



# NEWSLETTER

Third & Fourth Quarter

2009

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## Annual Conference Wrap-Up

Contributed by Nick Moon (Publications Chair) and Renae Reis (Editor)

The University of Lausanne in Lausanne, Switzerland was the chosen spot for the 62<sup>nd</sup> Annual Conference of WAPOR. The conference, entitled *Public Opinion and Survey Research in a Changing World*, was held September 11-13, 2009. The venue was located within sight of Lake Geneva, a spectacular view for lunches and breaks when people were able to pull themselves away from discussions with fellow participants.

WAPOR would like to extend our heartiest thanks to Dominique Joye who so generously served as the Conference Chair for 2009. His willingness to serve as Chair, and the ease with which we were able to secure a location for the conference, was much appreciated. Thanks also to Kathrin Kissau who managed the conference arrangements with the expertise of a skilled veteran, when indeed this was her first foray into conference organization. We'd also like to thank the University of Lausanne (UNIL) and the Swiss Foundation for Research in Social Sciences (FORS) who were our hosts for the weekend. The University setting was conducive to scholarly activities and helped us to keep our registration costs down as well, which is always appreciated.

All told there were 20 sessions organized over the course of the conference, with 75 papers on the program. The nearly 120 participants made this one of our largest gatherings in the past decade, second only to the conference in Berlin in 2007. The following contributions highlight some of the sessions that took place:

### Session II/B:

#### *Journalism, free press and public opinion*

**Stefan Geiss** (University of Mainz, Germany) received an Honorable Mention for the Naomi C. Turner Prize for his paper "*News Waves' Impact on Issue Composition of Newspapers. Analyzing Competition for Media Attention.*" To investigate the impact of news waves on the issue composition in print media, he made use of content analysis data about 101 news waves and 32 issue areas. Key findings were (1) some issues characteristically interact with each other;

(Conferences continued on page 5)

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**63rd Annual  
Conference  
Chicago, IL, USA  
May 11-13, 2010**

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## *Letter from the President*

Dear WAPOR Members,

Perhaps a few of you may feel it is a bit unfair when I describe to you what I see on gazing out of my office window—for now, just in time for Christmas, the little town of Allensbach, situated on Germany's southernmost border, has turned into a winter wonderland. The roofs of the half-timbered houses are covered in snow, and rising up majestically on the horizon beyond the town's little onion-domed church are the Swiss Alps, which are normally only visible under extremely clear weather conditions.



**Thomas Petersen**  
President

This is just the right atmosphere to take stock of the past year, which I believe has been marked by a number of successful events, particularly the second Latin American Congress on Public Opinion and our annual conference in Lausanne, Switzerland. Of course, it will probably take a few years before we can definitively say whether it was a successful year for WAPOR on the whole or not. Nevertheless, we have at least made some decisions over the past months that we are convinced will be important for WAPOR's future development.

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"This is just the right atmosphere to take stock of the past year, which I believe has been marked by a number of successful events..."

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The most important one was undoubtedly the amendment to the WAPOR constitution that was suggested by the WAPOR Council and then approved by an overwhelming majority of 98 percent of [voting] WAPOR members. Thanks to this amendment, WAPOR will be able to accept and examine applications for the establishment of regional chapters starting in the year 2010.

In addition, we can also welcome three new members to the WAPOR Council in the new year. Claire Durand of the University of Montreal has been elected to the post of Secretary-Treasurer. She succeeds Allan McCutcheon, who held this position for many years and, as such, was in charge of ensuring that WAPOR's finances are today in impeccable condition. Fortunately, Allan will remain with us in a key position at WAPOR, as he continues to hold the post of General Secretary.

Robert Chung of the University of Hong Kong has been chosen as the new Liaison Committee Chair and Alejandro Moreno as the next Publication Committee Chair. They follow in the footsteps of Marita Carballo and Nick Moon, to whom we are all grateful for their excellent work over the past two years. I personally enjoyed working together with them very much, just as I am also looking forward to working with the new Council members in the coming year.

I would also like to express my thanks to those WAPOR members who ran for office but were not elected. One of our finest WAPOR traditions is that all of our elections are real elections, with members being able to choose from several candidates. Consequently, we take great care to ensure that there are no "token candidates"—instead, members must be able to choose

*(President continued on page 3)*

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(President continued from page 2)

between real alternatives, so that the election outcome is truly open. In my view, all of the candidates listed would have been highly suitable for the various offices. I would also like to take this opportunity to ask all of our members to think about whether they might conceivably want to hold a WAPOR office sometime in future. Organizations like ours, which have high scholarly and scientific standards, often appear to the outside world like a closed circle of academic dignitaries. As members, however, you know that that is not true. We are pleased about every member who wants to play an active role.

