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## WAPOR 61st Annual Conference New Orleans, Louisiana: *Polls for the Public Good*

Last May, WAPOR gathered at the Sheraton New Orleans for its 61<sup>st</sup> annual conference, sharing the conference site, as every two years, with the American Association for Public Opinion Research. The conference had 79 registered attendants, 71 papers in the program, and 116 authors and co-authors, 78 of them males (67%) and 38 females (33%). About 72 of the authors are affiliated to an American institution (62%), six are based in Mexico, five in Australia, five in Spain and other five in the United Kingdom. A total number of 23 countries were represented at the conference, based on the participants' institutional affiliation. This time, we had the opportunity to welcome 25 new WAPOR members.

Once again, I would like to thank Pippa Norris, the McGuire Lecturer in Comparative Politics at Harvard's John F. Kennedy School of Government, for joining us as a plenary session speaker. She addressed the conference's central theme, "Polls for the Public Good", sharing with the audience her recent experience that's direc-



Pippa Norris

tor of Democratic Governance at the United Nations Development Program. She emphasized some of the features of elite and

mass-level surveys that are broadly used today to evaluate aspects of democratic governance, good government, corruption, and human rights. Do elite and mass-level indicators correlate? If not, which one is more valid and more reliable? In countries with freedom of speech, Professor Norris argued, mass evaluations have greater legitimacy for policy makers. In addition to her keynote speech, she also organized a panel on cross-national comparative surveys, where the CSES, the Afrobarometer and the Latinobarometer were introduced by their respective officials.

*(Conference continued on page 4)*

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## *Letter from the President*

In this edition of the WAPOR Newsletter, you will find extensive coverage of our recent annual meeting in New Orleans. Beyond the discussion of the sessions, you will find reports about our various prize winners, including an article on the presentation of the Helen Dinerman Award to Marta Lagos, the first Latin American recipient of WAPOR's highest honor.

It has been a busy WAPOR summer, starting with a panel of members involved in exit polling that was organized in conjunction with the International Conference on Survey Methods in Multinational, Multi-regional, and Multicultural Contexts (3MC) in Berlin, followed shortly thereafter by the 7<sup>th</sup> conference on survey data quality held at Cadenabbia. I had the privilege of serving as discussant on the exit polling panel, responding to four excellent papers about the latest in methods for conducting exit polls in the Philippines, Germany, the United States, and emerging democracies in former members of the Soviet Union. While the similarities were interesting, the differences in purpose and methodology were more striking. The panelists are now thinking about a way to organize a volume around these papers, expanding the content to include an even greater range of exit polling methods from a wider set of electoral systems.

At the Villa la Collina in Cadenabbia, WAPOR sponsored its seventh biennial Conference on Quality Criteria in Survey Research. Thomas Petersen organized a full program, and we had 26 scholars in attendance, presenting work or serving as discussants. And in this exquisite surrounding, a good time was had by all. Look for a full report in the next issue of the newsletter.

Planning is underway for a full schedule of conferences for next year, including our annual conference to be held in Lausanne, Switzerland (September 2009). We are scheduling the conference to be proximate to the ESOMAR conference to be held in Montreux, but we will be using a different site in order to try to control costs for our members. This will include trying to link with a university as a site for the sessions.

In advancing Council support for investigating the prospects of setting methodological standards for peace polls, we now have a working draft of a proposed set of such standards that we can turn over to a committee of members for advise and review. I will keep you apprised of developments in this area with a report in the next newsletter.

We are coming up on the WAPOR election season. The period for nominations has closed, and a nominating committee consisting of former presidents, headed by Esteban Lopez – Escobar will be preparing a slate of candidates, including for Vice-President and President Elect. The results of this election to find a successor for Thomas Petersen is important to the future of WAPOR, so I encourage you to be on the look out for the ballot and make sure that you vote by the deadline.

As always, I look forward to hearing from you about any issues that concern you or you feel the WAPOR Council should be addressing.



WAPOR  
President  
Prof. Mike  
Traugott

A handwritten signature in black ink that reads "Mike".

