

WAPOR NEWSLETTER

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Fourth Quarter 2011

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Hong Kong 2012: WAPOR Prepares for first conference in Asia!

Contributed by Robert Chung, Annual Conference Chair

Since the establishment of WAPOR in 1947, this year's annual conference to be held in Hong Kong is the first time ever in 65 years that WAPOR is holding an annual conference outside Europe and North America. We at the University of Hong Kong are determined to make it a success, and we are half way there already.

In response to our first call for papers which ended on January 1, over 160 proposals have been received. After screening by an 11-member Scientific Committee, over 130 papers have been accepted up to this date for presentation at the conference. A rough breakdown of the accepted papers shows that 47% comes from Europe and America, 45% comes from Asia, and 8% comes from the rest of the world. The titles of these papers can be found at <http://wapor2012.hkpop.hk/>.

Since a number of feature panels and round table discussions are still being organized, the final number of presentations is expected to reach over 150. Meanwhile, the call for poster presentations has already gone out, and the deadline is set for March 1. Please help to spread the news. The theme of the conference is "The New World of Public Opinion Research", signifying the importance of new methodologies, new technologies, and new paradigms in the study of public opinion in the era of new media and a new way of life in new parts of the world.

During the conference, findings from a new wave of surveys on the freedom to publish opinion polls

(Conference continued on page 4)

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65th Annual Conference
June 14-16, 2012
Hong Kong

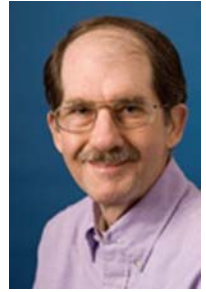
Letter from the President

Let me raise two inter-related questions:

Is public opinion research about to undergo a paradigm shift?

Should it or shouldn't it?

The last paradigm shift occurred almost 80 years ago in the mid-1930s when Gallup, Roper, Crossley, and a handful of other innovators pioneered the public opinion poll. Prior to the advent of polling, politicians, journalists, social scientists and others had turned to various sources to measure what Gallup called the "pulse of democracy." There were straw polls, compilations of editorials and news articles collected by such publications as [Public Opinion](#) (taken over by [Literary Digest](#) in 1906), studies of letters to the editor, and, as George Gallup noted in 1957, such other evidence as "letters to congressmen, the lobbying of pressure groups, and the reports of political henchmen..." These alternatives were supplanted by the polls and soon public opinion and poll results became considered to be almost synonymous with one another. The advent of polling was a complete game changer. As Elmo Wilson, a researcher at Roper and other organizations, remarked in 1945, "25 years ago the possibility of measuring public opinion with any degree of precision was at least as remote from public consciousness as the atomic bomb."



Tom W. Smith
President

Now a rising chorus is asserting that polls are passé, a growingly antiquated relic of the last century. They claim that public opinion, consumer behaviors, and other socio-political outcomes can be better measured (more accurately, more quickly, more easily, less expensively) by the analysis of Internet usage in general and of social media in particular, by the data mining of administrative databases (including the merging of disparate information sources through such techniques as data fusion), or by a combination of these two alternatives to traditional polls. For example, Mike Savage and Roger Burrows, British sociologists, in the "The Coming Crisis of Empirical Sociology" ([Sociology](#), 41 (2007), 885-899) argue that the "glory days" of survey research "are in the past." They write, "It is unlikely, we suggest, that in the future the sample survey will be a particularly important research tool..." They believe surveys will be replaced by "digital data generated routinely as by-products of their own transactions..." Likewise, Carnegie Mellon computer scientist Brendan O'Connor and others in "From Tweets to Polls: Linking Text Sentiments to Public Opinion Time Series" (Tepper School of Business Paper 559, Carnegie Mellon University, 2010) have argued that "expensive and time-intensive polling can be supplemented or supplanted with simple-to-gather text data that is generated from online social networking."

Others aren't so ready to consign surveys to the dustbin of history, but also see them as losing ground to newer techniques. D. Sunshine Hillygus, a political scientist at Duke, in the "The Evolution of Election Polling in the United States" ([Public Opinion Quarterly](#), 75 (2011), 962-981), states, "There has been a noticeable decline in the prominence of polls in election politics and scholarship. In forecasting elections, statistical models and prediction markets appear to be viable alternatives to polling predictions, especially early in the campaign. In understanding voting behavior, surveys are increasingly replaced by experimental designs or alternative measures of attitudes and behaviors."

