

WAPOR NEWSLETTER

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

December 2014

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A Look Back at WAPOR's 2014 Conference: Nice, France

WAPOR's 67th annual conference, "Extensible Public Opinion," was held 4-6 September 2014 at the Hotel Radisson Blu on the Mediterranean coast of Nice, France in coordination with ESOMAR, a partner organization. The ESOMAR annual conference took place in Nice just after the WAPOR meeting.

Adjusting the traditional schedule and beginning early on the first day, meant being able to accommodate an additional 28 papers the special AAPOR panel, "Measuring Opinion in a Changing World: Reports from the AAPOR Taskforce on Emerging Technologies," chaired by AAPOR president Michael Link (Nielsen).

In all, a total of 157 papers were accepted and presented. The conference program had 36 sessions, including a number of panels, with topics that included both substantive and methodological issues such as:

- Method: Pre-Interview, Interview, Post-Interview
- Media, Journalism; Opinion Formation; Political Process
- Conflict extending from demonstrations to armed conflict
- Use of opinion; Elections, candidates; Europe

This year's conference ranks in the top three conferences, in terms of attendance, with participants from 40 countries.

Congratulations are in order for the winners of the prestigious prizes presented at the WAPOR Awards Banquet. The **Naomi C. Turner** prize is given for the best paper presented by a student at the annual conference. This year's paper was entitled, "Illusions of Knowledge: How the Media Makes us Capable of Participating in Politics," by Mathias Weber and Christina Koehler from the University of Mainz. Their paper argues that mass media may contribute to citizens' opinion-forming, as opinion-forming is above all a function of political efficacy – the citizens' notion of their own knowledge regarding political issues (subjective knowledge), and of how well they can judge policy options tied to these issues (subjective capacity for political judgment).

The **Elizabeth Nelson** prize is given for the best paper from a society in transition presented at the annual conference. The winner this year was for the paper, "Participation in General Elections and Socio-Political Integration in Four Post-Socialist Countries," presented by Robert Peter of the Institute for Political Science, Centre for Social Sciences, Hungarian Academy of Sciences. The paper investigates

(Conference continued on page 5)

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Letter from the President

Dear WAPOR members,

Thank you for giving me the honor to serve as President of the Association during these two years. It has been a great experience. The Council members reported at the business meeting during the annual conference in Nice, that WAPOR is in very good shape. This is very encouraging, as we continue promoting the goals established by our constitution, and as we take further steps assisting public opinion research in different regions of the world.

As President, I enjoyed and learned a lot from the multiple activities of the WAPOR community, and from our collaboration with AAPOR and ESOMAR. I am very grateful to the WAPOR Council members and to our Executive Coordinator for all their support, time, and commitment.

I also deeply felt the sad moments of loss. Most recently, Hans Zetterberg, a Past President of WAPOR, passed away on November 28th, at the age of 87. You can read more in tribute to Hans on page 3.

As my term comes to an end, let me share with you that Mike Traugott has agreed to re-join Council, this time as Secretary Treasurer. As you all know, Claire Durand is leaving that position, as she was elected Vice President and President Elect in the last elections. I wish them and our incoming President, Patricia Moy, the best of all experiences in leading WAPOR. I look forward to support them in my role as Past President.

Please mark your 2015 calendars with our activities, including the regional conference in Doha (March) and our annual conference in Buenos Aires (June).

Thank you very much!

Alejandro Moreno



Alejandro Moreno,
WAPOR President

Election Results

The WAPOR elections for 2014 wrapped up last November. Voting was done online for the third consecutive year and participation continues to improve. The final totals indicate that 38.32% of eligible voters took the time to make their choices for Vice President/President-Elect and Chair of the Professional Standards Committee.



Claire Durand, of the University of Montreal, was elected VP/President Elect for the 2015/2016 term.

Due to Professor Durand's election as VP, her position as Secretary/Treasurer was



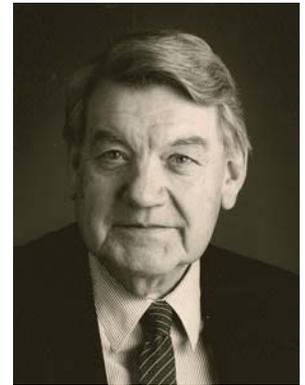
vacated. Alejandro Moreno appointed Michael Traugott (past WAPOR President) as the Secretary/Treasurer for 2015. He will serve in this capacity until the normal election cycle this fall when two new candidates will stand for election.

Timothy Johnson, of the University of Illinois at Chicago, was elected as Chair of the Professional Standards Committee. .



In Memoriam

Hans Zetterberg (1927-2014), sociologist and past WAPOR president (1987-1988), died on November 28, 2014 after a short battle with cancer. Hans was born in 1927 in Stockholm, Sweden. He attended the University of Minnesota and remained in the US for 20 years. He taught sociology at the Graduate School of Columbia University and briefly at The Ohio State University, where he was Chair of the Sociology Department. Upon returning to Sweden, Hans was head of publishing at Bedminster Press where one of the highlights of this position was the publication in 1968 of the full translation of Max Weber, *Economy and Society*, which is now available in paperback from the University of California Press. In 1997 the members of the American Sociological Association voted this work as the 20th century's most influential book in sociology.



In Sweden, Zetterberg was the first Chief Executive and organizer of the Tri-Centennial Fund of the Bank of Sweden, one of the larger foundations supporting social science in Europe. Eventually he began working in the private sector and became a well-established professional pollster, Managing Director, and owner of Sifo AB, a market and social research company. He took the position of Editor-in-Chief of the national daily newspaper, Svenska Dagbladet, and further developed his writing to reach an inquisitive general public.

