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## *WAPOR Regional Seminar*

### **“Discussing Public Opinion, Democracy and New Technologies”**

Contributed by Aryanne Araújo, Bruna Braga, and Érica Anita

The city of Belo Horizonte, a “beautiful horizon”, was the site for the Fourth WAPOR Latin American Public Opinion Congress. Belo Horizonte is the capital of the state of Minas Gerais, in Brazil. The Congress was organized by the research group “*Opinião Pública, Marketing Político e Comportamento Eleitoral*”, and was coordinated by Helcimara Telles, who is a researcher and professor at the Universidade Federal de Minas Gerais (UFMG).

The event was attended by 290 participants from different countries—Argentina, Canada, Chile, Colombia, India, Mexico, Portugal, Spain, Uruguay, and the United States—and from 16 different Brazilian cities. In addition to UFMG, several other institutions and polling firms co-sponsored the event.

The Congress was organized in various thematic areas to discuss different subjects of public opinion, including methodology, new technologies, mass media, campaigns and elections, party systems and political representation, social capital, and values. According to Conference Chair Helcimara Telles, “this occasion helped us to consolidate public opinion studies in Brazil and in Latin America. We are hosting researchers from several continents and they all came with great expectations to strengthen the ties between different universities and research institutes around the world.”

In the words of Gláucio Soares, the involvement of private institutions showed that “it is possible to carry out a congress of this magnitude without the major participation of public resources.” This was big news.

(Seminar continued on page 4)

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64th Annual Conference “Public Opinion and the Internet”

September 21-23, 2011

Amsterdam, The Netherlands

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## Letter from the President

Modern public opinion research germinated from the polls of George Gallup, Elmo Roper, and Archibald Crosley in the United States in the mid-1930s. In 1936, Gallup sent his associate Harry Field, a native of Great Britain, to the United Kingdom to establish the British Institute of Public Opinion. With this public opinion research became international. Later, in 1946, Field, now head of the National Opinion Research Center at the University of Denver, organized the Central City Conference on Public Opinion Research. As one of their concluding resolutions, the City Central attendees unanimously resolved that "a second conference on public opinion research be held in 1947" and further declared that "this conference favors the ultimate establishment of an international organization for the encouragement of opinion research on a world-wide scale....This conference further asks its Continuing Committee to appoint a committee to implement this

resolution." Gallup and Stuart C. Dodd were named as co-chairs of the international polling committee and also serving were Rensis Likert, Elmo Wilson, and Wilfrid Sanders. At the 1947 Second International Conference for Public Opinion Research, both the American Association for Public Opinion Research and the World Association for Public Opinion Research were formally organized.



Tom W. Smith  
President

Today globalization and democratization have spread public opinion and survey research more generally to virtually every country across the globe. In the academic sector, major cross-national collaborations include the International Social Survey Program, ([www.issp.org](http://www.issp.org)), the Comparative Study of Electoral Systems ([www.cses.org/](http://www.cses.org/)), the World Values Survey ([www.worldvaluessurvey.org/](http://www.worldvaluessurvey.org/)), the Global Barometers ([www.globalbarometer.net/](http://www.globalbarometer.net/)), and the European Social Survey ([www.europeansocialsurvey.org/](http://www.europeansocialsurvey.org/)). These and related programs make cross-national data available to thousands of scholars and their students around the globe. In the commercial sector, major international firms include the Gallup Organization, GfK NOP, IPSOS, Synovate/Aegis Group, and TNS Global/Kantar Group. These and other firms

conduct survey and market research across the world. For example, the Gallup World Poll is covering over 140 countries in 2011.

While the progress has been impressive, serious challenges remain. A number of countries such as North Korea and Myanmar forbid or narrowly limit survey research. More countries such as China and Saudi Arabia censor the content of surveys. Even many open democracies restrict polling around elections. And new governmental threats are continually emerging as WAPOR saw in the last couple years in Peru and Greece.

