



NEWSLETTER

First Quarter

2007

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Happy Birthday to Us!

WAPOR Celebrates 60 Years

WAPOR is very close to its 60th anniversary. Just how close, depends on your interpretation of the past. The anniversary might have been last year. Or maybe this year. Or next.

What we know for sure is that it was 61 years ago when Harry Field, founder and director of the National Opinion Research Center, then based in Denver, saw the need to unite academic and survey researchers worldwide in some kind of association. The end of World War II and a return to an economy based on mass production of consumer goods had created a dramatic renewal in both political and commercial demand for public opinion research.

Field persuaded 73 researchers to show up at a remote tourist site, Central City, Colorado, reached by 40 miles of winding mountain road from Denver, which itself was eight hours by propeller-driven airplane from New York City. It was late July, 1946. According to Don Cahalan's eyewitness account, four of the attendees were from outside the USA: Laszlo Radvanyi, a Hungarian who directed the Scientific Institute of Mexican Public Opinion, Wilfred Sanders, director of the Canadian Institute of Public Opinion, Stuart Dodd from the American University, Beirut, and Arne Okkenhaug of the Norwegian State Broadcasting Organization.

The intent from the beginning was to create an international organization. According to Cahalan, quoting the Central City minutes, "It was unanimously agreed that this First Conference on Public Opinion Research and all ensuing ones be, in fact and in name, international." Thus it can be argued that WAPOR's 60th anniversary fell in 2006.

The Second International Conference on Public Opinion Research was set for Williamstown, Massachusetts, in 1947. It was given an acronym: SICPOR.

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Letter from the President

Fellow WAPOR Members:

In this issue, we celebrate both the old and the new at WAPOR. I am writing from the First Latin American Congress on Public Opinion, being held in Colonia del Sacramento, Uruguay. The spirit and the organization of this meeting by Maria Braun, Cecilia Straw, and the other members of their Organizing Commission and Academic Committee closely parallels the description of the first gatherings of what would become WAPOR that Phil Meyer describes in the lead piece for this newsletter.

The WAPOR Council identified Latin America as a place where public opinion research was growing as a professional activity in both the private and academic sectors and where important social and political changes were underway that could be informed by the results of high quality research. What the Congress organizers have accomplished is truly remarkable. In this small, historically significant town, 126 registrants have assembled from 12 different countries for two days of interesting and stimulating presentations. The program includes 10 panels comprising 54 papers and 9 posters. All told, this is the largest regional meeting ever organized as a WAPOR activity. And it looks and sounds a lot like the Central City meeting that Phil describes.

But what is more important and amazing is that these researchers are not used to getting together in a format for intellectual exchange like this. This was a recurring topic of discussion at the opening reception, where the anticipation and excitement were palpable; even before the formal program began, many participants were talking about how and when they could arrange to do this again. Most of these researchers are not yet WAPOR members, but our hope that a conference like this would stimulate membership in the region has an excellent chance to be realized.

We will have a full report on the Congress at our annual conference in Berlin in September. And we will have an opportunity to look back on our sixty year history as well. If you have not already begun to plan to attend, I encourage you to start now. We are engaged in a vibrant and lively enterprise, and there is no better way to appreciate that than to assemble with colleagues to discuss their latest work.



WAPOR President
Prof. Mike
Traugott



WAPOR Regional Conference:
From the left: Manuel Mora y Araujo,
Marta Lagos, Mike Traugott,
Marita Carballo, Maria Braun,
Alejandro Moreno



Photo from the opening reception at the WAPOR Regional Seminar, "Public Opinion, Social Conflict and Political Order," in Colonia, Uruguay.

Conferences of Other Associations

Note: Previously this feature appeared in the IJPOR, however, due to space constraints in the journal, we will run the calendar in the WAPOR newsletter from now on.

2007

May 17-20, 2007:
"Of polls and policy." 62nd Annual Conference of the American Association of Public Opinion Research (AAPOR)
Anaheim, CA, USA
Consult: www.aapor.org

May 24-28, 2007:
"Creating Communication: Content, Control, Critique." 57th Annual Conference of the International Communication Association (ICA)
San Francisco, CA, USA
Consult: www.icahdq.org

July 23-25, 2007:
"Media, Communication, Information: Celebrating 50 years of theories and practices." Annual Conference of the International Association of Media and Communication Research (IAMCR)
Paris, France
Consult: www.iamcr.net

August 9-12, 2007:
Convention of the Association for Education in Journalism and Mass Communication (AEJMC)
Washington, DC, USA
Consult: www.aejmc.org

September 16-19, 2007:
"Excellence." Annual Congress of ESOMAR.
Berlin, Germany
Consult: www.esomar.org

