
survey research
professionals.
Submit your work
for publication in
AAPOR's e-journal
Survey Practice today!**

**Survey
Practice**
www.surveypractice.org

AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Questions? Please contact SP Editors, Kumar Rao & Kirby Goidel
(survprac@gmail.com)



We apply best practices in survey research and statistics to address issues in

- Survey methods
- Child and family well-being
- Public health and clinical research services
- Disease control and registry building
- Health services research
- Election studies
- Military personnel
- Mental health
- Substance abuse



Insight for Informed Decisions



NORC
at the UNIVERSITY of CHICAGO

Downtown Chicago | University of Chicago | DC Metro | Atlanta | Boston | San Francisco
www.norc.org • info@norc.org

Grand Ave B: Nonresponse and Data Quality

Discussant: Stanislav Kolenikov, Abt SRBI

Moderator: Paige Madsen, University of Iowa

The Use of GIS Information for Nonresponse Bias

Kumar Rao, Nielsen; Stephanie Eckman, University of Mannheim

Abstract | Slides | Paper

The Multi-Level, Multi-Source (ML-MS) Approach

Tom W. Smith, NORC

Abstract | Slides | Paper

Item Nonresponse in Weighting Adjustment Variables

Raphael Nishimura, University of Michigan

Abstract | Slides | Paper

Grand Ave C: Public Opinion Across Issues

Discussant: Jennifer Benz, NORC

Moderator: Fiona Chew, Syracuse University

Knowledge Gaps and Belief Gaps About Cannabis

Douglas Blanks Hindman, Washington State University; Eric Hoffman,
Washington State University

Abstract | Slides | Paper

Same Spiral, Different Day? Testing the Spiral of Silence across Issue Types

Sherice Gearhart, University of Nebraska Omaha; Weiwu Zhang, Texas Tech
University

Abstract | Slides | Paper

Same-Sex Marriage and Legalizing Marijuana

Tyler Breder, Monmouth University

Abstract | Slides | Paper

Value-Trait Consistency in News Media Exposure

Dam Hee Kim, University of Michigan; Josh Pasek, University of Michigan

Abstract | Slides | Paper

Self-Interest and Policy Preferences

David Sterrett, University of Illinois at Chicago; Allyson Holbrook, University
of Illinois at Chicago; Timothy Johnson, University of Illinois at Chicago

Abstract | Slides | Paper

Michigan Ave: Web Survey Methods

Discussant: David Fan, University of Minnesota

Moderator: Anne Diffenderfer, University of Illinois at Chicago

Survey Breakoff and Panel Attrition in Internet Surveys

Allan McCutcheon, UNL-Gallup Research Center

Abstract | Slides | Paper

Web vs. Phone: A Mode Face-Off

Jenny Marlar, Gallup; Kyley McGeeney, Gallup

Abstract | Slides | Paper

Using Eye Tracking to Evaluate the Impact of Visual Design on Speeders

Kay Ricci, University of Nebraska-Lincoln

Abstract | Slides | Paper

Key Insights on Follow-up Methodology with Mobile/Web App Users

Mengmeng Zhang, University of Michigan Ann Arbor; Jennie Lai, Independent
Consultant; Teresa Jin, The Nielsen Company

Abstract | Slides | Paper

Can Respondents Update Their Contact Information?

Ryan Callahan, Mathematica Policy Research; Linda Mendenko, Mathematica
Policy Research; Barbara Rogers, Mathematica Policy Research; Karen
CyBulski, Mathematica Policy Research; Laura Milazzo-Sayre, Substance
Abuse and Mental Health Administration, U.S. DHS

Abstract | Slides | Paper

**Poster Session and President's Reception
Park Avenue (13th Floor)**

Friday, 5:00 PM – 6:00 PM

Cash Incentive to Increase Screening Response Rate in an In-Person Health Survey

Andrew J. Bersch, University of Wisconsin - Madison; Matthew C. Walsh, University of Wisconsin - Madison; Kristen M. Malecki, University of Wisconsin - Madison; Paul E. Peppard, University of Wisconsin - Madison; F. Javier Nieto, University of Wisconsin – Madison

Abstract | Slides | Paper

How 9/11 and the War on Terror Affect Attitudes Toward North Korea: A Political Socialization Perspective

Edward M. Horowitz, Cleveland State University; Hocheol Yang, Cleveland State University

Abstract | Slides | Paper

The Framing Effect of News Comments

Hyon Jin Ahn, Indiana University

Abstract | Slides | Paper

Comparing Raking and Poststratification

Raphael Nishimura, University of Michigan

Abstract | Slides | Paper

Public Opinion of John F. Kennedy and the Assassination

Jeff Jones, The Gallup Organization; Frank Newport, The Gallup Organization; Jenny Marlar, The Gallup Organization

Abstract | Slides | Paper

Student Book Raffle!