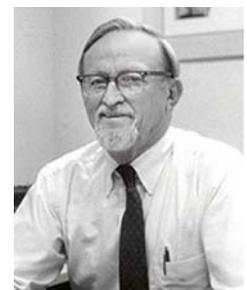
Wolfgang Donsbach, friend and colleague of Hans, writes: "Hans combined, on three very different dimensions, qualities that one most often finds separately: He was an outstanding and most successful personality and leader - and at the same time human and warm. He was one of our most knowledgeable people in the field of empirical social research - and at the same time a theorist, yes even a philosopher who was familiar with the whole history of social theory. And, he was a positivist trying to describe and explain society - and at the same time strongly governed by normative considerations. For me, this is what made Hans unique and his company so rewarding.

"When I had to introduce Hans (I think it was at one of the legendary WAPOR seminars in Cadenabbia in the nineties) after he had resigned from his 'official' jobs as editor-in-chief of Svenska Dagbladet and SIFO, I asked him how I should present him to the audience. He said: 'Present me as "a Swedish intellectual!"' This is what he always had been, as a scholar at Columbia University and Ohio State University, as a commercial researcher at the Swedish Institute for Opinion Research, as a leading journalist, and as an institution builder in WAPOR and other organizations. Whatever he did he did it from an intellectual perspective, i.e. built on a broad knowledge of history, philosophy, and thinking. But the 'Swedish' is in this characterization as noteworthy as the 'intellectual.' His European upbringing and way of reasoning, and the unique Swedish approach to the welfare state (with a strong responsibility of the individual) have shaped his empirical and theoretical work. His recent books on the 'many-splendored society' is looking for the 'good society' built on the six realms on which our societies are built. Let us all help to disseminate his legacy, comprised in the four volumes, among our students and colleagues."

Hans was a lifetime member of WAPOR and a member of the Royal Swedish Academy of Engineering. He was also the recipient of the Helen Dinerman award in 1999. Hans was working to the very last and filed *The Pursuit of Knowledge, The Many-Splendored Society: Volume 4* just a week before he passed away (most of it was ready before the summer, but a few details remained), and is now available at Amazon.com. He is survived by his wife Karin.

Philip E. Converse (1928-2014), professor emeritus of political science at the University of Michigan and the 2003 recipient of the WAPOR Helen Dinerman prize, passed away in 2014.

Converse's scholarship forms the conceptual basis for several core areas of public opinion research — attitude formation and change, political behavior and voting, protest movements, and media use and its impact on attitudes and behavior. His list of publications includes his contribution to early studies of American electoral behavior as one of the co-authors of the two seminal texts that established the "Michigan school" of voting studies: *The American Voter* and *Elections and the Political Order*. Other of his works aided in the development and advancement of the theory of political realignments.



In addition, it is still virtually impossible to write about attitude formation and change without referring to Converse's 1964 book chapter "The Nature of Belief Systems in Mass Publics" in David Apter's *Ideology and Discontent*.

(Memoriam continued on page 17)

WAPOR Latin-America's VI Congress was held in Santiago, Chile with great success. The conference, organized by WAPOR Latin America and Universidad Diego Portales (UDP) and titled "Public Opinion, crisis of representation and new forms of participation," brought together more than 180 registered participants from 15 countries.

During the three-day conference, from June 18th to 20th, the participants had the opportunity to discuss the role of public opinion in different areas, including political participation, emerging technologies, and elections. The meeting was sponsored by local polling firms Feedback, Ekhos and Demoscópica.

The best papers presented at the conference were recognized with several awards. Two received the Edgardo Catterberg Award for the best paper: "Electoral composition in elections with mandatory and voluntary voting: a quasi-experimental study about electoral participation in Chile," written by Bernardo Mackenna, and "Political trust in Latin America" written by Nicolás Somma, Juan Carlos Castillo, and Matías Bargsted. The Eduardo Hamuy Award—an award created to honor the founder of public opinion research in Chile—was received by Celeste Ratto who presented the paper "Holding the government accountable: a comparative study of economic voting across institutional contexts in Latin America."

Young researchers were also recognized with the Marcus Figueiredo Award. This year the recipient was Pedro Fraiha for his paper "Corruption and Indicators of perception: variations under the influence of the media and political behavior."

Jon Krosnick, a professor at University of Stanford—who was the keynote speaker of the conference—presented the current state and future challenges that face social scientists regarding survey research and data analysis.

The organizers of the congress, Andrés Scherman and Teresa Correa, thank the National Advisory Committee: Marta Lagos (representative of WAPOR in Chile), Sebastián Valenzuela (Pontificia Universidad Católica de Chile), Arturo Arriagada (Universidad Diego Portales), Mauricio Morales (Universidad Diego Portales), Matías Bargsted (Pontificia Universidad Católica de Chile), Miguel Ángel López (Universidad de Chile), Jorge Fábrega (Universidad Adolfo Ibáñez), Guillermo Cumsille (Universidad de Chile) and Carolina Segovia (Universidad Diego Portales).



