

WAPOR NEWSLETTER

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Third Quarter 2011

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WAPOR's Annual Conference 2011 in Amsterdam a Great Success

Contributed by Peter Neijens and Claes de Vreese

WAPOR's 64th annual conference that was held in Amsterdam from September 21-23 2011 was a great success! About 165 people attended the conference and that is an all-time record. More than 100 papers were presented by representation from North America, Europe, Asia, and South America. A PhD workshop –new in the history of WAPOR– preceded the conference. The keynote was delivered by Helen Dinerman Laureate Willem Saris. WAPOR 2011 was hosted by the Amsterdam School of Communication Research ASCoR and the Graduate School of Communication (University of Amsterdam).

Papers

The theme of the conference –Public Opinion and the Internet– emphasizes how the Internet provides challenges and opportunities for public opinion scholars and how the internet is changing (the study of) public opinion. The Internet has become a platform for the expression and representation of public opinion, a factor in public opinion formation, and is also used to collect public opinion data.

In addition to papers on the conference theme, papers were presented on cutting edge research on other relevant themes of the exciting area of public opinion as well as challenges to survey research.

The PhD workshop

The new PhD workshop was a great success. The workshop had two groups with two sessions each, and each group had about 10-15 participants. PhD students got the chance to present their papers, but also parts of their PhD projects that were not quite ready for a “real” conference presentation.

Each panel session in the workshop had an assigned expert, who had read the papers in advance and gave detailed feedback.

(Conference continued on page 4)

Table of Contents

WAPOR 64th Annual Conference.....	1
President's Letter.....	2
Election Information.....	3
Dinerman Award Citation	6
Call for Papers: Gdansk, Poland.....	7
Call for Papers: 65th Annual Conference.....	8
Call for Papers: V Latin American Congress....	10
WAPOR News.....	11

65th Annual Conference
"The New World of Public
Opinion Research"
June 14-16, 2012
Hong Kong

Letter from the President

The WAPOR conference held in Amsterdam was a tremendous success with a record attendance of 174 covering 33 countries. The conference co-chairs, Peter Neijens and Claes de Vreese of the University of Amsterdam, organized a splendid program. It had both an innovation theme, Public Opinion and the Internet, and an innovative structure with the first day of the conference devoted to a series of PhD workshops. The workshops were organized by Hajo Boomgaarden and Sophie Lecheler. About 25 students participated in two sessions and not only got a chance to present papers, but also to discuss ongoing work on their doctoral research with both fellow students and survey-research experts including Yariv Tsfati (University of Haifa, Israel), Joop Hox (University of Utrecht, The Netherlands), Michael Traugott (University of Michigan, USA) and Jörg Matthes (University of Zurich, Switzerland).



Tom W. Smith
President

More innovation will follow at the 2012 conference. From WAPOR's founding in 1947 through 2011 WAPOR conferences followed a two-year cycle, meeting in alternate years with the American Association for Public Opinion Research (AAPOR) in North America and then with ESOMAR in Europe. 2012 launches a new three-year rotation with the conference "somewhere else" then with AAPOR in North America, ESOMAR in Europe, and then around again. The first "somewhere else" will be in Hong Kong on June 14-16, 2012. The Hong Kong conference's theme will be The New World of Public Opinion Research. Among new features being contemplated are the simultaneous translation of some sessions. WAPOR made this switch to recognize both our international character and how survey research has spread around the globe.

To insure that the three-year cycle of conferences does not lessen WAPOR's ties to either AAPOR or ESOMAR steps have been taken to boost those associations. AAPOR and WAPOR now organize special sessions at each other's annual conference. At Amsterdam AAPOR held a session on its transparency initiative. At AAPOR's 2012 conference in Orlando, a session on cross-national research projects is planned by WAPOR. In regards to ESOMAR, we invited Finn Raben, their Director General, to our welcoming reception and they granted me a complimentary registration to the ESOMAR conference.