Friday, 5:45 PM

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

The American Journalist (1991) – David H. Weaver, G. Cleveland Wilhoit and Lori A. Bergen

The American Journalist in the 1990s : U.S. News People and the End of an Era (1996) – David H. Weaver and G. Cleveland Wilhoit

Newsroom Guide to Polls & Surveys (1990) – G Cleveland Wilhoit and David H Weaver

Social Media, Sociality, and Survey Research (2013) – Craig A. Hill, Elizabeth Dean, and Joe Murphy

Living with Television Now: Advances in Cultivation Theory and Research (2012) – Michael Morgan, James Shanahan, and Nancy Signorielli

An Easy-to-Use, Business Class **Web Survey Tool**

Launch a survey today, make confident decisions tomorrow. Our survey solution makes it easy for any user in any organization to build, launch and analyze web surveys.

Visit cvent.com/web-surveys to sign up for a free demo.



www.cvent.com/web-surveys | surveys@cvent.com | US: 866.318.4358 (press 3 for survey)

Session 4

Saturday, 8:30 AM – 10:00 AM

Grand Ave A: Sampling and Interviewers

Discussant: Kristen Olson, University of Nebraska - Lincoln

Moderator: Christopher Antoun, University of Michigan

Interviewer Perception of Survey Data Quality

Yichen Wang, NERA Economic Consulting; Brady T. West, University of Michigan; Mingnan Liu, University of Michigan

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

Optimizing Interviewing in Dual Frame Surveys

Becky Reimer, NORC at the University of Chicago; Wei Zeng, NORC at the University of Chicago; Jennifer Kelly, NORC at the University of Chicago; Emily Alvarez, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago

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

Surveying Rare Population in Small Areas

Chintan Turakhia, Abt SRBI; Marci Schalk, Abt SRBI; Dean Williams, Abt SRBI; Jeff Fagan, Columbia University; Tom Tyler, Yale University

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

Comparing Interviewer Variance Components Between Telephone and Text Message Interview

Huiying Yanna Yan, University of Michigan; Brady T. West, University of Michigan; Frederick G. Conrad, University of Michigan; Michael F. Schober, The New School for Social Research

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

Adaptive ABS Design of Households with Children

Stanislav Kolenikov, Abt SRBI; Heather Hammer, Abt SRBI; Charles DiSogra, Abt SRBI; David Finkelhor, University of New Hampshire; Heather Turner, University of New Hampshire

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

Grand Ave B: Agenda Setting

Discussant: Gerry Lanosga, Indiana University

Moderator: Mengyang Wang, University of Nebraska - Lincoln

Idiot, Intelligent, Arrogant, or Good? One-word Descriptions of Presidential Candidates and Second-Level Agenda Setting

Aileen Bennett, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University

Abstract | Slides | Paper

Agenda Setting and Opinion Polarization

Cheonsoo Kim, Indiana University School of Journalism

Abstract | Slides | Paper

Measuring the Public Agenda Using Reader Comments

Fatima Alsalem, Indiana University

Abstract | Slides | Paper

Candidate Image Attributes Agenda-Setting: Comparison between Traditional Mainstream Media and Social Media

Kun Peng, Indiana University Bloomington

Abstract | Slides | Paper

Compelling Associations in Agenda-Setting Studies

Magdalena Saldana, The University of Texas at Austin; Alberto Ardevol-

Abreu, Universidad de La Laguna; Lei Guo, The University of Texas at Austin

Abstract | Slides | Paper

Grand Ave C: Party Identification and Partisanship

Discussant: Michael Traugott, University of Michigan

Moderator: Dam Hee Kim, University of Michigan – Ann Arbor

Elite Polarization and Independent Voters

Jungmin Hong, University of Cincinnati

Abstract | Slides | Paper

Education as a Moderator in Partisan Opinions

Ken Blake, Middle Tennessee State University; Rebecca R. Donaway, Middle Tennessee State University

Abstract | Slides | Paper

Split Ballots: Response Label Effects on Party ID

Larry Osborn, GfK Custom Research; Sergei Rodkin, GfK Custom Research;

Curtiss Cobb, GfK Custom Research

Abstract | Slides | Paper

Across the Great Divide: How Partisanship Affects Media Exposure

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

Abstract | Slides | Paper

The Tea-Party Express Coming to a Screeching Hold?

