



# NEWSLETTER

Third Quarter

2003

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## Wrap-up of Annual Conference is Currently Underway

It has become a tradition to hold our Annual Conferences in some of the most beautiful places on earth. This is purely by coincidence however, as it's not the scenery that takes us to these places. Instead it is the breadth and depth of the papers presented at the conference. This year's conference gathered people together from over 23 different countries. The papers themselves provided an impressive range of topics. To begin the conference, WAPOR held the very important Plenary Session led by Kathy Frankovic which concentrated on "Public Opinion Problems and Issues in Theory and Research." Other sessions followed such as those on the Iraq War, topics in Methodology and the European Union.

But this is not the article that will fill you in on what took place at the conference. It is merely a teaser of sorts. The full report of the conference and its content will be included in the next newsletter due out in December. In the meantime, we will provide you with some photos of both Prague and conference participants. We hope that you will all consider joining us in Phoenix, Arizona in May for the next Annual Conference. Please see page 6 for the call for papers for that conference.

More photos of the conference can be found on page 8 of this newsletter and on our website.

--Editor



*The Executive Council and Conference Organizers in the Carolinum at Charles University where the Opening Ceremony was held the first night of the Conference*

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### UPCOMING ANNUAL CONFERENCE:

MAY 11-13, 2004

PHOENIX, ARIZONA, USA

# Letter from the President

THE WAPOR COMMUNITY...



*WAPOR President  
Kathleen Frankovic*

This letter is being written on my return from the Prague WAPOR conference – our first meeting in the Czech Republic, where members were able to observe first hand the changes that have taken place since democratization.

Members were also able to see truly old Europe, as we opened the conference in the oldest room in the oldest University in central Europe (see the front of this newsletter), welcomed by the dean of the Social Sciences of Charles University. My thanks go to Hynek Jerabek, the WAPOR National Representative in the Czech Republic, who co-chaired our conference with Eva Veisova, and arranged for the opening in the Carolinum. It was certainly the first WAPOR conference to begin with organ music!

We had extremely high participation at the conference. There were 119 registrants, just under the number registered at Rome two years ago (though actual attendance in Rome was depressed in the immediate wake of the attacks on the World Trade Center and the Pentagon). Prague, like Rome, brought new members to WAPOR – and we welcome those who will be with us in 2004!

But the completion of a successful conference doesn't mean our profession and our organization are free from problems. In fact, at the conference itself we were shown global limits on the freedom to conduct and publish public opinion polls. Frits Spangenberg reported on his study – sponsored by WAPOR and ESOMAR – “The Freedom to Publish Opinion Polls.” You can find the link to the publication on our website (see the link on the side of our home page). Frits found restrictions on the publication of pre-election polls in 30 of the 66 countries surveyed – and in addition much lack of information about exactly what the restrictions were in many countries.

The results of Frits' study raise questions about not what WAPOR *should* do (because we know our goal is to protect the freedom to conduct opinion polls), but what WAPOR *can* do about this problem. WAPOR cannot act unless it has the right information – and that means that every member needs to function as our eyes and ears. Tell us about threats to opinion polling in your country or problems you're aware of in countries that may not have an active WAPOR member. You can write or email the Secretariat, or our Professional Standards Chair Tom Smith, or me. Or send an email to the WAPOR listserv at [wapornet@listserv.unc.edu](mailto:wapornet@listserv.unc.edu), which will alert all WAPOR members.

At the discussions of the Report at the WAPOR Conference (and during the earlier ESOMAR meeting as well) everyone agreed that WAPOR must become more proactive in dealing with threats to survey research and the publication of survey results. That will take better communication about problems, but it will also require WAPOR to expend resources – often resources we don't have. While both ESOMAR and WAPOR contributed to the costs of the Report, Frits' company made a contribution to its production too. WAPOR is often dependent on the generosity of its member volunteers – generosity of both time and financial resources! We are of course not as rich as we would like to be. And so we cannot do as much as we would like to.