2008

May 22-26, 2008:
58th Annual Conference of the International Communication Association (ICA)
Montreal, Quebec, Canada
Consult: www.icahdq.org

August 6-9, 2008:
Convention of the Association for Education in Journalism and Mass Communication (AEJMC)
Chicago, IL, USA
Consult: www.aejmc.org

2009

May 21-25, 2009:
59th Annual Conference of the International Communication Association (ICA)
Chicago, IL, USA
Consult: www.icahdq.org

July 2009:
21st World Congress of the International Political Science Association (IPSA)
Santiago, Chile.
Consult: www.ipsa.ca

2010

July 11-17, 2010:
17th World Congress of Sociology, International Sociological Association (ISA)
Goteborg, Sweden
Consult: www.isa-sociology.org

As always, if you have a conference or seminar from an organization you are involved with, please let us know. Send an email to renae@wapor.org to add this information.



WAPOR Office Information Update

Some changes have been made to the email address for the Executive Coordinator of WAPOR, Renae Reis. Please use the address Renae@wapor.org to get in touch with the WAPOR office. You can contact the office with questions about anything, such as your IJPOR subscriptions, the WAPOR listserv, or membership status. Also, please keep the office as up to date as possible with address/information updates or changes. Thank you!

(60 continued from page 1)

Shortly after the Central City meeting, founder Harry Field went to Europe to promote SICPOR and the general concept of an international organization of survey researchers. He died there, in an airplane crash outside Paris. His successor at NORC, Clyde Hart, took over the leadership and set up the Williamstown meeting.

Are we a year
early, a year
late, or just
right?

Two of the key decisions made at Williamstown were to organize as individuals rather than create an association of organizations, and to create separate international and American associations. Paul Sheatsley was there, and he described what happened in some detail in his chapter of *A Meeting Place: The History of the American Association for Public Opinion Research*. The final day of the Williamstown conference was devoted to international issues.

At 9 a.m. there was a panel discussion on surveys of world opinion. At 11 a.m. the committee on international organization, chaired by George Gallup, presented its report. It was at this meeting, Sheatsley reported, that the World Congress on Public Opinion Research, as WAPOR was first called, "was voted into existence." Jean Stoetzel was elected the first president, and the Williamstown meeting adjourned. The date was Sept. 5, 1947. If we mark that as the moment of its birth, WAPOR can celebrate its 60th anniversary this year.

But there's more. Helen Crossley, longtime WAPOR historian, was another eyewitness. As she recalls the events, Stoetzel's exploratory committee, not WAPOR itself, was the main product of that meeting.

"Jean Stoetzel of IFOP was the committee chairman, and became WAPOR's first President when WAPOR was officially established at Eagles Mere, Pennsylvania, in September 1948," she writes. But, in this interpretation, Stoetzel spent most of the 1947-1948 academic year presiding over the exploratory committee, and was president at Eagles Mere barely long enough to hand the gavel to James White of the United Kingdom. In this interpretation, White was the first to serve a complete presidential term in the fully constituted WAPOR.

"I know all this," says Crossley, "because I attended both the Williamstown and Eagles Mere meetings — and even helped write WAPOR's first constitution. (The ride home from the Poconos, as I remember, included discussion of Elmo Roper's comments that he didn't need to poll any more before the election because Dewey had it sewn up.)"

Thus we have a third possibility for celebrating WAPOR's 60th anniversary: September, 2008. How to decide? If we celebrate now, are we a year early, a year late, or just right?

Under the judicial tradition of *stare decisis*, we should follow principles laid down in previous decisions. Let's look back at the 50th anniversary. Was it celebrated in 1996, 1997, or 1998?

WAPOR met in Edinburgh in September 1997. President Maxwell McCombs called that meeting "an exciting celebration of WAPOR's 50th anniversary."

The program reviewed public opinion research around the world over the previous half century. President McCombs called for "seizing upon this special anniversary as the occasion for a major effort at recruiting the next generation of WAPOR members."

And so we have a precedent for defining WAPOR's birthplace as Williamstown, Massachusetts, and the time as Saturday morning, September 5, 1947. Now we can put the candles on the cake.

Contributed by Philip Meyer
WAPOR Historian

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Please see pages 11-13 of the newsletter for some of the first documented happenings within WAPOR. The News Note (page 11) appeared in the Public Opinion Quarterly (POQ) in their 11th issue in 1947. The article on the following pages (12-13) appeared in the International Journal of Opinion and Attitude Research in the 2nd issue published in 1948.