The coming year will also be marked by a number of major events and decisions, including the fundamental decision on the question of whether we should, after more than 60 years, abandon our custom of holding our annual conference alternately with either AAPOR in North America and with ESOMAR in Europe. I personally believe that the time for this change has come. Certainly, we value our partnership with AAPOR and ESOMAR—and we should do everything possible to maintain and even expand our relationship with both of these organizations in future. As the World Association for Public Opinion Research, however, we cannot and do not want to ignore the growing significance of other parts of the world for our profession. This means that it should also be possible to hold our annual conference in Asia, Latin America or Africa someday. As said, however, that is my own personal view. The Council will presumably make an official decision on this issue in Chicago in May.

I wish you all a happy and successful year 2010!

Best Regards,



Thomas Petersen

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**Call for Session Chairs:**  
**63rd Annual Conference**  
**“Opportunity through Diversity”**  
**May 11-13, 2010**  
**Chicago, IL, USA**

Please consider serving as a Session Chair at the Annual Conference. This is an excellent way for any member (or non-member) to participate in the conference and helps provide a service to WAPOR. A Session Chair introduces each participant, informs participants of time limits and monitors the time of presentations, collects copies of the papers and may facilitate discussion in the session.

If you are interested in participating as a Session Chair, please send a note of interest to [renae@wapor.org](mailto:renae@wapor.org). The assignments will be made and you will be informed of your session in the coming weeks. Thank you!



**Call for Nominations:**  
**Dinerman Award**

The WAPOR Helen Dinerman Award is presented annually in memory of Helen Dinerman’s scientific achievements over three decades of public opinion research. The award, given since 1981, honors particularly significant contributions to survey research methodology. This is a career award recognizing a lifetime of service to the profession and the discipline.

Recent winners include: Marta Lagos, Wolfgang Donsbach, Don Dillman and Roger Jowell. Last year in Lausanne, the award was presented to Willem Saris for his lifetime contributions and achievements in the field.

Please send suggestions and a few lines of justification by email to WAPOR at [renae@wapor.org](mailto:renae@wapor.org) by March 10th. The winner will be announced at the WAPOR Annual Conference this May in Chicago, IL, USA following the decision by three past Presidents of WAPOR.

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## Polling from the Pyramids

By Mahar Mangahas  
WAPOR National Representative, Philippines

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Cairo, Egypt, Nov. 7, Saturday: Arriving here the day before the Second Cairo International Conference on Public Opinion, the first thing to do, naturally, is to go to Giza to see the pyramids and the sphinx.

Egypt, with a population of close to 80 million, 20 percent of them in Cairo, is the largest of the Arab countries. It appears to be the most advanced in opinion polling. Polls are said to be reported in media twice a week.

Sunday: The conference is hosted by the Public Opinion Polling Center ([www.pollcenter.idsc.gov.eg](http://www.pollcenter.idsc.gov.eg)), which is part of the Information and Decision Support Center or IDSC ([www.idsc.gov.eg](http://www.idsc.gov.eg)), the think tank of the Egyptian Cabinet.

There are 87 participants here to listen to presentations from Egypt, Germany, Oman, Palestine, the Philippines, Russia, Saudi Arabia, Spain, the United States, the United Kingdom, and Yemen. The program also has papers from Algeria and Iraq, but these are no-shows.

In his welcome statement, IDSC chairman Magued Osman says that opinion polling is important for democracy. It gives feedback on government policies, promotes accountability and transparency, helps in fighting corruption, and builds mutual trust between the people and the state. Being part of the government, the IDSC is used to criticisms that its work is biased; it maintains that it always uses best practices. (The IDSC's research capacity is enviable; the Philippine government has nothing like it.)

Among the IDSC handouts is a report of its April 2009 national poll of 1,152 adults stating that government performance was rated "very good" by 23 percent, "good" by 27 percent, "acceptable" by 37 percent, and "bad" or "very bad" by 13 percent. It admits that these are a comedown from previous ratings in 2005 and 2007. It points out matters which many Egyptians say are getting worse: inflation (41

percent), unemployment (36 percent), and education (26 percent).

One of the main speakers is an old friend from Mexico, Miguel Basañez, who now directs the Cultural Change Institute at Tufts University [in the United States]. He sees Egyptians, Mexicans and Filipinos as very similar in values. Using the World Values Survey, he groups peoples according to whether they are trustful or distrustful of others, and according to whether they value obedience or autonomy in children. Those who are both distrustful and obedient are Muslim, Catholic and Orthodox Christian; those trustful and autonomous are Protestant, Jewish and Confucian; those trustful and obedient are Hindu and Buddhist.

Mohamed Younis, Gallup's senior analyst for Muslim studies, discusses the Gallup World Poll, now covering 140 countries. He points to conflicting Arab and Western opinions about each other. In Arab nations, most people feel that the Muslim world is committed to improving relations with the West, but only a few feel that the West is committed to improving relations with the Muslim world. In Western countries, the reverse is true.