At the WAPOR Council meeting held in Prague, Council confronted the conflict between its desire to act and WAPOR's limited financial resources. We knew member dues had not been increased in at least a dozen years, years in which inflation had risen nearly 40%. WAPOR can now cover its expenses, but for several years we have come precariously close to operating in the red. And there are no resources to spare. WAPOR has already been quite aggressive in trying to limit costs. There is no budget for Council member travel to meetings; individual

member's companies subsidize our quarterly conference calls (which stretch across continents and time zones). We are helped by the Gallup Research Center when it comes to housing the Secretariat. So Council members felt obligated to vote to increase dues to reflect more realistic costs — and to give us the budget to help us become a more vocal advocate for opinion research.

In the next few weeks, you will be receiving your dues notice for 2004. It will come with a real incentive to renew early. If you renew for next year (or the next two years or even the next three years) BEFORE December 31, you can renew at the current rate. (Of course, those of you who have previously made a two or three year commitment have already gotten a fabulous deal). This is also the time to think about becoming a Life Member. Those rates will also increase at the start of 2004.

The dues increase is the bad news. But the good news is that WAPOR is still an organization with high member participation. Many people volunteered to help on the conference, standards and membership committees – some offered to assist in the website, with members volunteering to take a lead role in translating the site into Spanish, Chinese, and other languages. I look forward to reporting on a more active (and solvent) WAPOR at our next general conferences — Phoenix in May 2004, and Cannes in September 2005!

A personal note: In the last newsletter, I wrote about the importance of community, as well as the difficulties of accurate reporting – as indicated by my difficulties making sense of my family's records in the U.S. Census. But reporting difficulties can be understood and overcome. My personal community was increased in the days before the Prague meeting. We found my grandparents' villages in northeastern Slovakia and southern Poland, and we also found people – cousins who knew that their aunts and uncles had made the difficult trip to the United States 100 years ago and who welcomed their American cousin to their homes with vodka, brandy and hugs.

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## WAPOR Elections Under Way

Elections are currently being held for three positions on the Executive Council. The offices to be elected are: the Secretary-Treasurer, Chair of the Liaison Committee (formerly UNESCO/ISSC Chair) and Publications Committee Chair.

The Secretary-Treasurer is responsible for collecting membership dues and other revenues of the Association, for administering funds of the Association and for performing such other duties as the Council may prescribe. This person will prepare and distribute to all members a report of each Council and business meeting and shall submit an annual report to the membership covering his/her activities for the year and the financial situation of the Association at the end of the fiscal year. The current Secretary-Treasurer is Allan McCutcheon. The nominees for Secretary-Treasurer are Allan McCutcheon (USA) and Alejandro Moreno (Mexico).

The Chair of the Liaison Committee is responsible for all contacts and discussions with other associations particularly those listed in Article II, Section 2 of the Constitution. The current Liaison is Nick Moon. The nominees for Liaison Chair are Nick Moon (UK) and Nathaniel (Nat) Stone (Canada).

The Chair of the Publications Committee is a position being reintroduced to the Association by the new Constitution. The Chair is responsible for the Publications Committee which shall coordinate all publication activities of the Association such as journals, book series, and the newsletter. The Committee presents to the Council nominations for the editors of the IJPOR. As this is a new position, there are no incumbents. The nominees for Publications Chair are Thomas Petersen (Germany) and Claes De Vreese (Netherlands).

Ballots are due in the WAPOR office by November 21. Only those members whose dues were current for 2003 are eligible to receive a ballot in order to vote.

*Helen Dinerman Award Winner  
Announced at the Annual Conference*

**Dr. Philip E. Converse, University of Michigan**



The work of Philip E. Converse forms the conceptual basis for several core areas of public opinion research — attitude formation and change, political behavior and voting, protest movements, and media use and its impact on attitudes and behavior. His work is broadly comparative, and his research settings include Canada, France, Germany, and Norway, as well as the United States.

His list of publications includes his contribution to early studies of American electoral behavior as one of the co-authors of the two seminal texts that established the “Michigan school” of voting studies: **The American Voter** and **Elections and the Political Order**. Other of his works aided in the development and advancement of the theory of political realignments.

Converse spent almost his entire career at the University of Michigan. In addition to his own active engagement in research, he was a critical supporter of institutional settings and mechanisms that would facilitate the work of others there. He was the Director of the Center for Political Studies and of the Institute for Social Research at the University of Michigan, and his final administrative position was Director of the Center for Advanced Study in the Behavioral Sciences at Stanford. He was elected President of the International Society of Political Psychology and of the American Political Science Association, and is also an elected member of the National Academy of Science, the American Academy of Arts and Sciences, the American Association for the Advancement of Science, and the American Philosophical Society.

