WAPOR 66th Annual Conference
Revolutions in the Measurement of World Public Opinion
May 14-16, 2013
Boston University
Photonics Center, 8 St. Mary's Street, Boston, MA 02215

(All events are located at Boston University in the Photonics Center unless noted.)

Day 1 (Tuesday, May 14)

Day 2 (Wednesday, May 15)

Session 1: Impact of News Coverage
Chair: Holli Semetko (The Claus M. Halle Institute for Global Learning)

Session 2: Intergroup Relations
Chair: Dr. Dorothée Behr (GESIS - Leibniz-Institute for the Social Sciences)
Connected! Internet, Inter-faith Attitudes and Views of the West among Muslims in 26 Countries
Neha Sahgal (Pew Forum on Religion & Public Life), Katie Simmons (Pew Global Attitudes), Michael Robbins (Pew Forum on Religion & Public Life) and James Bell (Pew Research Center)

Acculturation and Attitudes towards Homosexuality: Moving from East to West Europe
Rory Fitzgerald and Yvette Prestage (City University London)

Session 3: Methodology: Measurement
PHO East End Lounge, 9th Floor
Chair: Noriko Iwai (JGSS Research Center, Osaka University of Commerce)

Measuring Generalized Trust - Scales versus Dichotomies
Sebastian Lundmark, Stefan Dahlberg and Mikael Gilljam (Gothenburg University)

Evaluating the left-right dimension: Category Selection Probing conducted in an online access panel and a CATI-Survey
Volker Huefken (University of Duesseldorf, Institute of Social Sciences)

Response Patterns of Difficult Questions: A Comparison between Response Labels
Pei-Shan Liao (Center for Survey Research, RCHSS, Academica Sinica)

11:10-12:35
Concurrent Sessions B
9th Floor PHO

Session 1: Polling Trends
Room 901 PHO
Chair: Ana Villar (City University London)

Change and Stability in the Religious Beliefs of the United Germany
Allan L. McCutcheon (Univ. of Nebraska-Lincoln, Survey Research and Methodology)

The Public Agenda in Mexico 2007 – 2013
Francisco Valdes Cervantes (Parámetro Investigación), Igor Vivero Avila (Universidad Autónoma del Estado de México) and Oniel Diaz (Parámetro Investigación)

Work-life Balance: Attitude and Behavior in the Work Place
Edward Tai, Karie Pang and Robert Chung (Public Opinion Programme, The University of Hong Kong)

Old vs. New Russia: Regional Differences in Russian Political and Social Attitudes
Trevor Tompson (NORC at the University of Chicago), Vadim Volos (GfK Roper Public Affairs) and Jennifer Agiesta (The Associated Press)

Session 2: Methodology Issues
PHO, West End Lounge, 9th Floor
Chair: Wolfgang Donsbach (University of Dresden)

Call Me, Maybe? The Feasibility of Phone Samples in International Survey Work
James Bell, Leah Christian, Michael Robbins, Neha Sahgal and Katie Simmons (Pew Research Center)
Nondifferentiation as a Satisficing Strategy: Personality Explanation and Cross-National Differences
Maksim Rudnev (National Research University Higher School of Economics)

Opinion Polling under Certain Conditions – The Case of Armenia 2012
Hovhannes Grigoryan (IPSC) and Steve Schwarzer (TNS Opinion)

Session 3: Polling in the Middle East
Chair: Orlando J. Pérez (Central Michigan University)

Public Opinion Polling and Transition to Democracy: The Egyptian Experience
Magued I. Osman and Hanan Girgis (The Egyptian Center for Public Opinion Research)

Are Web-surveys Suitable to Measure Public Opinion in Egypt after the January 25th Revolution?
Hanan Girgis and Mohamed Abou Elela (The Egyptian Center for Public Opinion Research)

Socio-Economic Segregation and Voting Behavior in Iran
Mahmoud Salahi and Abdolhossein Alimadadi (University of Tehran)

The Validity of Polling on Political Issues in Non-Liberal Societies: The Case of Iran
Ebrahim Mohseni, Mahmoud Salahi and Abdolhossein Alimadadi (University of Tehran)