Pictured from left: Organizers Andrés Scherman and Teresa Correa; Alejandro Moreno, Celeste Ratto and Guillermo Cumsille; Bernardo Mackenna and Gabriela Catterberg; Jon Krosnick; Pedro Fraiha and Pedro Mundim (obscured); Nicolás Somma, Juan Carlos Castillo, and Matías Bargsted with Gabriela Catterberg

They would also like to thank the International Committee: Alejandro Moreno (president of WAPOR), Patricia Moy (vicepresident and president elect of WAPOR), Alfredo Torres (IPSOS, Perú), María Braun (MBC Mori, Argentina), Gabriela Catterberg (Universidad de Buenos Aires), Pablo Parás (Data Opinión Pública y Mercados, México), Francisco Abundis (Parametría, México), Hernando Rojas (University of Wisconsin-Madison), Manuel Mora y Araujo (IPSOS, Argentina), Ignacio Zuasnabar (Mori, Uruguay), Mariano Torcal (Universidad Pompeu Fabra), Carlos Muñiz (Universidad de Nuevo León), Helcimara de Souza Telles (Universidad Federal de Minas Gerais), Fernando Tuesta (Universidad Católica del Perú), Napoleón Franco (IPSOS) and Marcia Cavallari (IBOPE).

mechanisms influencing political participation expressed by voting at the general national elections.

The **Robert M. Worcester Prize**, given for the best article in the IJPOR in the previous year, was given this time by Robert Worcester himself. During his presentation he gave a brief history of the journal by remembering the founders, which included himself, the late Professor Elisabeth Noelle-Neumann, and Professor Seymour Martin Lipset, and remarking that their reason for starting the journal was simple, "For many years there had been an observed need for scholars and practitioners in public opinion research to have professional journals in which serious students of the discipline could report on findings of interest to other students, methodological developments, and other matters of interest in the field on an international and multi-disciplinary basis." The first Managing Editor, Dr. Wolfgang Donsbach, was on hand in Nice and Professor Worcester went on to thank Wolf for his many distinguished years in that position and acknowledged the existence of the journal for the past quarter century.

The Worcester Prize for 2013 was given to Jorg Matthes, from the Department of Communications at the University of Vienna. His article, "Do Hostile Opinion Environments Harm Political Participation? The Moderating Role of Generalized Social Trust."

Wrapping up his presentation, Professor Worcester wanted to acknowledge one last individual, Tom W. Smith, with an additional prize for his article, "Is There Real Opinion Change?" published in the journal in 1994. His was, "an article that we felt added to the knowledge of everyone in the field, and widely distributed, read and discussed, as it affects everyone in WAPOR, everyone writing and reading about public opinion generally, and political polling specifically."

The **Janet A. Harkness Award** for work from emerging young scholars in the study of multi-national/multi-cultural/multi-lingual survey research (3M survey research), was given to Christian Czymara from the University of Köln, Germany. His paper entitled, "How do economic wealth and the relative group-size of immigrants affect natives' attitudes towards immigration?," examines a study that, according to the committee, "is well-grounded in theory and which employs an excellent data resource (the ESS), with a highly competent analysis to examine an important, policy-relevant topic."

The committee also awarded two honorable mentions to the following authors: Mingnan Liu (University of Michigan) for his paper, "The Effect of Acculturation on Extreme Response Style: A Mediation Analysis among a Sample of Arab American Adults" and Diana Zavala Rojas (Universitat Pompeu Fabra) for her paper, "Improving Translations in cross-cultural research: A new approach using Survey Quality Prediction (SQP) program."

The **Helen Dinerman award** is WAPOR's most prestigious award given for lifetime contributions in the field of survey research. This year's winner was Ronald F. Inglehart of the University of Michigan. Professor Inglehart was unable to be at the dinner but he sent us his remarks via video. Dr. Inglehart remarked, "I was delighted, surprised, thrilled to get it when I learned that WAPOR was giving me this award. And I was aware of what an honor it is because I know that previous recipients have included a number of people that I've admired and looked up to throughout my career. Phillip Converse, Seymour Martin Lipset, Louis Guttman, Elihu Katz, Sir Robert Worcester, Sidney Verba, Juan Linz, Elizabeth Noelle-Neumann, people that I consider giants in the field, so I am honored to join their ranks and even wonder whether I belong among them."

He went on to say, "In fact, I wondered when I received this award...I thought, 'What have I done.' And then I realized, 'Of course. It's for the World Values Survey.' This is a genuine, major contribution to survey research. Of course it's the work of scores of social scientists, in over a hundred countries, who have been working the past three decades to create the combined treasure trove of the World Values Survey and the European Values Survey (or the European Values Study).

"This is a marvelous contribution, I've used it for decades and thousands of people have used the data from these surveys. It gives us the ability to understand and analyze social change, political change, how the human component of social change is moving and this *is* a major achievement but of course it's *our* achievement. I helped launch it but it's all of us who are getting honored. I congratulate all of the people who have worked in the EVS and the World Values Survey to make this possible and congratulations to you all. And many thanks to the World Association for Public Opinion Research for giving me this honor, I'm thrilled and delighted."

The Dinerman citation for Dr. Inglehart's accomplishments appears on page 7.

WAPOR thank's its generous sponsors for supporting the organization and last year's annual conference: platinum sponsors NORC, Nielsen, and Social and Economic Survey Research Institute (SESRI); gold sponsor D3 Systems; silver sponsors Oxford University Press and Westat; and bronze sponsors Gulf Opinions Center for Polls and Statistics, Instituto Tecnológico Autónomo de México (ITAM), Parametro, RTI International, and the Roper Center.

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THE WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Presents the

2014 Helen Dinerman Award

to

Ronald F. Inglehart

WAPOR is pleased to present the 2014 Helen Dinerman Award to Ronald F. Inglehart of the University of Michigan. One of his major contributions was the founding of the World Values Surveys (WVS). The WVS developed out of the European Values Survey. Since 1981 it has completed six rounds with the most recent round covering 59 countries or regions.

