



NEWSLETTER

Second Quarter

2006

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The 2006 Conference in Montréal: Confronting Core Values and Cultural Conflict

Nat Stone (Canada)
Chair, 59th Annual Conference

The 59th Annual Conference opened to a rainy start on May 16 in Montréal, once the center for the North American fur trade and the gateway to Canada for generations of immigrants. The beautiful city is now the largest French-speaking city outside France and is a cosmopolitan center for cutting-edge technology industries.

The 59th Annual Conference opened auspiciously with a warm welcome at the Plenary Session from Nik Nanos, one of Canada's leading public opinion pollsters and President of the association of Canada's public opinion researchers, the Marketing Research and Intelligence Association.

The keynote speech of the Conference was given by Frank Graves, President of Ekos Research and another leading Canadian pollster. In a presentation entitled, *North America: Mosaic, Community or Fortress?*, Mr. Graves presented the results of Ekos' research in "the three amigos" (Canada, the U.S. and Mexico). Graves said that Mexicans, Canadians and Americans continue to favor free trade with each other, despite the recent fraying around the edges of the good feelings of the 1990's. Why now? Graves suggested that there has likely been a negative U.S. reaction to Canada's dissenting positions of the war in Iraq and missile defense, and continuing angst over border issues with Mexico. Mr. Graves also showed evidence of declining support in Canada and the United States for a common defense perimeter. This is further complicated by strong support in the United States for construction of barriers along their borders with Canada and Mexico. Mr. Graves closed his speech by suggesting that areas to watch for in the future include increased controversy over immigration, national security, trade tensions and an increasingly unstable political landscape in all three countries.

The Conference itself featured a number of interesting sessions with numerous innovative and fascinating presentations, for which this article can only refer to a minority of the best.

Table of Contents

Annual Conference Wrap Up.....	1
President's Letter.....	2
Upcoming Conferences.....	3
Worcester Prize Citation.....	5
International Standards Report.....	6
Dinerman Award Citation and Remarks.....	7
National Representative Report: Mexico.....	11
Cadenabbia.....	Insert

(Conference continued on page 4)

Letter from the President

In this summer letter I wanted to make some references to the Montréal annual conference, to some changes in the WAPOR Council, to a WAPOR initiative regarding exit polls and, finally, to some relevant points related to the Mexican presidential election.

Our annual conference in Montréal, thanks to the efforts made by Nat Stone, Patricia Moy, Renae Reis and others, was very successful, in spite of the bad weather. We experienced nearly three days of very heavy rain that blurred the beauty of this town that I had visited twenty years ago under much better climatic conditions. From the 36th floor of the Marriott hotel, we had access to a misty panorama of Montréal, set in the shore of the Saint-Laurent River, whose motto, in accordance with the Canadian mosaic culture, could be "Vive la difference!" This was the panorama we were observing while listening to Kathy Frankovic's presentation of the 2006 Helen Dinerman award to this year's recipient, Don Dillman, a truly deserving yet humble recipient of this prestigious prize. Concerning the conference and its content, a point I wanted to emphasize very much was the organization of two joint WAPOR/AAPOR fourfold sessions. The nature of the biannual WAPOR/AAPOR conference makes these joint sessions all the more important to our continued cooperation. I appreciate the efforts of both organizations to continue this tradition.



WAPOR President
Prof. Esteban
López-Escobar

Robert Chung was welcomed in Montréal as the newly elected Secretary-Treasurer, and he acted for the first time in his new position. Unfortunately, Marita Carballo, who also became a council member in the last WAPOR elections, had a professional engagement that prevented her from attending the Montréal meeting. Besides these new additions, I had the great pleasure announcing that the Council had co-opted a new council member, whose task will be relations with the media. This is a task we had discussed with great frequency at past conferences and council meetings, above all last year in Cannes. I am proud to announce that Alejandro Moreno has been appointed to this position. Alejandro has been the WAPOR national Mexican representative for several years and enjoys great professional and academic experiences due to his important work at *Reforma* a leading Mexican newspaper and ITAM – a prestigious Mexican university. I am very thankful to Alejandro for accepting the council appointment, and I am sure he will contribute much in promoting a more pro-active role of WAPOR with relation to the mass media.

A third important point has to do with exit polls. The committee appointed by Kathy Frankovic to analyze the 2004 Venezuelan referendum exit poll, which I chaired, has almost reached an agreement for a statement whose text will be publicized as soon as we agree on the final wording details. The Venezuelan exit polls, along with other experiences, has promoted a great interest among WAPOR to work more actively in this regard. A truly international group of WAPOR members had a meeting in Montréal to design a policy regarding exit polls which could include monitoring, consultancy and teaching. My personal conviction is that this group can contribute very much to the improvement of this public opinion research instrument in many areas of the world.

Let me go now to the fourth and last point –the Mexican presidential election. When you receive this letter you will already know who has been declared 'the winner –I am writing in the last days of June- in this truly razor's edge election. For some weeks Calderon took the lead but, after the second presidential television debate, Lopez Obrador regained the lead, enjoying a very tiny advantage over Calderon. The pollsters have been very cautious because, six years ago, Fox defeated Labastida when Labastida had a bigger advantage over Fox.

The Mexican pollsters, and specifically those who are WAPOR members, contributed much by explaining to the public the meaning of the polls. There were, at least, two interesting seminars focused on the polls and the election. The first one, sponsored by WAPOR-Mexico, the UCSD's Center for U.S.-Mexican Studies and the ITAM's Department of Political Science, took place on June 8. The second, organized by the Colegio de Mexico, took place on June 23, the last day in which publishing poll results was allowed.