A star exhibit for the "alternative measures" of electoral behavior is the research on the 2009 German national election by Andranik Tumasjan and others at the Technical University of Munich ("Predicting Elections with Twitter: What 140 Characters Reveal about Political Sentiment," [Proceedings of the Fourth International AAAI Conference on Weblogs and Social Media](#), 2010). They concluded that "the mere number of tweets mentioning a political party can be considered a plausible reflection of the vote share and its predictive power even comes close to traditional election polls." They reported a mean absolute error (MAE) for vote share of 1.65% from their tweets analysis vs. an average MAE of 1.14% for six polls. But their success has not been replicated in a number of studies of US elections. Analysis using tweets, Facebook likes, and other social media and studies of Internet searches of races involving the US Senate, governors, and other contests have typically found mixed to poor results (For example, see Gayo-Avello, Daniel; Metaxas, Panagiotis; and Mustafaraj, Eni, "Limits of Electoral Predictions Using Twitter," Paper presented at ICWSM, 2011; Lui, Catherine; Metaxas, Panagiotis T.; and Mustafaraj, Eni, "On the Predictabil-

ity of the U.S. Elections through Search Volume Activity," Paper presented to the e-Society Conference, Avila, Spain, March, 2011; O'Connor, Brendan; Balasubramanyan, Ramnath; Routledge, Bryan R.; and Smith, Noah A., "From Tweets to Polls: Linking Text Sentiments to Public Opinion Time Series," Tepper School of Business Paper 559, Carnegie Mellon University, 2010; and Olson, Steve and Bunnett, Will, "Facebook Predicts Electoral Victory, or Not?" 2011 at Trilogysinteractive.com).

While not being able to lay out the full case for and against a paradigm shift to the data mining of the Internet and of administrative databases in this brief note, let me suggest the following as reflecting the state of things today and in the near future. So far the new alternatives to survey research in general and public opinion research in particular have not established their superiority either scientifically or empirically. There are many limitations of the new alternatives to polls: a notable under coverage problem, data access and privacy concerns, data quality issues about many online, administrative databases, the difficulty of doing many basic types of multivariate analysis, and many technical matters such as those involving record linkage, textual analysis and classification, and data retrieval. For these and other reasons, survey research should not be abandoned in a rush to the new.

But neither should the new sources of information be ignored. Social media are an important and growing form of social interaction and should be studied in depth. But the study of these social media should not be equated to the analysis of general public opinion. They should be studied for what they are and not for what they are not. Likewise, analysis of Internet searches and Web sites and the traffic to same can also be very valuable and can illuminate many research topics. But they will not be the best source for answering all research questions. Administrative databases can also be very useful to sample some populations (especially of course in countries with population registers) and can be used to check and supplement survey-based data when record linkage can be reliably carried out. They can be especially valuable for contextualizing data (see Smith, Tom W., "Contextualizing Social-Science Data," White paper for Gutmann, Myron P., [Rebuilding the Mosaic: Fostering Research in the Social, Behavioral, and Economic Sciences at the National Science Foundation in the Next Decade](#), Arlington, VA: NSF, 2011). But the idea that using administrative databases alone could replace survey research is clearly misguided.

The most promising future is not one that abandons survey research, but which augments traditional forms of sampling and interviewing with supplemental data from various administrative sources and combines survey-based, individual-level information with aggregate-level data from censuses, administrative records, and other surveys (See Smith, Tom W. and Kim, Jibum, "An Assessment of the Multi-level Integrated Database Approach (MIDA)," GSS Methodological Report No. 116. Chicago: NORC, 2009 at <http://www3.norc.org/GSS+Website/Publications/GSS+Reports/Methodological+Reports/Methodological+Reports.htm>). As Robert Groves, Director of the US Census, has observed, "The combination of designed data [from surveys] with organic data [from the Internet and other automatic sources] is the ticket to the future."

So we shouldn't shift the paradigm and dump survey research, but we should boost standard polling of public opinion and other topics with auxiliary data from alternative sources, supplement general population surveys with valuable, but more limited, studies analyzing social media and other Internet usages, and use the study designs and sources that are best suited for assessing the many very different research questions that we seek to answer.



(Conference continued from page 1)

around the world will be released. This marks the fifth study conducted by WAPOR on this issue so far. Previous surveys were conducted in 1984, 1992, 1996 and 2002.