It is still virtually impossible to write about attitude formation and change without referring to one or both of Converse’s essays from the 1960’s. — an indication of his enduring impact on the field of public opinion research. His understanding of how and whether citizens form consistent and constrained attitudinal or ideological systems not only stimulated a significant number of studies of “non-attitudes” but also raised important fundamental questions about the very nature of the survey response that energized a generation of survey methodologists and social psychologists. His work was instrumental in identifying the relationship between an individual’s storehouse of knowledge and exposure to new information during political campaigns, as tempered by attachments to political parties.

Converse’s development of the concept of a “normal vote” illuminated the process of individual-level movement between candidates and preserved the role of psychological attachment to political parties; at the same time it provided a macro-level framework for analyzing the dynamics of political campaigns and the impact of the short-term forces associated with specific candidates and their particular issue agendas.

In appreciation for these many contributions, the World Association for Public Opinion Research is pleased to present the 2003 Helen Dinerman Award – its highest award — to Philip E. Converse.

# Worcester Prize Given

The Robert M. Worcester Prize was given at this year's Annual Conference for the best article in the International Journal for Public Opinion Research. The recipients were M.D.R. Evans and Jonathan Kelley, husband and wife co-authors. The title of the article "National Pride in the Developed World: Survey Data from 24 Nations" can be found in Volume 14 (2002), Issue 3, Fall 2002.



M. D. R. Evans is Senior Research Fellow in the Institute Applied Economic and Social Research, University of Melbourne. Jonathan Kelley directs the International Survey Program in the Institute of Advanced Studies at the Australian National University and is Professorial Fellow at the Melbourne Institute, University of Melbourne.

John was present to accept the prize at the meeting in Prague along with his twin daughters. Congratulations to both authors for this prestigious award.

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## ***WAPOR Regional Conference Announcement***

The Fourth Regional Conference in Asia of WAPOR  
*co-sponsored by*  
**SOCIAL WEATHER STATIONS (SWS) and the MARKETING AND OPINION RESEARCH  
SOCIETY OF THE PHILIPPINES (MORES)**  
*in Manila, Philippines*  
**FEBRUARY 23-24, 2004**

**The 2004 WAPOR Regional Conference in Manila is a rare opportunity for those interested in issues of democracy and popular participation in governance to listen to presentations on public opinion research by the world's leading practitioners.**

\* The conference program will be led by WAPOR President Kathleen Frankovic, polling director of CBS News, who will discuss the polls on the US primaries leading towards the November election.

\* A session on current Philippine polls will generate much attention, since February is the start of the campaign period for the presidential election in May.

\* A number of researchers doing cross-country polls in Asia and other countries have shown interest in presenting their findings at the Manila conference, which is open to the public, including both members and non-members of WAPOR.

The survey institute SWS ([www.sws.org.ph](http://www.sws.org.ph)) and the professional association MORES ([www.mores.com.ph](http://www.mores.com.ph)) are co-sponsors of the conference. The conference venue in Manila and registration fees (for WAPOR members, non-members, and students) will be announced soon.

**Those interested in joining the conference program are cordially invited to submit titles and abstracts of their proposed papers, by November 30, 2003, to:**

**Dr. Mahar Mangahas**  
**[mahar.mangahas@sws.org.ph](mailto:mahar.mangahas@sws.org.ph)**  
**c/o SWS, 52 Malingap St., Quezon City,**  
**Philippines 1101**  
**Fax: +63 2 920 2181**



# 57<sup>th</sup> ANNUAL CONFERENCE

Phoenix, Arizona (USA)

May 12-13, 2004

The World Association for Public Opinion Research will hold its annual conference in May 2004 in Phoenix, AZ (USA) in connection with AAPOR's annual meeting. WAPOR seeks proposals for original research papers to be presented at this conference. Papers authored by graduate students will be considered for the prize for the "best student paper." We welcome proposals on the following themes as well as other topics that may be of interest to WAPOR members:

Communication Research  
Research Methodology  
Public Opinion Theory  
Media and Public Opinion

Public Opinion on Social, Economic and Political Issues  
Comparative Research  
Survey Research  
Internet Polling

Proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) for each co-author on a separate sheet. The abstract should not exceed three double-spaced pages or 750 words.

