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**UPCOMING ANNUAL CONFERENCE:**

SEPTEMBER 2003

PRAGUE, CZECH REPUBLIC

## Letter from the President

I want to report back to WAPOR members on the key matters discussed at our recent Council meeting held in St Petersburg, Florida, and at the subsequent Members' meeting of 16<sup>th</sup> May.

Our **finances** are in sound shape, and have stabilised after our deficit two years ago. However, the Council is very conscious of the limited resources we have available, and with this in mind, has decided to launch an appeal to build up our endowment fund. This would give us the potential to undertake activities which at present are beyond our means.

**Membership** has increased slightly, and will be the focus of a drive led by Allan McCutcheon and the national representatives, who had a productive meeting (starting at 7 am!).

Amendments to the **Constitution** were discussed, and will be put to the membership for approval before ratification. The draft version is on our website at present, with Kathy Frankovic coordinating suggestions. (See page two for more details.)

Our fine journal, **The International Journal of Public Opinion Research**, goes from strength to strength, with more articles submitted and a healthy profit coming back to WAPOR out of our agreement with Oxford University Press. (See page six for a full report.)

Later this year we will have **Elections**, including for the post of Vice-President and President-Elect; details will follow shortly.

Tom Smith updated us on developments in the area of **Professional Standards**, including the revised WAPOR Code and Standard Definitions, which can be found on our website. We are also working actively with the AAPOR Non-Response Standards Committee.

We also discussed forthcoming **seminars**, including possible meetings next year in Bolivia, India, South Africa and,



WAPOR President  
 Brian Gosschalk

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# The 55th Annual Conference in St. Petersburg, Florida May 15-16, 2002

Mike Traugott, Conference Chair

The WAPOR annual conference convened in St. Pete Beach, Florida for two wonderful days of panels and presentations in May, preceding the AAPOR annual conference at the same hotel complex. The setting was wonderful, the food excellent, and the conference papers were stimulating.

During the main WAPOR sessions, more than 30 papers were presented at eight panels. There were also 10 joint WAPOR/AAPOR concurrent panels held in the succeeding two days, as well as a joint poster session. The events of September 11 in the United States provided a focus for many of the sessions at both meetings. These included panels on international perspectives on the campaign against terrorism, as well as one on U.S. foreign policy perspectives on those events.

*The events of September 11 in the United States provided a focus for many of the sessions at both meetings.*

There were also a number of panels devoted to the measurement of values and behavior. Many of the panels were arranged to provide a comparative perspective on these issues. Another well-attended session was devoted to media use on the Internet and how it fits in with more traditional forms of media use. The methodological panels included non-response and coverage error in Web surveys, studies of mode effects, social desirability and survey response, and question content, order, and wording. There was also a roundtable on Mobile phones in telephone surveys.

The highlight of the transition between the two meetings was a jointly sponsored plenary session entitled "How Muslims Abroad View the West: The 2002 Gallup Poll of the Islamic World" that centered on the multi-nation Gallup study of public opinion in the Muslim world. The presentation was made by Frank Newport and Richard Burkholder of The Gallup Organization, and commentary was provided by Hans Zetterberg of ValueScope AB and Professor Ellen Lust-Okar of Yale University.

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The next WAPOR conference will be held in Prague, Czech Republic in September 2003, and WAPOR will again meet in conjunction with AAPOR in May 2004 in Phoenix, Arizona. (See photos on page seven.)

## Conference Paper Collection

We are still trying to collect the papers presented at the Annual Conference. If you were a participant, and have not already done so, please send your paper electronically to [Rena\\_Reis@gallup.com](mailto:Rena_Reis@gallup.com). The papers will be published on CD and mailed out to conference participants. We would like to receive them by August 1 if possible. Please contact the WAPOR office if you have any questions.

## WAPOR Constitution

Kathy Frankovic, Vice President

About a year ago, Wolfgang Donsbach and Frits Spangenberg began the task of bringing the WAPOR Constitution into the 21<sup>st</sup> century. The document was first written more than 50 years ago. Since then, the world of survey research, and even the world itself, have changed dramatically. The current Constitution – little touched over 50 years — does not reflect those changes.

Their proposal, reviewed by Council and by members, has been revised after the first round of member comments. The document now better reflects WAPOR's mission. There is obvious updating: for example, the proposed new Constitution recognizes that email can serve as an official means of global communication. And new voting procedures will insure that all members have a chance to participate in setting WAPOR policy, whether or not they are able to attend the annual meeting. In addition, we've tried to make WAPOR Council assignments better serve the real-life needs of WAPOR and its members.