The conference will take place on the main campus of the University of Hong Kong (or HKU, as it is familiarly known to students, staff and alumni), which is the oldest tertiary education institution in Hong Kong. Sun Yat-sen (1866–1925) the “Father of the Chinese Nation” was a student of the Hong Kong College of Medicine for Chinese, which evolved into HKU in 1911, the same year when the imperial monarchy in China was overthrown by the Revolution championed by Sun. On February 20, 1923, Sun visited HKU and made his historic speech at the Great Hall, which was subsequently named as Loke Yew Hall, and will be the venue for our WAPOR Annual Dinner to be held on June 15! For more information about HKU, please check it out at <http://www.hku.hk/>. We are still searching for more economic accommodation in and around the university campus, so please visit <http://wapor2012.hkpop.hk/> from time to time for more information.

One special feature of our WAPOR Hong Kong Conference is that other than HKU hosting this conference, Fudan University (Shanghai) and National Chengchi University (Taipei) will also co-host the conference. Other than contributing to the discussions, these co-hosts will also organize many interesting activities for our conference participants, including visits to their universities in Shanghai and Taipei. On top of that, tours around Hong Kong and its neighbouring city Macau will also be arranged, if you would indicate your interest in your registration form.

Hong Kong is Asia’s World City, and you can easily move around yourself. Please click on <http://www.discoverhongkong.com/> to see the city before you come. I quote, “You can find tours to meet your every need and interest. Go sightseeing and experience our living culture and heritage. Take a day or night tour, cruise the harbour or visit outlying islands to enjoy nature at its best.”

If you enjoy shopping, then “for sheer variety of products and brands in all price ranges, Hong Kong is a unique shopping experience. From glitzy malls to funky street markets, and trendy boutiques to traditional Chinese product stores and themed shopping districts, you can find everything from the latest designer fashions and electronic gadgets to best-value antiques and collectibles.”

I myself would recommend a tram tour. I quote again, “During your stay in Hong Kong, there is no better way to experience the city’s fascinating local attractions, tantalising tastes and unique heritage than by hopping on a tram. Locally known as ‘Ding Ding’, the tram has been an essential part of Hong Kong Island’s daily life for over a century. Take a trip with our ‘Ding Ding’ Hong Kong Tram Guide and explore over one hundred culinary and cultural experiences...” and all for only 30 cents US!

Hope to see you in Hong Kong!

Conference and Travel Information

Deadlines:

- Early registration: May 1, 2012
- Final registration (with late fee): 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.

The Hong Kong team has put together an extensive website full of travel information for all visitors. Everything from tourist and visa information, location and hotel information can be found here as well. Both the WAPOR site and the HKU site will have the updated lists of special sessions and the conference schedule and list of accepted papers.

<http://wapor2012.hkpop.hk/en/index.php>

<http://wapor.unl.edu/65th-annual-conference/>



WAPOR Regional Seminar

Paul Felix Lazarsfeld: His Methodological Inspirations and Networking Activities in the Field of Social Research

Contributed by Hynek Jerabek and Tomas Holecek



Charles University in Prague (photo courtesy of Charles University)

The symposium was held at the Institute of Sociological Studies, Charles University in Prague on September 25–27, 2011. It aimed to 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. Since the birth of Paul Felix Lazarsfeld in Vienna (1901) 110 years have passed, and 35 years have passed since his death in New York (1976). P. F. Lazarsfeld was an 'organizational man'. He founded four research institutes – in Vienna, Newark, Princeton and New York – during his active 45-year scientific career. He assembled an unprecedented network of social scientists, ranging from the fields of sociology, social and developmental psychology, history, communication science, demography, social anthropology, and philosophy, to mathematics and statistics and the Frankfurt School of

criticism. 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 colleagues 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, which used both quantitative and qualitative methods, to his UNESCO seminars in the 1970s in Eastern Europe.



Paul Lazarsfeld (photo courtesy of Wikipedia)

The symposium was a follow-up to 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. Bardwell Press will publish the book *The Early Days of Survey Research and Their Importance Today*, edited by H. Haas, H. Jerabek and T. Petersen, which will be based on the main ideas produced by the seminar, in the coming weeks of 2012. The symposium in Prague was organized by a team of scholars: Hynek Jerabek (Charles University in Prague, Czech Republic), Thomas Petersen (WAPOR, Allensbach, Germany) and Hannes Haas (Universitaet Wien, Austria).