National Representative Report: *Germany*

The new ESOMAR Code and German market researchers' and social scientists' fear of consequences

There is a great stir among market researchers and social scientists in Germany in the face of efforts by ESOMAR to revise the organization's Code. The old Code was accepted as the most important instrument of self-regulation in the privately owned survey research branch in Europe and was also respected as a guideline for empirical social research conducted by other institutions, such as universities. The intended revision of the Code contains two crucial changes that researchers in private and public institutions fear could endanger the position of European survey research at large. The first change is that the draft for the revision no longer emphasizes the scientific character of survey research. The second refers to considerably watering down the hitherto relatively strictly formulated rules for the protection of respondents' anonymity, which is intended to offer new chances to the institutes to use the respondent addresses they have collected for other than pure research purposes, and make a profit from it. This, however, could create considerable legal troubles for the whole branch. The documentation on page 9 shows the respective intended changes.

Worrying about this development, the German trade organizations ADM (Arbeitskreis deutscher Markt- und Sozialforschungsinstitute, Association of German Market and Social Research Institutes), BVM (Berufsverband deutscher Markt- und Sozialforscher, Professional Organization of German Market and Social Researchers), ASI (Arbeitsgemeinschaft sozialwissenschaftlicher Institute, Association of Social Science Institutes) and DGOF (Deutsche Gesellschaft für Online-Forschung, German Society of Online Research) wrote a joint letter to their members, some sections of which are repeated below in translation:

“Dear colleagues,
as you know ESOMAR is revising its ‘ICC/ESOMAR International Code of Marketing and Social Research Practice’. The German associations are very worried that the Code, due to this revision, may lose its function

as a crucial document in the international self-regulation of marketing and social research. We are especially worried about the following points:

1) In many cases, the formulated rules in the revised draft of the ESOMAR Code merely reflect legal provisions that have to be heeded anyway. They do not, however, provide an added value to these legal provisions. As a consequence, the revised Code as an instrument of self-regulation cannot contribute to protect marketing research and social research from external regulation.

2) The revised draft of the ESOMAR Code does not emphasize the scientific character of marketing research and social research. It is, however, our self-conception and our methodological approach to applied scientific research that distinguish market research from other types of information gathering and that allow us to claim legal privileges and/or demand exemption from restrictive legal provisions.

3) The demand to protect respondents' anonymity is crucial for the legal privileges and the exemption from legal provisions that market and social research enjoys. Unfortunately, this basic principle of professional ethics is considerably watered down in the revised draft of the Code. As a consequence, market and social research will lose its crucial distinctive feature in opposition to direct marketing and other such commercial activities.

The German associations will only be able to accept the revised Code and pass it with a national preamble if the final draft will emphasize the scientific character of market research and strictly ensure respondents' anonymity. If this should not be the case, we will be forced to develop a national code that better safeguards these principles of professional self-regulation.”

This development is also of interest and potentially of considerable significance for WAPOR members, at least if they are active in a member country of the European Union. It is therefore advisable for everyone of us to have an intense look at the intended revisions to the ESOMAR Code and declare their position if need be.

(Germany continued on page 6)

Facing the development, it can become important for WAPOR members to refer to our organization's Code of Professional Ethics and Practices, which evoke, in clear and unmistakable words, the scientific character of survey research and the principle of anonymity. Paragraph 1 reads: "The World Association for Public Opinion Research (WAPOR), in fulfilling its main objective to advance the use of science in the field of public opinion research and in recognition of its obligations to the public, hereby prescribes principles of ethical practices for the guidance of its members, and a framework of professional standards that should be acceptable to users of research and to the public at large." The term "science" is mentioned, which is, for legal reasons, of such great importance to distinguish survey research from telephone marketing and which is presented in the new ESOMAR Code merely as one approach among several others.

Of still more importance, however, the WAPOR Code states very clearly in Paragraph 22: "No response in a survey shall be linked in any way to an identifiable respondent. The anonymity of respondents shall be respected, except in rare cases, with the respondent's specific permission. The interview method shall never be used as a disguise for a sales solicitation." A breach of anonymity is thus expressedly marked as a rare special case, and not – as in the planned ESOMAR Code – as a measure to be accepted almost as normal if only certain rules are followed.

WAPOR may therefore possibly contribute to the national German and European debates with regard to these points, and it may offer its members some protection that the ESOMAR Code, if the revised version were to be passed, would no longer provide. Apart from the legal questions involved, this issue concerns the basic principles of our research. Ethical issues in the treatment of respondents supercede mere legal formalities and are a critical foundation of the work we do. The WAPOR Council will take up this issue in its next meeting. We would appreciate hearing from our members regarding their opinion about the situation.