(The Gallup World Poll is completely financed by the Gallup Organization. The Philippine fieldwork is done by Social Weather Station, which was awarded as Gallup's best provider in Asia. It was a pleasure to meet pollster Manas Warrad of the Jerusalem Media and Communication Center, fieldwork provider for Palestine, awarded as best in the Middle East and North Africa.)

In the afternoon, Jay Sandoval presents his paper on SWS telephone surveys in Metro Manila, done with a one-week turnaround, from concept to report. That was back in 2000, when 60 percent of Metro Manila households had a landline. At present, however, landline ownership has fallen to a minority due to competition from mobile phones, making landline polling less representative of public opinion than formerly.

*(Polling continued on page 11)*

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(Conference continued from page 1)

(2) issues differ in the dominant kind of role they play in issue relationships, e.g. domestic politics is a killer, national security a victim issue; (3) key events do not only displace articles on some issues, but also add articles on other issues, causing even more competition pressure; (4) news waves within other issues are an important factor explaining changing issue emphasis.

**Nathalie Sonck** (Centre for Sociological Research; University of Leuven, Belgium) presented her paper "*News media and public opinion*" co-authored with her supervisor Geert Loosveldt. She studied several topics in the news in Flanders and made use of data of the European Social Survey. The main hypothesis tested was whether exposure to news media could indirectly affect personal opinions through perceptions of collective opinion. She also studied the occurrence of the phenomena 'looking glass effects', 'false consensus', 'pluralistic ignorance', and 'spiral of silence' and found different patterns for different issues.

**Murray Goot** (Centre for Media History, Macquarie University, Australia) studied the impact of the polls on the reporting of public opinion in his paper "*The commodification of public opinion: polls and the reporting of Australian election campaigns in the Melbourne Press, 1973-1987.*" His paper suggests three things. First, before the emergence of polls commissioned by the press there was very little reporting of public opinion of any kind during election campaigns. Second, the speed with which the polls came to dominate a newspaper's reporting of public opinion was largely a function of whether the newspaper commissioned polls they had to report rather than a function of whether there were polls they could report. Third, while there were similarities between the papers - notably guesstimates about voting intentions or likely winners - there were also important differences. Some of these differences reflect differences in corporate culture; others reflect the respective positions of the papers in the market place.

**Joachim Bruess** (InterMedia, Washington D.C, USA) presented in his paper "*Exploring media use across the non-western world*" an analysis of an audience based Media Use Index (MUI). Based on large, random, representative samples from more than 50 countries, the analysis compares more traditional (newspapers, radio and TV) versus modern means (mobile phone, internet) of getting news and information. Countries were ranked according to their media use and they were compared to their peers based on their total, traditional and modern media use. Subgroup analysis explored gender gaps, differences related to age and education, and test gaps between rural versus urban populations.

-Contributed by Peter Neijens (Chair)

Session II/C:

*Survey effects on institutions and nations*

People often talk about the influence of opinion polls on voters, but **Rene Jainsch** argued in his paper that the opinion polls in Britain played a significant part in the discussions within the British Labour Party about the possibility of calling a snap general election after Gordon Brown succeeded Tony Blair as Prime Minister. This was undoubtedly an important moment in recent British politics, and Jainsch shows how the decision not to call an election was likely to have been influenced by the polls.

**Robert Chung's** paper went into more controversial territory, looking at the exit polls that had been conducted at recent elections in Hong Kong, and various allegations that had been made against them, and particularly the problems with exit polls conducted by parties rather than by media clients. His paper concluded with a plea for the recent WAPOR guidelines on exit polling to be observed.

**Sharon Felzer** from the World Bank presented some fascinating data that she and her co-author Alison Simon from Gallup had gathered in the World Bank Global Poll of opinion leaders, looking both at problems facing their country and the role of the World Bank. One of the most striking findings was that in industrialized countries the environment was top of the list of problems facing their country, while it was barely mentioned elsewhere.

Finally, **Bob Worcester** and **Mark Gill** showed that one of the best jobs in research may well be conducting surveys on a Caribbean island. They were commissioned by the government of Trinidad and Tobago to conduct a series of surveys as part of its Vision 2020 program for the development of the country,

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(Conference continued on page 6)

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(Conference continued from page 5)

looking at issues, service delivery, confidence in the government and so on, and this research has been a vital part of the development and implementation of Vision 2020.

-Contributed by Nick Moon (Chair)

Session III/C:

*Public opinion and electoral outcome*

The session dealt primarily with the difference between expressed political values and voting behavior. Papers focused on the 2008 US presidential elections and explanations of the “Bradley Effect” reflected in a gap between stated voting intentions in polls and actual voting behavior in the case of black candidates. Another paper focused on the difference between expressed intention to vote and actual voter turnout in Poland. The third paper discussed the difference between support for various issues, ideological predisposition, and support for political parties in Germany. Yet a fourth paper focused on the role of the media and democracy in Egypt.