But many of the serious threats are not governmental, but operational. A series of aspects of survey research have become increasingly more challenging. Response rates in general have been falling, some standard sample frames (e.g. RDD using landlines) have become less representative, and costs have increased.

WAPOR strives to meet both sets of challenges. It opposes government regulations to limit and suppress survey research in general and public opinion research in particular. It also tries to improve the science and practice of survey research by promoting high standards thorough its own Code of Ethics and by collaborating on international standards with AAPOR, ESOMAR, and the International Organization for Standardization and by advancing scientific research via its regional symposia, annual conferences, and articles in the [International Journal of Public Opinion Research](#).

While solidly anchored by its 65-years of history, WAPOR is keenly aware that both the societal landscape and the field of survey research are undergoing continual change. One of the important developments that has been altering both society in general and survey research in particular has been the growth of new information technologies and so WAPOR has selected "Public Opinion and the Internet" as the theme for its 2011 conference in Amsterdam. At that conference and otherwise, WAPOR will examine now best to advance survey research in the face of continuing challenges from governments, societal change, and emergent technologies.

Yours sincerely,

A handwritten signature in black ink that reads "Tom W. Smith". The signature is written in a cursive, flowing style.

Tom W. Smith

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# Call for Nominations

**Deadline is Monday, August 1**

Nominations are now being sought for the three WAPOR offices to be filled in this fall's election. The term of each position begins January 1, 2012 and ends December 31, 2013. This year we ask for nominations for the positions of [Secretary/Treasurer](#), [Chair of the Publications Committee](#) and [Chair of the Liaison Committee](#).

The WAPOR Constitution states that the [Secretary/Treasurer](#) shall be responsible for collecting membership dues and other revenues of the Association, for administering the funds of the Association and for performing such other duties as the Council may prescribe. S/He shall 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 or her activities for the year and the financial situation of the Association at the end of the fiscal year. S/He shall be an ex-officio chair of the Finance Committee.

The [Chair of the Publications Committee](#) heads the Publications Committee and shall coordinate all publication activities of the Association such as journals, book series, the website and the newsletter. The Committee presents to the Council nominations for the editors of the International Journal of Public Opinion Research.

The [Chair of the Liaison Committee](#) shall primarily be responsible for all contacts, relations and discussions with other associations and research agencies such as the American Association for Public Opinion Research (AAPOR), the World Association of Research Professionals (ESOMAR) and other international and regional professional research associations, as well as the United Nations Educational, Scientific and Cultural Organization (UNESCO), other United Nations agencies and private international organizations.

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

The deadline for this year's nominations is **Monday, August 1, 2011**. The Nominations Committee is chaired by WAPOR Past President Thomas Petersen. Members can send nominations by **email** to Renae Reis at [renae@wapor.org](mailto:renae@wapor.org). Additionally they can be faxed to 1.402.472.7727 or by mail to the office of the Secretariat:

WAPOR  
201 North 13th Street  
Lincoln, NE 68508  
USA

(Seminar continued from page 1)



At the conference, Mr. Soares (photo at left), a distinguished Brazilian academic who has taught at different universities in the world, including Brasilia, Berkeley, Essex, Harvard and UCLA, was presented an award by the Brazilian polling and academic communities for his contribution to research in that country. “A thing that really pleased me,” he said, “was the applause of so many intelligent and efficient people.”

Soares emphasized the innovation of many papers presented in Belo Horizonte: “There is a new generation of researchers in communication, elections and political science in general, who are revisiting subjects that were losing importance. At this point, almost all the articles brought something new to Brazil and to Latin America, challenging the boring repetition of the so called ‘classical authors’.”

One of those innovations was the organization of Methodological Workshops, where researchers presented different methodologies and discussed new trends. A number of crowded rooms showed the need of students to learn research methods and improve their knowledge by being exposed to the instructors’ experiences.

The Congress brought together professional experiences from both market and academic researchers. Professor Ricardo Fabrino, from UFMG, said that “having this type of event is important because they bring together researchers and professionals with different interests and goals.”