The symposium's program was divided into five sessions: 'Methodological Inspirations by PFL', 'PFL Inspiration in the Field of Theory & Methodology & Logic', 'PFL & Development of Sociological Methodology', 'PFL's Influence in the World - His Intellectual Network', and 'Fields and Networks of PFL's Collaboration'. A total of 22 papers were presented by sociologists, historians of social

ogy and methodologists from 12 countries, including Japan and the USA. One paper, by Terry N. Clark, was presented via SKYPE technology from Chicago.

In the opening presentation Hynek Jerabek described and enumerated PFL's main methodological inspirations and networking activities in the field of social research. The methodological inspirations



Front to back, left to right: Tim Liao, Peter Gerlich, Ken'ichi Ikeda, Jan Schubert, Hynek Jerabek

included new fields of social research (market research, unemployment sociology, survey analysis in public opinion research, audience research, evaluations in media research, communications research), new problems, new research strategies, tools and instruments, and new analytical methods. Among the papers presented we would particularly like to mention the following: Thomas Petersen (WAPOR, Allensbach, Germany) presented a careful re-evaluation, well-grounded in empirical data, of the concept of opinion leaders as an example of an established theory in constant need of theoretical and analytical reflection; he showed that "under certain circumstances in a modern media society the Two-Step Flow of Communication can be deactivated and replaced by direct media effects." Christian Fleck (University Graz, Austria) focused on PFL's "attempt to develop what he coined an empirical theory of action"; the attempt was particularly interesting owing to its combining psychology with empirical social research

and its openness and unfinished nature. Tim F. Liao (University of Illinois at Urbana-Champaign, Champaign, USA) presented an outline of further development of PFL's influence and impact in American sociological methodology. In his paper (prepared in cooperation with Leo A. Goodman, UCB, Berkeley) and in the discussion that followed, there appeared a remarkable institutional divergence between PFL's influence in Europe and the USA. For the purpose of methodological inspiration, it would be very fruitful for us to explore the recent trends presented in the paper. Ken'ichi Ikeda (University of Tokyo, Japan) showed the living influence of PFL's methodology in communication studies in Japan, describing his current project on consumer behavior with a multi-agent-based

modeling approach in three stages: the modeling consumer behavior with surveys based on snowball sampling; the artificial reconstruction of natural complex social network properties; and simulations of a diffusion process using a multi-agent-based modeling of consumers in the artificial social network. Peter Gerlich (University of Vienna, Austria) suggestively recalled and revived the atmosphere of PFL's teaching activity on the Institute of Advances Studies in Vienna. Antoni Sutek (Institute of Sociology, University of Warsaw, Poland) described the great PFL's influence on Polish public opinion research and empirical sociology, which went far beyond the borders of Poland. David Morrison (the only invited speaker, University of Leeds, UK) focused on PFL's networking activity, in particular on the "interconnection between Lazarsfeld's academic networks and his commercial networks", and demonstrated,



Left to right: David Morrison and Christian Fleck



Front to back: Ken'ichi Ikea and Jan Schubert

(Conference continued from page 4)

through a case analysis of the establishment first of the Oesterreichische · Wirtschaftspsychologische Forschungsstelle and then of the Bureau of Applied Social Research at Columbia University in New York, how such network contacts actually worked. The organizers of the symposium plan to publish a monograph based on the best contributions of participants and other invited authors.

The symposium brought together a group of people concerned with a matter of great importance for sociology, the history of sociology and the methodology of social research.

WAPOR would like to thank the organizers for their time and efforts. Their willingness to do so enables WAPOR to continue to reach researchers around the globe.



From left to right: Hannes Haas, Hynek Jerabek, David Morrison, Christian Fleck, Thomas Petersen

ISO Standards

Technical Committee 225 of the International Organization for Standardization (ISO) completed its revision of ISO Standard 20252 on Market, Opinion, and Social Research at a meeting in Amsterdam in September (held in coordination with WAPOR's annual conference). ISO Standard 20252 was first adopted in 2006 and it is expected that the revisions will be formally issued in 2012. The ISO will make the revised standard available from its website: <http://www.iso.org/iso/home.html>

In addition, the International Certification Forum (ICF) has adopted a Global Specification Protocol for Organisations Certifying to an ISO Standard Related to Market, Opinion, and Social Research. This guide is also expected to be adopted in 2012. While not an official ISO standard, it will provide guidance to countries seeking to develop procedures for certifying organizations as ISO compliant. WAPOR has been a member of both TC 225 and the ICF.

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.

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!