We've posted the document for another review by WAPOR members. It can be found at [www.unl.edu/wapor/constitution.html](http://www.unl.edu/wapor/constitution.html), and will be available there for review through July 15. Members without email have been mailed a copy.

Please make your comments directly to Kathy Frankovic, the WAPOR Vice President, at [kaf@cbsnews.com](mailto:kaf@cbsnews.com).

After the review period ends, WAPOR Council will make any necessary revisions and ratification – acceptance or rejection — of the changed Constitution will take place by mail vote this fall.

# Awards Presented at the Annual Conference

By *Renae Reis, WAPOR*

Each year awards are given at the annual conference for exceptional contributions to the survey research field for lifetime achievements and written work about issues in survey research. This year WAPOR was proud to award the following prizes to the deserving recipients:

The Naomi C. Turner Prize was awarded to Seung-Ahn Nah and Hernando Rojas, both of the University of Wisconsin-Madison, for the Best Graduate Student Paper submitted for this year's conference. The paper was entitled "New Paths to Political Participation: A Comparative Analysis of Effects of Interpersonal Communication Networks and Media Use of Offline and Online Political Participation."

The Robert M. Worcester Prize was awarded to Dietram A. Scheufele and William P. Eveland, Jr. for their contribution to the International Journal for Public Opinion Research in 2001. Their article is entitled, "Perceptions of 'Public Opinion' and 'Public' Opinion Expression" and can be found in the Winter 2001 publication, Volume 13, Issue 4.

The final award presented was the Helen Dinerman Award. It was presented to Dr. Roger Tourangeau of the University of Maryland for his significant contributions to survey research throughout his career. The citation for this award can be found on page five of the newsletter.

WAPOR would like to congratulate all of the recipients on their respective awards.

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## HONORARY DEGREE AWARDED

Former WAPOR President Maxwell McCombs received an honorary degree, "Doctor Honoris Causa," from the University of Antwerp in ceremonies at the university on May 17.

The citation accompanying the degree noted that Dr. McCombs is "internationally recognized for his research on the agenda-setting role of mass communication. Since the original Chapel Hill Study with Donald Shaw coined the term "agenda setting" in 1968, more than 350 studies of agenda setting have been conducted worldwide. In the continuing evolution of political communication, British scholars Jay G. Blumler and Dennis Kavanagh have commented that "Among the field's master paradigms, agenda setting may be most worth pursuing."

McCombs holds the Jesse H. Jones Centennial Chair in Communication at the University of Texas at Austin and is a professor on the associated faculty of Catholic

University in Santiago, Chile. He has been a visiting professor annually at the University of Navarra in Spain since 1994.

He is co-editor of *The Poll With a Human Face: The National Issues Convention Experiment in Political Communication* (1999), *Communication and Democracy: Exploring the Intellectual Frontiers in Agenda Setting Research* (1997) and co-author of *Research in Mass Communication* (2000). Congratulations to Dr. McCombs on this great honor!



# Mexico Celebrates its Sixth International Seminar

The Mexican polling community gathered at the Sixth WAPOR Seminar in Mexico City on May 20<sup>th</sup>. The event took place at the the Instituto Tecnológico Autónomo de México, ITAM, and brought between 80 and 100 people for an entire day of conferences. The seminar also welcomed 36 new WAPOR members or membership renewals from Mexico.

As Vice President and President Elect, Kathleen A. Frankovic represented WAPOR at the seminar, where she addressed attendants with a speech in fluent Spanish. Former WAPOR President, Miguel Basáñez, also addressed attendants in the opening remarks.

The seminar strengthened our WAPOR community in Mexico, and it showed how the polling industry in this country has developed both theoretically and methodologically in the last few years. The conferences covered methodological issues (methods of interviewing, modes of survey administration, exit polls in partisan elections, question wording, and measures of media effects), political culture and democratic performance (new political culture, party primaries, public opinion, and foreign policy), presidential popularity, and political consulting.

The participants in the panels were Enrique Alduncin, a former WAPOR Representative in Mexico, Francisco Abundis, Ulises Beltrán, Jorge Buendía, Roy Campos, Alberto Cinta, Terry Nichols Clark, Federico Estévez, Kathy Frankovic, Rafael Giménez, María de las Heras, Ana Lucía Hill, Daniel Lund, Alejandro Moreno, Rolando Ocampo, Ricardo de la Peña, Alejandro Poiré, and Gisela Rubach.

Those of us who participated in the organization of this Seminar were very pleased to see how several professionals and public opinion researchers attended from different regions of Mexico. We were also glad to have Kathy Frankovic and Terry Clark from the United States. We hope to see more WAPOR members from other countries in the next Seminar in Mexico. As we will have congressional elections in July 2002, that will be an excellent opportunity to invite papers that focus on elections and public opinion in other countries as well.