-Contributed by Orlando Pérez (Chair)

Session V/A:

*Telephone Interviews*

This session had three papers on diverse aspects of the main topic. A Korean paper (**Sun-Woong Kim, Sang-Kyung Lee, Sung-Joon Hong, and So-Hyung Park**) told the story of its country’s transition from printed directories still being used for sampling frames in this century’s first decade to list-assisted RDD frames. The transition has packed familiar troubles many other countries have experienced within a short time period and for a unique technical/social context. All of this has happened just in time for the next challenge of Korean mobile phone penetration to start ramping up. A Swiss paper (**Gene Lutz and Oliver Lipps**) examined the persistent issue of interviewer gender differences with a more sophisticated analysis than usually seen. The use of panel data, random assignment of interviewer-respondent pairs, and impacts on multiple attitudinal domains gave a richness to the findings, leading to the tentative conclusion that content may yet outweigh interviewer gender in determining findings; a tentative relief to all of us with heavy reliance on female interviewers. The German student paper (**Martin Degen, Anja Obermüller, and Anna-Maria Schielicke**) was a real shiner in taking on the big topic: Are Telephone Surveys a Dying Breed? In a tightly constructed, but nonetheless comprehensive review of nonresponse rates and respondent characteristics, based both on the literature and primary data, the authors conclude non-contact and refusals are not big dangers for telephone surveys per se; rather, the cheaper Internet mode and cell phone only households are more threatening. Whether or not the field agrees with this conclusion (now or in the future) the paper was a high achievement of argumentation, so much so that it won this year’s annual student paper award. Congratulations to these young researchers! Overall, the mix of papers yielded a vigorous discussion of important data collection mode issues for public opinion survey research. It was my pleasure to chair the session; my first experience at a WAPOR meeting.

-Contributed by Gene Lutz (Chair)

Session V/B:

*Spiral of Silence and Sensitive Topics*

Thirty-five years after Elisabeth Noelle-Neumann first outlined her theory, the two papers on the ‘spiral of silence’, and the discussion that followed, provided one of the high points of the conference. **Jörg Matthes**, from the University of Zurich, offered a highly sophisticated paper that used Swiss data on perceptions of media hostility and the intensity of media use during the World Economic Forum to stress the importance of interaction effects and to offer new insights into the conditions under which a spiral of opinion might occur. Closer to the theory’s home, **Thomas Roessing**, from the University of Mainz, in a tour de force, offered a critical survey of ‘the central theoretical and empirical developments in spiral of silence research of the last decades.’

The one silence we all regretted, even if we didn’t express it, was the silence generated by the absence of Elisabeth herself.

-Contributed by Murray Goot (Chair)



At left:  
The University of  
Lausanne



At right:  
Anna-Maria Schielicke,  
Anja Obermüller and  
Martin Degen giving  
their Turner Prize  
winning talk



Above: Hae-Kyung Um and  
Colin Irwin  
Below: Kathrin Kissau, Gerald  
Pearson and Dominique Joye



At left: Trevor Tompson,  
Richard Wike and Doug  
Miller

Below: Hynek Jerabek,  
Thomas Petersen, Jiri  
Vinopal



Above: Rodolfo Sarsfield and  
Fabian Echegaray  
Below: Willem Saris, Dinerman  
Award recipient

**WAPOR 62nd Annual  
Conference  
Sept. 11-13, 2009  
Lausanne, Switzerland**



Above: Uwe Hartung  
receiving heartfelt  
“Thanks” from Thomas  
Petersen for all of his  
work on the IJPOR over  
the years

At left: Ingegerd  
Jansson, Alejandro  
Moreno and Gunilla  
Dahlen

Presents the

2009 Helen Dinerman Award

to

# Willem E. Saris

WAPOR is proud to present the 2009 Helen Dinerman Award to Willem E. Saris of the Department of Methods and Techniques for Political Science at the University of Amsterdam, the Netherlands, and the Universitat Ramon Llull in Barcelona, Spain. The award is made in recognition of Professor Saris' contributions to the field of public opinion research through his studies of attitudes, values and life satisfaction; his extensive contributions to the development of survey research methods; his commitment to multiple longitudinal data collections as a way of building research infrastructure in Europe; and his role in the formation of the European Survey Research Association, an organization that he now serves as President.