Contributed by Thomas Petersen
Vice President/President-Elect, Publications Chair,
and Germany National Representative

Polling on the Edge: Conducting a National Survey in Iraq

D3 Systems is no stranger to polling in unusual and difficult circumstances. Whether it has been surveys in Bosnia after the war or focus groups in Haiti during political transitions, D3 works to implement scientific research methodologies. Few places offer as many challenges to conducting research as Afghanistan and Iraq, but tenacity and efforts to support the development of local resources make it possible. Building research capacity is an arduous task, but the reward for such labor is the ability to provide a voice for the masses; an opportunity to hear from a broad cross-section of a society about the views and expectations of its members. D3 believes there is great value in having access to public opinion during times of transition or during economic and political development.

ABC News, the BBC, USA Today, and ARD German Television recently decided to use research as one of the tools at their disposal to take stock of what the Iraqi people think in survey they jointly commissioned from D3 Systems. The survey was used as part of an ongoing series: "Iraq: Where Things Stand". D3, with its partner KA Research Limited, organized in-person interviews in Arabic or Kurdish among a random national sample of 2,212 Iraqis aged 18 and up from February 25 to March 5, 2007. The survey offered a view of the complexities and challenges facing Iraq, told by Iraqis in their own voices. You may see the full results of the poll on the following web sites:

ABC News <http://abcnews.go.com/images/US/1033aIraqpoll.pdf>
BBC http://news.bbc.co.uk/2/hi/middle_east/6451841.stm
USA TODAY http://www.usatoday.com/news/graphics/iraqpoll_ss/flash.htm
ARD <http://www.tagesschau.de/thema/0,1186,OID6520456,00.html>

(Iraq continued from page 6)

The poll was an enormous challenge and D3 worked to implement the best area probability sample possible under the current conditions in Iraq. Four-hundred-fifty-eight sampling points were distributed proportionate to population size in each of Iraq's 18 governorates and the 102 districts within those governorates. The interviews were then further distributed by simple random sampling among Iraq's nearly 11,000 villages or neighborhoods, with urban/rural stratification at each stage.

Maps or grids were used to select random starting points within each sampling point, with household selection by random interval and within-household selection by the "next-birthday" method. We conducted an average of five interviews per sampling point. Three of the 458 sampling points were inaccessible for security reasons and were substituted with randomly selected replacements. Interviews were conducted by 103 trained Iraqi interviewers with 27 supervisors. Just over half of the interviews were back-checked by supervisors – 28 percent by direct observation, 14 percent by in-person revisits to the interview location, and 10 percent by phone.

In addition to the proportional national sample, we drew sample boosts in Anbar province, Sadr City, Basra City and Kirkuk City to support a more precise analysis in those areas. Population data came from 2005 estimates by the Iraq Ministry of Planning. The sample was weighted by sex, age, education, urban/rural status and population of province. The survey had a contact rate of 90 percent and a cooperation rate of 62 percent for a net response rate of 56 percent. Including an estimated design effect of 1.51, the results have a margin of sampling error of 2.5 percentage points at the 95 percent confidence level.

D3 Systems is committed to the development of local staff in the countries where it works as part of the effort to provide high quality research. For all of us in the research profession, the adherence to professional standards, even in the most extreme circumstances, is an essential part of providing reliable research to reflect the realities of the population we are sampling. Research is at times criticized for being used as a partisan weapon, or sometimes simply written off as an inconvenience that interrupts evening meals, but it remains one of the few tools available to take the pulse of the public mood and evaluate the impact of current events on public opinion. Probability opinion surveys enable us to independently know what the public thinks across many issues and frees us from relying on what political or other elites may tell us about the beliefs, values and preferences of the people. D3 not only supports the use of public opinion research as an important tool for the development and maintenance of civil society, but is actively engaged in building local capacity to offer research.

Contributed by Matthew Warshaw
Senior Research Manager
D3 Systems, Inc.
Matthew.Warshaw@D3Systems.com

WAPOR Regional Seminar

“Public Opinion, Communication, and Elections”

Jerusalem and Haifa, Israel, June 26-29, 2007

More than 70 countries worldwide are expected to hold national elections in 2007, and many more have held national and local elections in 2006 (including Canada, Israel, Italy, the Palestinian Territories, Mexico and more). All of these offer us the opportunity to advance our understanding of the interaction between public opinion, communication and elections, and as a result, to better prepare for designing election research in the future (with an eye towards the 2008 US presidential elections and the 2009 European elections).

WAPOR seeks to bring together scholars with a historical, sociological, political science or communications science background, using a variety of quantitative and qualitative research methodologies, who will present original research papers at the seminar.

