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## WAPOR Regional Conference in India: The 3 D's of Opinion Research

By Yashwant Deshmukh, CVoter Foundation

The idea of a WAPOR regional conference in India was eagerly awaited among WAPOR colleagues for a long time. Everyone had welcomed the idea of a conference in India when it was first broached to them about seven years back and we are delighted that more than 30 participants from eleven countries were able to come and present their work on "*Democracy, Development & Disasters: The 3Ds of Opinion Research in the Transitional Societies.*"

The first ever WAPOR regional conference in India brought together leaders and decision makers from many fields and specialties. The papers ranged from methodology issues in transitional societies to in-depth analysis and applications in peace polls. The first session was dedicated to "**Democracy**" chaired by Kathy Frankovic. Dr. Kjell Herberts of Finland made a thought provoking presentation on **Language Surveys**, and the discussion also followed on the linguistic problems in conducting a multination survey in Europe and Asia. It was followed by Dr. Elif Tunca's presentation on "**The Role of Media in Development of Democracy: A Field Survey Among The Students of Journalism in Kyrgyzstan.**" Dr. Robert Chung presented a "**Cross cultural study on Ethnic Identity in Hong Kong, Macau, Taiwan and Okinawa**" which highlighted the ethnic and demographic colage that Asia is known for. "**Impact of Electronic Voting Machines on the invalid votes and subsequent impact on the election results and malpractises**" was explained by Cvoter's Mr. Shalinder Mahajan and Mr. Aakash Jain.

The second session was dedicated to "**Development**" chaired by Ms. Patricia Moy. Mr. Miguel Basanez gave a vibrant presentation on **Value changes in India:**

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## *Letter from the President*

In this newsletter (p. 12), you will find information about our annual conference that is scheduled next week in New Orleans. In the even numbered years, we hold this meeting in conjunction with AAPOR, and there is a very full program of papers, short courses, and other events across almost a week. Our program has been very well assembled by Alejandro Moreno, this year's conference chair, and Patricia Moy in her role as WAPOR's Conference Committee Chair.

We also have our biennial meeting at Villa La Collina in Cadenabbia, Italy, organized around the topic of survey data quality, coming up in July. In collaboration with Thomas Petersen, we have organized a full program of presentations for two days of meetings there in one of the most pleasant conference settings there could possibly be. You will find the preliminary program on the WAPOR web site (or check out an abbreviated version on page 11) and registration information can be found on page nine of this issue of the newsletter.



WAPOR  
President  
Prof. Mike  
Traugott

I have just been to Paris to attend a meeting of the of the International Social Science Commission, a group to which we belong as a dues paying member and from which we have received support in the past, including for our report on freedom to publish exit polls. In a very abbreviated form, the meeting was organized to discuss a new action agenda that the staff and executive committee have developed; this is the first time in about a decade that the member organizations have been assembled for such discussions. The meeting consisted primarily of a series of presentations from the ISSC staff, inviting the feedback of the member organizations. Among other things, the ISSC will become less oriented toward the general support of research and somewhat more oriented toward the identification of research needs and trends. This has been brought about by a number of considerations, including the declining resources available from UNESCO. One specific element of this is the declining value of the dollar, the official currency of UNESCO, which has declined by about 40% in the past year or so. As a side note, WAPOR keeps its own financial books in dollars but receives payments from Oxford University Press for the *International Journal of Public Opinion Research* in Euros.

The ISSC is also going to move toward a set of project-specific activities in 2009, including the preparation of a World Social Science Report and a World Social Science Forum to be held in Bergen, Norway next May. With additional internal reorganization, they will also rely more upon a Global Social Science Leaders Group for guidance. We can play an active and central role in all of these activities, especially since public opinion is a central concept in many of their activities. For example, they have a sub-theme for Bergen that will produce panels on "Speaking Truth to Power," a topic for which public opinion studies and data are obviously of central importance. WAPOR could co-sponsor and co-organize some sessions in this area.

The ISSC also has an interest in broadening the impact of and access to social science research and data. To this end, they are sponsoring a General Assembly meeting in Cape Town, South Africa in November, in conjunction with South Africa's Human Sciences Research Council. This is the kind of outreach activity in which WAPOR has become increasingly active and involved in recent years, and this would provide an excellent opportunity to expand our network. It is conceivable that we could even have supplementary activities like a seminar for journalists in conjunction with this event, if we could make the necessary arrangements and bear the associated expense.