WAPOR international leadership is also shown by its participation in the International Organization for Standardization (ISO) Technical Committee (TC) 225 on Market, Opinion, and Social Research. The ISO committee met in Amsterdam in conjunction with the WAPOR conference and finished a revision of the ISO standards first promulgated in 2006. WAPOR is a liaison member of TC 225.

Another new development that underscores WAPOR's global reach is the development of our first regional chapter, WAPOR Latinoamerica. WAPOR has held four regional seminars in Latin America with the fifth planned for Bogota on September 19-21, 2012. WAPOR Latinoamerica has already launched its own journal, [Revista Latinoamerica de Opinion Publica](#), with Maria Braun as general editor. WAPOR Latinoamerica expects to be formally incorporated in the near future.

In brief, WAPOR is vigorously pursuing its core goal of promoting high-quality survey research around the world.

A handwritten signature in black ink that reads "Tom W. Smith". The signature is fluid and cursive, written on a white background.

Elections Underway...

Deadline for voting is Sunday, November 28

The elections for 2011 are currently underway. The ballots and corresponding materials are available to members who paid dues to WAPOR for 2011.

This year votes are being cast for **Secretary/Treasurer, Chair of the Publications Committee and Chair of the Liaison Committee.**

The term of each position begins January 1, 2012.

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 candidates are **Yashwant Deshmukh** and **Claire Durand**. Click [here](#) for biographies of these candidates.

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 candidates are **Hernando Rojas** and **Trevor Tompson**. Click [here](#) for biographies of these candidates.

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. The candidates are **Robert Chung** and **Mark Gill**. Click [here](#) for biographies of these candidates.

Voting will end on **November 28**. Winners will be announced to the membership via email and will be posted on the WAPOR website.

Voting will take place online at <https://vod.votenet.com/WAPOR>.

To access the online ballot you will need your WAPOR user name and password. Please contact Renae at renae@wapor.org or call the office at 1.402.472.7720 if you have problems or need an alternate way of voting.

VOTE!

(Conference continued from page 1)

The experts did a great job, and all their comments were much appreciated. The experts were Yariv Tsfati (University of Haifa, Israel), Joop Hox (University of Utrecht, The Netherlands), Michael Traugott (University of Michigan, USA) and Jörg Matthes (University of Zurich, Switzerland).

The PhD workshop was a very valuable addition to the main conference. The students really appreciated this setup and enjoyed presenting in front of their peers.

Awards

Several awards were presented at the 64th Annual Conference of the World Association for Public Opinion Research this past September in Amsterdam.

WAPOR was pleased to present the 2011 Helen Dinerman Award to Maxwell McCombs of the University of Texas at Austin (shown at right receiving the award from Michael Traugott) and Donald Shaw of the University of North Carolina-Chapel Hill, in recognition of their lifelong contributions to the study of agenda-setting and public opinion.



McCombs and Shaw's seminal study, "The agenda-setting function of mass media," was published in *Public Opinion Quarterly* in 1972 and made these scholars household names in the field. This article, based on research conducted in Chapel Hill, North Carolina, has served as the basis for several hundred studies in all six inhabitable continents and generated over 3,000 citations. Their research captured the attention of researchers in numerous disciplines, including journalism and mass communication, political science, psychology, public policy, and sociology.

McCombs and Shaw have also spearheaded the use of more sophisticated time-series methods to gauge the rise and fall of public issues over longer periods of time, and the field has come to understand agenda-setting as a temporal process. Their contributions to the field are deserving of this recognition.



Professor Jantima Kheokao (shown at left with her son, WAPOR President Tom Smith and Mahar Mangahas) from the University of the Thai Chamber of Commerce received the Elizabeth H. Nelson Prize for best conference paper from a society in transition for her paper "Public Opinion of the Thai on the Amendment of the 2007 Constitution of Thailand." Her paper provides interesting and detailed insight into politics and the public opinion climate in Thailand. The study highlights the use of several official committees and of public opinion surveys and focus by the government to determine support for different amendments. The conclusion that public opinion was largely not taken into account by the government is discussed in a larger context of Thai politics.

