



NEWSLETTER

First Quarter

2002

Letter from the President

Maintaining contact and communications are vital in an international association such as WAPOR, with our members spread far and wide. I am delighted that we have not one, not two, but three opportunities to meet WAPOR colleagues at forthcoming conferences.

Our busy seminar programme includes the bi-annual joint conference with AAPOR (in St Petersburg, Florida), followed immediately by a regional seminar in Mexico organised by Alejandro Moreno, and then the fourth Cadenabbia Seminar on Quality in June, again run by Wolfgang Donsbach. Three very different events, but each making an important contribution to the richness and diversity which is inherent in WAPOR. As I write, our Annual Conference Chair, Mike Traugott, is finalising the programme – it promises to be another very interesting one. And I can guarantee that the weather will be warm – a pleasant change for those of us from northern climes.



WAPOR President
Brian Gosschalk



I would like to welcome the two new members elected to Council, Nick Moon and Ottar Hellevik, and take the opportunity to express publicly my sincere thanks to Marita Carballo and Mari Haris for their valuable contribution to the Council over the years. Marita has been particularly active in liaising with the ISSC while Mari's enthusiasm and commitment to WAPOR will continue unabated, she assures me.

As you will know, a team led by Wolfgang Donsbach and Frits Spangenberg

has been working on an update to our Constitution in order to make it relevant to the 21st century. Kathy Frankovic has written to members recently about this, and we will be consulting widely and seeking membership approval before any changes are made.

Renae Reis has done a fine job on membership renewal; at this point we are ahead of where we have been over the past few years in terms of membership numbers. I look forward to seeing you as many of you as possible at the conferences.

Brian Gosschalk, WAPOR President

Inside

| | |
|---|--------|
| WAPOR 55th Annual Conference..... | 2 |
| Conference Hotel Reservations..... | 3 |
| IV WAPOR Seminar in Cadenabbia..... | 3 |
| Upcoming Events..... | 4 |
| International Seminar in Mexico City..... | 4 |
| Trust and Confidence in Zimbabwe..... | Insert |
| Conference Registration Form..... | Insert |

WAPOR 55th Annual Conference

Arrangements for the 2002 WAPOR annual conference are well underway, and it looks like it is going to be a great conference. This is a year when WAPOR and AAPOR have a joint conference, and this year there will be joint panels and a joint plenary session as well.

The conference is being held at the Trade Winds Resort in St. Petersburg, Florida. This property actually consists of three hotels, and we have arranged for all of the WAPOR members to be housed in the Sirata Beach Hotel and for all of our sessions to be held there as well. This hotel is slightly less expensive than other property too! But in order to take advantage of these arrangements, WAPOR members will have to **INDICATE WHEN THEY CALL THE HOTEL TO MAKE THEIR RESERVATIONS** that they want to be housed at the Sirata Beach Hotel.

The registration fee will cover all of your meals, starting with breakfast on Wednesday, May 15 and running through lunch on Thursday, May 16. That will include our banquet dinner and the reception preceding it on Wednesday evening. Because of foreign travel, we expect a lot of WAPOR members to arrive on Tuesday. We will arrange for a place at a hotel restaurant for people to convene for drinks and dinner - to meet and greet old friends. But for this meal, you will be on your own to order from the menu.

The conference itself will start with a Council meeting on Wednesday morning, followed by lunch for all attendees. The sessions will begin right after lunch and run through Thursday afternoon. The Business Meeting will conclude that day. If you are staying for the entire AAPOR conference, you can register and get in on their meal package that starts with dinner Thursday night. If you are only staying for Thursday's plenary session, you will be able to purchase an individual meal ticket for that evening. We have organized a number of joint panels with AAPOR for Friday.

On Thursday evening, there will be a joint WAPOR/AAPOR plenary session that will focus on the recent Gallup study of attitudes toward the United States in Islamic countries. In addition to presentations by Frank Newport and Richard Burkholder, WAPOR member Hans Zetterberg will be a discussant.

We hope to see you in St. Petersburg!

NOTE: Please see page the following page and the insert for more information on how to register for the conference. Forms can also be found on our website at www.unl.edu/wapor/conferences. All conference registrations must be made through AAPOR (see form for exact details). Information on booking your hotel room can be found on the AAPOR website at www.aapor.org/conference/2002-HotelWebPage.htm. Please remember to ask for the Sirata Beach Hotel and mention WAPOR to get the negotiated rates.