(Letter continued on page 3)

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The most important Mexican pollsters, working for a number of relevant media (*Televisa, Reforma, El Universal, La Crónica, Milenio, Excelsior...*), or acting as independent consultants (Rafael Gimenez, Ana Cristina Covarrubias...) have participated in those seminars, and have explained the use and meaning of polls, and have emphasized the need of publishing poll results until the last moment, especially in elections -such as the Mexican one- characterized by uncertainty and possible changes due to the events happening in the last days of the campaign.

On the other side, the Mexican pollsters, a great number of them whom are members of WAPOR, AAPOR or ESOMAR, have denounced the appearance and use of phantom polls and the use of push-polls, two practices firmly rejected by WAPOR. I think we should thank them for their contribution to a clearer "public opinion culture."

In conclusion, I wish all of you a splendid summer period.

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.

2006

August 2-5, 2006:
Convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, USA.
Consult: www.aejmc.org/convention/

September 17-20, 2006:
ESOMAR Congress, London, UK.
Consult: www.esomar.org

October 8-10, 2006:
"Qualitative Research and the Business Narrative", Athens, Greece. With workshops on Measuring Emotions, Semiotics, and Qualitative Research on October 8.
Consult: www.esomar.org

October 25-27, 2006:
"Latin America 2006: Seizing Opportunities." Rio de Janeiro, Brazil.
Consult: www.esomar.org

November 27-29, 2006:
"Panel Research", Barcelona, Spain.
Consult: www.esomar.org

2007

February 6-8, 2007:
"Public Opinion Polls and Decision Making: From Theory to Practice", Cairo, Egypt, Public Opinion Poll Center at IDSC. Contact: Ms. Yomna Gamil, The Cabinet Information Decision Support Center (IDSC), 1 Magless El-Shaab St., P. O. Box 191, Cairo, Egypt 11582, e-mail: conference@pollcenter.idsc.gov.eg –
Consult: www.pollcenter.idsc.gov.eg

May 24-28, 2007:
57th Annual Conference of the International Communication Association (ICA), San Francisco, CA, USA.
Consult: www.icaheadq.org

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

2008

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

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

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

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

(Conference continued from page 1)

One of the first sessions consisted of papers based on research in Africa. This session included Hutus and Tutsi in Burundi: Differences in International Media Usage and Perceptions of the Outside World (Andrews and Cooper) and Democracy Emerging? Governance in Africa and in the West (Jimenez and Kritski). This session also included Trust in Institutions in Sub-Saharan Africa's Emerging Democracies, by Annie Barbara Chikwanha of Afrobarometer. For this paper, Dr. Chikwanha earned the Elizabeth Nelson Prize (but was unfortunately unable to come to Montréal to present this paper.)

In a parallel session, participants were exposed to a plethora of excellence in innovative research, including papers by How to Measure Education in Cross-National Surveys (Hoffmeyer-Zlotnik and Warner), Measurement Equivalence in Cross-National Surveys (McCutcheon), Methodological Discussion of the Income Measure in the European Social Survey (Warner and Hoffmeyer-Zlotnik) and Understanding Survey Participation and Non-Response in Emerging Democracies: the Cases of Brazil and Mexico (Athias and Echegary).

In the afternoon, we listened to papers from Durand and Yale in Electoral Laws and Public Access to Polls' Methodology: The Cases of France and Canada and Hardmeier and Muller in Print Media Poll Reporting in a Comparative Perspective. In the session "Support for Democratic Institutions," papers were presented by Sarsfield and Carrion (The Different Paths to Authoritarianism: Rationality and Irrationality in Regime Preferences), Turcotte (The Aftermath of 1993: Canadians and their Relationship with Government) and Levy (Emotional Appeal, Competence and the Reputations of Political Parties: A Cross-National Study).

At the time of the conference (May 16-18), the upcoming presidential election in Mexico was already showing signs of becoming an extremely close race. The panel on the Mexican election provided the opportunity to discuss how polls are measuring candidate support, on one hand, and how to interpret voting behavior at the national and local levels, on the other. Chappell Lawson, professor of Political Science at MIT, described an ongoing national panel study conducted during the campaign and designed particularly to understand issue emergence and campaign effects. Rafael Giménez, a pollster for Mr. Calderón's campaign, showed tracking poll data and explained how campaign advisers use polls. His analysis focused on local-level dynamics of political support, arguing that from the campaign's view, messages are not defined by a national race, but by various local races. Alejandro Moreno, a pollster for the newspaper *Reforma*, showed several series of polls conducted by different firms, showing that despite certain differences in the level of support for each candidate, overall trends were very similar. He also showed data about the different political divides that characterize the Mexican election this year: the left-right divide, liberal-conservative values, a sharp regional divide, and evidence of difference in support by socioeconomic strata. Past WAPOR President Miguel Basáñez served as discussant and made several remarks about how polling has changed in the last years in Mexico, pointing out that estimation of likely voters is one of the main methodological differences among polling firms today. He also called for a more careful eye when partisan polls are published.

As we now know, the 2006 Mexican presidential race turned into an unprecedented event. The two main contestants, PRD's Andrés Manuel López Obrador and PAN's Felipe Calderón, President Fox's party, mobilized the Mexican electorate along a left-right divide that, although normal in many democracies, is a new phenomenon in Mexico. The PRI, the party that governed Mexico for 71 uninterrupted years until its electoral defeat in 2000, did not appear as one of the main contenders in 2006.