While all of these possibilities are interesting and central to a good part of WAPOR's mission, they also come at a price. For many of the reasons mentioned above, the ISSC has also proposed an increase in membership fees or dues. The proposal is not fully formulated yet, but it is likely to involve switching from an annual payment of \$625 to a new fee of 1,000 Euros. My own feeling is that, when we know more about the final proposal, WAPOR should consider staying linked with the ISSC for a fixed period of time like three years to see how the proposed changes develop. Then we can have a review of the member-

*(Letter continued on page 3)*

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(Letter continued from page 2)

ship and its value before we continue on. I will make this proposal to the Council at our meeting next week in New Orleans. If you have any thoughts about this, please let me or other Council members know what they are.

I look forward to seeing many of you in New Orleans, but I also hope you will stay in contact by email and let us know about any issues that concern you.



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## **Conferences of Other Associations**

*Note: Previously this feature appeared in the IJPOR, however, due to space constraints in the journal, we will run the calendar in the WAPOR newsletter.*

### 2008

May 22-26, 2008:  
58th Annual Conference of the International Communication Association (ICA)  
Montreal, Quebec, Canada  
Consult: [www.icaheadq.org](http://www.icaheadq.org)

June 25-29, 2008:  
International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts (3MC)  
Berlin, Germany  
Consult: [www.3mc2008.de/](http://www.3mc2008.de/)

June 26-30, 2008:  
38th World Congress of the International Institute of Sociology  
Budapest, Hungary  
Consult: [www.iisoc.org/iis2008](http://www.iisoc.org/iis2008)

July 20-25, 2008  
26th Congress of the International Association for Media and Communication Research (IAMCR)  
Stockholm, Sweden  
Consult: [www.jmk.su.se/contents/sidor/english/info/scientific\\_conference.php](http://www.jmk.su.se/contents/sidor/english/info/scientific_conference.php)

August 6-9, 2008:  
Convention of the Association for Education in Journalism and Mass Communication (AEJMC)  
Chicago, IL, USA  
Consult: [www.aejmc.org](http://www.aejmc.org)

September 1-5, 2008:  
7th International Conference on Social Science Methodology  
Naples, Italy  
Consult: [www.rc332008.unina.it/](http://www.rc332008.unina.it/)

September 22-25, 2008:  
Frontiers. ESOMAR Congress  
Montreal, Canada  
Consult: [www.esomar.org/index.php/Congress08-overview.html](http://www.esomar.org/index.php/Congress08-overview.html)

### 2009

May 21-25, 2009:  
59th Annual Conference of the International Communication Association (ICA)  
Chicago, IL, USA  
Consult: [www.icaheadq.org](http://www.icaheadq.org)

July 2009:  
21<sup>st</sup> World Congress of the International Political Science Association (IPSA)  
Santiago, Chile.  
Consult: [www.ipsa.ca](http://www.ipsa.ca)

### 2010

July 11-17, 2010:  
17th World Congress of Sociology, International Sociological Association (ISA)  
Goteborg, Sweden  
Consult: [www.isa-sociology.org](http://www.isa-sociology.org)

Please let us know about your organization's upcoming event(s). We would be happy to publish them in upcoming issues of the newsletter.

Thank you!

(India continued from page 1)

**Impact and trends around the world.** It was followed by an intense discussion on how the agenda of development is bringing changes in the deep rooted values of transitional societies. A paper on “**How inflation affects the voting pattern in India**” was presented by Mr. Abdul Mannan and Ms. Garima Tiwari. Voter development researcher Mr. Yogesh Rathore explained the **participation of women in Panchayati Raj in Madhya Pradesh**. Rachna Johri and Vinod Tiwari presented a paper on **Developmental communication among the tribal audience**.

The third session theme was “**Conflicts and disasters**” chaired by Mr. Michael Traugott. Mr. Eugene Kritski presented a thought stimulating paper explaining the **concept of human rights in the cultural context of the Middle East**. Following him was Mr. Jeetendra Kumar’s presentation on **Public Opinion and Development Agenda: Lessons to learn from Sardar Sarovar and Tehri Projects**. Mr. Shaan Shankar gave a detailed presentation on **Impact of Tsunami on the Peace Process in Aceh, Indonesia** while Dr. Collin Irwin presented the **highlights of ongoing, first ever Kashmir Peace Poll**.

