



# NEWSLETTER

Second Quarter

2003

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## Sars – A Second Calamity for China Researchers

A small survey on a big subject

David T. Bottomley

Asia Marketing Research Decisions

It's not even two years since the last WAPOR Annual Conference in Rome and market researchers in this part of the world are again hit by matters out of their control. The horrible bombing of New York restricted conference attendance in 2001, as so many were directly affected by that disaster; or just could not face the idea of travelling anywhere by plane. It hit market researchers who had US contracts very hard. For my part an extensive program of social research in China, which I spoke about at our Rome meeting, was delayed nine months resuming only in the middle of last year. My new program, more extensive than the previous, was due to start in April of this year. Now it is unlikely to start before July, a three month delay because Sars has prevented urban and rural travel in China.

“9-11” contributed to lost clients and reduced demand on our resources. Now we have clients but Sars has kicked away our resources. For nearly three months we have not been able to interview people in Hong Kong face-to-face – or should I say mask-to-mask because we've all been wearing them in public places. Street and home interviews became difficult in Beijing towards the end of April and impossible in rural areas by May 1, when villagers put up barricades to keep out all strangers.

There were four rural group discussions I could not complete in Beijing and Liaoning Provinces and in Hong Kong I had to switch industry interviews, planned for thorough sit-down discussions in factory executives' offices to blander, shorter, unsatisfactory telephone interviews. The factory executives stopped

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***UPCOMING ANNUAL CONFERENCE:***

SEPTEMBER 17-19, 2003

PRAGUE, CZECH REPUBLIC

all but staff members from visiting their premises –creating a situation similar to the “Keep Out” activity of villages in China.

Altogether for this year, I expect my revenue to drop 25 percent and to lose goodness knows how much in jobs that clients did not ask for because they knew they could not be done. That could be another five percent.

I’ve spoken or written to colleagues in five other companies to see how their experiences compare with mine. Full-time staff employees range from one (me) to 160. All work in China and various companies have offices in Beijing, Shanghai and Guangzhou. All are active members of ESOMAR.



Their answers stress that Sars may reduce this year’s revenue by 15 to 30 percent. They illustrate the value for any company of having available to them, and being experienced in, several methods of data collection in order to weather the unexpected; the probability of which seems to be increasing.

These are the various answers to my six questions:

1. *Has Sars prevented you from conducting any surveys, with consequent loss of income?* The answers were overwhelmingly “YES!”
  - We stopped all intercepts in Hong Kong and all focus groups in Hong Kong and Mainland. Much of our work is in the medical field and doctors did not want to see us and we didn’t want to go near hospitals, even if we were allowed.
  - We conduct a great deal of telephone work in key cities, and that went on. We had to restrict our qualitative work as we could only conduct focus groups in our building on weekends when the Building Management allowed us to bring in respondents.
  - We had to cancel or postpone some surveys. Especially as our overseas clients did not want to visit China to observe focus groups.
  - We had to cancel our group discussions in Beijing, Shanghai, Nanjing and Cheungsha, with loss of income. Some focus groups and in-home surveys have been postponed.
2. *In percentage terms or in actual RMB, by about how much do you think your sales are likely to fall as a result of Sars, for this year 2003?* The answers were:  
30-40%; 20-30%; 15-20%; between one and one and half million RMB (US\$ 120,000 – 180,000); Because of an international merger we expected a 30 percent increase in revenue. Now we are fighting to hold at last year’s level.
3. *Have you had to put off any full-time staff? Or any part-time workers? If so, how many and for how long?*  
Part-time interviewers of course have lost income. Happily, none of the five companies have put-off full-time staff. A competent market researcher must be treasured. Rather, said one, “We used the time to conduct more formal training.”
4. *Have you been able to switch any face/face consumer surveys to telephone? If so, were people able to cooperate fully or was Sars too strongly on their minds for the surveys to be effective?*
  - Yes, but it has not compensated for the loss of our usual work.
  - Most of our quantitative surveys are already by telephone, so not much difference.
  - We have not found this necessary. We have been able to continue with central location testing in Shanghai and Guangzhou.
  - Yes, we have just increased our CATI stations from 20 to 100.
  - We have not switched many surveys to telephone because most of our surveys are sophisticated, requiring long

(continued on Page 3)

face/face interviews.