12:40-1:40 Lunch 9th Floor PHO, Atrium
1:45-3:10 Concurrent Sessions C 9th Floor PHO

Session 1: Panel: Rebalancing U.S. Foreign Policy: Perceptions and Implications of the ‘Pivot to Asia’ among American, Korean, Middle Eastern and Afghan Publics
Chair: Greg Holyk (Langer Research)

Dina Smeltz (The Chicago Council on Global Affairs), Greg Holyk (Langer Research), Mark Tessler (University of Michigan), Mungith Daghir (Independent Institute for Administration and Civil Society Studies-Iraq), Karl Friedhoff (Asan Institute for Policy Studies-Korea) and Matthew Warshaw (D3 Systems)

Session 2: Public Opinion about Social and Environmental Issues
Chair: Carolyn Keller (Keene State College)

Environmental Concern and Behavior: Do Personal Attributes Matter?
Irene Mussio and Natalia Melgar (dECON, FCS, UdelaR)

Impact of the Great East Japan Earthquake, Tsunami, and the Fukushima Nuclear Accident on Japanese People’s Attitudes and Behavior: A Study Based on Japanese General Social Surveys
Noriko Iwai (JGSS Research Center, Osaka University of Commerce) and Kuniaki Shishido (Osaka University of Commerce)

Framing Climate Change – Emotional Responses as Mediators for the Effect of Threat Framing on Citizens’ Political Behavior
Andreas Schuck (Amsterdam School of Communication Research-ASCoR) and Lukas Otto (University of Koblenz-Landau)

Chair: Timothy Gravelle (PriceMetrix)

Cognitive Probes in Web Surveys: How the Text Box Size Can Affect Response Quality
Dorothée Behr, Wolfgang Bandilla, Lars Kaczmirek and Michael Braun (GESIS - Leibniz Institute for the Social)

Explaining Interview Duration in Web Surveys on Political Attitudes and Behavior: A Multilevel Approach
Tobias Gummer and Joss Roßmann (GESIS-Leibniz Institute for the Social Sciences)

Computers, Tablet & Smart Phones: The Truth about Web-based Surveys
Patrick Merle, Sherice Gearhart, Clay Craig, Mehrnaz Rahimi, Mary Elizabeth Brooks and Matthew Vandyke (College of Media & Communication, Texas Tech University)

Googling Opinion: Online Search as an Alternative to Surveys
Syed Saif Shahin (University of Texas at Austin)

The Validity of Google Trends to Measure Issue Salience
Jens Vogelgesang (University of Muenster) and Michael Scharkow (University of Hohenheim)

Session 4: Issues in Democracy
Chair: Mark Gill (MORI Caribbean/Woodnewton)

The Mechanisms of Deliberation: Authoritarian Legacies on Political Conversation
Gerardo Maldonado (Centro de Investigacion y Docencia Economicas-CIDE)

Are there Global Norms of Electoral Integrity? Comparing Mass and Expert Evaluations
Pippa Norris (Harvard University)

Civil-Military Relations from a Public Opinion Perspective
Orlando J. Pérez (Central Michigan University)

Left and Right in New Democracies
Kats Kivistik (University of Tartu)
Session 1: Relationship between Public Opinion and Policy-Making
Chair: Jens Vogelgesang (University of Muenster)

Toward Conceptualizing and Measuring Debate Efficacy in Public Opinion Research
Joerg Matthes (University of Vienna)

Responsive Elections: The Effect of Public Opinion on Political Campaigns
Mona Krewel and Shaun Bevan (University of Mannheim)

Internet Public Opinion and Chinese Social Development
Hong Jiang (Shanghai Jiaotong University)

Session 2: Traditional Media and Internet Effects on Public Opinion
Chair: Peter Neijens (University of Amsterdam)

What Happens when Polls Go Wrong? Two Canadian Elections of 2012
Claire Durand (Université de Montréal)

Media Effects on Public Perception: Media Exposure and “The Most Important Issues” by Japanese Public
Midori Aoyagi (National Institute for Environmental Studies)

Building Party Reputations: How Election News Affects Issue Ownership
Annemarie Walter and Jan Kleinnijenhuis (Communication Science, VU University Amsterdam)