*Democracy,  
Development  
and Disasters*

The concluding session was dedicated to the memory of Dr. Eric Da Costa, past president of WAPOR and a known pollster considered to be father of Survey Research business in this part of the world. The panel for discussion comprised of current WAPOR president, Mr. Michael Traugott; ex-presidents Ms. Kathy Frankovic; and Mr. Miguel Basanez.

If the papers presented in the conference were serious, then the fun that followed while touring was dead serious. The journey to explore the Indian culture began with the day tour of Delhi, the capital of India. After visiting the historical sites and parliament complex, we had a quiet dinner at the guest house tasting a range of Indian beer and wines. The next day we entered the mystical land of Rajasthan. Capturing the spirit of Rajasthan and ensuring the perfect Rajasthani experience was Chokhi Dhani, a unique Village Resort. Chokhi Dhani literally means a “fine hamlet” i.e., a quintessential village that offers an ideal pastoral experience. Away from the urban life the quaint mud and thatch dwellings in the resort gave the right blend of traditions - modern amenities in a typical ethnic environment. For the next three days the entire team of participants soaked in the variety of festive celebration with a purview of real



Mike Traugott and Colin Irwin



Kathy Frankovic and Patricia Moy on an elephant ride

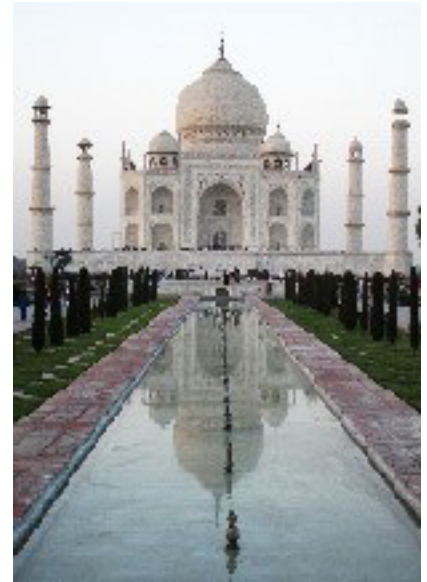
Indian village culture experiencing a riot of colors, entertainment, games, thrill, shopping, exotic cuisine, music and much that India has to offer. The participants will find it really hard to forget the Turban tying ceremony that made all the colors of Indian culture come alive.

An early morning elephant ride to the majestic Rajasthan Fort Palace **The Amber Fort** was one of the highlights of the tour to see the rugged forbidding exterior belies an inner paradise where a beautiful fusion of Mughal and Hindu styles finds its ultimate refinement. The second day of the

(India continued on page 5)

(India continued from page 4)

tour took us to Bharatpur where an overnight stay in another heritage villa by a unique bird sanctuary. The vibrant evening was keenly supported by Punjabi folk music, spread of Rajasthani cuisine and Indian Sula Wine coming from Nasik region of central India. The high point of the tour was the visit to **The Taj Mahal**, one of the seven wonders of the world. Everyone was stunned for few second looking at the universally admired masterpieces of the world's heritage and that's where our group was on the day three of the Conference Tour, before coming to Delhi for final day of the conference.



In Delhi, the conference venue was India Habitat Center, where final brain storming session witnessed presentations by known Indian sociologist Prof. Yogendra Yadav and Ashima



Kaul, who has tirelessly worked in the troubled valley of Kashmir. For the first time a WAPOR Regional Conference also became a training session. An 8 hour workshop on "**An Understanding of US Elections**" was hosted at the **Indian Institute of Mass Communication**, Delhi, one of India's premier Mass Communication Institutes. About a hundred media and research students were bestowed with the opportunity to witness the present-

tations and ideas of Michael Traugott, Kathy Frankovic and Patricia Moy. The workshop started with the presentation by Kathy, who explained the technicalities related to U.S. elections and gave detailed explanation. Mike's presentation on Polling in Primaries and Caucuses in the US explained how the current polling system evolved and the symbiotic relationship between polls and campaign coverage. Patricia used Indian examples to explain the media coverage of polls in a very well received presentation followed by an intense **Question-Answer (Interactive) session**.



Conference organizer  
Yashwant Deshmukh

The farewell dinner was hosted in IHT before it was time for many of the colleagues to catch their flight back home. We wish to thank all those who participated throughout the three days of the conference. In particular, we were delighted to see scholars, members of the survey and research community, and young students engaging in the debates and questions. Their

outstanding professional caliber, good humor, high spirits and drive made this conference not only possible but a thoroughly enjoyable experience.