(Registration form on page 8)

Registration Form

WAPOR Regional Seminar - "Public Opinion, Communication, and Elections"

Jerusalem and Haifa, Israel, June 26-29, 2007

Please return to WAPOR secretariat. Fax: +1 (402) 458 -2038; Email: renae@wapor.org

Title: _____ Surname: _____ Initials: _____ First Name: _____

Affiliation: _____

Postal Address: _____

Email Address: _____

Phone number: _____ Fax: _____

Conference Registration:

	Before April 23rd	On site
Early Registration Fee	<input type="checkbox"/> \$160	<input type="checkbox"/> \$210
Student Registration Fee	<input type="checkbox"/> \$65	<input type="checkbox"/> \$90
Optional: Jerusalem Old City Tour, Monday June 25 th , 4pm – 10pm (Dinner at a Jerusalem restaurant included)	<input type="checkbox"/> \$20	<input type="checkbox"/> \$40
Total Registration fees		

Registration fee includes meals and refreshments for the duration of the seminar, transportation between Jerusalem and Haifa, and the June 27th tour of Caesarea.

Accommodation Reservations

Regency Hotel, Jerusalem

Please indicate the dates of your stay: Sunday, June 24th Monday, June 25th Tuesday, June 26th

Please select room type: Regular, Single (\$92/night) Regular, Double (\$112/night)

Executive, Single (\$132/night) Executive, Double (\$153/night)

Total (Charged by WAPOR upon reservation): _____

Hotel information: <http://www.regency.co.il/>; Prices include breakfast; No cancellation fees if cancelled before April 23rd.

Holiday Inn, Haifa

Please indicate the dates of your stay: Wednesday, June 27th Thursday, June 28th Friday, June 29th

Please select room type: Single (\$110 per night) Double (\$135 per night)

Hotel information: <http://www.ichotelsgroup.com/h/d/hi/1/en/hotel/HFAIL/at-a-glance> ; Prices include breakfast; Credit card number will be used to guarantee the reservation; Card will be charged upon check-out. No cancellation fees if cancelled before May 20th

Total registration fees: _____

Total Regency Hotel payment: _____

Total Charged by WAPOR: _____

Method of Payment:

MasterCard: _____ EXP: _____ Signature: _____

Visa: _____ EXP: _____ Signature: _____

Check enclosed

Documentation: ESOMAR Code, present version and draft for a revision

Issue 1: Scientific character of marketing research:

Present version:

In the context of this Code the term marketing research also covers social research where this uses similar approaches and techniques to study issues not concerned with the marketing of goods and services. The applied social sciences equally depend upon such methods of empirical research to develop and test their underlying hypotheses; and to understand, predict and provide guidance on developments within society for governmental, academic and other purposes.

Marketing research must always be carried out objectively and in accordance with established scientific principles.

Draft for revision:

Market research, which includes social and opinion research, is the gathering and interpretation of information about individuals or organisations using scientific, statistical and analytical methods and techniques to gain insight or support decision making.

Issue 2: Anonymity:

Present version:

Marketing research differs from other forms of information gathering in that the identity of the provider of information is not disclosed. Database marketing and any other activity where the names and addresses of the people contacted are to be used for individual selling, promotional, fund-raising or other non-research purposes can under no circumstances be regarded as marketing research since the latter is based on preserving the complete anonymity of the respondent.

Respondents' anonymity must be strictly preserved. If the respondent on request from the researcher has given permission for data to be passed on in a form which allows that respondent to be personally identified:

(a) the respondent must first have been told to whom the information would be supplied and the purposes for which it will be used, and also

(b) the researcher must ensure that the information will not be used for any non-research purpose and that the recipient of the information has agreed to conform to the requirements of this Code.

Draft for revision:

The identity of the respondent will not be revealed to the user of the information without explicit consent and no sales approach will be made to them as a direct result of their having provided information.

Researchers shall ensure that respondents' personal identity is withheld from the client. Where respondents provide information indicating that they wish for contact with the client, the researcher may, with the informed and explicit consent of the respondent, communicate the respondent's identifiable personal information to the client, on the understanding that no sales approach will be made as a direct result of their having provided information.

Hotels for WAPOR Congress, September 19th-21st, 2007:

We strongly advise all participants to reserve their hotel accommodation as soon as possible, since there will be two big events taking place in Berlin at the same time as the conference (the music fair "popkomm" and a congress for health professionals).

We have reserved a preliminary contingent of 165 rooms in four different hotels. Until the 16th of August, you can book these rooms using the key word WAPOR (except of the Etap Hotel, there you have to use a number, conditions below). Please note that we will not be able to guarantee rooms after August 16.