It was only fitting that the Montréal Conference have a panel on research with Aboriginal People, specifically in this case surveys of Canada's one million Aboriginal People, a culturally diverse population living in many different areas across Canada's nine million square kilometers. Chaired by Martin Lagacé of the Canadian Heritage Department, the panel featured Susan Galley of Ekos Research and renowned expert in surveys with urban Aboriginal People, Dr. Amanda Parriag of the Canadian Department of Indian and Northern Affairs and this writer. The discussions focused on the appropriateness of different research methodologies, issues in questionnaire length and design, and problems in doing surveys of low-incidence populations dispersed over wide geographic areas. The panel on Aboriginal Peoples' research could be the beginning of a community of interest in WAPOR; some of the members of the audience

(Conference continued on page 5)

(Conference continued from page 4)

came from other countries with their own Aboriginal populations: Finland, New Zealand and the United States (among others).

On Thursday morning, "Public Opinion around the Globe" proved to be a memorable session, with papers from Hart o Public Opinion Changes in the Netherlands, Babbili, Wyatt and Murali on Support for Free Expression in Our Largest and Most Pluralistic Democracy: A Pre-Test of the Feasibility of Studying Media and Speech Rights in India and Christie on Balancing the News Coverage of the Iraq War: The Interaction of Public Support with Mass Media and Government Agendas.

After the sessions ended, there was the opportunity to gather "public opinion" from attendees of this year's conference. Among the more memorable comments from participants were the following:

"There were a lot of excellent graduate student papers this year that I was impressed by. I think setting aside some time for a more casual chat with the graduate students who come to the conference would be enlightening for those of us who are caught up in the fray of professional research. I thought their perspectives were fresh and they were generally a smart and impressive group." (private sector research consultant, U.S.A.)

"I really liked the small conference atmosphere which was "more cool" than AAPOR. I made more contacts here than I ever would have made at AAPOR. And I really appreciated that people talked about things other than North America. In short, it was enriching, diverse, and it opened new horizons and so, I really liked it." (educator, Canada)

"(In our session) We had different papers who all took different takes on the issue of public opinion on scientific issues, with data from different nations and there was a good discussion on the floor afterwards about measures and comparative research, more generally. I would definitely like for WAPOR to play more of a leadership role in research on issues like stem cell research or nanotechnology, which are hot-button issues all around the globe, as the Korean Stem Cell scandal, for example showed." (educator, U.S.A)

Thus the 59th Annual Conference ended on a happy note. We can look back on our conference knowing that we helped to advance the discipline of public opinion research in an international context, all the while re-establishing old friendships and meeting new faces from other lands. And so we say, "Au revoir Montréal, until the next time" and look forward to new perspectives and challenges in Berlin next year.



Worcester Prize Commendation

WAPOR Annual Conference

Montreal, May 2006

I am pleased to announce that the Worcester Prize for the best article in the *International Journal of Public Opinion Research* for the year 2005 is awarded jointly to Andrew F. Hayes, Carroll J. Glynn, and James Shanahan for their article entitled "Willingness to Self-Censor: a Construct and Measurement Tool for Public Opinion Research". Hayes and Glenn are at Ohio State University in the United States, as assistant professor and as professor and the Director of the School of Communication respectively, while Shanahan is an associate/international professor of communication at Cornell University, also in the USA.

In one way, this methodological paper is a first, as I do not recall so far in the short 14-year history of the *International Journal of Public Opinion Research* publishing so long a

paper as to require splitting into two parts, in successive issues of the Journal. In another way, it brings us back to recognising a paper which provides methodological insight into a well known problem, the 'shy' respondent. Their paper builds on the much researched spiral of silence. Self-censorship the authors define as the "withholding of one's true opinions from an audience perceived to disagree with that opinion".

Their contribution to questionnaire design is an eight item Likert scale battery which provides means by which the anticipated correlation between hesitancy to respond to survey questions and low self-esteem, more anxious, individuals. This will lead to a better understanding of the 'don't know'/'will not say' respondents we find in survey respondents across the globe. We know, for instance, that one bias is political dissonance, departure from the perceived 'norm'. Another example of personal bias through self-censorship is divergence between the respondent and the interviewer, by gender is some countries (e.g., Middle East), by ethnicity and religion in others (e.g., UK and Trinidad), and age discrepancy in yet others (e.g., Japan).

(Worcester continued on page 14)

International Standards for Market, Opinion, and Social Research

Tom W. Smith, WAPOR Standards Chair
July, 2006

In March, 2006, the International Organization for Standardization (ISO – www.iso.org) adopted the final version of its service requirements for organizations and professionals engaged in market, opinion, and social research. These standards indicate the procedures that need to be adhered to by survey-research organizations.

The standards cover the follow main topics: 1) Management systems, including confidentiality, documentation, training, sub-contracting, and quality management, 2) Managing the executive elements of research, including responding to research requests, schedules, cooperation with clients, questionnaires/discussion guides, managing sampling, data collection, and analysis, monitoring the execution of research, research documents, reporting research results, and research records, 3) Data collection, including management, recruitment, and training of interviewers, fieldwork, fieldworker validation, qualitative data collection, self-completion data collection, data collection from secondary sources, and data-collection records, 4) Data management and processing, including electronic data capture, hard-copy data entry, coding, data editing, data-file management, data analysis, electronic data delivery, and backing-up data, and 5) Report on research project for qualitative and quantitative research. These broad topics cover hundreds of specific requirements.