See more photos online at:  
[www.unl.edu/wapor/conferences](http://www.unl.edu/wapor/conferences)

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## New IJPOR Managing Editor Named

by Nick Moon, Publications Chair

One of the main achievements of WAPOR is the International Journal of Public Opinion Research (IJPOR), which is now in its 20<sup>th</sup> year. After many successful years as Managing Editor, Wolfgang Donsbach decided last year that the time had come to hand on the baton so he could give more attention to the many other claims on his time. Therefore WAPOR and the IJPOR are pleased to welcome Professor Peter Neijens, of the University of Amsterdam, as the new Managing Editor.



A search committee led by my predecessor as Communications Chair (and now WAPOR Vice President) Thomas Petersen set out to find Wolf's replacement. They quickly came up with the name of Peter Neijens and the recommendation was unanimously supported by the WAPOR Council at its meeting held at last year's annual WAPOR conference in Berlin.

Peter is Full Professor and Chair of Persuasive Communication in The Amsterdam School of Communications Research (ASCoR) at the Communication Science Department of the Universiteit van Amsterdam. His research interests include media and advertising, public information campaigns, public opinion, political communication and research methods. His publications include over 100 peer-reviewed publications in national and international journals and books. He is no stranger

to WAPOR, having received the Worcester Prize (for the best article appearing in IJPOR) jointly with Vince Price in 1997.

Peter's undergraduate life was spent studying Political Sciences at the Universiteit van Amsterdam, and he then worked at the Research Methods Department of the Vrije Universiteit in Amsterdam for ten years, where he gained his doctorate. In 1993 he was visiting professor at the University of Michigan, one of the universities most associated with survey research, and he was also the first Christian Schubert Professor at the Zeppelin University in Friedrichshafen (2006). Communications research, and in particular political communications, has been at the core of Peter's work, and his research focuses on public opinion, referenda, media and advertising, public information campaigns, and research methods.

Peter has been scientific director of both The Amsterdam School of Communications Research (ASCoR) and The Netherlands School of Communications Research (NESCoR), and WAPOR is grateful to ASCoR for its support in housing the journal.

Peter will be assisted in his editorial work by Uwe Hartung at the Allensbach Institute and the University of Lugano and Lotte Willemsen at the University of Amsterdam.

Those wishing to submit manuscripts to IJPOR should now do so to:

IJPOR  
c/o The Amsterdam School of Communications Research ASCoR  
University of Amsterdam, Kloveniersburgwal 48  
1012 CX Amsterdam  
The Netherlands  
E-mail: [ijpor@uva.nl](mailto:ijpor@uva.nl)

(IJPOR continued on page 7)

(IJPOR continued from page 6)

Wolf has been closely associated with IJPOR throughout its life. He was its first Managing Editor, and continued till 1996, though Erich Lamp served as Acting Managing Editor in 1995 and 1996 while Wolf was WAPOR President. When Wolf (first) stepped down in 1996 he was succeeded by Bill Gonzenbach of the University of Alabama. Sadly Bill himself had to step down after severe and unexpected surgery in 1998. Erich Lamp again stepped into the breach as Acting Managing Editor, before Wolf kindly agreed to return to his old post for another ten years.



Under Wolf's management the circulation of the journal has grown, and, arguably even more importantly for the professional standing of both the Journal and WAPOR, so has the frequency of citations to articles published in the journal, as measured by a variety of indexes. The quality of manuscripts is extremely high, and the journal has been cited as the only true international journal in the field of communication studies. As WAPOR President Mike Traugott said in his IJPOR editorial:

“We owe Wolf and his editorial team an immeasurable debt of gratitude for these accomplishments.”