Inglehart has used data from the WVS and other sources to study cross-cultural differences and the nature and direction of global societal change. His books include *The Silent Revolution* (1977), *Culture Shift in Advanced Industrial Society* (1990), *Value Change in Global Perspective* (1995 – with Paul R. Abramson), *Modernization and Postmodernization: Cultural, Economic and Political Change in 43 Societies* (1997), *Human Values and Beliefs: A Cross-cultural Sourcebook* (1998 – with Miguel Basanez and Alejandro Moreno), *Rising Tide: Gender Equality and Cultural Change around the World* (2003 – with Pippa Norris), *Sacred and Secular: Religion and Politics Worldwide* (2004 – with Pippa Norris), and *Modernization, Cultural Change and Democracy: The Human Development Sequence* (2005- with Christian Welzel), and *Cosmopolitan Communications: Cultural Diversity in a Globalized World* (2009 – with Pippa Norris).

These and other works have made Inglehart one of the most cited political scientists and as Bernard N. Grofman has noted, “In academia, citation is the sincerest form of flattery.” One of his major contributions was the conceptualization of a societal shift from materialist to post-materialist values and the development of a scale to measure that transformation. Along with other instruments, the materialism/post-materialism scale has facilitated the development and testing of evolutionary modernization theory.

He has also demonstrated that inter-generational turnover is a major driver of value change. As his colleague Pippa Norris has noted, Inglehart “is known worldwide as one of the foremost scholars in political science, due to the brilliance of his large ideas and his capacity to ‘think big’ as well as his willingness to search for rigorous evidence which can be used to test and expand our scientific knowledge about cultural values around the globe.”

Dinerman Award Committee

Tom W. Smith, Chair	Don Dillman
Wolfgang Donsbach	Kathleen Frankovic
Brian Gosschalk	Mahar Mangahas



The 2014 WAPOR annual conference: A backstage tour

Contributed by David Fan (2014 Annual Conference Chair)

The full program for the 2014 WAPOR annual conference can be found at http://wapor.org/wp-content/uploads/2014/08/WAPOR_Final_Program.pdf. Accordingly, this report will mainly look behind the scenes at some major decisions used for the program rather than at the program itself.

The 2014 conference theme of "Extensible Public Opinion" was designed to attract papers that extended the boundaries of public opinion theory and practice. Two panels of papers were proposed by individual authors, and one panel was solicited from AAPOR, the other WAPOR affiliate. In addition, ESOMAR contributed a roundtable.



WAPOR President Alejandro Moreno and Conference Chair David Fan

The encouragement of new approaches by the conference theme led to the submissions of a large number of high quality but heterogeneous papers. Among the 169 presentations, 149 were individual papers.

There were at least two ways to proceed for the many submissions that were judged to be meritorious. One was to assemble groups of four or five papers that fit into coherent themes and to assign each of these groups to an oral session. Doing so would have left some orphaned papers with no obvious partners for a session. The orphaned papers could then have been either rejected or assigned to poster sessions where no partner papers are expected.

The approach for the 2014 conference was different. Unlike publications which are designed for one way communications from authors to readers, the heart of a conference is multi-directional interactions among participants. Therefore, the decision was made that all presenters of high quality papers should be able to interact with other authors in oral sessions. That was made possible by expanding the originally planned number of three concurrent sessions to four.

Given the decision to place all papers in oral sessions, the programming task was to fit the diverse collection of individual papers into sessions that were similar enough that attendees could hold reasonable discussions while being varied enough that every paper had ideas in common with at least some of the other papers in a session. The variety of topics in the accepted papers meant that session themes could not be too narrow.

To make the session assignments, all authors were given 28 broad concepts as listed in the conference program. The authors then identified approximately three concepts as belonging to their papers. The author choices were used to assign papers to sessions using an algorithm that maximized the numbers of concepts shared by neighboring papers.

A comparison between a manual assignment and the algorithmic method showed the advantages and disadvantages of both methods. The manual method could group quite similar papers together. But the cost was that a sizeable number of papers were difficult to fit into any session.

In contrast, the algorithmic method gave a set of sessions that had weaker commonalities among all the papers in a session. However, the gain was that the sessions were generally uniform enough that all the papers could be discussed fruitfully. Therefore, the algorithmic method was used for the final program. The session titles were nothing more than the consensus concepts among the 28 choices given. In the future, it would probably be preferable to assign more meaningful titles manually.

In addition to choosing the key topics for session assignments, authors also had the option of adding tweet sized descriptions of their papers that appeared in the printed conference program below the title to give attendees extra information about the papers. The printed programs further included the full abstracts of all papers in an appendix.



WAPOR Regional Conference

7-9 March, 2015

Social and Economic Survey Research Institute (SESRI), Qatar University
Doha, Qatar

Conference Theme: Innovation in Public Opinion Research

Online registration is available through 10 February 2015 at:

http://sesri.qu.edu.qa/WAPOR_home

The field of public opinion research is experiencing a period of rapid growth through a series of innovations. Theoretical advances incorporate concepts like emotion and sentiment in the terminology of public opinion research and investigate the linkages between them and policy preferences and attitudes. These innovations in theory, methods, and technologies for data collection and analysis highlight major research questions about the interpretation of mode differences observed when data, ostensibly on the same topic, are collected through different technologies and modes. One of the most significant innovations is the widespread dissemination of public opinion data in areas where citizens are not accustomed to receiving such information regularly. Consequently, the interpretive framework that encompasses citizens' reading and understanding of what their fellow citizens are thinking is nascent and limited, hence adding a new meaning to the concept of an "informed" citizenry.