Alejandro Moreno, a member of the WAPOR Council, highlighted the size and work of the public opinion community in Brazil: “The event in Belo Horizonte,” he said, “showed us how large the community of survey researchers in this country is and the high quality of their work.” He also noticed that despite the high number of professionals and the impressive research activities that have developed in Brazil, the number of WAPOR members there is still not too great, and invited them to consider joining the Association.



The winner of the first Marcus Figueiredo Award for Best Student Paper was Gabriel Ávila shown here receiving the award from Marisa Maluli

### **A Day for Young Researchers**

The Congress organizers dedicated an entire first day of conference to young researchers (in Portuguese, the *Jornada de Estudantes e Jovens Pesquisadores em Opinião Pública*), a new feature of the WAPOR Latin American Congresses. “The number of papers involved in this event exceeded all expectations,” said Helcimara Telles, adding that “it was very important to reserve a space for students to show their work and discuss several aspects of public opinion research.”

Papers presented during the day for young researchers were organized into eight areas: Methodology and Investigation in Public Opinion; Public Opinion and New Technologies; Public Opinion and Means of Communication; Public Opinion, Campaign and Vote; Parties, Political Representation and Public Opinion; Social Capital, Citizenship and World Values Survey; Public Opinion and Political Participation; and Public Opinion, Political Culture and Democracy.

(Seminar continued on page 5)

(Seminar continued from page 4)

As a way to motivate and recognize the students' research, the first Marcus Figueiredo award was presented for the best student paper. Nineteen papers were submitted for this prize which was ultimately awarded to Gabriel Ávila Casalecchi (UFMG), for a paper "Political Culture and Civic Education: Political Confidence and the Experience of the Youth Parliament." In his speech, Gabriel said that "the award is an appreciation of the young researcher and his process of intellectual maturity." The paper will be published by *Revista Brasileira de Pesquisas de Marketing, Opinião e Mídia*, and the author was given a grant for a Methodology course in the city of São Paulo, sponsored by ABEP, *Associação Brasileira de Empresas de Pesquisa* (Brazilian Association of Polling Firms). The award was also a tribute to researcher Marcus Figueiredo for his dedication to young political scientists in the area of public opinion research.



Marcus Abílio and Ricardo Fabrino, two of the recipients of the Edgardo Catterberg Award

In addition to the Figueiredo award for student paper, more than 30 articles were submitted to the Edgardo Catterberg award for best conference paper, which was awarded for the second time in a WAPOR Latin American Congress. This time the award was shared by the authors of two papers: The first, co-authored by Hélio Gastaldi Filho and Rosi Rosendo (both from *IBOPE Inteligência*), was titled "*Urna eletrônica: mudanças no processo eleitoral e no comportamento dos eleitores*" (Electronic Ballot: Changes in the Electoral Process and Voting Behavior); the other, co-authored by Ricardo Fabrino Mendonça and Marcus Abílio Gomes Pereira (both from UFMG), was titled "*Democracia digital e deliberação online: Um estudo de caso sobre o VotenaWeb*" (Digital Democracy and Deliberation Online: A Case Study of *VotenaWeb*").



At the closing ceremony (from left): Luiz Lourenço, Gabriela Catterberg, Helcimara Telles, Alejandro Moreno and María Braun

At the end of the Congress, WAPOR member, Hernando Rojas, invited the participants and the WAPOR community to the Fifth WAPOR Latin American Congress, which will be organized in Bogota, Colombia, in 2012.