In detail we have:

80 rooms in the four-star hotel

Best Western Hotel President

An der Urania 16-18

D-10787 Berlin

Tel. +49 (0) 30-219 03 0

Fax. +49 (0) 30-214-1200

Email. reservat@president.bestwestern.de

<http://book.bestwestern.com/bestwestern/productInfo.do#null>

with following conditions:

Single room 99 Euro.

Double room 124 Euro.

Breakfast and tax included. (It is not possible to get a price without breakfast, because this a special rate.)

This hotel is in walking distance to the WZB. You'll need about 10-15 minutes.

40 rooms in the four-star hotel

NH Berlin Mitte

Leipziger Strasse 106-111

D-10117 Berlin

Tel. +49 (0) 30-20620790

Fax. +49 (0) 30-20620780

Email: reservations.berlin.de@nh-hotels.com

http://www.nh-hotels.com/listapaises/en/europe/germany/berlin/nh_berlin-mitte.html

With the following conditions:

Single room 149 Euro.

Double room 149 Euro.

Breakfast 18 Euro.

Tax included.

Transport to the conference location: By public bus, line M48. The bus stops directly in front of the hotel and starts every 10 minutes. It takes 10 minutes to the stop "Kulturforum", which is two minutes in walking distance to the WZB. In total you'll need about 15 minutes.

The NH Berlin Mitte has a slightly higher standard than the Best Western.

30 rooms in the four-star hotel

RAMADA PLAZA BERLIN

Prager Platz

D-10779 Berlin

Telefon: +49 (0) 30 236 250-640

Telefax: +49 (0) 30 236 250-590

Email: berlin.plaza@ramada.de

<http://www.ramada-plaza-berlin.de/index.htm>

with following conditions:

Single room 139 Euro.

Double room 139 Euro.

Breakfast 18 Euro per person.

Tax included.

Transport to the conference location: There is a metro starting every 7-10 minutes in front of the hotel (line U9) and then you'll have to change to a bus. In total you'll need about 30 minutes.

We will try to organize a shuttle service for participants staying at this hotel.

15 rooms in the two-star hotel

Etap Berlin

Potsdamer Platz

Anhalter Str. 6

D – 10963 Berlin

Tel: +49 (0) 30 / 257 67 70

Fax: +49 (0) 30/ 257 677125

Email: e5899-re@accor.com

http://www.accorhotels.com/accorhotels/fichehotel/de/etp/5058/fiche_hotel.shtml

with following conditions:

Single room 48 Euro.

Double room 58 Euro.

Breakfast 5,50 per person.

Tax included.

In this hotel the participants have to use the number: **116788** (they don't work with keywords).

Transport to the conference location: By public bus, line M29. The bus stops two minutes away from the hotel (stop "Anhalter Bahnhof") and starts every 10 minutes. It takes 5 minutes to the stop "Gedenkstätte Deutscher Widerstand", which is five minutes in walking distance to the WZB. In total you'll need about 15 minutes.

(Note: Current exchange rates from Euro to Dollar at 1€=\$1.35)

Hotel information can also be found
on the WAPOR website:
<http://www.wapor.org>

NEWS NOTE: THE WILLIAMSTOWN CONFERENCE ON PUBLIC OPINION RESEARCH

Two hundred teachers, practitioners and users of the science of public opinion research, meeting at Williamstown, Mass., September 2-5, for their second international conference, formally launched a new professional society and unanimously elected Clyde W. Hart, director of the National Opinion Research Center, as first president of the American Association for Public Opinion Research.

Elmo C. Wilson, research director of the Columbia Broadcasting System, was elected vice-president, and Julian Woodward, Elmo Roper executive, secretary-treasurer. Other votes resulted in the election of the following persons to the executive council: Philip M. Hauser as chairman of the standards committee, Daniel Katz as chairman of the nominating committee, Hadley Cantril as chairman of the conference committee, Rensis Likert, Paul Lazarsfeld and George Gallup.

The new organization has as its stated purposes: "to stimulate creative research and study in the public opinion field; to encourage the development of the highest professional standards in public opinion research; to facilitate the dissemination of opinion research methods, techniques, and findings through annual conferences and an official journal and other publications; to promote the utilization of public opinion research in democratic policy formation; and to serve as a representative national organization in international opinion research meetings and associations."

Membership in the group is open to all persons professionally engaged in public opinion research or teaching in the field. Applications are to be certified by the executive council on payment of dues, which are \$10 a year. The executive council will soon circulate copies of the constitution adopted at Williamstown, the minutes of the organization meeting, and application forms for membership, to all persons on the Williamstown Conference mailing list. Other interested persons may receive information by writing Julian Woodward, AAPOR secretary, at the offices of Elmo Roper, 30 Rockefeller Plaza, New York City.