At heart, Professor Saris is a survey methodologist. His main areas of research have included the study of measurement errors and ways to adjust for them in analysis. Since his professional career began in 1970, he has published more than 200 articles, chapters, and books that focus on reliability and validity, the use of multi-method techniques, and the application of analysis strategies such as structural equation modeling to investigate explicitly the consequences of measurement errors in survey research. He has been an active proponent of panel study designs as a way to measure change. He designed one of the first internet panels for public opinion research that employed probability sampling methods, and he has become engaged in a number of major panel and longitudinal surveys in Europe and elsewhere. He has actively engaged in collaborations with other researchers whenever there has been an opportunity to explore mutually interesting problems of survey measurement and error. He teaches courses in research design, research methods, measurement models, and market and opinion research, and he has directed 25 Ph.D. dissertations.

Professor Saris has offered his own time to a variety of data collection and other scholarly activities that mutually benefit social science researchers in Europe, especially where he can contribute to the improvement of survey methodology. He serves on the methodological advisory board of the European Social Survey as well as for the Eurobarometer surveys. He is on the editorial board of a number of journals, including *Structural Equation Modeling* and *Social Indicators Research*, and he is the chairman of the Sociometric Research Foundation as well as the International Research Group on Methodological and Comparative Studies (IRMCS).

Throughout his career, Professor Saris has supported centralized data collection activities that benefit multiple public opinion researchers. These include leadership of the Foundation Telepanel in Amsterdam, the European Social Survey, and the Eurobarometer surveys. As a long-time supporter of professional associations that focus on survey research, most recently he was active in the organization of a new one, the European Survey Research Association, for which he organized a mini-conference last year on Measurement Error in Survey Research. He also serves as an Associate Editor of its journal, *Survey Research Methods*.

In recognition of his lifelong research on the survey process and his contributions to improvements in the field, WAPOR is honored to present its award for a distinguished contribution to public opinion research, the 2009 Helen Dinerman Award, to Willem E. Saris.

Presented September 12, 2009  
Lausanne, Switzerland



# More Awards...

WAPOR Paper Prizes  
62nd Annual Conference  
Lausanne, Switzerland

It seems as though it gets more difficult every year to determine winners for the various prizes that WAPOR awards to papers submitted for the annual conference. As an organization, WAPOR seems to have the distinct pleasure of receiving exceptional submissions for presentations. That was indeed the case this year for the **Naomi C. Turner Prize** for the best paper by a student (or students). So difficult in fact, that the judges made the decision to bestow an honorable mention as well.



## Honorable Mention:

"New waves' impact on issue composition of newspapers: Analyzing competition for media attention," by Stefan Geiss (Johannes Gutenberg-Universität Mainz) (see him in photo above).

This paper, explains the committee, develops an insightful analysis of the dynamics and nature of issues in media coverage. It is based on an interesting typology of issues and, using an impressive dataset of content-analyzed newspaper articles, it attempts to explain how and why some of those issues dominate over others. This paper may contribute to debates on agenda setting, priming, and framing hypotheses, and the committee believes it adds new concepts to an existing literature.



From left: Martin Degen, Anna-Maria Schielicke and Anja Obermüller

response rates (interestingly analyzed), but because of the rise of other technologies. One of the main contributions that the committee sees in this paper is how those in the next generation of surveys researchers are focused on the state of current methodologies, while looking ahead at how to cope with technological change.

## Winner:

"Are telephone surveys a dying breed? How declining response rates can be explained and resolved," by Martin Degen, Anja Obermüller and Anna-Maria Schielicke (Technische Universität Dresden).

This paper focuses on methodological aspects of telephone surveys and the authors ask whether this mode of data collection is in danger, given the rise in non-response rates. The answer is that they are in fact in danger, but not because of

(Please see page 10 for more prize information)

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# Nelson Prize

Contributed by Liz Nelson

WAPOR Paper Prizes  
62nd Annual Conference  
Lausanne, Switzerland

"Unlike the Turner or Worcester Prize, the **Elizabeth Nelson Prize** has been dressed in many different clothes. All those many years ago at the end of the 80's I began the prize for the best WAPOR conference paper coming from The Third World.' Whoever remembers the phrase 'Second World' after the fall of the Berlin Wall. So we gave the prize for the best conference paper from the 'Developing World.' Sounds pretty condescending now, doesn't it, when you consider some of the winning papers? The third set of clothes is best WAPOR conference paper from a 'Society in Transition.'



Noppadon Kannika presenting his prize-winning paper

"The aim remains the same... to encourage researchers who are dedicating their professional lives to increase the voice of ordinary people, who traditionally have had problems expressing their choices. We have had some wonderful winners, papers addressing a plethora of issues pertaining to the use of surveys and the media to advance development objectives, including voting participation, health, governance, and climate change. In fact I can honestly say that every year I have been proud of the winning paper."