Thomas Lamatsch, Monmouth University

Abstract | Slides | Paper

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



Michigan Ave: Networks, Language, and Measurement

Discussant: Jolene Smyth, University of Nebraska - Lincoln

Moderator: Heather Akin, University of Wisconsin-Madison

“The Most Important Problem”: Survey v. Search

Brendan R. Watson, University of Minnesota-Twin Cities, School of
Journalism and Mass Communication

Abstract | Slides | Paper

Measuring the Meaning of Response Categories

Randall K. Thomas, GfK Custom Research; Wolfgang Neubarth, GfK Group

Abstract | Slides | Paper

**Testing Information and Communication Technology (ICT) Recall Aids for
Personal Networks Surveys**

Yuli Patrick Hsieh, Northwestern University, Media, Technology and Society
Program

Abstract | Slides | Paper

Weak Ties, Interpersonal Trust, Civic Engagement

Angela Anima-Korang, Southern Illinois University

Abstract | Slides | Paper

**Examining the Consequence of Political Leaders’ Inappropriate Facial
Expressions: An Eye-Tracking Study**

Zijian Gong, Texas Tech University

Abstract | Slides | Paper

Partnering with world-class
researchers to push the
frontiers of survey research

Center for Survey Research at Indiana University

Quantitative and Qualitative Data Collection • Consulting Services • Analysis
csr.indiana.edu • csr@indiana.edu • 800-258-7691



INDIANA UNIVERSITY

OFFICE OF THE VICE PROVOST FOR RESEARCH
CENTER FOR SURVEY RESEARCH

Paper Session 5

Saturday, 10:15 AM–11:45 AM

Grand Ave A: Framing Effects

Discussant: Julie Andsager, University of Iowa/Everett Group

Moderator: Magdalena Saldana, The University of Texas at Austin

The Effect of Self-Interest Frames on Attitudes

David Sterrett, University of Illinois at Chicago

Abstract | Slides | Paper

Revisiting and Expanding Gain Versus Loss Framing

Keith J. Zukas, Carroll University; Joshua D. Villanuev, University of Wisconsin - Madison; Zander Miller, University of Wisconsin - Madison

Abstract | Slides | Paper

Value Framing Effects on Environmental Attitudes

Paige Brown, Louisiana State University

Abstract | Slides | Paper

It's All in Your Head?: Newspaper Framing of Mental Illness

Stephanie Miles, University of Iowa

Abstract | Slides | Paper

Hegemony, Soft Power and Re-framing of East Asia

Sung Woo Yoo, University of Texas at Austin

Abstract | Slides | Paper

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



PROGRAM IN SURVEY METHODOLOGY

Proud sponsor of the 2013 Annual Conference of the

Midwest Association for Public Opinion Research

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

Grand Ave B: Local and Regional Issues, Policies, and Elections

Discussant: Eulàlia Puig Abril, University of Illinois at Chicago

Moderator: Ozan Kuru, University of Michigan – Ann Arbor

Yard Signs as Social Cues in a Municipal Election

Aaron S. Veenstra, Southern Illinois University Carbondale; Scott D. McClurg, Southern Illinois University Carbondale; Changsup Park, Southern Illinois University Carbondale; Benjamin A. Lyons, Southern Illinois University Carbondale; Chee Youn Kang, Southern Illinois University Carbondale; Mohammad Delwar Hossain, Southern Illinois University Carbondale; Yang Feng, Southern Illinois University Carbondale

Abstract | Slides | Paper

The Need for Community Gardens by Demographics

Ashley Kirzinger, Survey Research Office, University of Illinois Springfield;
Matthew Case, University of Illinois Springfield

Abstract | Slides | Paper

In the Eyes of the Public: A Look into the Qualifications of Education in America

Jordan M. DiGiovanni, Monmouth University

Abstract | Slides | Paper

Comparing Perspectives on K-12 Education and Schooling

Paul DiPerna, Friedman Foundation for Educational Choice

Abstract | Slides | Paper

Measuring Recovery and Resilience after a Disaster: A Post-Superstorm Sandy Survey?

