



# NEWSLETTER

Third Quarter

2005

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Hardmeier

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Annual Conference  
Montréal, Québec, Canada  
May 16-18, 2006

## Highlights from the Annual Conference in Cannes

by Dr. Patricia Moy  
Conference Committee Chair

Over 120 attendees traveled to Cannes last month as WAPOR convened its 60<sup>th</sup> annual meeting, chaired by Thomas Petersen of the Institut für Demoskopie Allensbach. The theme of the conference "Search for a New World Order – The Role of Public Opinion" was reflected in presentations by public opinion scholars and practitioners from two dozen countries.

After a relaxing evening reception on Thursday, 15 September, the conference began Friday morning with a plenary session that dealt with the history and future of survey research. The session commenced with Murray Goot of Macquarie University in Australia. Goot spoke about differences and commonalities between mass observation and survey research, focusing specifically on the Gallup Poll. Goot described the reasons why each floundered or flourished, noting, for instance, how mass observation was born out of a sense of crisis and people believing that their voices were not being heard. He closed his presentation by addressing lessons learned from both, citing as an example the distinction public opinion scholars make between private and public opinion.

Hynek Jerabek of Prague's Charles University continued with an intellectual homage to Paul Lazarsfeld. He reviewed many of the methods that Lazarsfeld had used to provide the most faithful and undistorted image of one's world.

Shifting from the social sciences to the humanities, Hans Zetterberg of ValueScope, Sweden, took an interdisciplinary approach to the study of polling. Specifically, Zetterberg differentiated between emic and etic language, as introduced by Kenneth Pike in 1954. Emic sentences tell readers how the world is seen by a particular people who live in it; generally speaking, studies based solely on participation use only emic sentences. At

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National Representative Report returns in the next issue!

(Conference continued on page 11)

# Letter from the President

Our last WAPOR Newsletter issue, as many members have noticed, was longer, 18 pages and with a very varied content, as a consequence of the members' suggestions and cooperation in recent years. I think we should congratulate ourselves and thank the Publications committee for this improvement.

This 2005 third quarter issue was scheduled to be published after our annual conference in Cannes. I am sure that the 110 attendants –a larger number if we include relatives and friends coming from 30 countries of all continents still have very good, fresh memories in their minds. The conference, whose committee members were Thomas Petersen, Patricia Moy and Peter Voss, was really good. The quality and number of presented and discussed papers, the venue and the general atmosphere contributed to the level of this rewarding event for all of the attendants. A large number of new, younger members in Cannes also means good news for the future of the association. You will find in these pages a detailed report of the conference, including a note on Roger Jowell, who received the Dinerman Award this year. Roger was presented the award by Brian Gosschalk, who chaired the committee, whose members were Miguel Basañez, Maxwell McCombs and Wolfgang Donsbach.

At several moments –in the Council meeting and in the Business meeting for instance-- some of us emphasized that the Institut für Demoskopie Allensbach and The Gallup Organization are extremely worthy of thanks for their contribution to the development of the IJPOR in the first case and to the functioning of our offices in Lincoln, Nebraska, in the second case. Our appreciation was made manifest during the conference, but on behalf of all members I am really happy to express in this Newsletter WAPOR's appreciation to these two institutions whose contribution to public opinion research has been outstanding.

The business meeting was very encouraging for several reasons: first, our economy is in "good shape", as Allan McCutcheon soberly summarized in his comments regarding our figures; second, the trajectory of the IJPOR, our journal, continues to be very positive; third, the number of members has slightly increased, in spite of the recent rise in dues, which had remained unchanged for a number of years; and, fourth, there are good prospects for forthcoming WAPOR activities.

Before the end of the year we still have two important events. The first is the November Joint WAPPOR/ISCC Conference on International Social Surveys in Ljubljana, Slovenia. Nick Moon has worked very effectively in the promotion and organization of this conference. The second event is the December Hong Kong Regional Seminar, organized by Robert Chung, under the heading "Public Opinion: East Meets West". Looking ahead to 2006, Nat Stone has sent the first Call for Papers for the next annual conference in Montreal, Canada. Let us cooperate to make Montreal another memorable intellectual and human experience. Not to mention the organization of the always important "Quality Criteria in Survey Research VI" being held in the usual spot on Lake Como in Cadenabbia, Italy.