The winner for 2009 was titled "Investigating Gross Domestic Happiness (GDH) in Thailand" by Noppadon Kannika of Thailand (ABAC Poll Research Center, Assumption University of

Thailand). The abstract reads:

In this paper, the research and development surrounding the evolution and improvement of Gross Domestic Happiness (GDH) surveys are introduced. First, some of the work endeavored by previous researchers, making mention of possible methodological oversights and inaccuracies, are covered and criticized. Second, the development of research regarding happiness in Thailand is presented, including the GDH trend among Thai people from April 2007 to February 2009. Finally, the survey results are presented; results indicate that significant factors including mental health, economy situation, social justice, sense of community, environment, physical health, family life and His Majesty King Bhumibol Adulyadej's sufficiency economy principles, affect the Gross Domestic Happiness of Thai people. To conclude, the intentions for future survey methodological research and the accuracy of measuring target populations' relative happiness, are briefly suggested.

# Worcester Prize

The **Robert M. Worcester Prize** for the best article published in the International Journal of Public Opinion Research (IJPOR) for 2008 meant choosing the best of fourteen articles. In the end, the winning article was "News Coverage and Support for European Integration, 1990-2006" by Rens Vliegthart,



Claes de Vreese with Bob Worcester

(continued on page 11)

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(continued from page 10)

Andreas Schuck, Hajo Boomgaarden and Claes de Vreese.  
The abstract reads:

WAPOR Paper Prizes  
62nd Annual Conference  
Lausanne, Switzerland

Citizens depend on information from the mass media when forming their opinion about political issues. Studies have shown that news media coverage of the EU can affect general and policy-specific support for European integration. Extant research has focused on *individual-level* analyses at specific points in time. The present study considers whether the visibility and the framing of EU news coverage conceptualized as contextual factors influence EU support at an *aggregate* level. We look at this question in seven EU member states for the period 1990–2006. By utilizing aggregated data of the content analytical indicators and aggregate public support measures in a time-series design, we relate variation in news content to subsequent public opinion dynamics. Our results suggest that both the framing of EU news in terms of benefit and conflict matters for public support. While benefit framing increases public support, conflict framing decreases support. We conclude with a discussion of the use of news content as a contextual variable in explaining the public opinion dynamics and potential benefits of this approach for future media effects research.

Congratulations to all of the winners!

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(Polling continued from page 4)

Monday: I present my paper on the challenge of election surveys in the Philippines, with data on the performance of SWS in past elections. Our only flaw was in the Metro Manila component of the 2004 exit polls, which had Gloria Macapagal-Arroyo ahead instead of Fernando Poe, Jr.; yet, in the Autonomous Region in Muslim Mindanao, the SWS exit poll did put FPJ ahead of GMA, matching Manfrel in contradicting the final count. (The times when elections surveys “get it wrong” are so few—Germany in 2005, Britain in 1992, the United States in 1948 and in some 2008 primaries—that they are more remembered than the times they get it right!)

Tuesday: There is a panel on the media and public opinion, chaired by Abdel Moneim Saeed, head of the board of Al-Ahram newspaper, which does its own opinion polling. It is very lively. The panelists, including an opposition-newspaper editor, who is also a member of parliament, a journalism professor, and television journalists and talk-show hosts, are both self-critical and critical of government polling.

Later, Linda Guerrero presents her paper comparing Filipinos to other peoples with respect to attitudes about the proper role of government, based on surveys of the International Social Survey Program ([www.issp.org](http://www.issp.org)). Although the ISSP now has over 40 member countries, unfortunately the Arab world has no member as yet, and thus cannot be part of the comparison. It would be ideal if Egypt, being the largest Arab country, would be its first to join ISSP.

The conference closes with a communiqué announcing that agreement has been reached to establish an Arab network for public opinion polling. The network aims to assemble a database of opinion researchers, build research capacity among its members, draft a code of conduct, put up its own website and so forth.

But four days are far too little for a visit to Egypt. On to Luxor!

Editor’s Note: Our thanks to Mahar Mangahas for his contribution to this issue of the newsletter.

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## III Congreso Latinoamericano de Opinión Pública Querétaro, México April 15 to 17, 2010

[http://www.dataopm.net/waporqro/Wapor\\_Queretaro.html](http://www.dataopm.net/waporqro/Wapor_Queretaro.html)

### Basic Information

#### Transportation

Querétaro is located 220 kilometers north of Mexico City. It is recommended that you travel to Mexico City's international airport and take a bus to Querétaro (served by *Primera Plus* bus line inside the airport). The bus ride is around 2.5 hours at \$25 US per passenger. Buses leave every hour. Once you arrive in Querétaro bus terminal, you can take a taxi inside the terminal to your hotel (approximately \$5US).

All of the Congress activities will be conducted within a small radius of the city center; therefore we do not recommend that you rent a car for the days of the Congress.