At the opening ceremony (from left): Yashwant Deshmukh, CVoter, India; Alejandro Moreno, WAPOR Representative; and Marcelo Coutinho, Terra America Latina and Getulio Vargas Foundation



Co-sponsored by POP and UFMG

Various sponsors of the  
IV Latin American Congress  
Belo Horizonte, Brazil  
4-6 May 2011



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# WAPOR Sponsors Session on the Global Economy at AAPOR

Contributed by Trevor Tompson

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The economic crisis of the past few years has indeed been a global phenomenon, and its effects are being felt still today. Public opinion surveys around the world show that the economy has been the dominant concern throughout the world. So it was with this background that WAPOR organized a special session at this year's annual meeting of the American Association for Public Opinion Research held May 12-15, 2011 in Phoenix, Arizona. Conference Committee Chair Patricia Moy assembled a panel with presenters from a wide variety of perspectives to discuss public opinion on the economy around the world. Cliff Young of Ipsos Public Affairs provided an insightful discussion.

Gideon Skinner, of the Ipsos-MORI Social Research Institute, presented the results of a series of a multi-country online public opinion polls that tracked views of the economy. The Ipsos-MORI data showed the contrasting economic experiences of many countries, with some experiencing merely a blip and others experiencing a lasting depression.

Skinner reported that there was very little relationship between actual economic performance measured by GDP and the perceptions of current economic conditions as measured by opinion polls. But his data did find a closer relationship with economic optimism as measured in their opinion data and actual economic performance seen a year later, suggesting that pub-

lic opinion data could still be predictive even though the contemporaneous relationships between perception and reality seem to be missing.

Jennifer Agiesta of The Associated Press presented the results of polling done by AP and the global GfK Group in three countries: the United States, Turkey and Vietnam. The AP-GfK study also found that while the economy was a top concern in all three countries, there were very real differences in the way the crisis had been experienced by people in the three countries. For Vietnam, the downturn was a temporary setback in what was otherwise seen as tremendous economic growth over the recent past. In Turkey, while concern about the future economy was great, there were some muted signs of optimism. But in the United States, the perspective on the economy remains deeply and persistently gloomy.

Similar to Skinner's findings of mixed results when comparing opinion data and actual economic performance, WAPOR past-president Thomas Petersen presented a paper examining the "Easterlin Paradox," from Richard Easterlin's 1974 analysis of opinion data in 19 countries that found that when the overall level of wealth increases in a country, the level of subjective well-being did not increase at the same rate. Petersen analyzed a dataset from a face to face survey taken in Germany in 2009, and found much stron-

ger correlations between subjective measures of well-being and subjective levels of income, of "felt" income, than of actual income.

Temple University professor Christopher Wlezien presented a paper he co-authored with Will Jennings of the University of Manchester, who examined the differences between two approaches of measuring issue importance. They compared Gallup poll measures of the "most urgent problem" on surveys asked over decades in the UK to measures of the "most important issue" asked on MORI surveys over the same period. While they conclude that the two approaches tend to capture the same things, they do find some evidence that they are not perfect substitutes. Their analysis of the trends from both survey houses finds that as objective economic conditions deteriorate, economic concerns tend to rise quite consistently with both measures. So that gives us some comfort that perception and reality are not always in disconnect when it comes to measures of current public opinion trends, especially about critical economic measures.

Taken together, this collection of research suggests that the way the public feels about the economy is as much a force in economic recovery as actual growth as measured by official statistics. Public opinion surveys will continue to be important monitors for policy makers who seek to restore economic growth and optimism to their countries.

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

Fax: 001 (402) 472-7727

**I hereby register for the WAPOR Annual Conference**

Name: .....  
 Organization/Institute: .....  
 Street Address: ..... City..... Postal Code.....  
 Country: .....  
 Telephone: ..... Fax: ..... E-mail: .....

**(A) Conference Registration Options**

Please check the appropriate registration fee for the conference. Conference fee includes all materials for the conference, the welcome cocktail, all lunches, all coffee breaks between sessions, and the award dinner. Registration for non-members includes a one-year membership to WAPOR beginning 1/1/2012. To avoid a late registration fee (see below), attendees should submit their registration forms by September 1. Registration forms can be emailed, posted, or faxed. Parties interested in registering after September 1 should bring their completed paperwork to the conference.