Sessions will be held on the topics of:

- The Arab Barometer
- Conflict Areas
- Data Analysis/Measurement
- Data Collection
- Data Quality
- Family and Gender
- Investigating Communication and Public Opinion in the Arab Gulf
- New Technology for Data Collection
- Non-traditional Data
- Labor Migration and Integration in Eurasian Countries
- Political Stability and Political Change in North Africa, the Middle East and the Gulf Region
- Questionnaire Design
- Sampling Methods and Sampling Frames
- Social Capital, Democratization, Trust and Economic Growth in Cross-cultural Research





Call for Participation

www.waporbuenosaires2015.org

The **World Association for Public Opinion Research (WAPOR)** is pleased to announce its 68th annual conference will be held for the first time in Latin America. The four-day conference, hosted by the Universidad de Tres de Febrero, will convene **16-19 June 2015** in **Buenos Aires, Argentina**.

Conference Theme: **The Networks of Public Opinion: New Theories, New Methods**

Information and communication technologies are transforming societies around the world. These advances have changed how individuals interact with each other, how groups and organizations advance their causes, and how media and politics function today. In other words, technology has revolutionized the formation, articulation and expression of public opinion. However, understanding these effects requires new theories and new research methods. Embracing diverse voices from different regions, this WAPOR conference provides an opportunity for scholars, practitioners, journalists, and students of public opinion to discuss and ponder these challenges from a global perspective.

Submission Process

Submissions to WAPOR 2015 can be for either individual research presentations or proposed panels. Regardless of the type of submission, each person can appear on no more than two submissions. All submissions must be in English, and all accepted papers are to be presented in English.

Abstracts for individual research presentations generally include a description of the research project with specific research questions or hypotheses; methods; and results, if available at the time of submission. Submissions will need to include full contact information for the first author (institutional affiliation, mailing address, e-mail address, and telephone number), and institutional affiliation and email address for each coauthor. Abstracts should not exceed 500 words.

Panel proposals should be submitted by the organizer, and include a description of the panel and its significance (not to exceed 500 words). At the time of submission, the organizer will need to have 500-word descriptions of each of the talks proposed by the panelists. Full contact information for the organizer will be required, as will be the institutional affiliation and email address for each panelist.

Interested parties may submit at: <https://call4participationwapor2015.questionpro.com>

Key Dates

All abstracts are due **Sunday, 1 February 2015 at midnight EST**. All submitters will be notified by **1 March 2015** whether their abstract or panel proposal has been accepted for presentation at the conference.

Queries about the Conference

Questions about the conference should be directed to:

Conference Chair Maria Braun (mariabraun@waporlatinoamerica.com)

WAPOR Executive Coordinator (Renaee_Reis@wapor.org)

ANNUAL WAPOR/AAPOR JANET A. HARKNESS STUDENT PAPER AWARD COMPETITION-CALL FOR PAPERS

The World Association for Public Opinion Research and the American Association for Public Opinion Research will award the third annual Janet A. Harkness Student Paper Award in 2015. This award is given in memory of Dr. Harkness, distinguished cross-cultural survey methodologist, who passed away in 2012.

Paper topics must be related to the study of multi-national/multi-cultural/multi-lingual survey research (aka 3M survey research), or to the theory and methods of 3M survey research, including statistics and statistical techniques used in such research. Paper topics might include: (a) methodological and/or statistical issues in 3M surveys; (b) public opinion in 3M settings; (c) theoretical issues in the formation, quality, or change in 3M public opinion; (d) or substantive findings about 3M public opinion.

An award of \$750 will be given to the winning paper at the WAPOR annual conference, which will be held June 16-19, 2015 in Buenos Aires, Argentina. The lead author of the paper will deliver it as part of the conference program. His or her travel expenses to the meeting will be paid by the Harkness Award Fund administered by WAPOR (if there is more than one author, the travel expenses of only one will be paid). In addition, one or more papers may receive an Honorable Mention designation.

Eligibility. All authors of any submission must be current students (graduate or undergraduate) at the time of the submission, or must have received their degree during the 2014 calendar year. The research must have been substantially completed while all authors were enrolled in a degree program. Judges will give preference to papers based on research not presented elsewhere or previously published.

Submission. The submission process for the Harkness Award is a two-stage process.

1. Authors should submit an abstract of their paper to the WAPOR conference, the deadline for which is **Sunday, February 1, 2015** at midnight EST. The website for electronic submissions is <https://call4participationwapor2015.questionpro.com>.

2. Authors whose abstracts have been accepted for the 2015 conference can have their papers considered for the Harkness Award. Authors should submit their *completed paper* electronically (PDFs only), by midnight EST **Wednesday, April 1, 2015**, to Award Committee Chair Brad Edwards (bradedwards@westat.com). Please include each author's name, telephone number and email address. Entries are typically 15-25 pages long.

In addition, each submission must include a cover page that: (1) explains why *all authors* meet the eligibility criteria; and (2) states whether the paper has been presented elsewhere, published, or accepted for publication at the time of submission. Also by the deadline, a faculty advisor will need to email the award committee chair, attesting to the role that all authors played in conceptualizing the study and writing the paper.



Judging. A panel of researchers from WAPOR and AAPOR's memberships—drawn from the academic, government, and commercial sectors—will judge submissions. Competitors will be notified by May 15, 2014. The committee reserves the right not to give an award.

At left, winner of the 2014 Janet A. Harkness Award Christian Czymara from the University of Köln, for his paper "How do economic wealth and the relative group-size of immigrants effect natives' attitudes towards immigration?" Allan McCutcheon (right) chaired the committee.

WAPOR 68th Annual Conference / Special Award



On the occasion of the 800th anniversary of the Magna Carta, the sealing of the “Great Charter” that was agreed by King John on 15th June 1215, we are proud to announce that WAPOR 68th Annual Conference will be offering a special award.