5. *About 35 years ago I predicted that increasing consumer refusal rates would force market researchers to make more use of household panels, either formal or informal (such as are now called Access Panels or reservoirs of people willing to answer questionnaires). Because of Sars, have you given more thought to developing panels?*
  - Most of our projects involve high net-worth consumers. We don't see panels as relevant to this type of work and panels require investment capital, difficult to put aside in China's very competitive markets.
  - No plans at present. Would require client initiative for us to make the necessary investment.
  - We already have a large "access" panel and we are encouraging our clients to make more use of it.
  - Yes, we have thought about it and will develop special panels to suit our clients' needs.
  
6. *When do you think it will be possible to resume normal household interviewing in cities and rural areas of China?*
  - Mid-June in Hong Kong.
  - It will be business in China as usual within a month or two.
  - One to two months because infection rates have dropped in China.
    - Back to normal in July-August.
    - We should resume normal household interviewing in July.



*Photos shown on pages 2 and 3 were taken by David Bottomley (author) who lives in Hong Kong.*

*[Thank you: ABS Research, Acorn Marketing and Research Consultants, Consumer Behavior Research, IPSOS China and Ted Chan Research China]*

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## Did you know...?

The WAPOR Archives are located at the University of North Carolina? They have been there since 1992, when then-Vice President Phil Meyer arranged for their archiving there. There are more than 16,000 items stored in boxes that take up more than 40 feet of shelf space.

The material from 1947-1992 is arranged by categories, including WAPOR presidential material, budgets and minutes, publications, seminars and conferences, and correspondence with other organizations. Material received after the inception of the archive is cataloged and stored in the order it has been received.

The archives are open to the public – the reading room at UNC is a bright open area, with private rooms for researchers. You can find the programs for regional seminars of the past (and the papers from annual conferences, too), WAPOR election results, newsletters (including copies in French for some back issues) and memos about financial successes and concerns. The University's acting archivist, Roslyn Holdzkom, is interested in storing more of WAPOR's important documents, although at the mo-

ment resources don't exist there for integrating the later-received materials with the original material (a donor willing to fund a graduate student for a year – or even less – could make this happen sooner).

WAPOR and the Archives at UNC are searching for other material that should be archived – photographs, presentations from regional seminars, and missing correspondence with ISSC, ESOMAR and AAPOR having to do with WAPOR business. It's a chance to make sure our voice goes down in history!

Questions about whether you have something that belongs in the WAPOR Archives? Contact Renae Reis, WAPOR's General Secretary. Phone: 402 458 2030. Email: [Renae\\_Reis@gallup.com](mailto:Renae_Reis@gallup.com).

A copy of the contents of the WAPOR Archives can be found at:

[http://www.lib.unc.edu/mss/inv/w/World\\_Association\\_for\\_Public\\_Opinion\\_Research.html](http://www.lib.unc.edu/mss/inv/w/World_Association_for_Public_Opinion_Research.html)

# Letter from the President

THE WAPOR COMMUNITY...

New research tools – even the most sophisticated – do not necessarily yield the best possible results. Human error is still the greatest threat to our commitment as researchers to accuracy. This was brought home to me shortly after I returned from the WAPOR Regional Seminar in South Africa last month. I have a personal story to tell about the weaknesses of respondent memory and interviewer error, which we know have the potential to affect public policies.

WAPOR will be looking into these issues all year, on three continents. In March, WAPOR helped sponsor a seminar on election polls in Mexico – where Alejandro Moreno notes this year’s election may be crucial in establishing the value of election polling (see p. 10). In May, Mari Harris, Mildie Meyer-Els and Markinor held a lively WAPOR seminar on democracy and opinion polling in South Africa, where everything we do is touched by the complexities of a nation trying to democratically reflect its diverse cultures and to lessen the extreme economic divide (see p. 8). On my last day there, I visited the townships around Cape Town, stopping at “informal settlements” with a Xhosa guide, a former settlement resident himself, to discover how people always strive for community no matter where they are or where they move. In Zurich this month, WAPOR will hold a thematic seminar organized by Sibylle Hardmeier on polls and policy.

When I started to plan my travel to the September WAPOR Annual Conference in Prague, I also began to research my own ancestry. My husband and I hoped to visit the villages where our respective grandparents lived before they immigrated to the United States. My husband knew exactly where to look, but I didn’t. And I quickly learned that while internet access and website searches are wonderful and speedy new tools, they cannot compensate for the all-too-human problems of faulty memory and clerical error. Just as we sometimes ask respondents for information they cannot possibly know or retrieve easily, family memories fade, especially after three generations. And bad penmanship, typographical errors, and transcription problems can make our questionnaires impossible to decipher. This is also true of Census forms and other historical documents now available on-line.