On a different topic, let me now to inform you about some interesting initiatives. In a short report I tell the members about the launching of a new association, the European Association for Survey Research. Wim Saris, a Dutch WAPOR member, who is now spending most of the year in Barcelona, Spain, is playing a central



*WAPOR President*  
Prof. Esteban  
López-Escobar



Kathy Frankovic, Tom Smith, Thomas Petersen, Allan McCutcheon, Nick Moon, Connie De Boer, Esteban Lopez-Escobar, Helen Crossley, Bob Worcester, Patricia Moy and Mike Traugott at the most recent Executive Council meeting in Cannes, France

role in this association. But I would also like to say that there is an interesting suggestion to set up the ALEOP (Latin American Association for Public Opinion Research). Some members of the council –Kathy Frankovic, Mike Traugott and myself met in Cannes with a group of WAPOR Latin American members interested in this development. They are planning to discuss a possible Constitution, taking advantage of the Buenos Aires ESOMAR conference to be held in the last week of October. The promoters of both associations are interested in establishing the closest links with us.

A personal note: Cannes gave me the opportunity of meeting for the first time some of my American remote Lopez-Escobar relatives. Grisel Lopez-Escobar left the States when she got married to a Danish citizen and the couple moved to La Turbie, a nice village close to Monaco, where they are working. But now Grisel's parents have moved from the United States to France to live closer to their daughter. Kevin, 12 or 13 years old, one of the Grisel's sons, is fluent in English, Danish and French, and he is interested in learning Spanish. He is planning to be a soccer player!! We went for dinner to Vence, a small walled village I recommend very much.



## SWS: Two decades of *Statistics for Advocacy*

This year, Social Weather Stations (SWS) celebrates its 20<sup>th</sup> anniversary as a non-stock, non-profit, social research institution whose mission is to do social surveys to help people see social conditions, feel social problems, and analyze their solutions. SWS aims to set standards of excellence in the practice of **statistics for advocacy** within a democratic context, by adopting- socially-oriented survey agenda, introducing practical innovations in quality-of-life measurement, informing the public through mass media, and transferring survey technology to other institutions.



SWS commemorated its 20<sup>th</sup> anniversary on its Foundation Day, August 8, 2005, with a cocktail reception at the Philippine Social Science Center auditorium, Quezon City, Philippines, with former Philippine President Fidel V. Ramos, a great SWS patron in his time, as Guest of Honor.

As of June 2005, SWS's public-use Survey Databank includes datasets from 166 surveys, 109 being of national scope, for its general Social Weather Reports, and 110 other surveys on special topics, covering 33,588 data items excluding backgrounders, based on 287,109 interviews. SWS is the Philippine member of the International Social

Survey Programme, the World Values Survey, the East Asia Barometer, the Comparative Study of Electoral Systems project, and other cross-country networks. Updates and news on the SWS 20<sup>th</sup> Anniversary activities are posted at [www.sws.org.ph](http://www.sws.org.ph).

Pictured above: The SWS Board of Directors 2005-2006: (clockwise from top-left) Ruperto P. Alonzo, Ricardo G. Abad, Mahar Mangahas, Jose V. Abueva, Eduardo L. Roberto, Linda Luz B. Guerrero, Jasmin E. Acuña. See page 14 of the newsletter for a photo of the entire SWS Team!

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# A Crisis of Confidence in Germany

## An Analysis of Surveys Prior to the German Federal Election on September 18, 2005

by Thomas Petersen

“Well, I’ll be!” — These were the words uttered about 30 years ago by Hans Apel, who was then Germany’s Minister of Finance, on receiving the news of an unexpected gap in the budget. Many political scientists, journalists and opinion pollsters felt the same way on the evening of September 18, 2005. Practically nobody had anticipated the election outcome, which gave the Christian Democrats (CDU/CSU) 35.2 percent of the vote—and thus not enough votes to form a government coalition with the smaller Liberal Party (FDP), as originally planned. Just a few days earlier, the data had seemed clear: the opposition Christian Democratic Union had a stable share of more than 40 percent, giving them a lead of about 8 points over the governing Social Democratic Party (SPD). On election night, however, as the results for the Christian Democrats and the Social Democrats drew ever closer, to the point where the Christian Democrats’ lead had evaporated to less than one percent, it was certain that the 2005 federal election would be something for social scientists to ponder for a long time to come. For not only did this election bring about a historically unprecedented party constellation in Germany, it also resulted from an opinion

formation process that must have fundamentally differed from that in previous election campaigns.