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## *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.*

### 2008

September 22-25, 2008:  
Frontiers. ESOMAR Congress  
Montreal, Canada  
Consult: [www.esomar.org/index.php/Congress08-overview.html](http://www.esomar.org/index.php/Congress08-overview.html)

### 2009

February 5-6, 2009:  
12th Annual Meeting, American Association  
of Behavioral and Social Sciences  
Las Vegas, NV, USA  
Consult: <http://aabss.org/>

March 13-15, 2009:  
4th Global Conference: Cybercultures -  
Exploring Critical Issues  
Salzburg, Austria  
Consult: <http://www.inter-disciplinary.net/ci/Cyber/cybercultures/c4/cfp.htm>

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

July 16-17, 2009:  
Regional Conference, International  
Communication Association (ICA)  
Melbourne, Australia  
Consult: <http://www.icaheadq.org/conferences/index.asp>

July 21-24 2009:  
Human Rights and Communication, 2009  
IAMCR Conference  
Mexico City, Mexico  
Consult: <http://www.iamcr.org>

July 2009:  
21<sup>st</sup> World Congress of the International  
Political Science Association (IPSA)  
Santiago, Chile.  
Consult: [www.ipsa.ca](http://www.ipsa.ca)

### 2010

June 22-26, 2010:  
60th Annual Conference, International  
Communication Association (ICA)  
Singapore  
Consult: <http://www.icaheadq.org/conferences/index.asp>

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

### 2011

May 26-30, 2011:  
61st Annual Conference, International  
Communication Association (ICA)  
Boston, MA, USA  
Consult: <http://www.icaheadq.org/conferences/index.asp>

Please let us know about your organization's  
upcoming event(s). We would be happy to  
publish them in upcoming issues of the  
newsletter.

Thank you!

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(Conference continued from page 1)

And speaking of Latinobarometer, founding director, Marta Lagos, was awarded the prestigious Helen Dinerman prize for career contributions to innovative research and to research methodology, making her the fourth female recipient and the first one from Latin America. Her certificate stated that "Marta, more than a person, is almost a continent. She has in her mind all Latin America." Tamás Bodor, a doctoral student at SUNY Albany, received the Elizabeth H. Nelson Prize, awarded to the best conference paper from a society in transition. The paper's title is "Hungary's 'Black Sunday' of Public Opinion Research: The Anatomy of a Failed Election Forecast." The Naomi C. Turner Prize for the best student paper was awarded to Sebastian Valenzuela, a doctoral student of journalism at the University of Texas, Austin, for the paper "Talk That Helps or Hurts? Interaction Effects of Discussion and Media Use on Social and Political Trust." Finally, the Robert M. Worcester Prize for the best article in the *International Journal of Public Opinion Research* in 2007 was awarded to Silke Adam, whose article "Domestic Adaptations of Europe: A Comparative Study of the Debates on EU Enlargement and a Common Constitution in the German and French Quality Press" was published in the Winter 2007 issue (IJPOR vol. 19, no. 4, pp. 409-433). Please see page seven of this newsletter for the citation.

**Polls for the  
Public Good**

Thanks are due to the WAPOR members who contributed to the conference organization through different review committees: Miguel Basáñez, Connie de Boer, Robert Chung, María Braun, Nick Moon, Patricia Moy, Pablo Parás, Hernando Rojas, and Elena Rovner. To our Welcome Cocktail sponsors, Gisela Rubach, from Consultores y Marketing Político, and the Instituto Tecnológico Autónomo de México. To Renae Reis for her patience and support throughout the several months prior to the conference. To all participants, presenters, panel chairs, and attendees, for making it happen.

Alejandro Moreno  
2008 Conference Chair

### **More perspectives on the conference...**

Nick Moon:

I chaired a very varied session on *Survey Methods*. Paula Wright presented the results of an interesting cognitive study on what respondents thought questions meant to suggest that standard interpretations of a well-used question on working mothers may be wide of the mark. Also on the meaning of words, Tom Smith argued – speaking impressively without notes – for greater recognition of the importance of translation in multi-country studies. Rene Bautista presented the results of some experimental work looking at the impact of using different scales in political polling in Mexico, and in a completely different vein from the other papers, Oleg Manaev gave an often shocking account of just how hard it is to conduct research in a totalitarian and undemocratic country – Belarus. The things he and his colleagues have had to put up with make our concerns about response rates or cell phone only households seem rather trivial.