With representatives from twelve other countries participating, the Williamstown Conference also adopted a provisional constitution for an international association of individuals interested in public opinion research. Tentative name of the organization is the World Congress on Public Opinion Research, and its elected executive council includes: Jean Stoetzel (France), president; Mark Abrams (England), David Glass (England), Laszlo Radvanyi (Mexico), Theodore Lentz (U.S.A.) and Julian Woodward (U.S.A.), vice-presidents; and Frederick Williams (AMG, Germany), secretary-treasurer. The executive council is expected soon to appoint a constitutional committee to draft a charter based on the provisional document, and the revised constitution will be circulated in advance of the Third International Conference to be held next year.

The meetings at Williamstown also included panel and round table discussions of "Problems of Polling in Different Countries," "Problems of State and Local Polling," "Measurements of Intensity and Information," "Psychological Errors in Polling," "New Fields of Use for Opinion Research," "Coding Validity and Reliability," "What is the Effective Public Opinion Universe?", and "Surveys of World Opinion." A highlight of the sessions was the participation of Stuart

Chase, George Gallup, Elmo Roper, Archibald Crossley, and Paul Lazarsfeld in a discussion of "Polling and the Political Process."

Proceedings of the Conference, including reports of all the panel and round table discussions, minutes of the two business meetings, and copies of the proposed constitutions of the two new professional organizations, are being issued by National Opinion Research Center.

PAUL B. SHEATSLEY

ing expert, he can make those final improvements and adjustments from the tabulating point of view, which will save him considerable money and invaluable time later.

COMMUNICATIONS

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Informal Minutes of the Session of the New Council held
September 15, 1948, at Eagles Mere, Pennsylvania

After the meeting of the membership considering the constitution in the morning, the new officers of the Council, who were present, informally took the following action, all of which will be more fully reported in the Proceedings:

1. *Conference.* It was agreed that next year's conference of WAPOR should be in Europe and held jointly with the European Association (which is holding its meetings in the next few days in Amsterdam). Mr. White was empowered to negotiate the time and place for the joint meeting as he was flying to Amsterdam the next day. The first half of September 1949 was strongly preferred as the time of the meeting. The Secretary was instructed to invite the International Association of Public Opinion Institutes (Gallup Affiliates), IPOR or any other groups of polling agencies, to have their meetings of personnel coincide with the joint European and World Conference.

2. *Incorporation.* The Council agreed to try for incorporation in Switzerland and delegated Mr. White to pursue the negotiations.

3. *Committee on Appointments.* Appointments were made to the appointive committee chairmanships as listed below. It is suggested that any members interested in the work of any committee get in touch with the committee chairman. The Chairman of each committee will send his nominations of committee members for the Council to confirm. They are also asked to turn in progress reports to the President (with a copy to the Secretary), before January, on the personnel of their committee and its plans for the year ahead.

4. *Proceedings.* Mr. Radvanyi was asked to edit the Proceedings of this conference in the International Journal of Opinion and Attitude Research. By arrangement with APOR, Mr. Davidson's staff would cover WAPOR meetings also and forward their rough notes to Mr. Radvanyi for editing as the official Proceedings of the conference.

5. *Journal.* Toward adopting an official journal for WAPOR the two candidates, namely the Public Opinion Quarterly and International Journal of Opinion and Attitude Research, would be asked by the Secretary to submit bids for the Council to act upon. The bids should include information on present circulation and income, broken down by countries, financial backers, policy control, and proposal as to a single subscription by WAPOR to all of its members, the cost of which would be included in

membership dues. It is suggested that since the Public Opinion Quarterly has become the official journal of the American Association, WAPOR might adopt the International Journal of Opinion and Attitude Research as its official organ if the relative advantage of the two bids should justify this.

6. *Index.* Hadley Cantril was appointed a committee of one to negotiate with foundations, or elsewhere, for the permanent financing of the Princeton Index (which makes all questions on any polls readily available on cards and periodically in published volumes). It is intended that this index should be taken over by the WAPOR or put out under its auspices in some way in the future.

7. *Barometer.* Mr. Dodd was appointed a committee of one to explore further, until the International Polling Committee could take over, the negotiations already under way with the UN Secretariat UNESCO, and the United States State Department toward establishing an international periodic polling network or barometer of international security or opinion. Government or other agencies might support this service through annual subscriptions, as they subscribe to Reuters or other news services, and get the right to nominate questions and receive first release of the findings.