Alejandro Moreno, Mexican Representative  
amoreno@itam.mx

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## ANNOUNCEMENTS

### *On-Line Membership Directory Now Working*

WAPOR is pleased to announce that its on-line membership directory is finally working. If you need to locate an old friend or find a contact in a specific country, please visit [www.unl.edu/wapor/membership\\_directory.html](http://www.unl.edu/wapor/membership_directory.html) to find an alphabetical listing of members. Below this you can also find a listing of members by country. Thank you for your patience while we updated all current WAPOR information.

If you notice that something is incorrect, please let us know as soon as you can and we will do our best to correct the problem.

## WAPORNET

Have you got something to say? Would you like to ask fellow WAPOR members a question and get their input on something? Do you want to receive the most up-to-date information from WAPOR? You are invited to use WAPORNET. As a paid member of WAPOR, you have access to our listserv. Simply send your email to [wapornet@listserv.unc.edu](mailto:wapornet@listserv.unc.edu) and your email will be sent to all members who have a current email address. This is the perfect way to announce conferences and activities or make announcements of any other kind.

If you are unsure of your ability to participate in WAPORNET, please send an email to [Renae\\_Reis@gallup.com](mailto:Renae_Reis@gallup.com) and we can check on your email status. You must have a current email address on file with the WAPOR office in order to use this feature.

# THE WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

*presents the*

## 2002 Helen Dinerman Award

to

## Roger Tourangeau

The World Association for Public Opinion Research presents the 2002 Helen Dinerman Award to Dr. Roger Tourangeau for his pioneering work in promoting our understanding of the psychological processes involved in public opinion surveys and thus contributing to the potential validity of our methods. He particularly enhanced our knowledge on how survey questions and survey modes influence answers in interview situations. His work, however, covers a much broader field of methodology research.

Roger Tourangeau received his PhD from the University of Yale. He has been with the National Opinion Research Center at the University of Chicago since 1980. At NORC he held the position of a senior scientist and was responsible for the design and conduct of methodological research. He is now head of the Joint Program in Survey Methodology at the University of Maryland/University of Michigan and is a professor at the University of Michigan. He also worked for The Gallup Organization.

Roger Tourangeau's whole work on survey methodology is based on the assumption that it can never be the respondent's fault when survey researchers receive invalid results. Instead, besides theoretical clarity and conceptualizations, the researcher has to consider the psychological structures and processes upon which interview answers are based. As Norman Bradburn wrote in 1992, information processing models provide the beginnings of a theoretical framework for survey methodology. Roger Tourangeau has worked along these lines since the beginning of his career.

In a 1992 article he questions our common conceptualization of attitudes. He suggests to think of attitudes as structures in long-term memory which store 'considerations' that a survey question may then make accessible. The main components of interview situations, comprehension, retrieval, judgment and reporting, are each differently affected by the cognitive quality of these attitude structures. In his empirical research—mainly using split-ballot-experiments—he can indeed show how answers differ according to different contexts and what the psychological reasons for these differences are. His main hypothesis is that attitude items drawn from the same belief cluster tend to trigger the retrieval of the same or closely related considerations. Respondents' time needed to answer a question is applied as a measure of closeness of distance of cognitive elements. Further, he introduces the concept of retrieval based 'carry-over-effects' in addition to backfire effects as they have been previously described in literature.

In his 2002 book "The Psychology of Survey Response," co-authored with Lance J. Rips and Kenneth Rasinski and following the volume "Cognition and Survey Research," published the previous year, more evidence is summarized on the cognitive processes in survey research. The particularly readable form will contribute to spreading the methodological knowledge as much as possible. The reviewer of the book for the International Journal of Public Opinion Research summarized that "readers are guaranteed to gain highly useful new insights from the authors' masterful integration of research that is increasingly turning 'the art of asking questions' into an endeavor based on explicit and testable theories of survey responding." As such, this book, as much as the many other publications by Dr. Tourangeau, will help to avoid the fact that survey research is increasingly dominated by laymen who are not aware of the fact that they are handling a sensible method and do not know the professional and academic body of knowledge that has been achieved over the past decades.

*The International Journal of Public  
Opinion Research (IJPOR)  
Publishing Report  
by Martin Green  
Oxford University Press*

*Finances and Subscriptions*

The 2001 financial results for IJPOR showed a profit that is more-or-less unchanged from 2000, at just over \$35,000 (of which WAPOR's share is 50%). This is an encouraging result as it consolidates the large improvement in profit shown in 2000 – almost double that of 1999 – and looks positive for the future.