Jennifer Benz, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago; Jennifer Agiesta, The Associated Press; Emily Alvarez, NORC at the University of Chicago; Daniel Malato, NORC at the University of Chicago

Abstract | Slides | Paper

Grand Ave C: Social Media and Survey Research

Discussant: Lindsay Hoffman, University of Delaware

Moderator: Geoffrey Cloepfil, Monmouth University

Social Media Analysis for Questionnaire Design

Christine Pierce, Nielsen; Jessica Williams, Northwestern University; Anh Thu Burks, Nielsen; Lauren Walton, Nielsen

Abstract | Slides | Paper

Context Effects in Surveys of Social Media Users

Eric Cook, University College Dublin; Chan Zhang, University of Michigan; Stephanie D. Teasley, University of Michigan

Abstract | Slides | Paper

Facebook Photos and the Level of Jealousy

Heeyoung Jung, Indiana University

Abstract | Slides | Paper

Using Twitter to Predict Survey Responses

Joe Murphy, RTI International; Justin Landwehr, RTI International; Ashley Richards, RTI International

Abstract | Slides | Paper

How Do I Reach Thee?

Soo Young Bae, University of Michigan

Abstract | Slides | Paper

Michigan Ave: Cell Phones and Smart Phones

Discussant: Paul J. Lavrakas, Independent Consultant

Moderator: Lee B. Becker, University of Georgia

Experimenting with Incentives for Cell Respondents

Becky Reimer, NORC at the University of Chicago; Daniel Malato, NORC at the University of Chicago; Jennifer Kelly, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago

Abstract | Slides | Paper

Are Demographics Adequate Controls for Cell-Phone Only Coverage Bias in Mass Communication Research?

Brendan R. Watson, University of Minnesota-Twin Cities, School of Journalism and Mass Communication; Rodrigo Zamith, University of Minnesota-Twin Cities, School of Journalism and Mass Communication; Sarah Cavanah, University of Minnesota-Twin Cities, School of Journalism and Mass Communication; Seth C. Lewis, University of Minnesota-Twin Cities, School of Journalism and Mass Communication

Abstract | Slides | Paper

Mobile-Mostly Internet Users and Noncoverage in Traditional Web Surveys

Christopher Antoun, Michigan Program in Survey Methodology; Mick P. Couper, Survey Research Center, University of Michigan

Abstract | Slides | Paper

Breadth of Mobile Phone Use and Political Engagement

Jason Martin, DePaul University

Abstract | Slides | Paper

Leverage Smartphone Application for Repeated Measure of Young Adults in Age 18 to 24

Shu Duan, Nielsen; Michael Link, Nielsen

Abstract | Slides | Paper



In honor of its 50th anniversary, SRL will be hosting symposia on the Chicago and Urbana-Champaign campuses of the University of Illinois in early March 2014. Each will feature nationally known survey research experts and be followed by a reception. Additional information is available at SRL's Web site: www.srl.uic.edu

Lunch

Saturday, 12:00-1:39PM

Lunch is on your own or with a "Birds of a Feather Group." Groups will meet on the Mezzanine.

Pedagogy Hour

Saturday, 1:30 PM – 2:30 PM

Grand Ave A: Respondent Engagement
 Inna Burdein, The NPD Group

Paper Session 6

Saturday, 2:45 PM – 4:15 PM

Grand Ave A

Survey Paradata

Discussant: H. Allen White, Murray State University

Moderator: Keith J. Zukas, Carroll University

Respondent Processing of Images in Web Surveys

Mathew Stange, University of Nebraska-Lincoln; Nuttirudee Charoenruk, University of Nebraska-Lincoln

Abstract | Slides | Paper

Using "No-opinion" Responses to Detect Satisficing

Mengyang Wang, University of Nebraska-Lincoln; Leah Ruppanner, University of Nebraska-Lincoln

Abstract | Slides | Paper

The Effect of the Graphic Layout of Question Stems and Rating Scales on Respondents' Behavior


Quan Zhou, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln; Kristen M. Olson, University of Nebraska-Lincoln

Abstract | Slides | Paper

Fast and Furious or Much Ado About Nothing?

Randall K. Thomas, GfK Custom Research; Curtiss Cobb, GfK Custom Research

Abstract | Slides | Paper



With over 25 years of commitment to *quality* and *service*, let us help you navigate the market research industry.