Brian Grim:

The session *Cross National Research and Public Opinion* had four unique presentations that each addressed different substantive and methodological issues. The first paper by Richard Wike, Pew Global Attitudes Project, and Greg Smith, Pew Forum on Religion & Public Life. Looked at what drives support for extremism in six predominantly Muslim nations from recent survey. Olena Kaminska and Allan L. McCutcheon, University of Nebraska– Lincoln, and Jacques Billiet, Katholieke Universiteit Leuven, analyzed the impact of satisficing among reluctant respondents on cross-cultural survey equivalence. John C. Pollock, The College of New Jersey, and colleagues looked at African coverage of progress and responsibility in fighting AIDS using a cross-national community structure approach. And finally, Randall K. Thomas, Harris Interactive, and colleagues, presented on the effect of response formats on self-reported personality items across countries.

(Conference continued on page 5)

Patricia Moy:

The panel, *Social Issues in Public Opinion and Policy*, was very representative of WAPOR in that some research papers dealt with public opinion and policy in specific nation-states, whereas others were comparative in nature, and the two groups spoke with each other. The research questions derived from real-life concerns and had implications for campaigns and policy.

Claire Durand:

The session, *Elections/Voting Behavior II*, was comprised of three papers. The three papers were very diverse. One paper, presented by Colin McIlheney was a "what if..." paper investigating what would have happened if an election had been called in Great Britain in 2007, based on the fact that the polls were supposed to be good for the government at that time. A second paper, presented by Andrew Bunn, was more related to public opinion in general and showed how a well-thought of and informed campaign, using polls, brought a change in opinions during the 2007 Australian National Election. Finally, the third paper was awarded the Elizabeth H. Nelson Prize for the best conference paper from a society in transition. The author, Tamas Bodor, analysed the polls conducted during the Hungarian national election of 2002 and the possible reasons for their failure to forecast the results of the election. These papers provided for a very interesting and instructive session.

Pablo Paras:

Four papers were presented in this accurately named session, *Old and New Expressions of Public Opinion*. Two of them explored the impact and scope of "blogs," a powerful tool within the information highway, on political and social participation. The other two dealt with specific aspects on the origins and effects of the spiral of silence. Innovative ideas experiments of the spiral of silence at home and methods (SEM models) were the common denominator of this lively presentation and discussion of research.

## **Nelson and Turner Prizes Awarded**

The **Elizabeth H. Nelson Prize** given for the best paper from a society in transition was awarded to Tamás Bodor of the State University of New York at Albany. Mr. Bodor was given the prize for his paper entitled, "*Hungary's "Black Sunday" of Public Opinion Research: The Anatomy of a Failed Election Forecast*" based upon the decision of the committee.

The committee chair shared the following comments with WAPOR: "Mr. Bodor wrote on "the devastating failure of the 2002 Hungarian pre-election polls", the so-called "Black Sunday" of Hungarian polling. The paper is well documented (as an anatomy of the event), nicely presented, and convincingly argued. Failure of pre-election polls are not uncommon around the world, especially in young democracies. Bodor's treatise on this subject not only fits squarely into the domain of the Turner Prize, his sophisticated "autopsy" has also added important knowledge to the study of public opinion especially the theory of the spiral of silence."

The **Naomi C. Turner Prize** given for the best graduate student paper was awarded this year to Sebastián Valenzuela of the University of Texas-Austin. Mr. Valenzuela was given the prize for his paper entitled, "*Talk That Helps or Hurts? Interaction Effects of Discussion and Media Use on Social and Political Trust*" based upon a unanimous decision by the committee. His abstract described the paper as a study examining "the influence of discussing public affairs on the relationship between media use and social and political trust." Mr. Valenzuela used multiple regression analysis on data from the 2002-2003 European Social Survey and determined that "among individuals with higher exposure to news papers and television news, frequency of discussion was negatively associated with social and political trust."

One of the committee members summed the paper up by stating, "In my opinion, this paper meets all desirable features for the Turner prize for best student paper. It has an excellent literature review, clear empirical hypotheses, and a solid analysis of comparative survey data. The argumentation is very convincing for a student paper."