For an example of the ISO standards, see the following section on minimum disclosure for quantitative research:

In quantitative research the following minimum details shall be documented in the project report. These allow the reader to understand the way the research project was conducted and the implications of its results:

- name of the client;
- name of the research service provider;
- objectives of the research project;
- target group for the research project;
- achieved sample size vs projected sample size and reasons if relevant for not obtaining the projected sample;
- date of fieldwork;
- sampling method including the procedure for selecting respondents;
- data collection method;
- response rate (in the case of probability samples) and the definition and method of calculating it;
- type of incentives, if applicable;
- number of interviewers, if applicable;
- interviewer validation methods , if applicable;
- the questionnaires, any visual exhibits or show cards, and other relevant data collection documents;
- documents, materials or products used as part of the research project, if applicable;
- weighting procedures, if applicable;
- estimating and imputation procedures, if applicable;
- reliability of the findings, including - when probability samples are used - estimates of sampling variance and estimates of nonsampling errors or indicators thereof; and
- what results are based on sub-groups and the number of cases used in sub-group analysis.

To become certified as compliant with these ISO standards, one contacts the ISO-affiliated, national, standards organization in your country. For example, in the United States it is the American National Standards Institute (www.ansi.org).

Full copies of the ISO standards can be purchased from the ISO:

<http://www.iso.org/iso/en/logueDetailPage.CatalogueDetail?CSNUMBER=39339&ICS1=1&ICS2=40&ICS3=3>

Helen Dinerman Award Citation: Don A. Dillman

by Kathy Frankovic

Don Dillman's work spans the entire field of survey research – from the mailed questionnaire to the internet surveys of the future – all with a focus on how our respondents grapple with the questions we ask them. The need for accurate data collection crosses disciplinary and international boundaries, and the presentation of paper and internet surveys is important no matter the language.

He is the Regents Professor at Washington State University, where he has been since 1969. While there he has added knowledge to our discipline. His "Total Design Method," first formulated in his 1978 book, *Mail and Telephone surveys: The Total Design Method*, is widely regarded as the "Bible" for conducting mail and self-administered surveys. In 2000, he pub-

lished *Mail and Internet Surveys: The Tailored Design Method*, which has become even more of a standard for self-administered surveys, now including online data collection.

Most survey researchers hope they are noticed; Don Dillman has affected public policy in the United States. As Senior Survey Methodologist in the Office of the Director, U.S. Bureau of the Census, he helped to modernize the United States Decennial Census form, which after all, is a self-administered questionnaire. His work led to changes in what had been a complex, difficult to follow document to one easier to understand and less prone to error.

Don Dillman has received honors from colleagues reflecting the fields of rural sociology, history,

applied sociology, federal statistics, and survey research. The Gallup Organization named its internal award for mail survey methods after Don, calling it the "Dillman Award."

Don has been a leader in the field of survey research. He has been president of the American Association for Public Opinion Research, and we are proud to count him as a member of WAPOR.

WAPOR is pleased to present its 26th Helen Dinerman Award honoring particularly significant contributions to survey research methodology to Don Dillman, and to add him to the distinguished company of previous award winners.

When the American Association for Public Opinion Research presented the AAPOR Award to him in 2003, it said "Don Dillman's work has transformed the practice of survey research." WAPOR would like to add that it continues to do just that — and that it is doing so around the world.

Helen Dinerman and the Connecting of Science with Practice¹

By Don A. Dillman
Washington State University
Pullman, Washington, U.S.A.

Helen Dinerman's career came to an end in 1974, just as my career in survey methodology was becoming established. I was introduced to her work through an article she wrote for *The Analyst* that was republished in the *International Journal of Public Opinion Research* in 2001. Two aspects of her life are abundantly clear from her career and written work: She believed in practical work and experience as being important to how we learn. She also

believed it was important for public opinion researchers to learn from work done in other countries and noted her impatience with those who did not understand that need. I share those perspectives.

I learned about receiving this year's Dinerman award while attending a small conference at the Office of National Statistics in the United Kingdom that included participants from 16 different countries. The meeting was structured so that each participant talked about his or her work and the issues faced in attempting to do high quality business surveys. On the long

plane ride home, I reflected on how rich that learning experience had been. All of us at the conference were being pushed to think outside the assumptions of the statistical systems that have evolved within our own countries and organizations and are too often justified by, "that's how we do it here." Few experiences teach better than does the heterogeneity of survey experiences across countries. I think Helen Dinerman would have liked the learning atmosphere at this conference, and the obvious eagerness of participants to learn from work being done in other cultures.

(Dillman continued page 8)

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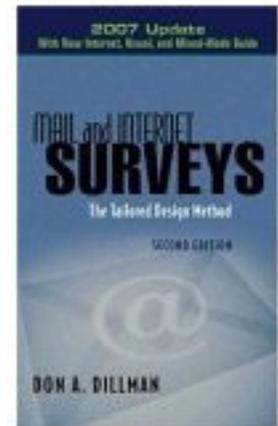
An author whose writings I especially appreciate is Thomas Friedman, Foreign Affairs Columnist, for the New York Times. I view his work as a much needed effort to teach readers about the unprecedented interdependence of people living in different countries. Although it is difficult to summarize his works (e.g., *The Lexus and the Olive Tree* and *The World is Flat*) in one sentence, a recurring theme throughout is an explanation of why we ignore at our own peril the widely varied belief systems that exist throughout the world." At one time, public opinion researchers in the United States might have been able to ignore events outside our own borders and still have successful careers. That is no longer possible. However, it has taken some of us longer to realize this need than it took Helen Dinerman, and I believe that is why her life is celebrated with this award. I feel very humbled and appreciative to be the recipient of this award that honors her.

"I did not start out my professional life planning to be a survey methodologist"

Among the previous recipients of this award are people who have been heroes to me. When I rewrote the first edition of *Mail and Telephone Surveys*, which was published as *Mail and Internet Surveys*, 22 years after the first edition appeared in print, I saved only one page of the original book. It happened to be a page summarizing the work of Stanley Payne (1982 award recipient). When I took a graduate theory course in sociology during the mid 1960's, books by Hans Zetterberg and Robert Merton (the 1999 and 2000 recipients) were the assigned texts. The influences on my career of many others who have received this award are also substantial.