Proposals should be mailed, faxed, or emailed. All submissions must be received by December 1, 2003 (5:00pm, EST). If you mail proposals from abroad, please plan accordingly. Confirmation of receipt will be sent within two weeks, and the final decisions about the program will be made by January 31, 2004. If your proposal is accepted we will expect the text of the full paper by April 15, 2004.

Please send paper proposals **by December 1, 2003** to the conference chair at the address below:

Dietram A. Scheufele  
Department of Communication  
Cornell University  
308 Kennedy Hall  
Ithaca, NY 14853 (USA)  
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## *Pointe Hilton Tapatio Cliffs Resort* *Phoenix, Arizona*

WWW.POINTEHILTON.COM

The Pointe Hilton Tapatio Cliffs Resort is the location that has been chosen to host the 57th Annual Conference being held May 11-13, 2004. Above you will find their web address. Please visit the site to see more about this fantastic location chosen for the upcoming years' conference. At time of printing, the hotel was working on updating their website. Of particular interest would be their photo gallery which will showcase the beauty of the Phoenix landscape and the hotel/resort itself. We will have more information in the next WAPOR newsletter regarding the conference and conference registration information. You can also check our website for more details as we have them.



Tapatio Cliffs Resort  
Phoenix, Arizona

# *Cadenabbia, Italy...*



The Search for Quality Continues...

## **Announcement of first call for papers for:**

### ***WAPOR Thematic Seminar***

### **"Quality Criteria in Survey Research V" Cadenabbia, Lake Como, Italy**

*June 24-26 2004*

It has become a special and popular WAPOR tradition to meet in the incredibly beautiful and inspirational surroundings of the "Villa La Collina" and exchange ideas on how best to tell good survey research from bad, on what characterizes good, informative survey research and on how the quality of survey research can be conveyed to the public. The debate on these topics is far from over and has actually gained in relevance in recent years, meaning the Cadenabbia Seminars are more important than ever.

As always in Cadenabbia, we would like to discuss current developments in the field, addressing all aspects of quality. There will, however, be less emphasis placed on the technical aspects of survey research and more on the intellectual: How can the informative value of survey research be increased, what contribution does originality make and how can it survive amidst tough price competition?

Don't miss out on the WAPOR legend that is Cadenabbia. Experience for yourself what former participants were raving about: the spectacular landscape, the incomparable classical Italian atmosphere of the Villa La Collina, the superb food and what has always turned out to be an extremely stimulating seminar.

We look forward to receiving your suggestions for papers. All proposals should include the full title of the presentation planned and a 1-2 page abstract detailing the intended content of the paper. The final deadline for receipt of proposals is: **March 1, 2004**. Please send your proposals by post or electronically to:

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## Selected Photos from Prague



Frits Spangenberg and Kathy Frankovic



Hynek Jerabek, Nat Stone and Ragia Kandil



Janet Streicher, Susan Pinkus and Sam Best

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## **Coming in the next issue...**

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The WAPOR Thematic Seminar “Public Opinion, Polls and Policies” (Zurich, Switzerland)

THE BELFAST STORY: News Media and Polls as Mediators for Peace by Colin Irwin (Northern Ireland)

Prague, Czech Republic 56th Annual Conference

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## **Upcoming Events**

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*The deadline for voting in this year's election is November 21. Remember, you can also fax your ballot if you would like to do so. Our fax number is 402-458-2030. Just put your name on a cover sheet separate from your ballot and your ballot will be counted with the others.*

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## **Calendar**

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February 23-24, 2004

**Manila, Philippines**

Regional Conference in Asia

May 11-13, 2004

**Phoenix, Arizona, USA**

57th Annual Conference

June 24-26, 2004

**Cadenabbia, Italy**

“Quality Criteria in Survey Research”

Thematic Seminar

***Please let us know your upcoming events. Deadline for 4th quarter newsletter events or article submission is December 1st.***

The WAPOR Newsletter is published by the  
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