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## THE WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Presents the  
*2008 Helen Dinerman Award*

to

*Marta Lagos Cruz-Coke*

Marta is only the 4<sup>th</sup> woman to whom WAPOR has given the prize - and the first person from Latin America to receive it. Marta is almost like a continent; she has in her mind all Latin America. If there is one researcher from this extensive region who is known internationally in this field, the name Marta Lagos comes first.

Marta studied at Essex University (1973), and graduated with an Economics degree from the Germany University of Heidelberg. She then went back to reside in Germany as wife of the ambassador during the 90s.

She began her dedication to public opinion research in her native country, Chile, in 1984, working in the Centro de Estudios de la Realidad Contemporanea (CERC), of which she was director from 1990 until 1993. In 1988 -1989 she worked as a researcher at Columbia University in New York.

In 1994, Marta Lagos established her own company specializing in opinion research, in association with the British based research agency MORI. Since then she has acquired prestige based on the rigor, independence, and determination with which she has pursued her research.

A year later she started one of the most ambitious and important projects in the public opinion field, obliging her to confront numerous complex methodological issues. The Latinobarometro, a public opinion research program that analyzes opinions, attitudes, behavior and values of the countries where it is applied, began to be carried out regularly in eight countries in the year 1995, from 1996 included 17 countries, and in 18 since 2004. Currently the Latinobarometro is based on more than 19,000 interviews that represent a mixed population of 400 million people, and study the social, economic and political development of these countries. It is not possible to summarize adequately in few words the size of the structural methodological and financial issues faced and overcome, to achieve comparable measurements in such diverse countries; Latin America is a vast region comprising of countries with extremely different cultural frameworks. A year ago Latinobarometro signed an agreement with the UK Data Archive, at Essex University to allow direct access to the data bank for all its users.

Marta has also been a member of the WAPOR Council and world opinion editor of the International Journal of Public Opinion Research. Marta Lagos has exceptional professional and human skills. Apart from her achievement with Latinobarometro, she is a member of the group that strategize the World Value Survey; she is part of the committee organizing the comparative study of electoral system; an active member of councils for various Chilean organizations, and this may surprise some of you - she is a member of the board of one of the best football teams in her country! Her achievements in building the Latinobarometro stand above all others, and it is for this reason in particular that WAPOR is honored to present its award for distinguished contribution to public opinion research, the 2008 Helen Dinerman prize to Marta Lagos.

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# Worcester Prize Commendation for 2007 61st Annual WAPOR Conference

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## Remarks given by Sir Robert Worcester

"In their Editorial to the International Journal of Public Opinion Research's Vol. 19, No. 4, the Winter edition this past year, the Editors, Wolfgang Donsbach and Mike Traugott, said of the 2007 Worcester Prize winner's entry that it looks into why and how European issues are debated differently in different countries, using the French and German elite press coverage as indicators of how a country debates an issue.

"This article, the first I believe not to directly employ the results of survey research, nonetheless deserves to be acknowledged as worthy of the award. The article found that a country's specific policy traditions and issue-specific conflict constellations within a country can explain how European issues such as the EU constitution (sic) and EU enlargement are framed in the elite press.



Patricia Moy accepts the Worcester Award from Sir Robert Worcester on behalf of Silke Adams

"As the project is based upon data derived as part of a larger research project called 'Europub' (that's for 'publications', not the informal debate in the local pub in Britain studied by the late Tom Harrison of Mass Observations in the early years of the second world war).

<http://wz-berlin.de>) and funded by the EU, analyzed the Europeanization of public debates in seven countries including Britain, and I hope she, for it's a she, will expand her article from the Franco-German base and especially look at, in this context, British exceptionalism.

"The 'Europub' project, reported by Koopmans & Statham in various places (see

"As she is not able to be here, I would like to invite her surrogate, Patricia Moy, to accept the Worcester Award on her behalf, and as she is coming up to the podium, finish by telling this audience a bit about how she went about developing her arguments. She acknowledged that political actors and the public shape the conflict constellation in a specific country regarding a specific issue, and one factor assumed to influence these actors is a country's policy tradition. For the political actors, distinguishing an elite and outside variable. This enabled her to differentiate polarized issues from consensual issues. Then there are the presence or absence of outsiders of the political access, outside of any policy making role (opinion formers and influencers), and as a third dimension, the public's 'inner voices', which we track. She announces that 'public opinion inevitably influences the actions and strategies of those participating in the political process. (well, yes and no).