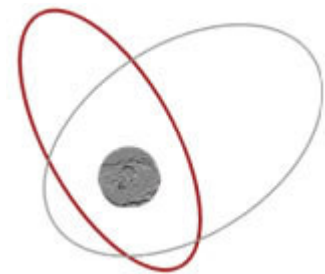
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### WAPOR Sponsored Conference:

## International Conference on Survey Methods in Multinational, Multiregional, and Multicultural Contexts (3MC)

By Tom W. Smith NORC/University of Chicago

The World Association for Public Opinion Research is one of the sponsors of the **3MC** conference which will be held in Berlin on June 25-28, 2008. This is the latest in the series on major conferences held by WAPOR, the American Statistical Association, and other organizations going back to the International Conference on Telephone Survey Methodology in 1987. The **3MC** conference presents state-of-the-art research on all aspects of cross-national and cross-cultural survey methods related to design, data collection, quality assurance, analysis and archiving. The conference focuses on the methods, tools, strategies and protocols that help maximize comparability across countries, languages and cultures. As a methodology conference for comparative research, **3MC** promises to be a landmark. It will bring together researchers and practitioners from around the globe, representing business, industry, public services such as health and education, academic researchers and public policy makers. **3MC** advances the knowledge base needed to attain accurate and comparable data for key areas such as economics, marketing, education, health and the environment.



For information on the conference, including the preliminary program and details on registration, visit [www.3mc2008.de](http://www.3mc2008.de)

**CSDI | International Workshop on  
Comparative Survey Design &  
Implementation**

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# Meyer inducted to North Carolina Hall of Fame in Journalism

CHAPEL HILL – A revered journalist and scholar was honored at the N.C. Journalism Hall of Fame induction ceremony on March 30 at the Carolina Inn in Chapel Hill.

The UNC School of Journalism and Mass Communication's Knight Chair in Journalism, **Phil Meyer**, who retires this year, was inducted to the hall of fame.

Based in North Carolina's journalism school, the Hall of Fame recognizes individuals who have made outstanding, career-long contributions to their fields. Honorees must be native North Carolinians, or must have made a significant contribution to the state.

Meyer joined the journalism school in 1981 after an award-winning career as a reporter and researcher. He earned a master's degree in political science from UNC-Chapel Hill in 1958.

Meyer believes in the power of precision journalism, or discovering truths from survey research, analysis of public records and field experiments. Meyer's book *Precision Journalism*, published in 1973, was listed by *Journalism & Mass Communication Quarterly* as one of the 35 significant journalism and mass communication books of the 20th century. The American Association for Public Opinion Research (AAPOR) also listed the book as one of the 50 significant books concerning public opinion research in the first 50 years of the organization.

Using methods of precision journalism, Meyer analyzed the grievances behind the Detroit riot of 1967 for the *Detroit Free Press*, leading to a Pulitzer Prize for general local reporting for the newspaper's staff.

His 2004 book, *The Vanishing Newspaper*, sounded a warning about the decline in daily newspaper readers, and he proposed a business model for preserving the industry's viability amidst the changes in media technology.

Meyer is a past president of WAPOR and AAPOR. He has served on the editorial boards of *Public Opinion Quarterly*, *Newspaper Research Journal* and the *International Journal of Public Opinion Research*, and is a member of *USA Today's* board of contributors.



Text and photo courtesy of the North Carolina School of Journalism and Mass Communication.



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A good tradition carries on...

## WAPOR Thematical Seminar

### *“Quality Criteria in Survey Research VII”* Cadenabbia, Lake Como, Italy July 10-12, 2008



For over a decade now, we have been meeting in Cadenabbia to discuss quality criteria in survey research and how to raise awareness of these criteria among the public, the media and clients commissioning surveys. In the meantime, however, the situation appears to be getting worse and worse. In the summer of 2006, when we last met, we decided not to merely gather such indicators, develop criteria and complain about the situation. Instead, we set ourselves the task of trying to intervene more actively in the public sphere. The aim of this summer's seminar is thus to take stock of the situation: what positive developments have there been over the past few years and how can we defend scientific survey research in the face of the flood of unscientific polls that are just getting quickly slapped together and the increasing influence of commercial interests on data quality.

And, of course, we shall once again benefit from the uniquely inspiration atmosphere of Villa la Collina, which has become so popular in the meantime that it was quite difficult to secure a time slot. Therefore, please note: instead of the last week in June, as in the previous years, this year's seminar will not take place until mid-July—providing the ideal opportunity combine business with pleasure by scheduling Cadenabbia at the beginning or end of the summer break. The schedule will be almost identical to previous seminars: Arrival and get-together cocktail party followed by dinner on Thursday, July 10, with a full seminar day on Friday, and then morning sessions, a closing lunch and departure on Saturday, July 12. Participants are welcome to stay an additional day at extra cost.