Starting in 1957, the Allensbach Institute has published an election forecast on the day prior to every federal election. Since that time, there has not been one election in which the strength of the parties was not tracked by a number of institutes prior to Election Day. And apart from a few isolated instances, the forecasts released by the German institutes were always quite precise. For example, when it comes to the forecasts published by the Allensbach Institute, the deviation between party strength, as measured via our surveys, and the actual election outcome was an average of about one percentage point in each case. In the 2005 election, however, all of the German institutes’ findings for the Christian Democrats suddenly deviated by more than 6 percentage points from the actual election outcome.

What had happened? The first step in a case like this is to look for the source of the error. Could it be that the findings on party strength were fundamentally flawed? In such a situation, this possibility must be considered, at least in theory. Although it will take a bit more

time to examine all potential sources of error, this still seems to be an unlikely explanation, as far as we can tell at present. For if the Allensbach Institute’s election forecast was based on technically flawed findings, why had all the other polling organizations—using, in part, different sampling methods, different questionnaires and different analytical techniques—arrived at essentially the same result? And why were the exit polls published at 6 o’clock on election night also correct within the realms of statistical possibility?

Instead, given what we know at present, it seems more likely that last week’s findings on party strength were in fact correct at the time when the interviews were completely that the opposition’s seemingly comfortable lead practically vanished overnight.

One thing is certain: the supporters of the Christian Democrats found themselves in an unusual situation—a situation that is not, however, unknown in the history of election research. In his renowned book, *The People’s Choice* (1944), Paul Lazarsfeld already described the decision-making process among voters who support a particular party, yet prefer the top candidate from the opposing party—which was precisely the situation in which many German voters found themselves when they went to the polls last Sunday. In response to the question, “Would it be good if there were a new government in Berlin, or wouldn’t that be

(*Election* continued on page 8)

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## **A New Association: The European Association for Survey Research**

by Prof. Esteban López-Escobar

Barcelona, Spain, was the site of the first conference organized by the European Association for Survey Research that was held last July 18-22, 2005. More than 300 European researchers from 30 European countries gathered in the Pompeu Fabra University. There were also a few attendants from South Africa, México and Australia. More than 250 participants discussed in four parallel sessions devoted to “Comparative Research”, “Data Collection”, “Quality of Measurement” and “Miscellaneous Topics”. Wim Saris, also a WAPOR member, has played and is playing a main role in the promotion and direction of the new association.

Roger Jowell, who has been distinguished recently with the WAPOR Dinerman Award pronounced the Opening Speech: “*How low standards endanger*

*high ones: ‘Gresham’s Law’ and survey research.*”

Roger Jowell welcomed the formation of EASR “as a medium for discussion and as a means of counteracting the forces that undermine methodological excellence.”

The association was born “because a group of people thought that there is little coordination in the field of Survey Research in Europe while at several places very good research has been done”.

The main activities of the association will be the publication of an electronic Journal on survey research, the organization of conferences –at the beginning every two years, and the promotion and organization of courses related with survey research in order to improve the quality of this sort of research.

The EASR web page is:  
<http://easr.sqp.nl/easr/index.html>.

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## **Joint WAPOR/ISSC Conference on International Social Surveys**

*Ljubljana, Slovenia*

November 10-11, 2005

### Final Program Available on [www.WAPOR.org](http://www.WAPOR.org)

With generous support from the International Social Science Council, WAPOR has organized a conference on the conduct of International Social Surveys. The goal of this conference is to bring together practitioners in the field to discuss the issues involved in multi-country surveys.

There are many interesting papers on the program as well as an introductory session dedicated to the big international surveys such as the European Social Survey, the International Social Survey Program, AfroBarometer and the Comparative Study of Electoral Systems. Other topics include *Oral translation and interpreting* (Janet Harkness, ZUMA), *What makes a global poll global?*, (Dr. Eugene Kritski, Globescan) and *Social class in comparative surveys in transformation societies* (Anna Andreenkova, Institute for Comparative Social Research), just to name a few

There is still time to register for this conference. Just go to the website and click on conferences. There you will find information on the conference content as well as registration information.