My father’s father told his children that he came from “Nova Bela in the Tatra Mountains of Czechoslovakia” – of course, when he left at the turn of the last century, it was in Austria-Hungary. I could not pinpoint *his* “Nova Bela.” Oh, there’s a district with that name in Ostrava in the Czech Republic with that name, but it’s not in or near the Tatras. There’s a village in Slovakia now called Bela, which is close to the Tatras; perhaps that’s where he came from. Or perhaps not.

Immigration records from Ellis Island were digitized, and are available free over the internet. But in this case, they have been no help: my grandparents’ arrival was processed at the older immigration point in New York harbor, called Castle Garden. So for them, the data may as well be missing.

My mother’s family history is even more confusing. The name that I have always known is Szemancso. And indeed, I found the Szemancsos in the 1920 and 1930 U.S. Censuses. It is definitely my family ... the right first names and occupations of my grandparents, the right number of children (three), all girls, all the right age. But with the name spelled “Simonchik” in 1920, and “Scemansco” in 1930. And there were more inconsistencies from census to census. In 1920, my grandfather’s native language was listed as Russian; in 1930, it was Slovak. In 1920, his reported year of arrival was 1907. But in 1930, after he had become a U.S. citizen, his arrival year was listed as 1903, and my grandmother – who had arrived with him — was listed as having immigrated in 1919. Moreover, in 1930 she had aged not ten years since the last Census, but 15! If my grandparents were married at the ages reported in the 1930 Census, and if those ages were correctly recorded, then I calculate that my mother’s two elder sisters – my aunts — were born before my grandparents wed!



*WAPOR President  
Kathleen Frankovic*

This could be faulty memory. Or perhaps my grandparents — like some of our own opinion research respondents — had some reason or other to misreport. Then again, those errors may not be theirs at all: they could be what we nowadays call “interviewer error”. In 1920 or 1930 or both, the “American” census enumerator may have misinterpreted; he may not have understood my grandparents’ language, their accents, or their culture. In 1920, he certainly got my own mother’s name wrong – he wrote a more Anglo name “Augustina,” rather than her Slavic name, Olga. So much for trying to establish rapport with the respondent!

So where did my maternal grandparents come from? My best guess to date, drawn from the immigration records of my grandfather’s sisters, is that their village (which also doesn’t appear on any current map) is now in Hungary, but very near to what is now the border with Slovakia. When they came to the U.S., they settled in neighborhoods where other people from the same part of Central Europe had already established themselves. The early 20th Century census records show many neighborhood clusters based on language and/or ethnicity. In 1910, large numbers of lodgers lived with couples, but by 1920, at the same neighborhoods, there were fewer boarders and more resident families.

This reminded me of the South African townships I had visited. Like my grandparents – these people came from rural areas, found people with the same clan names, and formed a community.

In a sense, we in WAPOR also look for “community,” especially when we meet as a group as we will in Prague in September. There, we will have much to do, albeit with limited resources. And sometimes – as now — we also have much to worry about. Some governments attempt to regulate polling. Frits Spangenberg’s update of the Freedom to Conduct Opinion Polls study, will be presented at both WAPOR and ESOMAR, which is meeting in Prague just before we do. Occasionally, governments actually silence our colleagues – as happened in Iran last year. The joint WAPOR/ESOMAR/EFAMRO effort has brought the issue to relevant European agencies that may be able to help.

Although we have much to do, we are not well-off financially. The budgets of ESOMAR and even AAPOR are many times the size of ours. Here at WAPOR – as in the developing world — we subsist on less. But we have an increasingly important role in the world. This September, in Prague, through the work of conference chairs Hynek Jerabek and Eva Veisova, and the kindness of Charles University, we will hold our opening ceremony in the University’s original building, which dates back to the 14<sup>th</sup> century.

Perhaps, like my high-tech search for ancestral community, WAPOR will consider its own past, present and future in what is probably our most ancient meeting-place ever. After all, we have the community of our traditions and the tradition of being a community.

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### WAPORNET

**Have you got something to say?** Would you like to ask your 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 message 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. You may find it helpful to put the listserv email address into your address book for ease of use.