Mike Traugott, Conference Chair

Hotel Reservations

WAPOR 55th Annual Conference

May 14-16, 2002

Please call early to be guaranteed a room!*

The following rates have been negotiated for WAPOR members at the *Sirata Beach Resort*:

\$129 per night (plus taxes) Single or double

\$169 per night (plus taxes) One-bedroom suites

*Please note: Each WAPOR member is responsible for making his/her own hotel reservations.

Guest rooms are well equipped, each with an iron and board, hairdryer, in-room safe, coffee maker, refrigerator, and phones with data ports. The walk between the properties is five minutes by beach or sidewalk, and there will be shuttle service.

“Resort Fee”: As is now common at resorts, the hotel will ask if you want to pay a daily “resort fee” when you make your reservation. This is mandatory for most guests, but optional for AAPOR/WAPOR attendees. The fee is \$12 per day, plus tax. It includes free local calls, use of the in-room safe, parking, use of fitness centers, tennis courts and beach cabanas, use of the business center computers and printers, incoming and outgoing faxes, and a daily newspaper.

Come and enjoy the beach!

Sirata Beach Hotel Reservations:

Call: 727-562-1212

Toll Free: 800-808-9833

Fax: 727-562-1222

Please remember to ask for the Sirata Beach Hotel and mention WAPOR to get the negotiated rates.

Fourth WAPOR Seminar on Survey Quality Scheduled, *Cadenabbia IV*

What has already become a tradition will be continued in the year 2002: The World Association for Public Opinion Research (WAPOR) will hold its fourth seminar in *“Quality Criteria in Survey Research”* in Cadenabbia at the Lake of Como in Northern Italy. The dates have been set for *June 27 to 29, 2002* with a get-together on Thursday, June 27, and sessions on the two subsequent days ending on Saturday, June 29, at noon. This is already the fourth seminar on this topic since 1996, always held at the same location, the beautiful castle “Villa La Collina” and conference center overlooking the Lake of Como.

The schedule will be almost identical to the last seminars: Arrival and get-together cocktail party followed by dinner on Thursday, June 27; full seminar day on Friday; morning sessions, closing lunch and departure on Saturday June 29. Participants are invited to come earlier and/or stay on for another day at extra costs.

The Villa La Collina, property of the German Konrad Adenauer Foundation, overlooks Lake Como in Northern Italy. It is one of the most beautiful places to find for seminars in Europe. Germany’s former chancellor Adenauer spent his vacation in the old villa. Modern conference facilities and fine Italian cuisine have their home in the new building.

The *package* for registration, full accommodation for two nights (either in the foundation or in a nearby 3-star-hotel at lakeside), breakfast, two dinners and two lunches will be in the area of \$500. The final package price will be announced in the next mailing to members and on the WAPOR webpage. Space is limited in Cadenabbia. The seminar room can only accommodate about 50 people. Reservations will start right after this announcement, so please mark the dates in your calendar.

Wolfgang Donsbach, Convenor

E-mail: wolfgang.donsbach@mailbox.tu-dresden.de

For more information please see the Cadenabbia insert.

Calendar

The 5th Annual Nebraska Symposium on Survey Research focusing on “The Science of Election Polling” has been set for May 2-4, 2002

Co-Sponsored by the University of Nebraska-Lincoln Gallup Research Center and The Gallup Poll

To be held at The Gallup Organization,
901 F Street, NW, Washington, DC

For further information call:

Dr. Allan McCutcheon at 402-458-2035 or email at amccutcheon1@unl.edu or visit www.unl.edu/unl-grc/

IAMCR Section Psychology and Public Opinion July 21-26, 2002

The International Association for Media and Communication Research (IAMCR) has renamed the old sociology and social psychology section to “Psychology and Public Opinion” in order to invite also scholars in these particular and increasingly important fields. The theme for the annual conference in Barcelona 2002 is ‘Intercultural Communication.’