"All good stuff."

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## Remembering Professor Leo Crespi: Public Opinion Research Pioneer

We regret to announce that Leo P. Crespi, the fifth President of WAPOR, died in July at the age of 91. He was one of the most influential figures in research at the United States Information Agency, and made an enormous contribution to the understanding of how America was seen by the rest of the world.



Leo's graduation photo  
(UCLA)

After graduating from UCLA and gaining a doctorate at Princeton, Leo spent further time teaching at Princeton and conducting psychology research – including studies of gambling behavior in mice. He wore check zoot suits to his research lab, explaining that the mice would know him instantly as a result.

His passionate lecturing style made him a student favorite, and one year the student guide described him as “a hot rock that can get you all steamed up about religion, nationalism, the caste system in the South and the interesting differences between men and women.”

One of his early surveys, “The Implications of Tipping in America,” was published in *Public Opinion Quarterly* in 1947. He argued that tipping encouraged management to pay workers less than a living wage, and that social pressures meant that diners did not base the tip on the quality of service.

An expert on sampling techniques, Leo also contributed to critical evaluations of Alfred C. Kinsey's studies about sexual behavior. His opinion of the Kinsey reports was far higher than that of the Princeton president, and this may have contributed to his decision to move to Germany in 1948 to take over the direction of the US Army Survey Research Program. As he himself wrote in the obituary he penned, in typically unusual fashion, to await his death:

“But Dr Crespi knew his days were numbered when a sharp disagreement with the President of the university over the Kinsey Report on human sexuality was published in the press...Highly placed elements at Princeton were happy to see him go.”



Photo courtesy of Jeff Crespi

Leo joined the USIA in 1954 and spent 32 years there, becoming a senior research adviser specializing in public opinion in Western Europe. Much of his work necessarily never saw the light of day (the self-penned obituary put it thus – “So Dr. Crespi lived long in obscurity, eschewing recognition for relevance”), one of Leo's surveys achieved notoriety when it was leaked to the *New York Times*. The 1960 survey of British and French public opinion of the United States and Soviet Union took on political significance because its results supported public remarks by the Democratic presidential nominee, John F. Kennedy, that U.S. prestige abroad was declining.

Ballroom dancing was a passion for Leo, and it was on his way to a lesson – as a teacher, not as a student – that he suffered his fatal stroke. He was regarded as an eccentric in many ways

*(Crespi continued on page 9)*

– “quirky” was the word used by his son Jeff – and he also had a life-long reputation for frugality. Jeff said that other than dancing, his father spent much of his retirement at Barnes and Noble – browsing books on wide variety of topics, but never actually buying any.

## Personal Reminiscences

“When I first knew Leo Crespi he was a close associate of Hadley Cantril and was a rising star in the Psychology Department of Princeton University. His popularity with students was enormous and his courses were very well attended. Three characteristics of Leo impressed me particularly, and probably attracted students also: his poise, elegance, and ability to provide clear explanations for complicated subjects. On the lecture platform he seemed completely relaxed. He always wore a bow tie, was immaculately dressed and could make complicated subjects easy to understand. Individuals in large audiences often felt he was speaking to them personally. He was able to interest numerous students in a field that was still new at that time — public opinion research.

“There was great unhappiness at Princeton when, in the 1950's, Leo accepted an invitation from the U.S. Information Agency to direct its worldwide public opinion research. I was not involved with his work there, but it was my impression that he always fought hard to make research done by the agency available to interested people everywhere and that he strongly resisted governmental tendencies to emphasize secrecy.

“The last time I saw Leo was in about 1996. He was then retired and well into his eighth decade. I dropped into his house in Virginia. There he was, immaculately dressed and wearing a bow tie. He explained that he could talk for only a few minutes because he was giving a class in ballroom dancing and didn't want to keep his students waiting. I should have anticipated this. He was teaching ballroom dancing, in addition to teaching, when I first met him in the 1940's, and I suspect he continued these classes during his long period of government service. Poise, elegance, and the ability to provide clear explanations certainly contributed to his qualifications for all three of his careers — as teacher, researcher/administrator and dancer.”