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# WAPOR Regional Seminar in Hong Kong

## “Public Opinion: East Meets West”

December 8-10, 2005

*There is still time to register!!*

Situated in an international city where East meets West, WAPOR’s regional seminar in Hong Kong is dedicated to the discussion of public opinion in a cross-cultural context. It is a logical follow-up to the WAPOR annual conference in Cannes, the theme of which is “Search for a New World Order — the Role of Public Opinion”.

We now have about 35 international papers covering the development of opinion polling in India, Mexico, Philippines, Sri Lanka, Taiwan and, of course, Hong Kong. Public opinion and democratic values will also be discussed in the wider context of development in America, China and Latin America.

The conference outline and preliminary program are available online. Submissions will be translated into English, and simultaneous interpretation will be available throughout the seminar.

This regional seminar is organized in collaboration with the Public Opinion Programme at the University of Hong Kong, where the seminar will be held. Registration and accommodation details will be publicized at the websites <http://www.unl.edu/WAPOR> and <http://hkupop.hku.hk> in due course.

December 2005 will be an ideal time to visit Hong Kong. With the Hong Kong Disneyland having just opened in September, and the World Trade Organization’s ministerial meeting scheduled for December 13 to 18, Hong Kong will attract a lot of international tourists and activists. Professional pollsters should not miss the show and the intellectual experience. We have arranged a travel agent to take our participants to a half-day tour around Hong Kong on December 10, plus a package tour to Macau and South China from December 11 to 12. Details are forthcoming on the two websites mentioned above.



Free photograph downloaded from <http://www.pbase.com/maciekda/image/31470889>.  
Photographer: Maciej Dakowicz from Poland who once lived in Hong Kong.

**Please email: [robert.chung@hku.hk](mailto:robert.chung@hku.hk) if you have any questions regarding the conference**

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

## Montréal, Québec, Canada

Tuesday, May 16 to Thursday, May 18, 2006



The World Association for Public Opinion Research will hold its annual conference in May 2006 in Montréal, Québec, Canada in connection with the annual meeting of the American Association for Public Opinion Research (AAPOR). WAPOR seeks proposals for original research papers to be presented at this conference. Papers authored by graduate students will be considered for the Naomi C. Turner 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	Public opinion on social, economic and political issues
Research methodology	Comparative international research
Public opinion theory	Media and public opinion
Trust in government	Internet surveys
Recent elections around the world	Survey research in emerging democracies
Citizens and government	

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 or participant on a separate sheet. The abstract should not exceed three double-spaced pages or 750 words.

Proposals should be mailed, faxed, or e-mailed. All submissions must be received by December 1, 2005 (5:00 PM, EST). If you mail proposals from outside North America, 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, 2006. If your proposal is accepted, we will expect the text of the full paper by April 15, 2006.

Please send paper proposals **by December 1, 2005** to the conference chair at the address below:

Nat Stone  
Associate Vice President  
GPC Research  
100 Queen Street  
13<sup>th</sup> floor  
Ottawa, Ontario, CANADA  
K1P 1J9  
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Fax: +1.613.238.9380  
Email: nat.stone@gpc.ca



Montréal is a city not to be missed! Above is a photo of the city taken from the Old Port. Come join WAPOR for the 59th Annual Conference being held May 16-18, 2006.

good?”, a clear relative majority of 45 percent of all respondents stated even in the final week prior to the election that they believed it would be good to have a new government. That was less than in the early summer of this year, but still substantially greater than the share who said the same prior to the 2002 federal election, which the Social Democrats won by an extremely slim margin. And when asked, “Do you approve of Chancellor Schröder’s policies or don’t you approve of them?”, only 21 percent said they “approved,” as compared to 43 percent who did “not approve.” These and numerous other survey findings clearly indicate that a majority of the population was highly dissatisfied with the government’s policies.