- ▼ GENESYS for all your research sampling needs.
- ▼ PRO-T-S *research* Predictive dialers.
- ▼ ARCS IVR, Web and Panel Management.

www.m-s-g.com

Phone 800.336.7674

Fax 215.653.7115

755 Business Center Drive, Horsham, PA 19044



Grand Ave B The Role of the Media

Discussant: Jason Martin, DePaul University

Moderator: David Sterrett, University of Illinois at Chicago

Investigative Journalists in the 21st Century

Gerry Lanosga, Indiana University; Brant Houston, University of Illinois

Abstract | Slides | Paper

Definition of Journalists in Shield law

Kun Peng, Indiana University Bloomington

Abstract | Slides | Paper

What Kind Of A Dog Is That?

Lee B. Becker, University of Georgia; Cynthia English, Gallup; Tudor Vlad, University of Georgia; Jeong-Yeob Han, University of Georgia

Abstract | Slides | Paper

Predicting a Failing Grade for the Press

Robin Blom, Ball State University

Abstract | Slides | Paper

Community or Crowd: An Exploration of Comments

Serena Carpenter, Michigan State University; Robin Blom, Ball State University; Stephen Lacy, Michigan State University; Ryan Lange, Alvernia University

Abstract | Slides | Paper

Grand Ave C Public Understanding of Science

Discussant: Brendan R. Watson, University of Minnesota-Twin Cities

Moderator: Larry Osborn, GfK Custom Research

Neuroscientists, Media, and the Public

Eun Jeong Koh, Department of Life Sciences Communication, University of Wisconsin-Madison; Dominique Brossard, Department of Life Sciences Communication, University of Wisconsin-Madison; Sharon Dunwoody, School of Journalism and Mass Communication, University of Wisconsin-Madison; Joachim Allgaier, Research Center Juelich, Institute of Neuroscience and Medicine, Ethics in the Neuroscience

Abstract | Slides | Paper

Evaluating Science: How the Public Weighs Risks and Benefits of Controversial Technologies

Heather Akin, University of Wisconsin-Madison; Michael A. Cacciatore, University of Wisconsin-Madison; Sara K. Yeo, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison

Abstract | Slides | Paper

Closing the Partisan Gap for National Policy on Climate Change: The Power of Social Norms

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

Abstract | Slides | Paper

Global Warming and the Wisconsin Political Climate

Robert J. Griffin, Marquette University; Sharon Dunwoody, University of Wisconsin-Madison

Abstract | Slides | Paper

How Do News Agencies Cover Climate Change?

Won Yong Jang, Ph.D., University of Wisconsin-Eau Claire; Edward Frederick,
Ph.D., University of Wisconsin-Whitewater
Abstract | Slides | Paper

Michigan Ave Privacy, Ethics, and Transparency

Moderator: Shu Duan, Nielsen

Tell It to Me Straight: Opinion on Public Notice

A. Jay Wagner, Indiana University
Abstract | Slides | Paper

Perceptual Dissonance and Ethical Valuation

Aziz Mama, Monmouth University
Abstract | Slides | Paper

The Mobile Privacy: Policy and Skill Patterns

Yong Jin Park, Howard University
Abstract | Slides | Paper

**The Power of Verification: The Impact of Online Identity Verification on
Perceived Source Credibility**

Zijian Gong, Texas Tech University
Abstract | Slides | Paper

Business Meeting (everyone welcome)

Saturday, 4:30 PM – 5:30 PM

Grand Avenue C

MAPOR President Joe Murphy will lead the annual MAPOR business meeting.

**NOTE: PAPERS AND SLIDES PROVIDED BY PRESENTERS WILL BE AVAILABLE ON
MAPOR'S WEBSITE (WWW.MAPOR.ORG) IN EARLY 2014!**

WHO IS THE NEW CONSUMER?



DIVERSE
IN EVERY CORNER OF THE WORLD

CONNECTED
WATCHING, BUYING AND INTERACTING



DEMANDING
CHOICE-RICH AND TIME-POOR

WANT THE ANSWER? JUST ASK NIELSEN.®

The new consumer is in Boston, Baltimore, Bangalore and Brasilia and belongs to a middle class that's growing by 70 million every year. At Nielsen, we help you understand what consumers watch, what they listen to, what they interact with and what they buy to give you the most complete understanding of consumers worldwide.

www.nielsen.com

© 2011 The Nielsen Company. 11/2874

Just ask
nielsen
.....

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
2012 Peter V. Miller

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
2012-13 Joe Murphy

MAPOR extends special thanks to:

- Joe Murphy, Nancy Signorelli, and David H. Weaver for donating books for the student book raffle
- RTI International, University of Illinois-Chicago Survey Research Lab, NORC, and University of Chicago Survey Lab for providing laptops and projectors
- Stephen E. Everett for hosting the MAPOR website