Sir Robert Worcester, Chair of the Magna Carta 800th Anniversary Commemoration Committee worldwide, would like to offer participants to the Conference the opportunity to write a paper on Magna Carta. The paper would have to cover public or elite opinions on one or more of the following topics:

- Rule of law
- Freedom of religion
- Human rights
- Democracy

Magna Carta Commemoration Committee is particularly interested in papers with cross-national and/or cross-cultural approaches.

A prize of US \$2,000 will be offered for the winning paper, and US\$1,000 for each of the four other papers selected to present on the panel.

The deadline for abstracts is the same as for general submissions to the conference - **1 February 2015**. The five successful applicants will be notified by 1 March 2015.

Proposals can be submitted to Mark Gill at markgill@magnacarta800th.com

For more information about the 68th Annual Conference click here: www.waporbuenosaires2015.org

For more information about the Magna Carta commemorations click here: www.magnacarta800th.com

Conferences of Other Associations

2015

14-17 May 2015
American Association for Public Opinion Research
Annual Conference
Hollywood, Florida
<http://www.aapor.org/AAPORKentico/Conference/2015-Conference/Annual-Meeting-Home.aspx>

19-22 September 2015
International Conference on Total Survey Error:
Improving Quality in the Era of Big Data (TSE 2015)
Baltimore, MD, USA
<https://www.tse15.org/ehome/index.php?eventid=90248&>

13-17 July 2015
European Survey Research Association
SRA 6th Biennial Conference
Reykjavik, Iceland
<http://www.europeansurveyresearch.org/conference/reykjavik-2015>

Crossley Center Founded at the University of Denver

“Helen has always retained a fascination with research methodology, and also with the potential of survey research to make new discoveries about humankind, and to bring about positive change in societies around the world.”

— George Gallup Jr.

In December 2014, the University of Denver (USA) issued a press release that began, “A new survey research center has been created at the University of Denver’s Josef Korbel School of International Studies with a \$1 million-dollar gift from Helen Crossley. This will be Colorado’s only academic center for survey research.” Helen, a former president of WAPOR, received her master’s degree in the social sciences from the University of Denver in 1948. She focused her studies and wrote her thesis on public opinion research, a field in which she has made a significant impact throughout her years of public service. The new center is dedicated to her and her father, Archibald Crossley, one of the founders of survey research.

Helen was born in Germantown, Pennsylvania, in 1922 to parents Dorothy and Archibald Crossley, himself a pioneer in the field of public opinion and survey research. At age 9, Helen embarked on her first survey project of counting radio listeners for her father’s firm, Crossley, Inc.

Helen’s devotion to public opinion research remained prominent throughout her life. In 1947, she attended a conference in Williamstown, Massachusetts, where she became a founding member of two of the most prestigious professional associations for public opinion research: the American Association for Public Opinion Research (AAPOR) and the World Association for Public Opinion Research (WAPOR). She remained an active member of both organizations throughout her life, serving as the first female president of WAPOR in 1961 and as Secretary-Treasurer of AAPOR in 1973 and 1975. After retirement, Helen continued her involvement by serving as WAPOR’s official historian and enthusiastic “unofficial” photographer.

Much of Helen’s career was spent as a dedicated public servant. After graduating from Radcliffe College in 1942, she aided in the war effort by moving to Washington D.C. to work for the Office of War Information and War Food Administration. In 1950, Helen continued her career in public service through the Armed Forces Information and

Education Division in the Department of Defense in Germany, where she eventually was promoted to chief of research. In 1955, Helen transferred to the United States Information Agency (USIA), where she received an official citation from the Korean Ministry of Information for helping establish survey research in Korea. After a stint in the private sector beginning in 1963, which included co-authoring the book, “American Drinking Standards and Practices,” based on survey research that she and colleagues conducted, Helen returned to USIA in 1979.

After Helen retired from USIA in 1992, she assisted in expanding public knowledge of survey research by providing USIA data to the University of Connecticut’s Roper Center for Public Opinion Research. In 2008, Helen received the Roper Center’s Distinguished Service Award for “dedicated service to conducting and archiving international survey research.”

In keeping with her legacy of expanding public knowledge of survey research, Helen founded the Crossley Center for Public Opinion Research at the University of Denver in 2012. The Center is associated with the Josef Korbel School of International Studies. The Crossley Center trains students in public opinion methodology, in international public opinion subject matter, as well as in American public opinion related to foreign policy issues and is developing into a fully operational public opinion research center.



The Crossley Center for Public Opinion Research will be led by Floyd Ciruli, a well-known Colorado public opinion pollster and political analyst. Ciruli is the Center Director and adjunct professor of public opinion and foreign policy. Ciruli pointed out that the new center is part of Korbel’s public policy initiatives that prepare students for management and leadership roles in foreign affairs professions. Through the Center, Helen and Archibald Crossley’s lifelong commitments to the field of public opinion research continue.

Helen is currently retired and lives in Princeton, New Jersey.

(Photo credit Town Topics Newspaper)

Public Opinion, Polls and Referenda on Independence: Scotland as the Last Case

Contributed by Claire Durand,
Professor, Dept. of Sociology, Université de Montréal

“A quite vocal army, slain by an army of silent assassins” (R. Drummond, 2014). This quip summarizes what seems to be the norm in referenda pertaining to Nations’ sovereignty/independence. The referendum campaign for Scottish independence was no exception. It was the first since the Quebec referendum of 1995 to take place in the context of a developed, peaceful country. In addition, both countries were part of the Commonwealth. It therefore allowed for a comparison of the different campaigns in terms of a number of features. Could we use the lessons from the Quebec 1995 campaign to understand what was going on in Scotland and estimate whether the polls would be reliable or off the mark? The two campaigns had a number of similarities and some differences.