Dmitriy Poznyak (at right), a graduate student at the Katholieke Universiteit Leuven, won the Naomi C. Turner Prize for the best student paper at the conference entitled "The American Attitude: Context Effects and the Change in Public Trust in Government (1964 - 2008)." His paper tests measurement invariance or equivalence assumption on "political trust" with data collected by the ANES from 1964-2008. It shows how the meaning and interpretation of some items can vary significantly over time. The question of how comparable data is across different panel waves is central to the study of public opinion, and this paper substantially contributes to this field by using the data of one of the most prominent election data bases.



And the Robert M. Worcester Prize for the best article in the *International Journal of Public Opinion Research* in 2010 was presented to Richard Wike and Brian Grim of the Pew Research Center for their article titled "Western Views toward Muslims: Evidence from a 2006 Cross-National Survey," for their international, multi-

(Conference continued from page 4)

disciplinary examination of Muslim/non-Muslim relations, one of the issues that most concern policy makers throughout Western Europe.

The survey, which was conducted in 2006, measured attitudes amongst non-Muslims in Britain, France, Germany, Spain and also the United States. Their research questions focused on whether attitudes towards Muslims in non-Muslim communities were driven by perception, by cultural threats, whether they are part of a set of xenophobic attitudes, other variables including religiosity, perceptions, national conditions and other demographic elements and, finally, the degree to which drivers of attitudes towards Muslims differ across the five western nations included in the study. Their analysis suggests that perceptions of security threats drive attitudes regarding Muslims, and that perceived cultural threats are only indirectly related to views towards Muslims.

Biking

All meetings of the conference took place in old historical buildings in the inner city of Amsterdam. The Conference Award Dinner was held at the Zouthaven restaurant with its superb views across the River IJ. The weather was lovely and many conference participants biked from hotel to conference venue and vice versa and enjoyed the architecture in the old inner city and the new docklands.



Acknowledgements

A big thank you to the Conference Chairs Peter Neijens and Claes de Vreese from the University of Amsterdam; and the Conference Organizers: Kathleen Hair (U of Amsterdam), Renae Reis (WAPOR), and Elske Verkruijsse (U of Amsterdam).

This year's Scientific Committee consisted of: Connie de Boer (U of Amsterdam), Hajo Boomgaarden (U of Amsterdam), Robert Chung (Hong Kong University), Jibum Kim (NORC), Sophie Lecheler (U of Amsterdam), Peter Neijens (U of Amsterdam), Pablo Paras (Data-OPM), Trevor Tompson (The Associated Press) and Claes de Vreese (U of Amsterdam). Many thanks!

The following organizations sponsored the conference: NORC – at the University of Chicago (USA), Motivaction — Research and Strategy (the Netherlands), TNS NIPO (the Netherlands), GfK Panel Services (the Netherlands), Synovate — Research Reinvented (the Netherlands), D3 Systems – Designs, Data, Decisions (USA), The Amsterdam School of Communication Research *ASCoR*, and the Graduate School of Communication (University of Amsterdam).

Photos clockwise from right: WAPOR President Tom Smith; Thomas Christie; Linda Luz Guerrero, Liz Nelson, Mahar Mangahas, Hans and Karin Zetterberg; Esteban Lopez-Escobar and Bob Worcester; Doug Miller

(Thanks to Mahar Mangahas for his many photo contributions!)



The World Association for Public Opinion Research
Presents the
2011 Helen Dinerman Award
to

Maxwell McCombs and Donald Shaw

The World Association for Public Opinion Research is pleased to present the 2011 Helen Dinerman Award to Maxwell McCombs and Donald Shaw, in recognition of their lifelong contributions to the study of agenda-setting and public opinion.