*Note: All registrations must be **paid in full** before letters of invitation for those who need them will be issued.*

	by <b>September 1</b>	After <b>September 1</b>
Member	_____ \$320	_____ \$370
Non-Member	_____ \$450	_____ \$500
Student Member	_____ \$160	_____ \$210
Student Non-Member	_____ \$210	_____ \$260

21 September 2011 Welcome Cocktail  <input type="checkbox"/> Yes, I will attend <input type="checkbox"/> No, I will not attend
--

Please indicate your **menu preference** for the annual award dinner below.

**Meal choice:**  Non-Vegetarian meal  Vegetarian meal

**Total cost for conference registration:** (A) \$ \_\_\_\_\_

**(B) Additional Ticket(s) for Award Dinner**

If you are interested in purchasing extra tickets for the award dinner, note the number of additional tickets being purchased and the menu of your choice.

\_\_\_\_\_ Award Dinner @ \$105 **Meal choice:**  Non-vegetarian meal  Vegetarian meal

**Total cost for additional meals:** (B) \$ \_\_\_\_\_

**Total cost for registration plus additional meals:** (A + B) \$ \_\_\_\_\_

Method of payment:

( ) Visa: \_\_\_\_\_ EXP: \_\_\_\_\_ Signature \_\_\_\_\_

( ) MasterCard: \_\_\_\_\_ EXP: \_\_\_\_\_ Signature \_\_\_\_\_

( ) Wire transfer (please send an email to [renae@wapor.org](mailto:renae@wapor.org) for instructions)



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## Regional Seminar Information

### *Paul Felix Lazarsfeld – His Methodological Inspirations and Networking Activities in the Field of Social Research*

**Prague, Czech Republic  
September 25–27, 2011**

110 years have passed since the birth of Paul Felix Lazarsfeld in Vienna (13.2.1901) and 35 years have passed since his death in New York (30.8.1976). P. F. Lazarsfeld was an 'organizational man'. He founded four research institutes – in Vienna, Newark, Princeton and New York – during the 45 years of his active scientific career. He developed an unprecedented network of social scientists, ranging from the fields of sociology, social and developmental psychology to history, communication science, demography, social anthropology, and philosophy, to mathematics and statistics and the Frankfurt School of criticism, and he established many ties between Europe and America involving Vienna, New York, Paris, Oslo, Palo Alto, Rome, Chicago, Warsaw, Washington, Moscow, Princeton, and even Prague. He and his close fellow-workers inspired two generations of social scientists in the field of Research Methodology. His research, educational, scientific and organizational activities served to unify social research for almost 45 years, from the time of his famous Marienthal study, using both quantitative and qualitative methods, to his UNESCO seminars in the 1970s in Eastern Europe.

This small symposium follows from the successful WAPOR Thematic Seminar "The Early Days of Survey Research and Their Importance Today", which was held in Vienna on July 1-3 2010. It is hard to imagine the historical development of the field of survey research and the methodology of empirical social research, including public opinion research and market research, without invoking the name of Paul Felix Lazarsfeld. We would like to celebrate his mastery of all the scientific fields that he helped advance during his scientific career.

The purpose of this thematic seminar is to help develop an understanding of the many sources of inspiration and ties that helped to develop and unify social science methodology thanks to P. F. Lazarsfeld's research and organizational activities. The event is being organized by the Faculty of Social Sciences at Charles University in Prague in cooperation with the Faculty of Social Sciences at the University of Vienna and WAPOR and it is taking place in Prague in the heart of Europe right after the 64<sup>th</sup> Annual WAPOR Conference in Amsterdam, which is just one hour away from Prague by plane.