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

Additionally, if you are not receiving WAPORnet emails, your email address may not be up to date. If you have NOT received an email via WAPORnet (for instance, if you did not receive an announcement that this issue of the newsletter was available online), your email is likely out of date. A quick email to Rena in order to update it would be most helpful. Thank you!

# PRAGUE



*"Prague never seems to let go of you...this little mother has claws. We ought to set fire to it at both end, on Vysehrad and Hradcany, and maybe then it might be possible to escape".*

Franz Kafka (1902)

Prague is the capital of the Czech Republic. Its present-day shape has been developing for eleven centuries. Nowadays it covers a total area of 496 square kilometres with 1,187,000 inhabitants. In 1992, Prague was entered into the UNESCO World Cultural Heritage List.

Prague originated around settlements of merchants close to the river Vltava. The oldest market place here was documented already in 965. There were castles on both riversides, 48 churches and a solid stone bridge in as early as the twelve century. Later, under the reign of Charles the Fourth (1346-1378), Prague became the capital of the Holy Roman Empire. Today Prague is called "The town of a hundred spires" or "The Golden Prague".

"Praga caput regni" has been inscribed in the Prague's coat of arms. And rightly so. Since its beginnings Prague has always played an important role in the history of the nation, the country and Europe. Throughout centuries prominent personalities paid homage to it. W. A. Mozart, L. van Beethoven, F. M. Dostojevsky, A. Rodin, G. Apollinaire, P. I. Tchaikovsky or O. Kokoschka professed their beguilement by its attractiveness and architectural beauty. The native town is reflected in the works of Jan Neruda, Jaroslav Hasek, Jaroslav Seifert, Franz Kafka, Max Brod and Egon Erwin Kisch. Prague represents an unique collection of historical monuments dominated by the Prague Castle which towers high above the city. It is a specimen of all artistic styles and movements. The historical core of the city is situated on both banks of the Vltava river and consists of formerly independent urban units unified in the 18th century. They are as follows: Stare Mesto (Old Town), Josefov (the preserved part of the former Jewish Town - today a part of the Old Town), Nove Mesto (New Town), Mala Strana (Lesser Town), Hradcany and Vysehrad. Naturally, most of the historical monuments, museums and galleries are concentrated right there. Some of the historical monuments are presented here.

## Prague Castle (Hradcany) *(right)*

A castle was established on this site in the 9th century, and a Romanesque palace was erected in the 12th. In the 14th century, under the reign of Charles IV, it was rebuilt in the Gothic style. The final reconstruction of the Royal palace took place under the Jagellons at the end of the 15th century, and at that time the builder Benedikt Rejt added the now-famous Vladislav Hall, also in Gothic style. The castle was enlarged in the 16th century, especially after a big fire in 1541. The Spanish Hall, in a new part of the castle, was



added in the reign of Rudolf II, and it took its final form in the time of Empress Maria Theresa, under the direction of the architect M. Pacassi. After World War I the interior and gardens of the castle were renovated by the architect J. Plecnik. Today the Castle is the seat of the President of the Czech Republic, and it serves as the historical and political center of both city and state.



### **Charles Bridge** *(left)*

Started in 1357 and completed by Petr Parler, this is the oldest bridge in Prague. The statues are mostly from Matthias Braun and Ferdinand Maxmilian Brokoff.

### **Carolinum – Charles University** *(right)*

The original Charles University building, established in 1348. A Gothic bay chapel of 1370 was rebuilt in Baroque style in 1718. At present, Charles University graduation ceremonies take place there.



### **Prague Jewish Ghetto (Josefov)**

Seven synagogues remain from this old settlement which includes the Jewish Town Hall and the Old Jewish Cemetery - the most remarkable in Europe.

### **The National Theatre** *(right)*

A Neo-Renaissance building of 1868-81, built to plans of J. Zitek. A fire destroyed much of the building in its first year of existence; it was reconstructed by architect Josef Schulz in 1883.



### **Old Town Square (Staromìstské námìstí)** *(left)*

Being Prague’s heart since the 10th century and its main market place until the beginning of the 20th century, the spacious 1.7 hectare Old Town Square has been the scene of great events, both glorious and tragic. There are beautiful pastel-coloured buildings of Romanesque or Gothic origin with fascinating house signs. Some of the most prominent examples include the Kinsky Palace, the House of the Stone Bell and the Štorch House. Today, the Old Town Square offers visitors a tourist information office, a number of restaurants, cafés, shops and galleries.