McCombs and Shaw's seminal study, "The agenda-setting function of mass media," was published in *Public Opinion Quarterly* in 1972 and made these scholars household names in the field. This article, based on research conducted in Chapel Hill, North Carolina, has served as the basis for several hundred studies in all six inhabitable continents and generated over 3,000 citations. Their research captured the attention of researchers in numerous disciplines, including journalism and mass communication, political science, psychology, public policy, and sociology.

The study of agenda-setting has flourished over the past four decades, in large part due to the research and mentorship of McCombs and Shaw. They have moved the concept of agenda-setting away from the broad effects of the quantity of media coverage to the more nuanced effects of the *quantity and nature* of media coverage. The design of the original Chapel Hill study involved an innovative combination of content-analytic and survey research methods. In today's vastly different media environment, content analysis involves not only the capture of print-newspaper articles, but also the more difficult accessing of electronic and online content. McCombs and Shaw have also spearheaded the use of more sophisticated time-series methods to gauge the rise and fall of public issues over longer periods of time, and the field has come to understand agenda-setting as a temporal process.

Indeed, studies of agenda-setting reflect a paradigm shift in how we think about the media and public opinion. When Walter Lippmann, nearly a century ago, referred to the "pictures in our heads," he could not have envisioned a body of scholarship that would describe and explicate our understanding of a highly complex process of media effects on public opinion.

And so it is with the 2011 Helen Dinerman Award that WAPOR recognizes the career-long contributions of Maxwell McCombs and Donald Shaw.

Members of the 2011 Dinerman award committee were Thomas Petersen (Chair), Kathy Frankovic and Michael Traugott. The award was presented to Maxwell McCombs at the annual conference dinner banquet. He gratefully accepted the award on behalf of Donald Shaw who was unable to be present at the conference. Congratulations to the winners!

Final 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 **25 November 2011** by e-mail to Krzysztof Zagorski, Director of Empirical Sociology Center, Leon Kozminski University, Warsaw to the address: zagorski@kozminski.edu.pl

WAPOR 65th Annual Conference: Call for Papers
The New World of Public Opinion Research
June 14-16, 2012
Hong Kong

Organizer:

Public Opinion Programme, University of Hong Kong

Co-organizers:

Fudan Media and Public Opinion Research Center, Fudan University (Mainland China)
Election Study Center, National Chengchi University (Taiwan)

Supporting Organizations:

Center for Deliberative Democracy, Stanford University (USA)
Macao Polling Research Association (Macao)
ERS e-Research Lab (Macao)
Chu Hai College of Higher Education (Hong Kong)

The World Association for Public Opinion Research (WAPOR) will hold its 65th annual conference in June 14-16, 2012 in Hong Kong. The theme of this conference, “The New World of Public Opinion Research”, has a two-fold meaning. First, new technologies, new media and people’s new way of living have posted new challenges to opinion researchers and policy-makers around the world. Second, the world order also means new challenges to the development of opinion research and public engagements in developing regions around the world. As WAPOR adopts a new cycle of annual conferences, this is the first time in 65 years that WAPOR holds an annual conference outside Europe and North America. It is therefore a golden opportunity for opinion researchers around the world to discuss new problems and new methodologies at a new place in a new era. Building on WAPOR’s tradition of accommodating a wide range of topics in its annual conferences, and adding new themes for the new world in the new era, any paper on the following themes are welcome:

General Topics

- Public Opinion Theory
- Public Opinion on Social, Political, and Economic Issues
- New Forms of Journalism and Citizen Opinion Expressions
- New Media, Fragmented and Participating Audiences
- Media Effects, Agenda Setting, Framing and Priming
- Online Surveys
- Mixed-mode Studies
- Questionnaire Design
- Sampling, Response Rates and Non-response
- Cross-national Research
- Panel Studies

Feature Panels (tentative)

- Public Opinion in China (bilingual session organized by Fudan University)
- E-democracy (bilingual session organized by National Chengchi University)
- Deliberative Polling (organized by Stanford University)
- Internet Polling in Chinese Societies (bilingual session organized by Macao Polling Research Association)
- Exit Polling (organized by the University of Hong Kong)
- Special Panel by AAPOR (American Association for Public Opinion Research)

Proposals

Two different types of proposals can be submitted:

- 1) Regular Research Papers: The proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results, as applicable) as well as full contact information (mailing address, e-mail address and telephone number) for each (co-)author or participant on a separate sheet of paper. Maximum length: 750 words [in English](#). The papers will be allocated to paper presentation sessions or a poster / interactive session, depending on the nature and content of the papers.