I want to thank a number of people who brought public opinion world-wide into my life. I cannot name all of them here, but prolonged interactions with Hans-Jurgen Hippler and others at ZUMA in Mannheim, Germany have been particularly important. Work with Edith De Leeuw, Joop Hox and Anton Nederhof in the Netherlands has also affected my thinking about how best to do public opinion research. In addition, professionals in statistical agencies from Sweden to New Zealand, have caused me to think differently about survey methodology issues, and for that I am grateful.

I did not start out my professional life planning to be a survey methodologist. I am a rural sociologist, and throughout my career, I have maintained a research program focused on a wide range of rural concerns, ranging from the diffusion of soil conservation practices in the 1970's to the adoption of information technologies and their community consequences in more recent years. I became a survey methodologist in part because I was educated in a land grant university, a type of U.S. University that insists upon theory, but also expects practical application. At Iowa State University, I was educated in the Beal-Bohlen "Shop," as we referred to it. It was there that I had my first exposure to survey methodology, and learned to collect respondent opinions in personal interviews. My first cardboard box filled with maps for finding farmers and personal interview forms that was handed to me in April, 1964 remains as memorable today as it was then. George Beal, Joe Bohlen, Gerald Klonglan and Dick Warren taught me that practical application of sociological ideas was not an option. It was unacceptable to end papers only with the theoretical conclusions; they inevitably asked for the addition of a clear statement of implications for practice.



My academic career has been spent at another land grant University, where as a professor in the Department of Community and Rural sociology for the last 37 years I have been expected to identify and contribute through sociological research to the solution of practical problems. Upon arriving at Washington State University in 1969, I was struck by how inadequate surveys were as a means of helping local people identify and solve problems; the face-to-face interview was too expensive and time-consuming to be useful in local communities and small organizations. One of my early memories of this period is being asked by a community improvement organization for national survey statistics on peoples' perceptions about juvenile delinquency, as a basis for understanding the extent of the problem in their community. The answer I gave to them was that they should consider conducting their own community survey, but to do that, they needed to know that less expensive methods would work.

(Dillman continued on page 9)

(Dillman continued from page 8)

My solution was to introduce them to mail survey procedures. I believed that such methods could help people who lacked the necessary financial resources to design and implement in-person surveys. I am very grateful to the Agricultural Research Center and the University Extension Service who have supported my work on mail, and later the telephone and internet data collection methods. The 1978 book, *Mail and Telephone Surveys*, and the 1994 book, *How to Conduct Your Own Survey* (with Priscilla Salant) were attempts to fulfill the obligation I feel towards helping people define and solve their own survey problems.

In 1970, James F. Short Jr. asked me to set up a telephone survey facility in the Social Research Center (now the Social and Economic Sciences Research Center) at Washington State University. This Center has become, and remains, a laboratory where we help people design surveys to solve practical problems. It is also a place where we can try new ideas while conducting surveys for organizations outside the University. Many of my innovative ideas have been abandoned (and needed that fate), but others have persisted. I am grateful for my University's continuing support of the SESRC over the last 37 years, making it possible to effectively connecting science with practice in survey methodology." I also want to say thank-you to the 20 members of the survey staff at the SESRC who inspire me to continue to be a learner and contributor to survey methodology. They are the ones who ask me on a daily basis, "Why do you want to do that?" and often suggest a better alternative.

When Bob Groves and Barbara Bryant asked me to come to Washington D.C. in 1991 to work as the U.S. Census Bureau's Senior Survey Methodologist and focus on improving peoples' responses to the decennial census, it was an opportunity to learn at a different level how science and practice connect, for which I thank them. Those four years and later experiences with government agencies, including the National Science Foundation Division of Science Resource Statistics and USDA National Agricultural Statistics Service helped me to think theoretically in new ways, while searching for research-based solutions to questionnaire design problems. For the latter experiences, I wish to thank Lynda Carlson, Ron Fecso, Dale Atkinson and others in their agencies who became my teachers about how to connect, and occasionally not connect, science and questionnaire design in government settings. I also want to thank Bob Tortora and Gale Muller of The Gallup Organization for encouraging me over the course of the last ten years to contemplate how different survey modes could be combined more effectively in private sector work.

The last decade has been a particularly exciting time for me in attempting to develop an understanding of how visual languages influence respondent answers, as the Internet has been introduced as a second visual mode into our survey toolkit and the mixing of survey modes has occurred more frequently. For this I thank my frequent collaborator in the 1990's, Cleo Redline, and an inspiring group of WSU graduate students—Leah Christian, Jolene Smyth, Mike Stern, Taj-Mahon Haft, Arina Gertseva, and Nick Parsons, with whom I have been fortunate to share the joy of testing how visual languages influence our answers to survey questions. In addition, without the presence and constant support of Joye Dillman, my wife, partner, and university colleague, I would not be receiving this award.

Recently I had an opportunity to look at some preliminary results from a World Poll, now being conducted in more than 100 countries, from Bangladesh and Uganda to Sweden and the Netherlands, by The Gallup Organization. The same questions are being asked of respondents in each of those countries. Within that poll are some questions that allow the analysis across countries of beliefs such as confidence in local government in relation to questions about the respondent's economic well being. Throughout my career, I have seen many smaller data sets collected across a number of countries, and some of you here tonight have been instrumental in many of these "cross-country surveys." The new part of the experience for me was seeing so many countries from all continents being included in the same survey.