Concerning Methods: Non-disclosers, administration mode, turnout

The term *non-disclosers* refers to all the poll respondents who do not reveal their preferences, i.e. don’t know, refusals and those who say that they will not vote. We suppose that their proportion will tend to decrease as Voting Day gets close, at least because the proportion of don’t know should decrease. In fact, the Quebec situation taught us that the proportion of non-disclosers is more a feature of poll methodology than of respondents who have not made up their minds. Scottish polls confirm this observation. During the campaign, there was no substantial decrease in the average proportion of non-disclosers over time. However, that proportion differed greatly between pollsters and according to administration mode. The majority of the polls – 50 out of 68 in 2014 – were conducted using web opt-in panels. Only one firm relied only on telephone polls and one on face-to-face. The proportion of non-disclosers varied from 9.5% on average for the telephone polls to 26.9% for face-to-face polls, with opt-in panels in between.

Non-disclosers’ preferences are usually attributed proportionally to the different sides in elections. However, in Quebec, there has been a tendency to attribute the vote of non-disclosers disproportionately — up to 75% to the No side in the 1995 referendum — in accordance with empirical research showing that non-disclosers’ profile was closer to that of No voters. The same specific profile of non-disclosers was found in Scotland. The “vocal army” on the Yes side is more likely to answer polls and to reveal its preferences than the “silent assassins”. And the vocal army seems to become even more vocal when it increases its share in the polls.

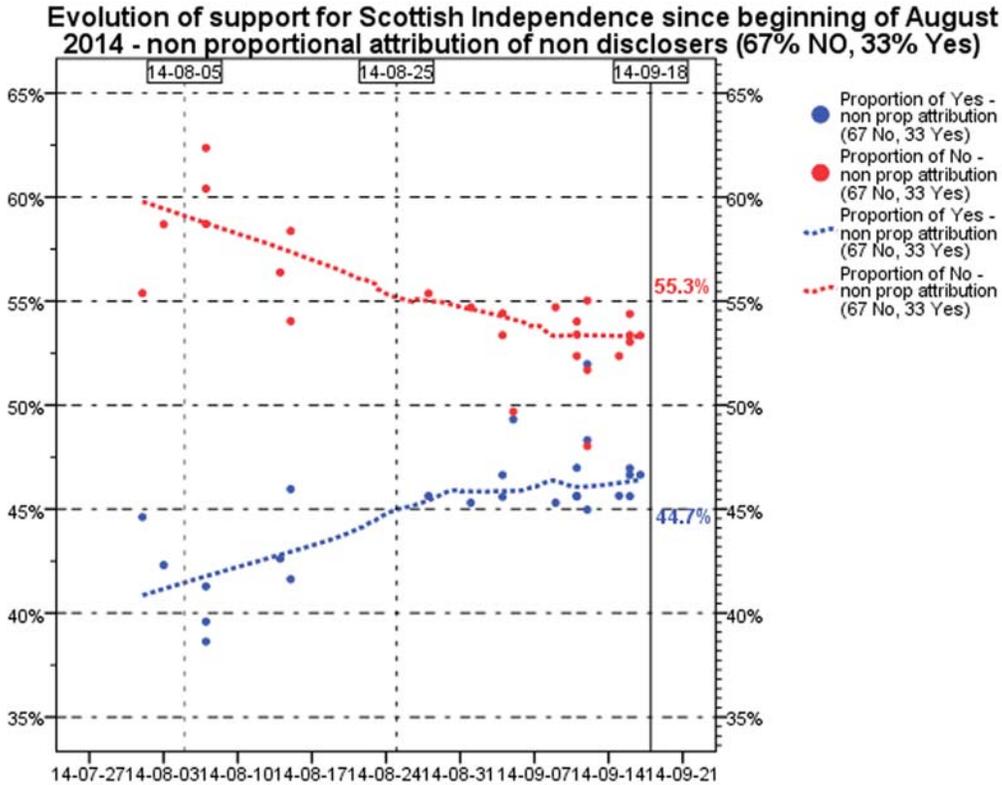
Scottish pollsters differed also in their estimation of voting intention, at least until August 1st. For that part of the campaign, opt-in panels’ estimates were on average around 3.1 points higher for the Yes side than other polls. From August 1st however, differences according to methodologies disappeared. It is worth noticing that two pollsters who used to conduct only opt-in panels decided to conduct a telephone poll during the last week.

One may also ask whether turnout should be taken into account when estimating voting intention. The short answer is no. In Quebec, turnout was 93.5% in 1995 and 85.6% in 1980. In Scotland, where turnout in elections is traditionally lower than in Quebec, it reached 85%. In such a context, there is no reason to use a likely voter mode – it may bias more than help.

So what happened?

In the months before both referenda, the polls showed a deficit for the Yes side, although less substantial in the Quebec 1995 than in the Scotland 2014 campaign. In order for the Yes side to meet the challenge, young people were certainly a target. As in Quebec, but to a lesser extent, the poll data showed that the 16 to 34 years old were both more likely to vote Yes and more likely to move to the Yes side during the campaign. In fact, part of the variation in voting intentions in the last weeks of the campaign is explained by movements among the young. However, in the last days before the vote, young people seemed to shift away from the Yes side and therefore did not help much.

While there was almost no change in voting intention from March to the beginning of August, there was substantial movement during the last weeks. Some polls even had the Yes side ahead during the first week of September, a situation that triggered new offers from the three main political parties in London. A ceiling was finally reached during the last week. In the last published polls before referendum Day, September 18th, the No side was estimated as being ahead by 2 to 5 points.