At the same time, however, when asked, “Whom would you prefer to have as chancellor, Gerhard Schröder or Angela Merkel?”, 45 percent of the population opted for the incumbent, Schröder, while only 32 percent preferred Merkel, the Christian Democratic candidate. Merkel may have won the respect of broad segments of the population in the months prior to the election, but she had not won their affection. Even among the Christian Democrats’ supporters, only two thirds said they would prefer Angela Merkel to Schröder as chancellor. Thus, more than a few Christian Democratic supporters found themselves in a conflicted position, which, as Lazarsfeld already observed, caused them to make their final decision considerably later than those persons whose party preference did not conflict with their preferred candidate for chancellor. Moreover, Lazarsfeld determined that most people who found themselves in such a situation generally resolved the conflict by adjusting their opinion of the candidate to their opinion of the party, meaning that their party preference was ultimately the decisive factor. In the case of last Sunday’s federal election, we have reason to suspect that the opposite occurred, in other words, that many potential Christian Democratic voters were ultimately swayed not by their party preference, but by whom they preferred most as chancellor.

Another contributing factor here is the fact that the Christian Democrats did not give the impression of inner unity and thus inner strength during the final phase of the election campaign, something which is of crucial significance if a party is to be successful on Election Day. Traditionally, surveys have found that the leading party is generally also perceived by the population as more united than the opposing camp. During the 2005 election campaign, however, there was no such connection between perceived party unity and party strength. In response to the question, “Do you think that the Christian Democrats are united or divided on the whole?”, 35 percent said they thought the Christian Democrats were united, whereas another 35 percent said they were divided. The corresponding figures for the Social Democrats were practically identical. Thus, the Christian Democrats had a clear lead over the Social Democrats for a lengthy stretch of the campaign, even though they were perceived as divided by a substantial share of the population—a pattern that has never before been encountered in the history of election research by the Allensbach Institute.

Along with many voters’ doubts as to the Christian Democrats’ and Merkel’s unity and ability to achieve their goals, many potential Christian Democratic supporters may also have been swayed by their fear of the reforms that were announced during the campaign. It was extremely courageous of the Christian Democrats when, right in the midst of the campaign, they announced their plans to simultaneously raise the value-added tax, limit workers’ rights and eliminate various tax breaks. As our survey findings show, the German population regularly approves of abstractly worded calls for reform. At the same time, however, a majority of respondents rejects practically every concretely formulated proposal for reform, so it seems likely that many potential Christian Democratic voters lost their nerve at the last minute in view of such prospects.

Perhaps the most intriguing question arising from the events in the final phase of the campaign is why on earth such a large share of the population was so hesitant to form an opinion that the strength of the parties could shift, apparently out of the blue, by six percentage points within three days’ time. One clue here is the fact that for the first time since 1949, both major parties combined obtained less than 70 percent of the total vote. The dissatisfaction of many Germans with the Social Democrats may have prompted many voters to turn to the

Christian Democrats temporarily, yet this shift was based less on deeply felt conviction than on the sense that there was no other alternative. For years now, the population has been steadily losing faith in the two major parties' ability to solve the problems facing the country, as illustrated, for example, by the findings of a question in which respondents are asked to say which of a number of issues the Christian Democrats are more likely to be concerned about, and which ones are of greater concern to the Social Democrats. Since the early 1990s, the number of people who believe that neither of the two major parties are concerned about a number of the issues listed has been steadily growing.

In the meantime, the term "politician" is gradually turning into a swearword. In a ranking of the most respected professions, politicians are regularly placed at the bottom of the list—and the population increasingly suspects that politicians generally do not tell the truth and are corrupt.

In this situation, it would seem that many Germans' sense of party loyalty has been so seriously weakened that even just spontaneous moods or fleeting impressions gained from recent television appearances may be enough to prompt them to turn to or turn away from a particular party.

Hence, the concept of "confidence" is the central theme running through all of the different phases of this year's campaign, starting, at least officially, with Chancellor Schröder's lack of confidence in his own parliamentary coalition at the beginning of the campaign, and ending with the population's lack of confidence in both the future and the parties. Now, it is up to everyone involved—politicians, scientists, journalists—to contribute to the important task of ensuring that the German parliament regains some of its dignity and standing, which is crucial in a representative democracy.