Much of our understanding of world-wide differences in opinions and behaviors has had to depend upon different questions in different surveys conducted at different times by different sponsors. Having opinion data on confidence in local government measures in the same survey as measures of economic well-being and being able to analyze them across most countries of the world is incredibly exciting. To see results from so many countries arrayed on the same computer screen is mind-boggling. The methodological challenges for conducting world-wide surveys are enormous, and will not be solved anytime

(Dillman continued on page 10)

(Dillman continued from page 9)

soon. However, it is important that we undertake such surveys, and seek to improve them. With tools like this, the power of public opinion worldwide to help us understand the human condition, and the reasons surrounding it" can grow far beyond anything that it has been in the past. I think that Helen Dinerman would be very pleased with this development for understanding the world in which we now live. Our ability to learn from other countries, and as a result better understand our own country, is increased enormously by developments such as the Gallup World Poll.

Tools such as this also suggest that our best contributions as public opinion researchers for contributing to world understanding are ahead rather than behind us. Thank you, WAPOR, for this award and thank you, Helen Dinerman, for the inspiration to keep learning from others throughout the world on how best to connect science with practice in the pursuit of better questionnaire design.

¹ Revision of comments made at World Association for Public Opinion Research Banquet following presentation of WAPOR's 2006 Dinerman Award to Don A. Dillman for career contribution to innovative research and research methodology, May 17, 2006 at the Marriott Montreal Chateau Champlain Hotel in Montreal, Canada.



Call for Nominations

Nominations Due by September 15

Nominations are now being sought for the two WAPOR offices to be filled in this fall's election. The term of each position begins January 1, 2007. This year's elections are especially important; one of the elections will be for Vice President and President-Elect, and the other for Chair of the Professional Standards Committee.

The WAPOR Constitution states that the President shall be responsible for fulfilling the purposes of the Association as its chief representative. S/He shall preside at Council, Executive Council, and the Business Meeting, and serve as the official representative of WAPOR in its relations with other organizations and the public. S/He shall report from time to time to the membership about his or her activities and the activities of the Council and the Executive Council during the year. The Vice President shall act as the President's deputy. S/He shall automatically become President the following term. S/He shall take over the Presidency if the office becomes vacant between elections.

The person elected to this position serves for SIX years. The WAPOR Constitution requires that the President and Vice President be from different countries. Mike Traugott is the current Vice President and will assume the Presidency on January 1. Consequently, for this office, candidates from the United States are not eligible.

The Committee on Professional Standards shall review and adjust – where necessary - the Code of Professional Ethics and Practices and propose amendments from time to time to keep it consistent with contemporary needs and technology and to promote its observance within the profession. For this purpose it shall seek cooperation with other associations in the field.

Tom Smith has served as Chair of Professional Standards for three terms, and will not run for re-election.

Any member who receives 20 nominations will automatically appear on the final ballot. The Nominations Committee will select any other candidates. The WAPOR Constitution requires contested elections for Council. All WAPOR members in good standing are eligible to nominate candidates. Candidates must also be members in good standing.

The deadline for this year's nominations is **September 15**. The Nominations Committee is chaired by WAPOR Past President Kathleen Frankovic. Members can send nominations by **mail** or **fax** to the WAPOR Secretariat (FAX: 402 458 2038) or **email** them to Kathleen Frankovic at kaf@cbsnews.com.

National Representative Report-Mexico

Uncertainty and Democracy: Polling in the 2006 Mexican Presidential Election

On July 2, 2006, Mexico held a highly contested presidential election. About 58% of the 71.6 million registered voters turned out to vote, and the difference between the two leading candidates is well under one percentage point. According to the Federal Electoral Institute (IFE), the right-wing candidate, Felipe Calderón, a member of President Fox's National Action Party (PAN) and his former Secretary of Energy, obtained 35.89% of the vote. This gave him a 0.58% lead (about 243,000 votes) over the leftist PRD candidate, Andrés Manuel López Obrador, a former mayor of Mexico City, who got 35.31%. Recalculating these figures without 2.15% of invalid votes, the difference between first and second place is only 0.6 percentage points. This is the narrowest difference ever recorded in a Mexican presidential election.

The former ruling party, PRI, which governed the country for 71 years until Vicente Fox's victory at the polls in 2000, ranked third in the election results. Its candidate, Roberto Madrazo, a former governor of Tabasco state and PRI leader, obtained almost 23% of the vote. This is a significant drop for the PRI compared to previous presidential elections (76% in 1982, 50% in 1988, 50% in 1994, and 37% in 2000). Also, the once dominant ruling party did not win the presidential race in any of the 32 states (including the Federal District), which split evenly for Calderón and López Obrador, 16 apiece. Two minor new parties managed to obtain at least 2% required for them to keep their registration as national political parties. The only female presidential candidate, Patricia Mercado, a social-democrat, drew 2.7% of the national vote, while New Alliance, obtained about 4% in congressional races.

How well did preelection polls and exit polls do in foreseeing the unprecedented facts of this election? This report offers a brief summary of the polling work published during the 2006 campaign season.

Regulation

In its article 190, part four, Mexico's Federal Code on Electoral Institutions and Procedures

(COFIPE) prohibits the publication of poll results during the eight days prior to the election and until voting places located in the westernmost time zone close. In other words, the publication deadline for preelection polls was Friday, June 23rd, and the earliest time for exit poll publication was 8pm (central U.S. time).

In addition to publication restrictions, polling firms are also subject to deliver detailed methodological reports of their polls to IFE within ten days after publication. Such reports include minimal disclosure standards familiar to WAPOR and AAPOR members (sponsorship, dates of fieldwork, sample size, method of interviewing, etc.), as well as detailed procedures on sampling. In the case of exit polls, methodological reports have to be submitted in advance to IFE for review. IFE then extends a letter of accreditation for the firm, so its interviewers are able to show it to voting place officials on Election Day if required.