For further information contact:

Prof. Dr. Wolfgang Donsbach
E-Mail: Wolfgang.Donsbach@mailbox.tu-dresden.de
or visit: www.barcelona2002.org

Other Upcoming Events

Sixth International Seminar in Mexico City

The Instituto Tecnológico Autónomo de México, ITAM, will host the 6th International Seminar in Mexico City on May 20th. The WAPOR Representative in Mexico invites public opinion researchers from all over the world to extend their AAPOR-WAPOR experience in St. Petersburg to Mexico City. Our previous Seminar took place in February 2000, a few months before Mexicans witnessed the historic Presidential Election that ended 71 years of one-party rule. Almost two years after such an historic event, we would like to take the chance to evaluate our new democracy’s performance in a comparative perspective and through the eyes of public opinion research. It is also time to reevaluate the role that polling plays in democracy and look at the new methodological questions that have risen in our profession. We have confirmed the participation of prominent

*Please let us know your upcoming events.
Deadline for 2nd quarter newsletter event
submissions is June 1st.*

Mexican and American pollsters, and we also encourage new participants to present their papers on the suggested topics or any additional ones. The Seminar lasts one intensive day, but you may also plan some extra time to visit the Mexico City area.

Topics may include:

Evaluating Democracy: Public Opinion about Democratic Performance

The Meaning of Presidential Popularity: Are There Any New Interpretations

After 9/11?

Polling and Political Consultants in Elections

Methodological Developments and Controversies in Public Opinion Research.

Information can be obtained from your WAPOR representative from Mexico:

Dr. Alejandro Moreno
Department of Political Science
ITAM
amoreno@itam.mx
&
Department of Polling
Reforma
alejandro.moreno@reforma.com

We hope to see you in Mexico City!

From the Editors: Please note that the article entitled “Pulse of Peace in Sri Lanka” by Azra Abdul Cader (4th Quarter 2001 Newsletter) was not the paper submitted at the 2001 WAPOR Conference in Rome and hence was not the paper for which she received the Elizabeth H. Nelson Award. The paper that garnered the Nelson Award was “A Public Perception Study on Garbage and Related Issues.” We apologize for the error.

The WAPOR Newsletter is published by the
World Association for Public Opinion Research
Editorial contributions are welcomed.

Please contact:

WAPOR Secretariat
Gallup Research Center
200 North 11th Street

University of Nebraska-Lincoln
Lincoln, Nebraska 68588-0241, USA

phone: 1 402 458 2030

fax: 1 402 458 2038

email: renae_reis@gallup.com

Editors: Andy Peytchev, Renae Reis

Trust and Confidence in Zimbabwe – Zimbabwean views

With the Zimbabwe election now just days away, it is interesting to look at some findings of opinion polls in this country. Apart from Parliament, political parties are seen to be the custodians of upholding the political process and political participation in a country. Close to 60% of Zimbabweans have lost confidence in the role of political parties as champions of political participation. This result is undoubtedly the most concerning in the run-up to the election. Zimbabweans had a great deal or quite a lot of confidence in the police, the armed forces, the civil service and the media, specifically television. The confidence in SADC was very low, with only a third expressing confidence in this regional organisation. This can possibly allude to the fact that SADC involvement in Zimbabwean issues was experienced as being distant.

How much confidence do you have in the following organisations?

| | Great deal/quite a lot % | Not very much/none % | Don't know % |
|-----------------------|------------------------------------|--------------------------------|------------------------|
| Police | 62 | 35 | 3 |
| The armed forces | 55 | 34 | 11 |
| Television | 53 | 37 | 10 |
| Civil service | 53 | 36 | 11 |
| The press | 48 | 41 | 11 |
| Zimbabwean Government | 47 | 46 | 7 |
| Parliament | 44 | 43 | 13 |
| SADC/Sadec | 33 | 23 | 44 |
| Political parties | 25 | 58 | 17 |

This study was done in Zimbabwe during May and June 2001 among 1 002 Zimbabweans from all regions and racial and income groups. It formed part of the well-known World Values Study and looked at issues influencing values and beliefs that are fundamental to the forming of opinions about everyday issues.

Regarding the governance of a country only 8% thought it is a good idea to have a leader who does not have to bother with parliament and elections. A large majority (79%) thought that a democratic political system is either a very good or a fairly good



way of governing Zimbabwe. Although “democracy” was what the majority would like to see in their country, they were not satisfied with the way in which democracy was developing in Zimbabwe. Almost two-thirds (63%) said that they were not very or not at all satisfied. Only 4% of Zimbabweans were very satisfied with the development of democracy, followed by 23% who were rather satisfied (10% did not express an opinion).