Please see the website for registration information:

<https://sites.google.com/site/waporprague2011/>

Organizing committee:

Hynek Jerabek, Faculty of Social Sciences, Charles University in Prague, Czech Republic

Thomas Petersen, WAPOR President, Institut für Demoskopie Allensbach, Germany

Hannes Haas, Fakultät für Sozialwissenschaften, Universität Wien, Austria

Hynek Jerabek

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U Krize 8

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**Call for Papers**  
WAPOR Regional Conference

*OPINIONS AND ATTITUDES IN TIMES OF ECONOMIC TURBULENCE*

Gdansk, Poland  
15-16 March 2012

Organized by the Leon Kozminski University, Warsaw

What are the main features, determinants and consequences of economic opinions, economic attitudes and economic culture in the broader current economic and political context?

The last world financial crisis has caused a long and deep economic recession. While it has affected various countries to various degrees and in somewhat different manners, it is now more universally followed by governmental budgetary problems and constraints, especially concerning social services and welfare. This new economic situation has generated a discussion about strengthening governmental control and the active involvement of state institutions in economic processes. Even the most liberal (in European rather than American meaning) economists advocate nowadays some more state interventionism and some limits to excessive free market. However, there is surprisingly little systematic and generalized knowledge about public opinions and attitudes in this respect as well as psychological well-being, feeling of self-directness or helplessness and their consequences. Some countries experience growing social protest, sometimes quite violent. While violent protests are seldom universal, the growing and spreading dissatisfaction or disillusion may be very dangerous for the legitimacy of economic and political system of free market democracy as a whole.

This regional conference will focus on economic opinions and attitudes, especially those concerning current problems related to different aspects of contradiction or continuum between free market and state interventionism, in their relations to changing economic and particularly living conditions on one hand and support for socio-economic and political system as a whole on the other. We may also try to reconstruct economic imagination or economic culture of the societies.

While dynamic and/or comparative papers are the most desired, cross-sectional analyses and case studies will be welcomed as well.

We welcome abstracts related to the broad range of topics in this area, including:

- trust and distrust in economic institutions;
- etatist (interventionist) *versus* free market attitudes;
- liberalism, neo-liberalism, post-liberalism;
- objective and subjective living conditions;
- consumer sentiments and behavior;
- individual economic strategies;
- self-directness, self-confidence, helplessness;
- news, media and economic attitudes;
- "nostalgic" *versus* pro-change attitudes in transformation countries;
- economic opinion research focused on particular social groups or strata (e.g. elites, marginalized, minorities, poor, rural-urban, professionals, elderly etc).
- objective and subjective economic conditions, satisfactions and happiness;
- growth or decline of populist attitudes;
- managerial attitudes and strategies;
- relations between economic and political attitudes;
- evaluations of current functioning and legitimization of economic and political systems;
- the relations between the above in context of economic imagination and economic culture.

The abstracts of the proposed papers, not exceeding 300 words, should be sent before **15 August 2011** by e-mail to Krzysztof Zagorski, Director of Empirical Sociology Center, Leon Kozminski University, Warsaw to the address: [zagorski@kozminski.edu.pl](mailto:zagorski@kozminski.edu.pl)

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## IJPOR article receives the 2010 ICA Political Communication Division Best Article Award



The winner of the 2010 ICA Political Communication Division Best Article Award is the article "'Corrective' actions in the public sphere: How perceptions of media and media effects shape political behavior" by Hernando Rojas, published in Volume 22 of the *International Journal for Public Opinion Research*. The award committee included María José Canel, Clarissa David, William Eveland (chair), Jesper Strömbäck, and David Weaver. The committee scanned every article that appeared in a long list of sixteen journals, and located a long list of 35 articles, of which a short list was selected and the winner was decided. The award was announced

(continued on page 13)

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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.*

#### 2011

July 18-22, 2011  
Fourth Conference of the European Survey Research Association (ESRA)  
Lausanne, Switzerland  
<http://surveymethodology.eu/conferences/>

July 30-August 2, 2011  
Joint Statistical Meetings  
Statistics: An All-Encompassing Discipline  
Miami Beach, FL, USA  
<http://amstat.org/meetings/jsm/2011/>