Series of preelection polls

From January to June, there were at least 60 national face-to-face preelection polls conducted by different firms and published in the media. Polling firms published monthly polls from January to April, and then more regularly, as presidential debates took place and Election Day approached. At least 14 polling firms published poll data on voting preferences, but six of them conducted at least 70% percent of the national preelection polls: El Universal (8), Reforma (8), Demotecnia (8), Parametría (6), Consulta-Mitofsky (7), and GEA-ISA (7). The first two are newspapers with an in-house polling department; the second two are private firms working for newspapers Milenio and Excelsior, respectively; Mitofsky has worked for Mexico's main TV network, Televisa, for a number of years, and GEA-ISA releases a poll report to private clients and then on radio news broadcast.

Several other private polls were conducted during the campaign season either for political campaigns (for example, Arcop for the PAN

(Mexico continued on page 12)

(Mexico continued from page 11)

candidate, and Covarrubias y Asociados for the PRD candidate) or for commercial clients (for example, IPSOS-BIMSA). The number of private polls is unaccounted for, but it is likely to be at least as numerous as public polls were during the January-June period. Also, tracking polls were a new feature of the campaign season, as numbers were almost daily released by electronic mail (for example, SABA Consultores), or became word of mouth (as the campaign teams' own tracking polls).

Final preelection polls

The ban on publication forces most polling firms to conduct their final preelection poll about two weeks before the election, so they are able to publish their results within the legal time frame. At least 13 polling firms published their polls between Monday, June 19, and Friday, June 23, the last day for publication (See Table). Fieldwork started as early as June 10 (in the case of Zogby), and ended as late as June 20 (in the case of Demotecnia, María de las Heras' firm). Over 20,000 face-to-face interviews for public polls alone were conducted during those ten days, but the heavy part of the interviewing work took place over the weekend, June 16-18. It is a common practice in Mexico to conduct face-to-face interviews when the largest proportion of registered voters are at home, not in their workplace or school.

Sample sizes varied from 1,000 pre-screened likely voters (in the case of Zogby) to 2,800 registered voters (in the case of Mitofsky, although the firm's final estimation was based on likely voters). Most firms use a secret-ballot method for asking voting preferences. The percentage of undeclared respondents varied from 12% (Reforma) to 18% (El Universal). Refusal rates varied more significantly, from a low 12% reported by GEA-ISA to a high 48% reported by El Universal. (Total non-response rates that include non-contacts of eligible respondents are not reported). Estimation of voting preferences based on likely voters was used by seven out of 13 polling firms.

Before the final publication, preelection polls showed two main trends: those that foresaw a two-candidate race with the PRI in a distant third (i.e. GEA-ISA, Reforma, El Universal), and those that showed a three-way race (i.e. Demotecnia, Mitofsky, Parametría). This difference in the number of contestants was commonly discussed by media commentators and criticized by politicians, causing a credibility crisis for the polls. Attacking polls and pollsters was a regular sport during the campaign, a topic I can return to in another report.

Final preelection polls confirmed these two trends. On the one hand, firms that had shown a 3-way race were more prone to overestimate the PRI vote (by 4 to almost 7 points) and underestimate the PAN's. On the other hand, firms that showed a two-candidate race reported a two-to-three point difference between the two leading candidates, some showing López Obrador ahead by two points (El Universal, Reforma, CEO-UofG), and others showing Calderón in the lead by two to three points (GEA-ISA, Consultores en Marketing Político, Zogby). Beltrán and Asociados reported an arithmetic tie between Calderón and López Obrador (at 34% each), and Madrazo eight percentage points behind.

Exit polls

Fourteen polling firms informed IFE their intentions to conduct national exit polls. On Election night, polls conducted for TV networks and newspapers announced that the election was too close to call, and reserved their estimations. Exit poll results were vaguely discussed in radio shows and released on the Internet and by e-mail. Reforma published in its website that the race was very tight between Calderón and López Obrador, and released exit poll data the following day showing patterns of support for each candidate. Some quick counts published in electronic outlets on Election night or the following day showed Calderón ahead (GEA-ISA, Consultores en Marketing Político) and others had López Obrador in the lead by a slight margin (Parametría). On Monday, El Universal published a quick count conducted by IPSOS-BIMSA showing an arithmetic tie between the two. Uncertainty was the main trait on Election night.

IFE was expected to report the results of its own quick count (based on over 7,000 precincts, an unusually large number compared to commercial quick counts). The Institute had announced that the quick

(Mexico continued on page 13)

count had a margin of error of less than 0.5%, but the results were also reserved arguing that the election was too close to call. Uncertainty remained, at least until complete official counts based on voting acts were reported. Preliminary results started to flow around 9pm on Election night, and the first final count showed Calderón ahead by slightly over one percentage point. The addition of unaccounted precincts on Monday, July 3, reduced Calderón's lead to 0.6%. A recount of all voting acts started on Wednesday, July 5, and finished Thursday, July 6: the results showed a final 0.57% advantage for Calderón.

Uncertainty and Democracy

As this report is being written, PAN's presidential candidate, Felipe Calderón, leads in the final count of voting acts, but the PRD has rejected the election results and is calling for a vote-by-vote count. IFE has finished its job by now, and the post-election contest will now be turned to the Judiciary Power's Federal Electoral Tribunal. Despite Calderón's narrow victory, uncertainty remains about who the next President will be. Hopefully, Mexico's democratic institutions will be strengthened after this unprecedented and fascinating election. In regards to polling, some of the public polls hinted clearly at this uncertain situation, but others showed a three-way race that did not happen. A more detailed and deeper analysis on polling is definitively due for a future report.