### **The 2005 German Federal Election: Survey Findings by the Polling Institutes and the Tentative Final Outcome**

	Allensbach	Emnid	Forsa*)	FGW	GMS	Infratest	Tentative Final Outcome
Christian Democrats	41.5	42	42	41	42	41	35.2
Social Democrats	32.5	33.5	33	34	33	34	34.3
The Greens	7	7	6.5	7	8	7	8.1
Free Democrats (Liberals)	8	6.5	7.5	7	7	6.5	9.8
The Left, PDS	8.5	8	7.5	8	7	8.5	8.7
Other	2.5	3	3.5	3	3	3	3.8
Average Deviation	2.1	2.3	2.3	1.9	2.3	1.9	
Maximum Deviation	6.3	6.8	6.8	5.8	6.8	5.8	
Coefficient of Error	13.1	15.3	15.3	11.1	15.3	11.1	

\*) For Forsa, the figures shown are average values for the intervals reported.

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# The Search for Quality Continues

*Announcement and first call for papers for:*  
**WAPOR Thematical Seminar**

## **“Quality Criteria in Survey Research VI”**

**Cadenabbia, Lake Como, Italy**  
**June 29 - July 1 2006**

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, 2006. Please send your proposals by post or electronically to:

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(Conference continued from page 1)

the other end, etic sentences are those of an observer or analyst, and typically form the language of science, scholarship, and cultural criticism. Invoking tenets of the Enlightenment, Zetterberg illustrated how the language of pollsters is usually aligned with the latter. He warned that in reporting their results, pollsters should be wary of spuma ("the sizzle rather than the steak") and should focus on the steak instead.

Closing the plenary was Robert Worcester, who spoke of market research as a way of life. Drawing upon his own experiences, Worcester ultimately argued for the divestment of personal agendas from public opinion surveys, noting that politicians and media editors "don't belong in our room."

At Friday's awards banquet, several scholars' research and achievements were cited. Roei Davidson of the University of Michigan won the Naomi C. Turner Award for best graduate student paper. He presented "Just a Few Rotten Apples? Attitudes towards Corporate Scandals in France and the U.S." the following morning.



Sir Robert Worcester presents Jochen Peter with the 2004 Worcester Prize for best article in the IJPOR

The Elizabeth C. Nelson Award for the best WAPOR paper from a transitional society went to Rachel Meneguello from the University of Campinas. Her paper was titled "Political Support to Democracy and Regimen Evaluation in Brazil." The Robert Worcester Prize, awarded for the best article published the previous year in the *International Journal of Public Opinion Research*, went to Jochen Peter of the University of Amsterdam for his article "Our Long 'Return to the Concept of Powerful Mass Media': A Cross-national Comparative Investigation of the Effects of Consonant Media Coverage."

The highlight of the evening was WAPOR past-president Brian Gosschalk announcing that Roger Jowell was this year's recipient of the Helen Dinerman Award.

Jowell's many

achievements include: co-founding the Social and Community Planning Research (SCPR), renamed the National Centre for Social Research in 1999; founding the International Social Surveys Programme; and founding the Centre of Comparative Social Surveys. Jowell's work has spoken to numerous aspects of survey research and public opinion polling; for instance, he was the author of the International Statistical Institute's Declaration on Ethics in 1985. Jowell received his award and gave his acceptance speech the next day at lunch.

On Saturday, as the skies above Cannes threatened to open, conference attendees heard from a multinational joint WAPOR/ESOMAR panel about exit polls around the world. ESOMAR Vice President Frits Spangenberg chaired this session comprising of presentations by Rene Bautista, Mario Callegaro, Alberto Vera (dealing with exit polls in Mexico), Warren Mitofsky (exit polls in emerging democracies), Kathy Frankovic (the 2004 U.S. exit polls), and Esteban Lopez-Escobar.

The conference ended Saturday afternoon with the business meeting. WAPOR President Esteban Lopez-Escobar reminded attendees that the organization's next annual meeting will be held jointly with AAPOR in Montréal, Québec, Canada (16-18 May 2006). We hope to see you there!