The level of respect for individual human rights was of major concern: 63% of Zimbabweans felt that there was little or no respect. Only 8% of Zimbabweans felt that there was a lot of respect, followed by 23% who thought there was some respect for individual rights. (6% did not express an opinion.)

Satisfaction levels with the way people in national office were handling the country’s affairs were also low with 62% of Zimbabweans being dissatisfied. A quarter (25%) were fairly satisfied, with a mere 3% who were very satisfied.

Something that comes as no surprise to the onlookers of the situation in Zimbabwe, is the 73% of Zimbabweans thinking that Zimbabwe is run by a few big interests looking out for themselves, while 16% said that the country was governed in a way to benefit all people (11% did not know/comment).

Apart from all this cynicism and concern about the situation in Zimbabwe, it is good to see that 78% of all Zimbabweans were still **very proud** of being Zimbabwean! 13% were “quite proud”, 7% “not very proud” and only 2% were “not at all proud” to be Zimbabwean. It is interesting to note that this is a feeling shared across all population and income groups. This deep commitment to their country could definitely benefit Zimbabwe in future.

For more information, please do not hesitate to contact:

| | | |
|------------------|---------------------------------------|--|
| Mari Harris | Director, Political Analyst | 011-686 8400 082 380 3010 Marih@markinor.co.za |
| Anneke Greyling | Associate Director, Political Analyst | 021-686 7034 083 777 0161 Annekeg@markinor.co.za |
| Mildie Meyer-Els | Marketing Assistant | 011-686 8400 Mildie@markinor.co.za |

Conference 2002

The TradeWinds Resorts – St. Pete Beach, Florida

426 Thompson St. • 4221 ISR • P.O. Box 1248 • ANN ARBOR, MI 48106-1248 Phone: 734.764.1555 Fax: 734.764.3341

Advance Conference Registration **Deadline** is **April 30**.

Forms and payment received after that date will be charged a \$50 late (on-site) registration fee.

AAPOR@umich.edu<http://www.aapor.org>**1. Registration Information**

Name _____

Mailing Address _____

City _____ State/Province _____ ZIP/postal code _____ Country _____

E-mail _____ Phone _____ Fax _____

Professional Affiliation _____ City _____ State/Prov/Country _____

Preferred first name (for badge): _____

Are you currently employed?

Yes → (Please indicate employer) Business/Industry/Commercial _____
 No University/College _____
 ↓ Government (Federal/State/Local) _____
 ↓ Not-for-Profit Organization _____
 Other _____

Are you: (Circle Yes or No for each question)

| | | |
|---|-----|----|
| A member of AAPOR?..... | Yes | No |
| Attending your first AAPOR Conference?..... | Yes | No |
| A member of WAPOR? | Yes | No |
| Attending your first WAPOR Conference?..... | Yes | No |
| Attending International Field Directors & Technologies Conference?... (May 19-22, 2002 – Clearwater, FL) | Yes | No |

2. Short Courses (Place ✓ in front of course for which you are registering.)**Thursday, May 16**

| | Fee |
|---|---------|
| ____ 9:00 a.m. – 4:30 p.m. Conducting Professional Focus Groups: Design, Moderation & Reporting with Janet Mancini Billson, and Norman T. London, Group Dimensions..... | \$ 165. |
| Includes text, <i>The Power of Focus Groups for Social & Policy Research</i> | |
| ____ 8:30 a.m. – 12:30 p.m. Introduction to Questionnaire Design , with Nora Cate Schaeffer, University of Wisconsin..... | \$ 110. |
| ____ 2:00 p.m. – 5:00 p.m. Survey Sampling I , with Colm O'Muircheartaigh, National Opinion Research Center..... | \$ 85. |
| ____ 2:00 p.m. – 5:00 p.m. How's & Whys of Cognitive Interviewing , with Gordon Willis, National Institutes of Health..... | \$ 85. |

Friday, May 17

| | |
|---|--------|
| ____ 7:30 p.m. - 10:00 p.m. Survey Sampling II , with Colm O'Muircheartaigh, National Opinion Research Center..... | \$ 85. |
|---|--------|