Session 3: Methodology Issues
Chair: Katarzyna Staszynska (Kozminski University)

From Face-to-face to Web: Consequences for Measurement of Complex and Open-ended Questions
Ana Villar (City University London), Rory Fitzgerald (City University London), Peter Martin (Anna Freud Centre), Lizzy Gatrrell (City University London) and Eric Harrison (City University London)

The Accuracy of Pre-election Polls in Mexico, 1994-2012
Alejandro Moreno (Instituto Tecnológico Autónomo de México ITAM)

Total Survey Error Framework for Post Disaster Surveys: Lessons Learned in Post-Earthquake Haiti
Thomas Craemer (Department of Public Policy, University of Connecticut) and Jennifer Necci Dineen (Graduate Program of Survey Research, DPP, University of Connecticut)

The External Validity in Surveys of Hidden Socio-economic Phenomena
Andrei A. Veikher (National Research University)

Session 4: Public Opinion about the Economy
Chair: Steve Schwarzer (TNS Opinion)
Composite Indices of Socio-economic Sentiments and their Application during Economic Crisis, Poland 2007-2012
Krzysztof Zagorski (Kozminski University)

Frédéric Gonthier (Institut d'Etudes Politiques. Université de Grenoble)

Matthias Vollbracht (Media Tenor) and Senja Post (University of Mainz)

5:00-5:30 Meet and greet 9th Floor PHO, Atrium
5:00-6:30 IJPOR Editorial Board Meeting 9th Floor PHO, West End Lounge
7:00-9:00 WAPOR Dinner Metcalf Trustee Ballroom
(located at 1 Silber Way, 9th Floor)

Day 3 (Thursday, May 16)

8:00-9:00 Coffee, registration, and meet and greet 9th Floor PHO, Atrium
9:00-10:30 WAPOR business meeting PHO, The Colloquium, 9th Floor
10:35-12:00 Concurrent Sessions E 2nd and 9th Floor PHO

Session 1: Panel: Leading Issues in Global and Regional Polling Room 901 PHO
Chair: Tom W. Smith (NORC University of Chicago)

Ijaz Shafi Gilani (Gallup Pakistan) and Takashi Inoguchi (Asia Barometer Survey Project),
Steven Dept (cApStAn) and Bilal Gilani (Gallup Pakistan); David Jodice, Matthew Warshaw &
John Richardson (D3 Systems); James Bell (Pew Research Centre) and Leendert de Voogd
(TNS)

Session 2: Theoretical Perspectives on the Role of Media in Public Opinion PHO, West End Lounge, 9th Floor
Chair: Marijn van Klinger (University of Amsterdam - ASCoR)

Issue Aggregation and Agenda-Setting Effects in Public Opinion Research
Judith Väth, Gianna Haake and Volker Gehrau (Institut für Kommunikationswissenschaft
Münster)

Blindfolding the Public: Examining the Hydraulic Pattern Hypothesis of Media Priming
Effects
Sung Woo Yoo (University of Texas at Austin)

Major Stock Indices and the Media Image Distortion Caused by the Technology Sector
Racheline Maltese (Media Tenor International)
Partisan Press and Agenda-setting Effect – An Investigation of Taiwanese Voters’ Assessment in 2012 Presidential Election
Denis Wu (Boston University)

Responsible at First Sight? Conceptualizing Visual Episodic and Thematic Frames and Measuring their Effects
Michael Grimm (Hans-Bredow-Institute for Media Research at the University of Hamburg) and Stephanie Geise (University of Erfurt, Germany)

Session 3: Sources of Influence on Public Opinion and Voting Behavior
PHO 205
Chair: Alejandro Moreno (Instituto Tecnológico Autónomo de México ITAM)

Matching or Mismatching Opponents’ Most Important Arguments for a Policy Proposal: What Works Best in Persuasive Campaigns?
Peter Neijens (ASCoR, University of Amsterdam) and Jeroen Slot (Research and Statistics, Municipality of Amsterdam)