#### Congress hotel

The congress will be held at **Hotel Mesón Santa Rosa**, a colonial house in the *Plaza de Armas* in the heart of the city (<http://www.mesonsantarosa.com/>). The opening and closing ceremonies will be held at **Patio de los Naranjos de la Universidad Autónoma de Querétaro, Campus Centro Histórico**, three blocks from the hotel.

#### Hotels

Hotel Meson Santa Rosa is a small luxury hotel with only 21 suites. We have arranged a very attractive price for the days of the Congress (around \$125 per night). Queretaro's center has a diverse hotel offer to fit any budget, all within walking distance to the congress hotel. The listing can be found at the following Internet address, please choose one and make your reservation soon:

[http://queretaro.travel/espanol/Santiago\\_de\\_Queretaro/Centro\\_Histórico/Hoteles](http://queretaro.travel/espanol/Santiago_de_Queretaro/Centro_Histórico/Hoteles)

Whatever your selections, we are certain that you will enjoy walking around the paved streets of Querétaro's city center and browse through galleries and stores.

#### Registration cost

Type of participant	BY 03/01/2010	AFTER 03/01/2010
WAPOR member	\$115 US	\$140 US
Non-member*	\$200 US	\$225 US
Student (no membership)	\$35 US	\$50 US

Cost includes participation in the congress, materials, welcome and closing events and coffee services between sessions. It does not include additional meals. See the following page for the registration form. \*Includes one year membership to WAPOR

#### Tourism

Querétaro has a wide variety of tourist attractions and nearby destinations. We suggest you look at the following link if you are interested in taking advantage of your trip to Mexico:  
<http://queretaro.travel/english>

**WAPOR**  
**III Congreso Latinoamericano de Opinión Pública**  
*Querétaro, México*  
*Abril 15--17, 2010*

Regresar por fax o correo electrónico/Please return by fax or email:

WAPOR Secretariat  
 UNL Gallup Research Center  
 201 N Thirteenth Street  
 Lincoln, NE 68588-0242  
 USA

renae@wapor.org

Fax: 001 (402) 472-7727

**Solicito mi registro al / I hereby register to**  
**III Congreso Latinoamericano de Opinión Pública**

Nombre/Name: .....

Organización/Organization-Institute: .....

Calle/Street Address: .....Ciudad/City.....CP/Zip Code.....

País/Country: .....

Teléfono/Telephone: ..... Fax: ..... E-mail: .....

**Registro / Conference Registration**

El costo incluye materiales, la participación en las sesiones plenarias y concurrentes, así como el brindis de bienvenida y cena de premiación. Incluye servicios de café y refrescos entre sesiones. No incluye alimentos adicionales. El registro para no-miembros incluye una suscripción por un año a WAPOR iniciando el 1/5/2010. Se recomienda que los participantes envíen su forma de registro antes del 1 de marzo para evitar recargos.

Conference fee includes sessions, all materials for the conference, the welcome cocktail, all coffee breaks between sessions, and the award dinner. It does not include additional meals. Registration for non-members includes a one-year membership to WAPOR beginning 1/5/2010. To avoid a late registration fee (see below), attendees should submit their registration forms *by March 1*.

	antes/by March 1	despues/after March 1
Miembro/ Member	\$115	\$140
No-miembro/Non-Member	\$200	\$225
Estudiante/Student	\$35	\$50

Anotar el costo de registro que aplique/ Cost for conference registration: \$ \_\_\_\_\_

Forma de Pago / Method of payment:

( ) Mastercard: \_\_\_\_\_ EXP: \_\_\_\_\_ Firma/Signature \_\_\_\_\_

( ) VISA: \_\_\_\_\_ EXP: \_\_\_\_\_ Firma/Signature \_\_\_\_\_

( ) Check enclosed in USD



Announcement and Call for Papers  
WAPOR Thematical Seminar  
*“The Early Days of Survey  
Research and Their  
Importance Today”*  
Vienna, Austria  
July 1 - 3, 2010

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Almost a century has passed since the British statistician Arthur Bowley conducted the first survey in the social sciences that was based on a random sample or since pioneers like Max Weber and Adolf Levenstein organized the first scientifically designed mass surveys. 80 years have passed since the first study was conducted among radio listeners and it was more than 70 years ago that the first election forecasts by George Gallup, Elmo Roper and Archibald Crossley led to the breakthrough of the modern survey method. Yet even these events do not represent the very beginnings of our profession. The oldest questionnaire still in existence today, which can be viewed as the first known tool of opinion research—if we use the term a bit loosely—dates back to the year 811.

Despite this longstanding tradition, it sometimes seems as if public opinion research is only concerned with the present. The historical development of the field is hardly ever mentioned, neither at conferences nor in contemporary publications. Public opinion research is neglecting its past.