(continued from page 8)

2) Panel Proposals: The proposals should include an overview of the panel (listing all papers, authors, titles and contact information of all presenters). In addition, it should list a short (100 words) summary of the different contributions, and specify the language of the presentations. There is a minimum of 4 and maximum of 5 papers for a panel. A written commitment of being present at the conference should be included from at least one author of each paper. Maximum length of proposal: 1,000 words in English.

English will be the official language of conference, while presentations in Chinese will be accepted for designated bilingual sessions, where simultaneous interpretation will be provided. All papers and proposals must be written in English following APA guidelines for manuscripts, and all proposals must be submitted to wapor2012@hkupop.hku.hk no later than **January 1, 2012**.

Deadlines:

- Abstract submissions: January 1, 2012
- Notification of conference decision: February 1, 2012
- Paper submission: May 1, 2012
- Final registration: June 1, 2012

Please check out the WAPOR website at <http://wapor.unl.edu/>. Inquiries can be directed to the Conference Secretary Winnie Lee at wapor2012@hkupop.hku.hk or the WAPOR Executive Coordinator Renae Reis at renae@wapor.org.

Hotel Information

Traders Hotel Hong Kong (** rating)**

Website: www.tradershotelhongkong.com **Contact:** Ms Wendy Leung (wendy.leung@tradershotels.com)

Note: Special WAPOR rates apply from June 14 to 16, 2012 subject to room availability
HK\$850 (around US\$110) without service charge, excluding breakfast

Le Meridien Cyberport Hotel (*** rating)**

Website: www.starwoodhotels.com/lemeridien/index.html **Contact:** Ms Janice Chan (janice.chan@lemeridien.com)

Note: Special WAPOR rates apply from June 11 to 18, 2012 subject to room availability, and for booking on or before May 14, 2012

HK\$1,420 (around US\$185) plus 10% service charge, including breakfast

Sheraton Hong Kong Hotel and Towers (*** rating)**

Website: <http://www.starwoodhotels.com/sheraton/index.html> **Contact:** Ms Cynthia Chi (cynthia.chi@sheraton.com)

Note: Special WAPOR rates apply from June 14 to 15, 2012 subject to room availability, and for booking on or before April 14, 2012

HK\$1,800 (around US\$230) plus 10% service charge, excluding breakfast

Attendees should arrange their own accommodation, with these or other hotels. Non-local student attendees may be able to secure student hostel places at the University of Hong Kong, at less than HK\$200 (around US\$25) per night, while a limited number of university guest rooms may also be available for scholars at HK\$580 to HK\$950 (about US\$75 to US\$120) per night, including service charge.

For more information about university accommodation, please contact Conference Secretary Winnie Lee at wapor2012@hkupop.hku.hk.

More information on the 65th Annual Conference will be updated on the website at:
<http://wapor.unl.edu/65th-annual-conference/>

V Latin American Congress
Public Opinion, Polarization and Citizenship

September 19 - 21, 2012 - Bogotá, Colombia

Facultad de Comunicación Social - Periodismo
Universidad Externado de Colombia



The World Association for Public Opinion Research (WAPOR) will hold its V Latin American Congress September 19-21, 2012, in Bogotá, Colombia. The theme of this congress emphasizes how different forms of polarization (political, cognitive, affective, economic, technological) affect community life and democracy in the region. Concerns with the polarizing potential of emerging communication technologies, the distancing of political elites, intolerance among citizens, income inequality, technological divides, and how these relate to different citizenship manifestations in the region, are central to public opinion research's contribution to societal integration. Congress sessions will focus on changing public opinion as well as challenges to survey research. We welcome research that deals with the congress theme as well as other longstanding topics of research, including:

- Public Opinion on Social, Political, Economic and Environmental Issues
- Media Effects, Agenda Setting, Framing and Priming
- Deliberation
- Social Influence
- New Media, Citizen Opinion Expression, Fragmented Audiences
- Public Opinion Theory
- Quality control of research processes (ISO standards)
- Web Surveys and Access Panels
- Questionnaire Design, Sampling, Response Rates and Non-Response

The V Latin American Congress seeks to bring together scholars and practitioners with political, communication, psychological, sociological, economic, and survey backgrounds, that would like to present and discuss original research papers. Of course, the roles of methodology and quality control in survey research are of key significance as well.

Proposals - Two different types of proposals can be submitted:

1) **Regular papers:** Should summarize in an abstract the general description of the paper (topic, research questions or hypotheses, methods and results; or theoretical argument being presented) as well as full title and contact information (mailing address, e-mail address and phone) for each author or participant on a separate page. Maximum abstract length: 750 words.

2) **Panel proposals:** This should include an overview of the panel (listing all papers, authors, titles and contact information of all presenters). In addition it should list a short (200 word) summary of the different contributions. There is a maximum of 5 papers for a panel. Maximum length: 1000 words.

ABSTRACTS AND PANEL PROPOSALS should be submitted to the congress chair Hernando Rojas (hrojas@wisc.edu) by **March 15, 2012**.

Deadlines - Abstract/panel submissions (15 March 2012). Notification of conference decision (15 April 2012). Paper submission (15 July 2012). Early bird registration (1 August 2012).

Languages – Spanish and Portuguese will be the official languages of conference. Presentations in English will be accepted for designated bilingual sessions, where simultaneous interpretation will be provided. Proposals and papers may be written in Spanish, Portuguese and English.

Queries - Should be directed to congress chair Hernando Rojas (hrojas@wisc.edu). More information to be announced shortly on the congress website www.waporbogota.org and **Facebook** page.

WAPOR Expands Online Communications Efforts

WAPOR needs your help to build a new social media presence

WAPOR is working to take advantage of new communications technologies to appeal to new potential audiences and members around the world. The WAPOR council has been working to enhance our organization's presence on the Internet, and after having just completed a major upgrade to the WAPOR website, council is taking on new initiatives to reach a more diverse audience.

At the meeting of the WAPOR council held in conjunction with the annual conference in Amsterdam, the council set in motion three new initiatives. Thanks to the efforts of the Public Opinion Programme at the University of Hong Kong, with the help of several WAPOR members around the world, the WAPOR home page has been translated into Spanish, French, German, and Chinese. These new versions of the front page of the website will be integrated into WAPOR's official website in the coming weeks.

The council also decided to make all editions of the WAPOR newsletter available in the public area of the website, as a communications tool to show potential new members what WAPOR is about.

The WAPOR council also approved the creation of a new social media subcommittee to help WAPOR



establish an official presence in social media.



Council agreed that building an active online community for WAPOR is essential to expanding our appeal to new members, but it also requires a significant commitment of WAPOR volunteers to build and sustain such a community over time. The new subcommittee will



be led by Publications Chair Trevor Tompson, who is seeking volunteers to join the committee. Anyone interested in helping WAPOR create an official social media presence should contact him at ttompson@ap.org.



Change in IJPOR Editorial Office: Moving Forward

contributed by Mike Traugott

WAPOR's annual conference in Amsterdam coincided with a changeover in the editorial team for the International Journal of Public Opinion Research (IJPOR). Peter Neijens, editor since (2008), ended his term and transferred the title of Managing Editor to his University of Amsterdam colleague Claes de Vreese.