Sunday, May 19

| | |
|--|---------|
| ____ 9:00 a.m. – 4:30 p.m. A Practical Guide to Project Management for the Survey Researcher , with Mike Weeks, Research Triangle Institute..... | \$ 135. |
| ____ 1:00 p.m. – 5:00 p.m. Designing Effective Survey Instruments for the Web , with Mick P. Couper, University of Michigan..... | \$ 110. |

Continue on back of page

3. Registration and Fees (fees are in U.S.D.)

If you are registering for BOTH the **AAPOR and WAPOR Conferences**, you **MUST** fill out BOTH sections A and B below.

A. REGISTERING for the AAPOR CONFERENCE

(Group meals Optional. Three each: breakfast, lunch, dinner.
Begins with Thurs. dinner and includes Sat. Award Banquet)

| | WITH GROUP MEALS | | WITHOUT GROUP MEALS | | ENTER FEE |
|---|------------------|------------|---------------------|------------|-----------|
| | By 4/30 | After 4/30 | By 4/30 | After 4/30 | |
| I AM | | | | | |
| ___ an AAPOR Member | \$ 383 | \$ 433 | \$ 160 | \$ 210 | \$ _____ |
| ___ not an AAPOR Member (includes 2002 membership) * | \$ 483 | \$ 533 | \$ 260 | \$ 310 | \$ _____ |
| ___ an AAPOR Member who is a student | | | | | |
| ___ AND a Previous Conference Attendee | \$ 303 | \$ 338 | \$ 80 | \$ 105 | \$ _____ |
| ___ an AAPOR Member who is a student AND a 1st Time Attendee OR an Honorary Life Member..... | \$ 258 | \$ 258 | \$ 35 | \$ 35 | \$ _____ |

B. REGISTERING for the WAPOR CONFERENCE

(Group Meals Required. Meals: Wednesday breakfast, lunch and
Dinerman Award Banquet; Thurs. breakfast and lunch.)

| I AM | | | | | |
|---|--------|--------|-------|-------|----------|
| ___ a WAPOR Member | \$ 300 | \$ 350 | _____ | _____ | \$ _____ |
| ___ not a WAPOR Member (includes 1-yr WAPOR membership) * | \$ 400 | \$ 450 | _____ | _____ | \$ _____ |
| ___ a WAPOR Member who is a student | \$ 250 | \$ 250 | _____ | _____ | \$ _____ |

* A Non-Member rate includes association membership for the remainder of 2002, providing that you fill out the application and agree to the conditions established for membership. Please notify us if you do not wish to join. The above non-member rate will still apply.

___ I am ordering **additional meal tickets** (for non-conference attendees).

WAPOR: (Wednesday breakfast, lunch and dinner; Thurs. breakfast and lunch.) Number ___ at \$200/set \$ _____
 AAPOR: (beginning Thursday dinner, 3 each: breakfast, lunch, dinner
 including Saturday evening Award banquet) Number ___ at \$ 258/set \$ _____

- SUBTOTAL: Short Courses \$ _____ 1.
- SUBTOTAL: AAPOR Conference fee and additional AAPOR meal sets \$ _____ 2.
- SUBTOTAL: WAPOR Conference fee and additional WAPOR meal sets \$ _____ 3.
- Official AAPOR T-shirt, 100% cotton: ___ Medium ___ Large ___ XLarge Number ___ at \$18 ea. \$ _____ 4.
- TOTAL AMOUNT ENCLOSED (U.S.D.) add lines 1 + 2 + 3 +4 (directly above).....\$ _____

4. Payment -- All payments in U.S.D. Please make checks payable to AAPOR.

Method of Payment: Check : _____ Credit Card _____ (MasterCard or VISA Only)
 Card Number: _____ Expiration Date: _____
 Signature: _____ Name on card (print): _____

5. Special Dietary Requests/Special Needs

- 5a. Dietary Requests
- Full vegetarian: no red meat, or poultry, or seafood..._____
 - Vegetarian, fish acceptable_____
 - No red meat_____
 - No seafood_____
 - Sugar free/diabetic....._____

5b. Special Needs:
 If you have needs requiring special arrangement to attend this conference, please describe them here.