*-W Phillips Davison*

“Leo Crespi was an exceptional person. After pestering lab mice and teaching at Princeton for eight years, he was lured to Europe, where he took over the U.S. survey research program in occupied West Germany. In my view, his surveys were a major contribution to the reconstruction of post-Hitler Germany, giving ordinary citizens a voice in their future.

“I first met Leo in Germany, where I was working with the Armed Forces I&E Division (successor to the “American Soldier” team). At one point Leo even ran coordinated surveys asking German civilians their opinions of American soldiers, and vice versa.

“In 1954 Leo was called to Washington to lead the new U.S. Information Agency's international survey program; I joined his staff the following year. In 32 years at USIA's Office of Research, he instituted multi-country studies, initiated survey operations in many new countries, promoted “Before/After” studies to measure the effect of Agency programs abroad, and produced a multitude of research reports on foreign perceptions of American people and policies.

(Crespi continued on page 10)

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(Crespi continued from page 9)

"Although most of his reports were initially classified, many were sent to college libraries and all are now available at the National Archives and Records Administration. Thus USIA became a virtual "Ear of America" — a complement to its Voice.

"Early on he introduced and required pre-survey meetings of contractors to make concepts and questionnaires as equivalent as possible across cultures. I think these meetings helped spread a spirit of collaboration and professionalism that helped WAPOR grow, even before he became its fifth President.

"Leo was an eloquent speaker, with a powerful voice. He was hard to talk back to, but he could and did listen — sometimes even to me because my background as a real doorstep field interviewer gave me useful insights on how high-level political concepts might appear to ordinary respondents."

With appreciation for many years of fruitful collaboration —

*-Helen Crossley*

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## Call for Nominations

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, 2009. This year's elections include **Vice President/President-Elect** and **Chair of the Professional Standards Committee**. The **Vice President/President-Elect** will serve on the WAPOR Council for a total of six years—two as Vice President, two as President and two as Past President. The WAPOR Constitution states: 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." WAPOR is seeking nominations for the office of Vice President/President-Elect.

The current **Vice President/President-Elect** is Thomas Petersen.

The **Chair of the Professional Standards Committee** serves a two year term. The WAPOR Constitution states: "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." WAPOR is seeking nominations for the office of **Chair of the Professional Standards Committee**.

The current **Chair of the Professional Standards Committee** is Patricia Moy.

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 **Monday, September 8, 2008**. The Nominations Committee is chaired by WAPOR Past President Esteban Lopez-Escobar. Members can send nominations by **mail** or **fax** to the WAPOR Secretariat (FAX: 1 402 472 7727) or **email** them to Renae Reis at [renae@wapor.org](mailto:renae@wapor.org).

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# Rohrschneider Appointed Sir Robert Worcester Distinguished Professor

LAWRENCE – Robert Rohrschneider, an internationally renowned scholar with special expertise in the European Union, has been appointed the first Sir Robert Worcester Distinguished Professor in Public Opinion and Survey Research at the University of Kansas. (Lawrence, Kansas, USA.)

Professor Rohrschneider's intellectual interests in public opinion and politics include both advanced democracies and democratizing countries. These interests will make him the focal point for multidisciplinary research development," said Elaine Sharp, chair of the Department of Political Science at KU, in making the announcement.



Professor Robert Rohrschneider

Rohrschneider, a political science professor at Indiana University for the past 16 years, is a recipient of the Stein Rokkan prize for Comparative Social Science Research. Selected every two years, the prize is awarded by the European Consortium for Political Research. He was awarded for his book "Learning Democracy: Democratic and Economic Values in Unified Germany."

He has also published numerous articles in the leading journals of political science about comparative public opinion, most recently, about European integration. He has held visiting appointments at the University of Mannheim, Germany, and at the Institute for Political Science at Humboldt University in Berlin. His research has been funded by the SSRC and, most recently, by the German Marshall Fund to research European integration in Brussels. He was born in Germany, but has lived in the United States for many years, and has taken American citizenship.