2011 Warren J. Mitofsky Award
Presented to
Kathleen A. Frankovic
contributed by Patricia Moy, University of Washington

Former WAPOR President Kathleen A. Frankovic received the 2011 Warren J. Mitofsky Award for Excellence in Public Opinion Research. This honor was recognized at the annual Mitofsky Dinner, held at the Bryant Park Grill in New York City, on 10 November 2011. The award is bestowed annually by the Roper Center for Public Opinion Research at the University of Connecticut, and in 2011 recognized Frankovic's talents and contributions to the national and international polling profession, with particular acknowledgment for her leadership in advancing understanding of the polls through her role within the media.

The event was a festive and culinary affair. Over entrees of pan-roasted bronzino, steak frites, and root-vegetable ravioli, award dinner attendees listened to guest speaker Jeff Fager, chairman of CBS News, roasting Frankovic and the conducting of public opinion polls. He spoke in particular of famed *60 Minutes* commentator Andy Rooney (who had passed away the previous week) and his bemusement with public opinion polls.

James Stimson of the University of North Carolina, who chaired the award committee, lauded Frankovic as one of the "keepers of the flame whose job, at the end of the day, is to make sure that quality is paramount. So I salute Kathy for having done it very, very well for a long period of time and who like many others in this room tonight put their personal integrity into the production of numbers that people like me can believe."



Kathy with guest speaker Jeff Fager,
Chairman of CBS News

In her acceptance speech, Frankovic honored Mitofsky who had recruited her to CBS. She noted how special she considered the award, especially after sitting on the first award committee. She commented that this award, like many others, reaffirmed how much of one's success is due to others. She recounted, "Warren liked to joke that he had 'rescued' me from academia." (Frankovic retired from CBS News in 2007 as Director of Surveys.) She also mentioned that the Mitofsky Award was really a prize for CBS and for Mitofsky, who had worked under nine CBS News presidents and three corporate owners. Frankovic highlighted the need for media to innovate and disseminate valid research information. She also called for new methods and tools to access these data.

As with any gathering of public opinion researchers, the evening could not end without reference to numbers. Frankovic presented some figures related to a topic

close to her heart – women in politics. She noted that the number of questions asked and archived at the Roper Center tallied over 4,000 for U.S. Secretary of State Hillary Clinton, one thousand for former Republican vice-presidential candidate Sarah Palin, and under 200 for First Lady Michelle Obama. While these numbers may not seem too surprising given these three women's political tenure and profile, Frankovic noted that Hillary Clinton did not attain that number-one spot until 2008, when she was appointed Secretary of State by President Barack Obama. Before 2008, the Roper Center's leading lady was Monica Lewinsky, who had appeared in 1,789 archived questions.

Frankovic's award is named in honor of former WAPOR member Warren J. Mitofsky, whose lifetime achievements to the field included great innovations in exit polls and telephone sampling. He served the Roper Center for Public Opinion Research for nearly three decades, and in his last year, chaired the organization's Board of Directors.

OPINIONS AND ATTITUDES IN TIMES OF ECONOMIC TURBULENCE

Gdansk, Poland

15-16 March 2012

Organized by the Leon Kozminski University, Warsaw

Organizers in Poland are finalizing their plans for the WAPOR European Conference on "Opinions and attitudes in times of economic turbulence". The following information can be used to plan your trip to Gdansk:

1. The program

The program includes more than 30 accepted papers. The papers are grouped into thematic sessions. You can see the most up-to-date program information online at:

2. Registrations

Please use the electronic registration form at:

<http://www.jotform.com/form/13421656069>

Anyone wishing to attend the conference can register online. Those presenting, including co-authors, should register as well.

3. Hotel reservations

The conference will include two full days of discussions, starting March 15th and ending on the 16th (in the evening). Thus, it is suggested that registrants arrive in Gdansk no later than March 14th (an evening welcome cocktail gathering has been planned), and to leave not earlier than March 17th. Of course, you may decide to skip part of the conference or to stay longer and so are welcome to book your hotel room accordingly.

The organizers have negotiated a special package (rooms and conference venue) with **Hotel Gdansk**, one of the best and the most attractive hotels in the city. **The prices per one night** (breakfast included) are:

330 PLN for a single room

350 PLN for a double room

420 PLN for a suite

Currently rates are as follows: a bit more than 3 PLN (Polish zloty) for 1 USD and a bit more than 4 PLN for 1 Euro. Hotel prices are fixed in PLN, so you may pay a little more or little less depending on exchange rate fluctuation.