Pictured from the left: Rodolfo Sarsfield (Mexico), Fabian Echegary (Brazil), Francisco Abundis (Mexico) and Alejandro Moreno (Mexico)



Mark Schulman (USA) and Brian Gosschalk (UK) enjoy a moment to chat



Esteban López-Escobar (WAPOR President) addressing the attendees of this year's annual conference

58th Annual Conference  
Cannes, France  
Sept. 15-17, 2005



Colin Irwin (Ireland) and Liz Nelson (UK)



Participants enjoying the cocktail party poolside at the Cannes Novotel



Esteban López-Escobar makes a welcome toast on the first evening of the conference. Shown from the right of Esteban: Warren Motifsky (USA), Brian Gosschalk (UK), Peter Voss (Germany), Marta Lagos (Chile)



Hynek Jerabek (Czech Republic) and Hans Zetterberg (Sweden)



Left: Robert Chung (Hong Kong) announcing the winner of the Naomi C. Turner Award for 2005 (Roei Davidson, University of Michigan)



Above: Trevor Tompson, George Bishop, Patricia Moy, Mike Traugott, Allan McCutcheon, Tom Smith, Jon Miller and Tom Johnson (members of MAPOR in the U.S.)



Ottar Hellevik (Norway) and Connie De Boer (The Netherlands)



Antonio Cruz-Belo (Portugal) and Renae Reis (USA)



*2005 Dinerman Award Winner*

Prof. Roger Jowell of the UK presents his acceptance speech at the good-bye luncheon Saturday of the annual conference



**Social Weather  
Stations at 20!  
Congratulations on  
this accomplishment!**

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## Calendar

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### **November 10-11, 2005**

Joint WAPOR/ISSC Conference on  
International Social Surveys  
**Ljubljana, Slovenia**

### **December 8-10, 2005**

*"Public Opinion: East Meets West"*  
**Hong Kong**  
WAPOR Regional Seminar

### **May 16-18, 2006**

*"To Be Determined"*  
**Montreal, Quebec, Canada**  
WAPOR 59th Annual Conference

### **June 30 to July 2, 2006**

*"Quality Criteria in Survey Research VI"*  
**Lake Como, Cadenabbia, Italy**  
WAPOR Regional Seminar

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

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## WAPORnet

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

## WAPOR Notes

If you attended the annual conference and have photos to share, please send them to us at [Renae\\_Reis@gallup.com](mailto:Renae_Reis@gallup.com) or by mail.

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

If so, please contact the WAPOR office by sending an email to [Renae\\_Reis@gallup.com](mailto:Renae_Reis@gallup.com) or to Thomas Petersen (Publications Chair) at [tpetersen@ifd-allensbach.de](mailto:tpetersen@ifd-allensbach.de)

***Please let us know your upcoming events.  
Deadline for 4th quarter newsletter events or  
article submission is December 1, 2005.***

**WAPOR**  
**Regional Seminar in Hong Kong**  
**“Public Opinion: East Meets West”**

**Hong Kong**  
**December 8-10, 2005**

**Registration**

Please return to the WAPOR secretariat:

Fax: +1 – 402 – 458 2038  
E-mail: renae\_reis@gallup.com

**I hereby register for the WAPOR Regional Seminar in Hong Kong**

Name: .....

Organization/Institute: .....

Address: .....

Country: .....

Telephone: ..... Fax: ..... E-mail: .....

	<b>Early bird Registration**</b>	<b>Regular Registration</b>	<b>Number of persons</b>	<b>Total</b>
- Seminar fee, including welcome dinner, lunch and dinner on 9 <sup>th</sup> December, lunch 10 <sup>th</sup> December, tea receptions, and all conference materials for WAPOR members	\$1,200 HK	\$1,500 HK	.....	\$.....
- Seminar fee, including welcome dinner, lunch and dinner on 9 <sup>th</sup> December, lunch 10 <sup>th</sup> December, tea receptions, and all conference materials for non-members*	\$2,200 HK	\$2,500 HK	.....	\$.....
- Students, includes all of the above mentioned meals and materials	\$ 800 HK	\$1,000 HK	.....	\$.....

\* The conference fee includes—if desired—WAPOR membership for the year 2006. To sign up for your membership, please fill out the membership registration form you will receive along with the conference materials in Hong Kong and return it to the WAPOR office.

\*\* For participants who registered and paid on or before 17 September 2005.

Total \$.....

**To book hotel accommodations, please use the reservation form provided by the University of Hong Kong.**

Method of payment:

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

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

( ) Check enclosed