Report by Alejandro Moreno
Mexico National Representative and
Media Relations Chair

Final Preelection Polls in Mexico's 2006 Presidential Race

Date of publication		FC	RM	AMLO	Other	Undeclared	Avg. dev.	Dates of fieldwork (June)	Likely voter estimation	Reported Margin of error +/-	Sample size	Refusal rate %
		%	%	%	%	%						
	Official Results	36.7	22.7	36.1	4.5							
June 19	Zogby - U. of Miami – Data	34.5	27.1	31.3	7.1	13	3.5	10-15	Yes	3.1	1,000	NR
June 20	Parametría / Excelsior	32.5	27.0	36.5	4.0	NR	2.3	15-18	No	3.1	1,000	NR
June 21	Consultores Marketing Pol.	36.8	25.8	33.9	3.5	16	1.6	16-19	No	3.3	1,200	NR
June 21	Indemerc-Harris	32.0	28.0	33.0	7.0	NR	3.9	12-18	No	2.8	1,500	NR
June 22	Demotecnia / Milenio	30.5	29.6	35.4	4.6	NR	3.5	16-20	Yes	2.2	2,000	17
June 22	Alduncin y Asociados	35.0	28.0	32.0	4.0	NR	3.1	NR	No	3.0	NR	NR
June 22	GEA-ISA (Likely voters)	41.0	21.0	36.0	2.0	NR	2.2	15-18	Yes	3.5	1,600	12
June 22	GEA-ISA	38.0	23.0	36.0	3.0	14	0.8	15-18	No	2.5	1,600	12
June 22	CEO-UdeG	33.5	25.3	35.8	5.4	NR	1.7	17-18	No	2.2	2,000	NR
June 22	Consulta-Mitofsky	33.0	27.0	36.0	4.0	17	2.1	15-19	Yes	2.4	2,800	43
June 23	Reforma	34.0	25.0	36.0	5.0	12	1.4	17-19	Yes	2.3	2,100	29
June 23	El Universal	34.0	26.0	36.0	4.0	18	1.6	16-19	Yes	2.9	2,000	48
June 23	Beltrán y Asociados / Crónica	34.0	26.0	34.0	6.0	14	2.4	16-19	Yes	2.98	1,200	46
June 23	Covarrubias y Asociados	35.0	24.0	39.0	2.0	NR	2.1	NR	No	NR	NR	NR

*Recalculated without 2.15% invalid votes, but considering votes for non-registered candidates (0.73%).

NR = Not reported

FC=Felipe Calderón, PAN candidate; RM=Roberto Madrazo, PRI candidate; AMLO=Andrés Manuel López Obrador, PRD candidate;

RC=Roberto Campa, New Alliance candidate; PM=Patricia Mercado, Social Democratic Alternative candidate.

Avg. dev. = Average deviation.

I am usually reluctant to recommend the Worcester Prize be given to authors of studies using university students as the universe for their sample, but in this case the study which began with a 'captive' audience of psychology students, was then expanded to a robust sample of citizens of first the State of Ohio and then to a national sample in the USA.

I am also reluctant to recommend the Prize for articles based on data derived from a single country, and especially if that single country is the United States. In this case however, the argument is tightly considered and is convincing, at least for the USA. The question remains: does it have "legs".

The British and Japanese are notoriously reticent, some other countries' citizens less so. A sequel to this well constructed and documented paper testing their battery of questions on an international study questionnaire would be a welcome advance in our understanding of this source of bias in what we purport as "true" public opinion.

Another will be a meta-analysis of all of the studies which been conducted in many countries on methods of interviewing: face to face, telephone, postal, self-completion, internet, other. We know that for some topics one method is preferable to another for bringing out the opinions of reticent respondents.

As always, the question remains: does what we measure with survey research, with careful sampling, optimum interviewing, rigorous question wording and well-based analysis really represent public opinion, or are we kidding ourselves, and worse, our sponsors and the public, in representing what we do as reflecting some sort of 'true' public opinion?

I am grateful for the contribution of other editors for their input into the process of short listing and judging the articles in the 2005 volume which as in the past contained several potential Worcester Prize winners, but this year the Award and its accompanying cheque, goes to Andrew Hayes, accepting the Award on behalf of the three co-authors.

Robert Worcester

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

September 15, 2006

Nominations for elections are due

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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_Reis@gallup.com or to Thomas Petersen (Publications Chair) at tpetersen@ifd-allensbach.de

***Please let us know your upcoming events.
Deadline for 3rd quarter newsletter events or
article submission is September 15, 2006***

Summer in Cadenabbia : Quality Research, Quality Friends

The sixth biennial Seminar on Quality Criteria in Survey Research was held in Cadenabbia, Italy from June 29 to July 1, marking a decade of successful meetings. This meeting was attended by 28 participants from 11 different countries. After a brief thunderstorm on the night of the 28th, the weather cleared for the beautiful conditions that attendees have become used to at the Villa La Collina on Lake Como.

The seminar was divided into four sessions that focused on sampling and representativeness, the role of survey research in politics, questions and questionnaire design, and intellectual challenges facing survey research. Each session was organized with plenty of time for questions and discussions, and the seminar arrangements that included all meals on site provided additional time for intellectual exchange on the focus of the seminar. In a final plenary session, there was a far ranging discussion among the participants about specific ways that quality issues could be communicated to journalists and the public. Part of this discussion focused on the possibility of preparing a published volume on survey data quality addressed to these audiences. This is a prime target for the organization of the next seminar in 2008. More to come in the next issue of the newsletter!