A series of meetings were held in conjunction with the conference to facilitate the changeover in the editorial team. IJPOR will continue to be housed at the Amsterdam School of Communication Research at the University of Amsterdam, so the transition from one editorial team to the next should be seamless.

Leading up to the start of the conference, there was a meeting of the editorial management team as well as of the Editorial Advisory Board. The new editors supporting Claes include Michael Elasmr, Yariv Tsfati, and Kate Kenski, with Michael Traugott continuing.



At the WAPOR pre-conference reception, WAPOR honored Wolfgang Donsbach for his extraordinary service to IJPOR. Not only did he serve two separate terms as editor in chief, stepping in the second time in an emergency, but

he also served as a subsequent member of the editorial team and head of the journal's Editorial Advisory Board. At the reception, Wolf was presented with a personalized tee shirt appropriate for football practice in honor of his service (see the photo above).

WAPOR thanks Peter Niejens for his service to IJPOR and WAPOR, and wishes Claes de Vreese and his new editorial team every success.

WAPOR Adopts Changes to the WAPOR Code of Ethics

The WAPOR Council has approved revisions to the WAPOR Code of Ethics.

The WAPOR Code is among the most important documents created by WAPOR and adherence to the code is a requirement of membership in the association. The Code sets standards for how all public opinion researchers — public or private, academic or commercial — should conduct their research and covers topics such as the relationship between researchers and their sponsors or clients, the responsibilities of researchers and clients, rules of practice regarding reports and study results, and responsibilities of the researcher towards respondents.

The changes to the code include new language about the rights of informants, respondents and research participants. There is also new clarifying language to explain how researchers should govern themselves in cases where disclosing the name of the research sponsor to the respondent might reasonably bias the findings of the research. There is new language clarifying how ownership or intellectual property should be determined in the researcher/client relationship, as well as several other areas where language has been clarified. A document outlining the changes to the Code is currently available on the WAPOR website here:

http://wapor.unl.edu/wp-content/uploads/2011/10/WAPOR_CODE_OF_ETHICS_proposed_text.doc.

These changes to the WAPOR Code were developed by the Standards Committee, including current Standards Chair Dr. Anne Niedermann, Past-Standards Chair Prof. Patricia Moy, Prof. Claire Durand, Dr. Jibum Kim, Mr. Richard Hilmer, Dr. Paul J. Lavrakas, Mr. Nick Moon, and Mr. Trevor Tompson. The changes were adopted by WAPOR's council on September 21, 2011 during its meeting in Amsterdam.

The WAPOR Council is seeking comment from the membership on the changes before they are fully implemented. If you have comments or suggestions, please send them no later than December 2, 2011 and adress them to Dr. Anne Niedermann, WAPOR Standards Chair, at aniedermann@ifd-allensbach.de.

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

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

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

2012

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

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!

64th Annual Conference Sponsors

NORC

at the UNIVERSITY of CHICAGO



News

In the coming weeks you will be receiving your dues notice in your inbox if you are a “pay as you go” member (remember WAPOR memberships are based on the calendar year). Our goal continues to be to reduce the need for paper statements. Your online user account allows you to edit your information, search the site for information about other members, and best of all it enables you to pay your dues online. Please remember to add renae@wapor.org to your address book so that emails from the WAPOR office reach you in a timely manner. Thank you.

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Calendar

2011

November 25, 2011

Regional Seminar: Gdansk, Poland

Abstract Deadline

(see page 7 for details)

November 28, 2011

Voting Deadline

WAPOR Elections

(see page 3 for details)

December 31, 2011

End of calendar year

WAPOR membership fees due

2012

January 1, 2012

65th Annual Conference: Hong Kong

Abstract Deadline

(see page 8 for details)

March 15, 2012

V Latin American Congress

Abstract Deadline

(see page 10 for details)

- 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 ttomps@ap.org.

Let us know your upcoming events.

Please note, the deadline date for the 4th quarter newsletter is December 15, 2011