8. *UN Consultative Status.* It was agreed to follow up Mr. Benjamin Cohen's suggestion that WAPOR secure the status of a consultative organization with E.C.O.S.O.C. (Economic & Social Council). This would give it official UN recognition and certain privileges including participation in determining UNESCO policies.

9. *Dues.* No decision was reached on dues pending negotiation with some combination with the European Association and with the subscription to an official journal. The minimum of \$5.00 or equivalent, was suggested with a maximum of \$10.00. This would include the journal and preferably, if possible, would include dues to the European and the World Association; these might either be joint or separate. It is also agreed to facilitate payment in currencies other than dollars by arranging for a representative of the Treasurer to receive dues in sterling or francs and possibly other currencies. Mr. White will explore this for England and the continent.

10. *Membership.* A list of the present membership will be sent out by the Secretary. There are some 130 members registered from 18 nations, of whom 34 have paid in dues totaling \$317.00 (\$267.00 is approximately the amount on hand after paying conference expenses, but before paying the bill for the Proceedings). It is intended to broadcast a leaflet describing WAPOR and inviting people to join its membership, to be sent out rather widely to the International Directory list, APOR list, and other appropriate lists. If any of the present members wish to suggest persons to be invited they should do so while sending in their votes on the Constitution.

11. *Terms of Office.* It was agreed that while officers assumed office immediately after the annual business meeting, the fiscal year for membership and dues would coincide with the calendar year. Consequently, all present memberships hold good for the rest of 1948.

12. *Constitution.* The Constitution as voted in principle, in the morning meeting of the membership, is to be circulated to all the present members with provision for them to vote on revisions proposed at that meeting which

were challenged and with the invitation to propose any further revision. Such revision will be collected by the Secretary by November 1 and submitted to a second vote by mail.

13. *List of Officers of WAPOR, September, 1948*

The Council

President — James White
 Vice-President — Hadley Cantril
 Secretary-Treasurer — Stuart C. Dodd
 Nominating Committee — Frederick W. Williams
 Membership Committee — J. Stevens Stock
 Personnel Training and Exchange Committee — Roy Morgan
 Public Relations Committee — Alfred Max
 Publications Committee — Laszlo Radvanyi
 International Polling Committee — Eric Stern
 Conference Committee — (To be appointed from the host country)
 Ex-President — Jean Stoetzel

Committee Members

Nominating Committee — Julian Woodward, Pierpaolo Luzzatto
 Fegiz, A. P. Mitchell Innes, Holbaek Hanson
International Polling Committee — Elmo Wilson,
 Otto Klineberg, Alfred Max, Henry Durant and Leo Crespi

Stuart C. Dodd
 Secretary

60th Annual Conference

“Public Opinion and the Challenges of the 21st Century” Berlin, Germany September 19-21, 2007

More information on the upcoming 60th Annual Conference being held in Berlin, Germany in 2007, is posted on page 10 of this newsletter.

Contact Information:
Richard Hilmer
(wapor@infratest-dimap.de) or
Renaë Reis
(renae@wapor.org)

WAPORnet

As a member of WAPOR, you have access to the listserv, which you can use to keep in touch with other WAPOR members. This is a feature of your membership that we urge you to take advantage of. You may have information on upcoming events or on current happenings in public opinion research that you would like to share with the other members. Send your message to wapor@unl.edu to reach current members of WAPOR. Tip: Replying to a message from wapornet results in everyone receiving your reply.

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Calendar

June 26-29, 2007

WAPOR Regional Seminar
*Public Opinion, Communication and
Elections*
Jerusalem and Haifa, Israel

August 10, 2007

Hotel and Conference Registration Deadline
WAPOR Annual Conference
*Public Opinion and the Challenges of the 21st
Century*
Berlin, Germany

(Hotel rooms will be released after August 10;
Conference registrations received after
August 10 will be an additional \$50 per
registration)

September 19-21, 2007

WAPOR Annual Conference
*Public Opinion and the Challenges of the 21st
Century*
Berlin, Germany
Wissenschaftszentrum Berlin (WZB)
Social Science Research Center Berlin

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- Do you have an idea for an article in the newsletter?
 - Is there an event happening in your part of the world?
 - Are you interested in organizing a conference?
 - Do you have photos you'd like to contribute?
 - Do you have ideas on how to improve the website or newsletter?

If so, please contact the WAPOR office by sending an email to renae@wapor.org or to Thomas Petersen (Publications Chair) at tpetersen@ifd-allensbach.de

***Let us know your upcoming events.
Please note, the deadline date for the
2nd quarter newsletter events is
rapidly approaching!***

***Deadline for 2nd quarter newsletter events or
article submission is June 1, 2007***