Since some of you may wish to arrive earlier or stay longer, it is advisable to book your accommodation directly. Please send your request for a room:

e-mail: rezerwacja@hotelgdansk.com.pl,

fax: (0048) 58 300 17 17

phone: (0048) 58 300 17 14

Give the password "WAPOR" when booking the room.

Do not use hotel's standard online booking system on Internet, since the rooms kept for us may be not available through this system and prices may be different. However, you may wish to look at the hotel at www.hotelgdansk.com.pl.

Hotel "Gdansk" is located in recently rebuilt and specially adapted old warehouse (granary). It has comfortable rooms (we have checked them!), conference facilities and ...its own small brewery which brew three different kinds of a good beer. It is attractively located on a river bank, facing the marina and the Gdansk old town.

Some of you may wish to make a stop-over in Warsaw. If so, book your hotel in Warsaw through your travel agent or through internet (e.g. www.booking.com or www.expedia.com) as soon as you know your travel plans, because Warsaw is famous for hotel shortages.

4. Payment of registration fees.

All participants are expected to pay the registration fee:

500 PLN (or 170 USD or 125 Euro) if paid before 10 February 2012.

600 PLN (or 200 USD or 150 Euro) if paid after 10 February 2012.

The registration fee will cover the costs of the conference (not accommodation), conference materials, coffee breaks, two lunches, conference dinner and welcoming drinks.

5. Travel suggestions

The best way to travel to Gdansk is to fly. If you use regular airlines, you may change in Munich (for Lufthansa), Copenhagen (for SAS) or Warsaw (for LOT). Many international airlines share their codes with Lufthansa, SAS and LOT, so there should be no difficulties in booking the whole flight. If you prefer to use the so called "discount" airlines, the best one is Wizzair (www.wizzair.com), which has direct connections between Gdansk and many European cities, not only the capitals.

Taking the train from Warsaw to Gdansk is possible, but this is not a good idea. Railway tracks are currently under serious modernization on this route, which so far results in an unreliable time table and unreasonably long travel. It is not likely to be cheaper (or not much cheaper at least) to buy separate air ticket to Warsaw and railway ticket to Gdansk than it is to buy one international air ticket to Gdansk, changing in one of the three cities mentioned above. There are no direct international train connections to Gdansk.

You may drive to Gdansk if you wish. The conference hotel has its own guarded parking place and there are possibilities to park on the street. However, Polish roads are not what you are accustomed to driving on. **You can take a taxi from Gdansk airport to the hotel, but it may be more convenient and certainly much cheaper to take an airport shuttle.** These are mini-buses distributing a few passengers between different hotels. Public transportation will take much longer and may be a bit complicated.

Questions can be directed to Krzysztof Zagorski at: zagorski@kozminski.edu.pl

Call for Nominations: WAPOR Helen Dinerman Award

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

Recent winners include: Marta Lagos, Willem Saris and Robert Groves. Last year in Amsterdam, the award was presented to Maxwell McCombs and Donald Shaw for their lifetime contributions and achievements in the field.

Please send suggestions and a few lines of justification by email to WAPOR at renae@wapor.org by March 1st. The winner will be announced at the WAPOR Annual Conference this June in Hong Kong following the decision by three past Presidents of WAPOR.

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.

César Aguiar (1943-2011)

Our colleague and friend, César Aguiar, passed away on December 30th. He founded Equipos in 1976, a polling company that later joined MORI. Trained as a sociologist, Mr. Aguiar played an important role in the development of public opinion research in Uruguay during the time of transition to democracy. He was a professor, an active polling practitioner, and also a member of the founding group that organized the First Latin American WAPOR Congress in Colonia del Sacramento, Uruguay, in 2007. Cesar is survived by his wife Cecilia, and his children Marcos, Andrés, Laura y Santiago.



Some remarks from colleagues:

"It is hard to believe Cesar will no longer be with us. His contribution to survey research, to the formation of a community of researchers in the southern cone of Latin America, to Latinobarometro, to Wapor Latin America has not only been substantial but I would say crucial in a time of change and consolidation of democratic societies. Cesar was the colleague who always had the additional needed wisdom and balance. He was a dear friend and a valued colleague. Wapor Latin America will not be the same without him."