Each point represents a poll estimate positioned at the end of the fieldwork; lines represent the likely change in support estimated using Loess; vertical lines represent the two debates. © C. Durand, 2014.

The graph shows the likely change in voting intentions using local regression. It uses all the polls conducted from August 1st to September 17th. Two-thirds (67%) of the non-disclosers' vote are attributed to the No side: The tendency to hide preferences for the No was thought to be less substantial than in Quebec where ethnic divide was an important factor in the vote. The analysis forecasts a gap of at least 7 points between Yes and No. The results of the vote (55.3% No, 44.7% Yes) tell us that the No vote was underestimated by almost two points, even with this non-proportional attribution of non-disclosers.

However, two polls published on Election Day put the No at 53% and 54%, which may mean that a late campaign swing towards the No side may have occurred. Telling a pollster that you will vote Yes has less consequences than doing it for real. Like in Quebec, the increase in the measured voting intention for the Yes side during the last weeks of the campaign provoked a reaction from politicians on the No side. They tended to "put meat on the table". This may have been enough for those who were just leaning on the Yes side to change their mind.

As with the Quebec referendum, if we had relied on the published results without interpreting them and adjusting them for their possible biases, we would have concluded that the gap between Yes and No was close and that the Yes side could even win. However, referenda on national independence tend to be very emotional and people who are on the *status quo* side – the *silent assassins* – tend to hide their preferences more than people on the change side – the *vocal army*. This seems to be a systematic bias that will have to be taken into account in future referenda.



Dear Colleagues and Members of the World Association for Public Opinion Research:

On behalf of the American Association of Public Opinion Research (AAPOR) and the Survey Research Methods Section of the American Statistical Association (ASA-SRMS), I am pleased to offer you a complimentary, one-year, online only subscription to our *Journal of Survey Statistics and Methodology* (JSSAM). Please note that members of AAPOR and ASA-SRMS enjoy receiving hard-copy and online access to JSSAM as part of their membership benefits.

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The *Journal of Survey Statistics and Methodology*, is sponsored by AAPOR and the American Statistical Association. Its objective is to publish cutting edge scholarly articles on statistical and methodological issues for sample surveys, censuses, administrative record systems, and other related data. It aims to be the flagship journal for research on survey statistics and methodology.

Topics of interest include survey sample design, statistical inference, nonresponse, measurement error, the effects of modes of data collection, paradata and responsive survey design, combining data from multiple sources, record linkage, disclosure limitation, and other issues in survey statistics and methodology. The journal will publish both theoretical and applied papers, provided the theory is motivated by an important applied problem and the applied papers report on research that contributes generalizable knowledge to the field. Review papers are also welcomed. Papers on a broad range of surveys are encouraged, including (but not limited to) surveys concerning business, economics, marketing research, social science, environment, epidemiology, biostatistics and official statistics.

We hope that you enjoy the journal. We encourage you to consider submitting your own work for publication. Best wishes for good health and prosperity in the New Year.

Sincerely,

Michael W. Link
President, American Association for Public Opinion Research

(Memoriam continued from page 3)

Converse spent almost his entire career at the University of Michigan. He was the Director of the Center for Political Studies and of the Institute for Social Research at the University of Michigan, and his final administrative position was Director of the Center for Advanced Study in the Behavioral Sciences at Stanford.

He is survived by his wife, Jean, and two sons, Peter and Timothy.



Mike Mokrzycki (1962-2014), a long-time member of WAPOR and AAPOR, died suddenly on December 19. Mike was the founding director of the Associated Press polling unit, and worked for the news cooperative for 24 years. After leaving AP, he founded his own survey research firm, with

clients including the Pew Research Center, NBC News, The Washington Post and the Harvard School of Public Health, among others. Mike was a well-known and well-liked figure among his AAPOR and WAPOR colleagues, committed to high standards and preserving the history of survey research. He served on AAPOR council and led that organization's Heritage Interview committee aimed at collecting interviews with leaders in the survey research field about their experiences. And as a long-time New Englander, he helped to revive the area's local chapter of AAPOR after many years of dormancy. In his personal life, Mike loved a challenge on his skis or a day spent fishing. He adored the Red Sox and the music of the Grateful Dead. Mike is survived by his wife of 21 years, Jill Gambon, and two teenage sons.

(Photo credits: Karin Zetterberg, ISR-University of Michigan, and Mike Mokrzycki)

Calendar

2015

February 1-Submissions due for Annual Conference

February 1-Submissions due for Magna Carta and Harkness awards

February 10-Deadline to register for Qatar Regional Conference

March 1-Nominations due for Dinerman Award

March 1-Decisions for papers submitted for the Annual Conference

March 1-Registration opens for Annual Conference

March 7 to 9-Qatar Regional Conference

June 16 to 19-Annual Conference in Buenos Aires

Helen Dinerman Award Call for Nominations

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: Lars Lyberg, Hans Matthias Kepplinger, and Maxwell McCombs and Donald Shaw. This past September in Nice, France, the award was presented to Ronald Inglehart for his 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 1, 2015**. The winner will be announced at the WAPOR Annual Conference this coming June in Buenos Aires, following the decision by three past Presidents of WAPOR.

Social Media

The social media subcommittee is looking for volunteers to help WAPOR develop its social media strategy. If you're interested in volunteering please contact Jennifer Agiesta at jennifer.agiesta@turner.com.

- 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 tompson-trevor@norc.org.

The WAPOR Newsletter is published by the
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