September 26-27, 2011  
International Conference on Identity and Intercultural Communication  
Bucharest, Romania  
<http://centrucomunicare.ro/conference2011.html>

November 18-19, 2011  
Midwest Association for Public Opinion Research  
36th Annual Conference  
Chicago, IL, USA  
<http://mapor.org/>

#### 2012

May 17-20, 2012  
AAPOR  
67th Annual Conference  
Orlando, FL, USA  
<http://aapor.org/Home.htm>

May 24-28, 2012  
International Communication Association (ICA)  
62nd Annual Conference  
Phoenix, AZ, USA  
<http://www.icahdq.org/conferences/2011/2012%20cfp.pdf>

October 31-November 3, 2012  
American Statistical Association  
International Conference on Methods for Surveying and Enumerating Hard-to-Reach Populations  
H2R/2012  
New Orleans, LA, USA  
<http://www.amstat.org/meetings/h2r/2012>

*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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# ANNOUNCEMENT AND CALL FOR MANUSCRIPTS FOR THE SPECIAL EDITION 40 YEARS OF THE SPIRAL OF SILENCE

It was in 1972 when Elisabeth Noelle-Neumann first outlined the main features of the theory of the spiral of silence at the 20th International Congress of Psychology in Tokyo. Forty years later, in the year 2012, the International Journal of Public Opinion Research is planning to publish a special edition of the Journal focusing on the theory. Guest editor is Dr. Thomas Petersen.

What significance did the spiral of silence theory have for the social sciences in the past and what is its significance today? How did the theory influence the development of the field? Which elements of the theory have been empirically confirmed and which have not? Does the theory continue to be relevant today or are there elements that are either outdated from today's perspective or which need to be developed or investigated further? These are just some of the questions that could be addressed in the planned special edition.



Researchers from around the world who deal with the spiral of silence are thus cordially invited to submit articles, including both theoretical discussions and papers focusing on empirical studies. Please submit your manuscript to the IJPOR website at <http://mc.manuscriptcentral.com/ijpor> and remember to mark your manuscript as being intended for the “Special Edition Spiral of Silence.” The deadline for submissions is September 1, 2011.

(continued from page 11)

at the business meeting of ICA's Political Communication Division at the ICA annual conference in Boston.

In the article, Rojas explores whether perceptions of media influence and perceptions of media hostility towards one's views predict taking "corrective" actions to ensure that one's views are "heard" in the public sphere. Using survey data collected in Colombia, Rojas demonstrates that citizens perceiving strong influences of biased media may take political actions such as trying to persuade a friend to vote for a specific candidate, or expressing their views offline (by attending rallies or protests, or signing petitions) or online (by posting their views in online forums) in order to compensate for the perceived effects of media and counteract their biased message "that would otherwise sway public opinion" (p. 343).

We are proud that, once again, an article published in IJPOR has won this prestigious award and congratulate Dr. Rojas on his achievement.

Contributed by Dr. Yariv Tsfati  
(Haifa University, Israel)

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World Association for Public Opinion Research  
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Editor: Renae Reis

## Calendar

### 2011

#### **August 1, 2011**

Deadline for nominations of officers  
(see page 3 for details)

#### **August 15, 2011**

Deadline for full papers (Annual Conference)

Deadline for submissions for the Regional  
Seminar

Gdansk, Poland

(see page 10 for details)

#### **September 1, 2011**

Deadline for "Spiral of Silence" special issue of  
the IJPOR

(see page 12 for details)

#### **September 21-23, 2011**

WAPOR 64th Annual Conference

*"Public Opinion and the Internet"*

Amsterdam, The Netherlands

#### **September 25-27, 2011**

*Paul Lazarsfeld-WAPOR Regional Seminar*

Prague, Czech Republic

(see page 9 for details)

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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 or to Trevor Tompson (Publications Chair) at ttompson@ap.org.

*Let us know your upcoming events.*

*Please note, the deadline date for the  
3rd quarter newsletter is  
September 15, 2011*