The distinguished professorship was established through a gift of \$2 million to KU Endowment by top British political commentator and survey research pioneer Sir Robert Worcester. Sir Robert, who earned his undergraduate degree from KU in 1955, moved to Great Britain in 1969 to found Market & Opinion Research International (MORI), best known for public opinion polling, though it specializes in international socio-cultural trends.

Based in London, MORI was one of the 20 largest market research firms in the world before being sold to the Ipsos Group in 2005. Ipsos has now research companies in 46 countries. Sir Robert is international director of Ipsos and chairman of its Public Affairs research advisory board.

Sir Robert, who has dual citizenship in the United States and Britain, was named a Knight Commander of the Most Excellent Order of the British Empire by Queen Elizabeth II. He is chancellor of the University of Kent and honorary professor of government at the University of Kent, the London School of Economics and Warwick University.

Rohrschneider will join the KU faculty in academic year 2008-09, but will spend that year on a research fellowship at the Netherlands Institute for Advanced Studies before taking up his post at Lawrence.

Sir Robert welcomed the appointment of Rohrschneider as a multidisciplinary, multinational scholar of stature, widely published and internationally recognized, and expressed his confidence that he will make an enduring contribution to the field.

The gift from Sir Robert Worcester is managed by KU Endowment, the independent, nonprofit organization serving as the official fundraising and fund-management organization for KU. Founded in 1891, KU Endowment is the first foundation of its kind at a U.S. public university.

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## Calendar

### **September 8, 2008**

Deadline for nominations

### **October 10, 2008**

Ballots and election materials mailed

### **November 2008**

Renewal notices and Membership Updates mailed

### **December 5, 2008**

Ballots due in WAPOR office

## Notes

- Renewal notices for 2009 dues will be sent out at the beginning of November. I will also send out "Membership Updates" which will be for those people whose 2009 dues have already been paid. Please watch your mailbox for a note from the WAPOR office in November.
- If you have moved or changed jobs recently, please check our online membership directory ([http://www.unl.edu/wapor/membership\\_directory.html](http://www.unl.edu/wapor/membership_directory.html)) to be sure we have your up-to-date information. If not, please send a message to [renae@wapor.org](mailto:renae@wapor.org) to update the directory.

Thank you!

The WAPOR Newsletter is published by the  
World Association for Public Opinion Research

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Editor: Renae Reis

## WAPOR has a new address

Beginning on August 18, 2008, the WAPOR Secretariat is in a new location. The office is still housed within the UNL Gallup Research Center at the University of Nebraska-Lincoln, just in a different building. The new mailing and phone information is below:

### **WAPOR**

**c/o UNL Gallup Research Center**

**University of Nebraska-Lincoln**

**201 North 13th Street**

**Lincoln, NE 68588-0242**

**USA**

**Ph: 402-472-7720**

**Fx: 402-472-7727**

The website at

**<http://www.wapor.org>**

remains the same. As does the email address ([renae@wapor.org](mailto:renae@wapor.org)) Please let us know if you have any questions.

Thank you!

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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](mailto:renae@wapor.org) or to Nick Moon (Publications Chair) at [nmoon@gfk.com](mailto:nmoon@gfk.com).

*Let us know your upcoming events.*

*Please note, the deadline date for the  
3rd quarter newsletter is  
September 30, 2008*

# 61st Annual Conference: Polls for the Public Good



Above: WAPOR Vice President Thomas Petersen (Germany) and Steven Kull (USA) at the banquet



WAPOR  
President  
Mike Traugott  
(USA)  
welcomes  
banquet  
attendees



Above (from the left): Ignacio Zuasnabar (Uruguay), Marcia Cavallari-Nunes (Brazil), Jorge Rojas, Pablo Paras and Francisco Abundis-Luna (all Mexico)



Above: Past WAPOR Historian Helen Crossley (USA) chats with Past Secretary/Treasurer Robert Chung (Hong Kong)



Above: Marta Lagos (Chile) accepts the Helen Dinerman Award for 2008, presented by Mike Traugott



Above: WAPOR Media Relations Chair and '08 Conference Chair, Alejandro Moreno (Mexico) thanks organizers, authors and contributors