On the Relation between Media Exposure, Peer Expertise and Opinion Leadership – A Reassessment Utilizing a Multilevel Social-Network Perspective
Frank Mangold and Michael Schenk (University of Hohenheim)

The Power of Living Area to Explain the Vote
Márcia Cavallari Nuñes (IBOPE Inteligência Pesquisa e Consultoria Ltda) and José Roberto de Toledo (O Estado de São Paulo)

Owning the Immigration Issue: Effects of Immigration News on Anti-immigrant Voting in 11 Countries
Björn Burscher, Joost van Spanje and Claes de Vreese (ASCoR, University of Amsterdam)

Session 4: Methodology: Response Rate and Nonresponse
PHO 210
Chair: Pei-Shan Liao (Center for Survey Research, RCHSS, Academica Sinica)

How to Leave the Path of Least Resistance: Reducing Nonresponse Bias through Case Prioritization in Telephone Surveys
Jan Eric Blumenstiel (University of Mannheim)

Response Reliability in Panel Surveys: Results from Turkish Election Surveys, 2002 – 2011
Ersin M. Kalaycioglu (Sabanci University) and Ali Carkoglu (Koc University)

Differences in Survey Response Rates Based on Survey Mode in Japan
Noriko Onodera (NHK Japan Broadcasting Corporation)

Improved Propensity Score Methods for Modeling Survey Nonresponse
Curtis Signorino (University of Rochester)

12:05-12:35 Meet and greet 9th Floor PHO, Atrium
12:40-1:40 Lunch 9th Floor PHO, Atrium
1:45-3:10 Concurrent Sessions F 2nd and 9th Floor PHO

Session 1: Social Media Research Room 901 PHO
Chair: Denis Wu (Boston University)

Modeling Political Message’s Virality Based on the 18th National Congress of the Communist Party
Jingwen Zhang (University of Pennsylvania), Jinghong Xu (University of Posts and Telecommunications; Academy of Social Sciences) and Jiayin Qi (Beijing University of Posts and Telecommunications)

Frame Building of Wukan Protests: Examining Public Opinion on Weibo and News Coverage
Yao Sun (Hong Kong Baptist University)

Communication Technology and Willingness to Speak Out: The Impact of Social Media in China
Jingwei Wu (Free University of Berlin)

Political Candidates Campaigning on Twitter and the Impact on Electoral Support
Sanne Kruikemeier, Guda van Noort, Rens Vliegenthart and Claes H. De Vreese (University of Amsterdam)

Session 2: Methodology: Measurement PHO, West End Lounge, 9th Floor
Chair: James Shanahan (Boston University)

Are Opinion Leadership Effects Context Dependent? Scale Validity and Reliability Testing Using a Paired Comparison Strategy
Paulina Tabery, Jiri Vinopal and Martin Buchtik (Institute of Sociology of the Academy of Sciences of the Czech Republic)

Acquiescence Bias in Developing Countries: A Split Ballot Experiment in Ethiopia
Charles Lau (RTI International), Alexander Gloss and Lori Foster Thompson (North Carolina State University)

Standardized Employment Metrics: Collecting Employment in 150 Countries
Jenny Marlar (Gallup)

Cognitive Interviewing to Explore Perceived Question Sensitivity in the Kingdom of Saudi Arabia
Zeina Mneimneh (University of Michigan), Kristen L Cibelli (University of Michigan), Mona Shahab (Prince Salam Center for Disability Research) and Yasmin Altwaijri (King Faisal Specialist Hospital and Research Center)

Session 3: Traditional Media and Internet Effects on Public Opinion PHO 205
Chair: Andreas Schuck (Amsterdam School of Communication Research-ASCoR)

A Longitudinal Assessment of the Conditional Effect of News Media Coverage on Public Support for European Integration
Hajo Boomgaarden and Claes de Vreese (University of Amsterdam)

Press coverage on political scandals, the public’s agenda, and voting intention. A secondary analysis of German polling data from 1994 – 2006
Judith Väth, Volker Gehrau and Gianna Haake (Institut für Kommunikationswissenschaft Münster)

The Impact of POP Election Polls in Hong Kong
Frank Lee and Robert Chung (Public Opinion Programme, The University of Hong Kong)