On the one hand, this is understandable, since a scientific field that deals with ascertaining the opinions of people today naturally tends to look more to the future than the past. At the same time, however, it means that we are failing to make use of a lot of important resources. This is probably why much of the methodological debate today bears a bit of resemblance to the movie “Groundhog Day,” in which the main character gets caught in a time loop and keeps on experiencing the same day over and over again. Instead of building on the insights gained by previous generations of researchers, we all too often find the same questions being posed again and again, the same debates being initiated as if from scratch—and often with no knowledge of what was already said or discovered about the issue in question 30, 50 or even 70 years ago.

The purpose of this thematical seminar, therefore, is to help shake our field out of its tendency towards historical amnesia. And what better place to do so than in Vienna, the city in which Paul Lazarsfeld, Marie Jahoda and Hans Zeisel completed their first trailblazing studies. It was here that they founded the “Wirtschaftspsychologische Forschungsstelle,” it was here that they launched the first studies among listeners of the Austrian radio broadcasting company only a few years after it was founded—work that Lazarsfeld would continue with the “Office of Radio Research” after emigrating to America a few years later. And it was here, in the small town of Marienthal located not far from Vienna, that the first empirical study on the consequences of unemployment was conducted.

Together with the Faculty of Social Sciences at the University of Vienna and the Faculty of Social Sciences at the Charles University in Prague, we want to retrace the roots of our profession and explore the question of what they mean for survey research today.

[See the following page for submission information...](#)

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We would therefore welcome any papers dealing with this issue in a broader sense — i.e. both papers focusing on the historical development of the field of survey research and reports on current studies and advances that incorporate or reflect the traditions established in the early days of public opinion research.

Please submit your proposals — approximately 1-2 pages describing the contents of the proposed paper — by **March 1, 2010** to:

Thomas Petersen  
Institut für Demoskopie Allensbach  
Radolfzeller Strasse 8  
78472 Allensbach  
Germany  
Tel.: +49 - 7533 - 805 191  
Fax: +49 - 7533 - 3048  
Email: [tpetersen@ifd-allensbach.de](mailto:tpetersen@ifd-allensbach.de)

or: Hannes Haas  
Fakultaet für Sozialwissenschaften  
Institut für Publizistik- und  
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Schopenhauerstrasse 32  
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Fax: +43 - 4277 - 49388  
Email: [hannes.haas@univie.ac.at](mailto:hannes.haas@univie.ac.at)

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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.*

#### 2010

February 4-5, 2010:  
12th Annual Meeting, American Association  
of Behavioral and Social Sciences  
Las Vegas, NV, USA  
<http://aabss.org/>

March 25-26, 2010  
IE University  
Transnational Connections: Challenges and  
Opportunities for Political Communication  
Segovia, Spain

March 25-27, 2010  
Workshop on Comparative Survey Design &  
Implementation (CSDI)  
Lausanne, Switzerland  
<http://www.csdiworkshop.org>

April 22-25, 2010  
Annual Conference of the Midwest Political  
Science Association  
Chicago, IL, USA  
<http://www.mpsanet.org>

May 13-16, 2010  
AAPOR 65th Annual Conference  
*Opportunity through Diversity*  
Chicago, IL, USA  
<http://www.aapor.org>

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

July 11-17, 2010:  
17th World Congress of Sociology,  
International Sociological Association (ISA)  
Gothenburg, Sweden  
<http://www.isa-sociology.org/congress2010/>

*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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## Calendar

### **March 1, 2010**

III Latin American Congress on  
Public Opinion  
Queretaro, Mexico  
Registration deadline (see p. 12)

### **March 1, 2010**

Thematical Seminar  
*The Early Days of Survey Research and their  
Importance Today*  
Vienna, Austria  
Abstracts Due (see p. 13-14)

### **March 10, 2010**

Deadline for Dinerman Award  
Nominations (see p. 3)

### **April 15-17, 2010**

III Latin American Congress on  
Public Opinion  
*Democracy, the Rule of Law, and Social  
Identities in Latin America*  
Queretaro, Mexico

### **May 11-13, 2010**

63rd Annual Conference  
*Opportunity through Diversity*  
Chicago, IL, USA

## Notes

- 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!

## WAPOR Dues

Second dues notices will be mailed in February. If you have any questions regarding your membership, please feel free to contact the WAPOR office by sending an email to [renae@wapor.org](mailto:renae@wapor.org).

We would also like to take this opportunity to ask you to encourage your colleagues to join WAPOR. If you have any questions about membership, you can find all of the information you need at [www.wapor.org](http://www.wapor.org).

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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 Alejandro Moreno (Publications Chair) at [Alejandro.Moreno@reforma.com](mailto:Alejandro.Moreno@reforma.com).

*Let us know your upcoming events.*

*Please note, the deadline date for the  
1st quarter newsletter is  
March 15, 2010*

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

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