Marta Lagos

"Lo conocí a Cesar en Buenos Aires, a fines de la década del ochenta, en ocasión del proyecto Polis, un prolegómeno de lo que despues sería el Latinobarómetro. Desde entonces, con mayor o menor intensidad, emprendimos proyectos juntos: la instalacion de una empresa de investigación en la Argentina, la participación en los encuentros WAPOR, la asociacion con Bob Worcester para desarrollar la red MORI en Latinoamérica, el desarrollo de WAPOR Latinoamérica, la creación de la Revista Latinoamericana de Opinión Pública. Cesar fue, para mi, un estímulo y un apoyo fundamental: por su creatividad, por su coraje para abordar temas sustantivos y cuestiones metodológicas, por su disposición a colaborar y su actitud docente. Con su desaparición, la investigación social aplicada latinoamericana pierde una mente brillante e inquieta. Estoy segura de no equivocarme si digo que somos muchos los que lo vamos a extrañar. Y no solo por sus capacidades intelectuales; también por su calidez, su buen humor y su disposición para gozar de la vida."

Maria Braun

Sir Roger Jowell (1942-2011)

Sir Roger Jowell died December 25, 2011 in London at age 69. Jowell was winner of the WAPOR Helen Dinerman Award for career contributions to innovative research and survey research methodology in 2005. His many contributions to the social sciences and survey research include co-founding with Gerald Hoinville Social and Community Planning research (now the National Centre for Social Research) in 1969, starting the British Social Attitudes Survey (BSAS) in 1983, co-directing the British Election Studies from 1983 to 2000, co-founding the International Social Survey Programme in 1984, and organizing the European Social Survey (ESS) which had its first round in 2002/2003. The



ESS was awarded the European Union's top annual science award, the Descartes Prize, in 2005. In 2008, Jowell was knighted by Queen Elizabeth II for his leadership in the social sciences.

Besides his unparalleled institution-building achievements, Jowell made major contributions to the scholarly literature including How Britain Votes (1985) and The Rise of New Labour (2001) with A.F. Heath and John Curtice, Measuring Attitudes Cross-Nationally (2007) with Caroline Roberts, Rory Fitzgerald, and Gillian Eva, Attitude Measurement (2008) with Caroline Roberts, and many of the annual volumes of the BSAS.

As his colleague Rory Fitzgerald, Deputy Director of the Centre for Comparative Social Surveys, City University London, noted, Jowell "made an exceptional contribution to social sciences in the UK and across the world. His firm belief in the need for methodological rigour has helped ensure there is a school within public opinion research that is scientifically driven."

Personal Remembrances about Sir Roger Jowell, 1942-2011

Carli Lessof and Alison Park, National Centre for Social Research, "Roger's accomplishments in the research world were considerable, but we start by recognising the personal qualities that made him such a fantastic colleague, mentor and friend. He was a tremendously engaging man, with a wide range of interests and considerable curiosity about the social, political, cultural and sporting worlds. His charisma and charm, added to his wit (and what could be a mischievous sense of humour) meant he was able to engage with a wide range of people and invariably left a lasting impression. He was a person of strong principles and values who was not afraid to take a stand. This, coupled with his wide experience and sound judgement, made him a great person with whom to debate challenging research or ethical issues and a valuable champion of a cause."

Michael Hout, Sociology/University of California-Berkeley, "I'll always remember Roger's dedication to comparative work, his uncanny ability to phrase questions in the words real people use, and, of course, his ability to tell a complicated joke."

Nick Moon, GfK NOP Social Research, "I learned a huge amount from Roger, perhaps the most important being his regular advice, whenever a knotty survey problem was being discussed, "not to let the best be the enemy of the good". He didn't coin the phrase but he used it consistently, and I have always found it a very good principle to live by."

Tom W. Smith, NORC/University of Chicago and WAPOR President, on Rogers early role in the International Social Survey Program (ISSP), "The ISSP was born in Roger Jowell's office at the Social and Community Planning Research (SCPR) in London on June 11, 1984. Roger was then director of SCPR (now the National Centre for Social Research) and had just started the British Social Survey Attitudes Survey in 1983. Following up on earlier correspondence with the General Social Survey at NORC and the Allgemeinen Bevölkerungsumfragen der Socialwissenschaften at ZUMA (now GESIS), Roger secured funds from the Nuffield Foundation to invite representatives from NORC, ZUMA, and Australian National University to the London meeting. The ISSP was named at a follow-up meeting held in Chicago on September 4-6, 1984. Roger suggested that the newly formed collaboration be named the "International Social Survey Project" and I amended his proposal to the "International Social Survey Programme." And so it was adopted. Note the British spelling of "programme." When the ISSP adopted its official "working principles" in 1986 in recognition of Roger's leadership role as chair of the founding meeting, I moved that the language for the master questionnaire be in "British" English rather than merely in English. From the founding four countries, the ISSP has grown to 48 countries and has successfully carried out annual surveys since 1985. All of this follows from Roger's inspiration and his continuing dedication to cross-national, social-science

research. The ISSP and the whole social-science community will greatly miss both his scientific leadership and his personal warmth and friendship.”