In 2001, for the first time, IJPOR received revenue from library consortia agreements. In these agreements, existing print subscriptions are maintained while online access is extended to non-subscribing consortia members, typically at about 15% of the full price. This is likely to be a growing stream of revenue over the coming years, but perhaps of greater importance is the large increase it gives to the visibility, profile and usage of our journals. By means of the consortia agreements, the number of institutions with access to IJPOR jumped dramatically from 235 in 2000, to 685 in 2001. WAPOR members' subscriptions increased to 444 from 414.

*Online Developments*

This summer, the new online edition of IJPOR will go live on the HighWire site ([www.highwire.org](http://www.highwire.org)). This will result in a higher quality service, with a number of improvements. One improvement of immediate relevance to the IJPOR Editors and Editorial Board is in terms of usage statistics. Under the HighWire service, we will be able to provide comprehensive usage reports, including a listing of the articles ranked by frequency of request.

*Online Access for  
Developing Countries*

We will soon be announcing an important new policy on extending online access to developing countries. From April this year we have made the online versions of IJPOR available free of charge to all educational institutions in the 67 poorest countries in the world. We feel it is appropriate that academic research should be made available to them, without cost, to help and encourage their development.

*Publication Schedule*

We are pleased to say that, after publication delays, the Editors and OUP have worked to bring the Journal back on schedule.

*Journal Size*

Over the past two years, IJPOR has increased in size considerably, going from 394 pages in 1999 to 460 pages in 2001. A further increase to 480 pages is forecast for the 2002 volume and we are budgeting for the same number of pages in 2003. This is a positive sign that the Journal's submissions are healthy, and that it is an increasingly popular outlet for high-quality research.

*P.S. from the President*

Overall, WAPOR's Journal consistently provides high quality articles and papers and is a credit to the Association. I would like to take this opportunity to place on record my sincere thanks to the Managing Editor, Wolfgang Donsbach, and to the three editors – Elisabeth Noelle-Neumann, Robert Worcester and Martin Lipset – who have shaped IJPOR over many years. WAPOR owes them all a huge debt of gratitude





Wolfgang Donsbach (Germany) reads the Dinerman Award Citation at the Awards Banquet in St. Pete. In the foreground (from left to right) Roger Tourangeau (US) Dinerman Award recipient, Hans Zetterberg (Sweden), Brian Gosschalk (UK) and Kathy Frankovic (US).

Award winner Roger Tourangeau (US) receives his accolades.



The cocktail hour preceding the banquet. A good occasion to meet new people and greet old friends.

## Letter from the President

*continued from page 1*

course, Prague for our Annual Conference in September 2003. We are strengthening our relationships with both AAPOR and ESOMAR, working together where it is appropriate to do so.

The quality of papers in Florida was high; it was, as always, good to renew old friendships and meet new members.

From a personal perspective it was particularly interesting to hear the views of the delegates from a number of European countries discussing the reasons for the recent growth in support for the Far Right. This included a round-table over breakfast on the day of the Dutch elections, with Harry van den Berg, co-author of a book with Pim Fontuyn, participating in our discussion! Our timing couldn't have been better.

A special thanks to Mike Traugott as Program Chair and to Renae Reis for her help with the organisation, and to all Council members for their support in steering your Association.

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## Calendar

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*Please let us know your upcoming events. Deadline for 3rd quarter newsletter event or article submission is September 1st.*

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

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## The Passing of Jan Stapel

By Frits Spangenberg

It is with great sadness that we have to announce the death of Jan Stapel, who died on 23<sup>rd</sup> May, at the age of 84. Jan was one of the co-founders of ESOMAR, as well as a founding member of WAPOR and served as WAPOR President from 1953-1954. In 1981 he was the first person to receive WAPOR's Helen Dinerman award in recognition of his contributions to public opinion research.

Jan was fascinated by the early work of George Gallup, who successfully predicted the outcome of the American presidential elections in 1936. In 1945, at the age of 28, he co-founded NIPO, which today is the largest research company in the Netherlands. Driven by personal interest and entrepreneurial flair, Jan played a key role in introducing political polling to the Netherlands. He was active in the development of research methodology and introduced the Stapel-scale.

Although Jan did not attend many WAPOR meetings in the last decade, he remained active in our profession to the end; NIPO always kept a room available for him. He used the room almost every day, where he read and commented on articles and reports. He will be greatly missed.

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*Announcements continued from page 4*

### UPCOMING ANNUAL CONFERENCES

It's never too early to start planning to attend the upcoming Annual Conferences! As may have noticed throughout the newsletter, the next conference will be held in Prague during the month of September 2003. Following that in May of 2004 our 57th Annual Conference will be held in Phoenix, Arizona in the US at the Pointe Hilton Tapatio Cliffs resort. When exact dates are set, we will be sure to let you know!