Reciprocal Relationship between Participation in Online Political Discussion and Political Efficacy, Interest and Cynicism
Yang Liu (City University of Hong Kong)

Session 4: Media Content and Media Credibility
Chair: Mary Brooks (Texas Tech University)

Examining the Gender Gap in Self-Reported Opinions of Media Believability
Christine R. Filer and Kate Kenski (University of Arizona)

Joerg Matthes (University of Vienna)

Perceived Credibility of Chinese Social Media: Toward an Integrated Approach
Xiaojing Li (School of Media and Design, Shanghai Jiao Tong University)

Peace as a Punching Bag: Elite Framing and Polarization in Op-ed Pieces, Opinion Pieces and Editorials in Colombia
Juan Fernando Giraldo (Global News Intelligence Latinamerica)

3:15-4:40  Concurrent Sessions G  2nd and 9th Floor

Session 1: Issues in Democracy
Chair: Gerardo Maldonado (Centro de Investigacion y Docencia Economicas-CIDE)

The Way Democracy Works: The Impact of Hate Speech Prosecution of a Politician on Citizens’ Satisfaction with democratic Performance
Joost van Spanje and Claes de Vreese (ASCoR, University of Amsterdam)

PopVote: A Revolution in Gathering Opinions in Hong Kong
Jazz Ma, Winnie Lee and Robert Chung (Public Opinion Programme, The University of Hong Kong)

Determinants of Democratic and Anti-democratic Attitudes: Methodological Obstacles in Comparing Different Political Cultures (Poland - Russia Comparison)
Katarzyna M. Staszynska (Kozminski University)
Session 2: Intergroup Relations
Chair: Paul Valdés Cervantes (Parámetro Investigación)

Love Thy Neighbo(u)r? Public Perceptions Across the Canada-United States Border
Timothy B. Gravelle (PriceMetrix, Inc.)

Xenophobia, Islamaphobia and Anti-Semitism, Stable Prejudices or Malleable Opinions in Times of Terrorist Attacks and War
Stefan Thörner (Phillips University Marburg), Stefanie Gosen (Phillips University Marburg), Peter Schmidt (Research University Higher School of Economics (HSE) Moscow)

The Development of the ‘People’s Peace Index’ (PPI) and its Application Across 28 Indian States and 7 Union Territories
Colin Irwin (Department of Politics, University of Liverpool) and Yashwant Deshmukh (CVoter Foundation)

Session 3: Polling Trends
Chair: Trevor Tompson (NORC at the University of Chicago)

Public Opinion and Foreign Policy: The impact of Nationalist Sentiments on Attitudes Regarding State Sovereignty
Tatiana Vargas Maia (Southern Illinois University)

Elite and Popular Measures of World Opinion on Corruption: The ‘Corruptions Perceptions Index’ and the Global Corruption Barometer
Frank Louis Rusciano and Michael Brogan (Rider University)

Sherice Gearhart, Patrick Merle, Clay Craig, Matthew Vandyke, Mehmaz Rahimi and Mary Elizabeth Brooks (College of Media & Communication, Texas Tech University)

Session 4: Sources of Influence on Political Participation and Voting Behavior
Chair: Jan Kleinnijenhuis (Vrije Universiteit)

A British Perspective of the Reporting of the Polls in the 2012 U.S. Presidential Election: Using Swing Analysis to Explain Where and Who Re-elected President Obama
Robert Worcester (Ipsos MORI) and Mark Gill (MORI Caribbean/Woodnewton)

Turning Political Campaigns Down: The Joint Impacts of Internet Uses, Network Sizes, and Democracy on Electoral Campaign Participation in East Asia
Feifei Zhang (State University of New York - University at Albany) and Xinzhi Zhang (City University of Hong Kong)

A Typology of VAA Users
Jasper van de Pol (University of Amsterdam), Bregje Holleman (Utrecht University), Naomi Kamoen (Utrecht University), André Krouwel (VU University Amsterdam) and Claes de Vreese (University of Amsterdam)

*Budgetary Preferences, Government Satisfaction and Knowledge Heterogeneity*

Chia-hung Tsai and Chen-hua Yu (Election Study Center)