Alison Park, National Center for Social Research, “I have particularly good memories of various ISSP trips we made together which, as well as being intellectually stimulating, were also a lot of fun. He was one of those fairly rare people whose enthusiasm and interest could make work a more entertaining and enjoyable place. Being with Roger at events like ISSP you also got such a sense of what a loved person he was by so many different people - he was always in such demand.”

Norman Bradburn, NORC/University of Chicago, after not seeing Roger for a number of years, we started working together more regularly when the European Social Survey (ESS) was being developed. At the time I was at NSF and regularly attended meetings of the European Science Foundation Social Science group. A trial run of the ESS was being financed by the ESF, and Roger was one of the major figures in developing it. He was wonderful at bringing together social scientists from the different European countries to hammer out a common agenda and set of quality standards. As the ESS became a reality, he became the operational head. He created a Center for Social Research at City University which became the headquarters for the ESS. He masterminded the proposals to the EU to provide long term funding for the ESS. This required threading one’s way through an incredibly complex set of requirements for funding, and juggling money from different sources to be sure that there was always enough money to keep the ESS going.

He was committed to the idea that knowledge about society, particularly the attitudes and values of the people, would contribute to strengthening democracy and social justice. The ESS was his crowning achievement. It would not have become a reality without his unstinting efforts and dedication. His death leaves a big void in social science leadership in Europe.”

Peter Ph. Mohler, University of Mannheim, “European social research is fortunate to have had a visionary scientist like Roger. There would be no European Social Survey without his incredible dedication to its cause as principal investigator.

He was the first to arm-twist the European Commission in accepting social surveys as “fundable” (as early as 1993). His diplomatic negotiating skills combined with a natural robustness against bureaucratic idiosyncrasies put surveys on the “large scale scientific infrastructures map” in Europe (ESFRI process)

Roger propagated the idea that surveys are a key element for democratic societies to become better informed about themselves. That idea implies free, impartial, and rigorous measurement of facts, attitudes, or values, as well as free access to the data collected. ESS, ISSP, British (and many other) Social Attitude surveys all obey this principle. They are already a priceless stock for social scientists today and to come. Thus Roger’s impact on European and international social survey research cannot be overestimated.

Calendar

2012

February 10, 2012

Registration deadline:
Gdansk, Poland
(see page 9 for details)

March 1, 2012

Nominations due:
WAPOR Helen Dinerman Award
(see page 10 for details)

March 15, 2012

V Latin American Congress
Abstract Deadline
(see page 11 for details)

May 1, 2012

Paper submission deadline:
65th Annual Conference
Hong Kong
(see page 4 for details)

May 1, 2012

Registration deadline:
65th Annual Conference
Hong Kong

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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
1st quarter newsletter is
April 1, 2012*

GESIS Summer School in Survey Methodology

GESIS - Leibniz Institute for the Social Sciences offers a new research methods training opportunity:

The 1st GESIS Summer School in Survey Methodology.

This event is designed for doctoral students and junior researchers who wish to conduct their own survey or to improve their understanding of the generation and quality of existing survey data. It will take place from August 9 to 25, 2012 at the University of Cologne, Germany.

The programme includes refresher courses, main courses around 10 themes, a stimulating evening as well as a social programme. The main course themes are:

- Questionnaire Design
- Complex Survey Sampling
- Measurement, Interview and Data Quality
- Mail Surveys
- Web Surveys
- Mixed Methods
- Vignette Analysis
- Nonresponse
- Cross-National Comparative Surveys
- Translation and Harmonisation in Cross-National Surveys

Online application has just started, so please go to our [website](#) for further information, a [pdf brochure](#), and access to the [application system](#). Also check out our [facebook page](#)!

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Please contact:

WAPOR Secretariat

UNL Gallup Research Center

University of Nebraska-Lincoln

201 North 13th Street

Lincoln, Nebraska 68588-0242, USA

phone: 001 402 472 7720

fax: 001 402 472 7727

email: renae@wapor.org

Editor: Renae Reis