The package for registration, accommodation for two nights, breakfast, two dinners and two lunches will be \$530 for WAPOR members. Space is limited at Cadenabbia with room for only about 50 participants at the conference center. We would, therefore, advise you to note the dates in your calendar and make your reservation as soon as possible.

The preliminary program has recently been added to the website:  
<http://www.unl.edu/wapor/Upcoming%20Conferences/Cadenabbia/CadenabbiaVII.pdf>

You can also find an abbreviated version of the preliminary program on the following page in this newsletter.

Please see page 11 for the seminar registration form.  
Fax or email your form to the WAPOR office at 1 (402) 458-2038



***Quality Criteria in Survey Research VII***  
**A WAPOR Thematic Seminar**

July 10 – 12, 2008, Villa La Collina, Cadenabbia,  
 Lake Como, Italy

REGISTRATION

Name \_\_\_\_\_

Organization/Institute \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
country city local country city local

	Price per person	Number of persons	Total
• Participation in the seminar, including accommodations and meals, for WAPOR members	\$530	_____	\$_____
• Participation in the seminar, including accommodations and meals, for nonmembers	\$630	_____	\$_____
• Accompanying persons: accommodations and meals only	\$380	_____	\$_____
• Extra day: departure on July 13, 2008	\$200	_____	\$_____
<b>TOTAL AMOUNT</b>			<b>\$_____</b>

When you register, your hotel accommodations will be arranged at either the Villa La Collina or another 3-star lakeside hotel. The price is the same for both hotels and includes all meals, with breakfast at participant's place of accommodation and lunch and dinner in the conference building, as well as the get-together on July 10. Participants will receive detailed information about the accommodations and ground transportation needs after registering.

Method of payment:

MasterCard or VISA number \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature \_\_\_\_\_

\_\_\_\_\_ Check enclosed (please, no Eurocheques)

Please return to:

WAPOR  
 UNL Gallup Research Center  
 200 North 11<sup>th</sup> Street  
 Lincoln, NE 68588-0242  
 USA  
 FAX: 1 402 458-2038  
 Email: [renae@wapor.org](mailto:renae@wapor.org)

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## Calendar

### **May 13-15, 2008**

WAPOR Annual Conference  
*Polls for the Public Good*  
New Orleans, Louisiana, USA

### **July 10-12, 2008**

WAPOR Thematical Seminar  
*Quality Criteria in Survey Research VII*  
Villa la Collina  
Cadenabbia, Lake Como, Italy

## Notes

- Final renewal notices for 2008 dues were sent out at the end of April. If you have received a notice, please take a moment to review your information and renew your membership today.
- If you have moved or changed jobs recently, please check our online membership directory ([http://www.unl.edu/wapor/membership\\_directory.html](http://www.unl.edu/wapor/membership_directory.html)) to be sure we have your up-to-date information. If not, please send a message to [renae@wapor.org](mailto:renae@wapor.org) to update the directory.
- Please remember to register for Cadenabbia as soon as possible since space at the Villa La Collina tends to fill up quickly.

Thank you!

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## **61st ANNUAL CONFERENCE: “Polls for the Public Good” New Orleans, Louisiana, USA**

A joint meeting with the American Association  
for Public Opinion Research  
WAPOR: May 13 to May 15, 2008  
AAPOR: May 15 to May 18, 2008

Conference, registration, hotel and program information is posted on our website <http://www.wapor.org>. You can find information about New Orleans, find a link to make your hotel reservations and check the most up-to-date program information.

AAPOR will be handling conference registrations. Please note: if you have not yet registered for the conference, please print and fill out your registration form and bring it with you to the conference to register on-site. More information can be found at <http://www.aapor.org>.

### **Sites Featuring New Orleans**

<http://www.neworleansonline.com/>

<http://www.neworleans.com/>

<http://www.experienceneworleans.com/>

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- Do you have an idea for an article in the newsletter?
- Is there an event happening in your part of the world?
- Are you interested in organizing a conference?
- Do you have photos you'd like to contribute?
- Do you have ideas on how to improve the website or newsletter?

If so, please contact the WAPOR office by sending an email to [renae@wapor.org](mailto:renae@wapor.org) or to Nick Moon (Publications Chair) at [nmoon@gfk.com](mailto:nmoon@gfk.com).

*Let us know your upcoming events.*

*Please note, the deadline date for the  
2nd quarter newsletter is  
June 15, 2008*