Today, the Old Town Square offers visitors a tourist information office, a number of restaurants, cafés, shops and galleries.

## *Cape Town, South Africa Regional Conference*

### *WAPOR, wine and wors: the perfect combination for an enjoyable conference (the “wors” refers to “boerewors” - a traditional South African sausage)*

A small, but successful WAPOR Regional Conference was hosted in early May by Markinor in Cape Town. The papers were of a very high standard and the interaction was great. Topics included a mix of international issues and issues of particular relevance to a South African audience, including attitudes about HIV/AIDS, efforts to adapt topics studied elsewhere to the South African situation, and understanding the racial and tribal differences.

As is the case with all WAPOR meetings, opinions and papers could be discussed frankly and in detail. It led to a cross-pollination of ideas and learning about conducting research in new democracies, as well as comparing international trends in polling and reporting of results. Methodological discussions were had as well. How can we improve elite participation in research studies? How does one insure comparability when polling a diverse population? And in addition, what could WAPOR do to help researchers in Africa?

For many of the South Africans who attended it was a new experience to meet other pollsters and researchers in the field of survey research. They all went away with a positive perception of WAPOR – and with the intent of joining!

While most of the presentations were by South African researchers, there were also presentations from the Netherlands, Nigeria, Mexico and the United States.

The following papers were delivered:

- Racial and political attitudes in the USA
- Dramatic changes in the political climate of the Netherlands
- The African reaction to the stand-off between the US and France/Germany/Russia....
- Learning about democracy in Africa: Citizens, Rationale and History
- Elite opinions in South Africa and Africa
- From weather changes to climate shifts: the experience of developing a social-attitudes survey for South Africa
- SA Tribes: The understanding of social identities as the key to successful marketing in South Africa

- The responsibility of public representatives to be available for public opinion research
- To oppose or not to oppose...? Perceptions about the role of opposition politics in South African politics
- Media usage and democracy – what happened in SA?
- Many a truth said in jest – an analysis of trends and trend-breaks in SA politics
- Red Ribbon: Record recognition, but so what?

Following what we hope will be standard practice at WAPOR events, the presentations are being made available on CD-Rom and given to participants. If anybody is interested in any of the papers, please contact Mari Harris. Eventually, we hope to post copies on the WAPOR website.

On the social side, we were lucky to have the conference coincide with the annual wine festival in Cape Town and – not surprisingly - some delegates got stuck in the big wine tent on their free night. Other fare included a traditional South African “braai” (barbeque) and a Cape Malay evening with food like “bobotie”, “samoosas”, “koeksisters” and “melktert”. (Remind me in Prague that I need to enquire from our European and North American participants whether they have mastered their Cape Malay cooking skills yet!)

We also organized a boat trip to Robben Island and visited the prison and the cell where Nelson Mandela spent many of his years in prison. The atmosphere on the island was somber as Walter Sisulu (who went to prison with Nelson Mandela after the Rivonia Trial in the early sixties), died earlier in the seminar week. Flags were all flying at half-mast on the island.

Everybody agreed that the breathtaking view of Cape Town from the island was worth a picture or two (see below).



*“Back to Cape Town” - the view of Cape Town and Table Mountain from Robben Island - across Table Bay*



WAPOR President Kathy Frankovic came to South Africa a week before the conference started and toured along the “Garden Route” and the “Little Karoo.” At the conference we were treated to tales of her experiences: feeding the livestock on an ostrich farm (!!)

and her star-gazing at the nightly splendour of the Milky Way and the Southern Cross.

For Frits Spangenberg, Cape Town has become a second home and we hope to see much more of him here in the future.

In short, the conference was great fun with some exciting moments - both inside and out of the conference room. Thanks for all the support and interest; we will do this again one day!

-Mari Harris, Organizer  
Motivaction, South Africa



*Above: Stephen Rule (HSRC South Africa) and Frits Spangenberg (Motivaction Netherlands)*

*Below: Benjamin Roberts (HSRC) and Mildie Meyer-Els (Markinor)*



*Pictured above: Shola Fatodu (RMS Nigeria); Mari Harris (Markinor South Africa); Miguel and Tatiana Basanez (Global-QR Mexico); Izak Minnaar (SABC South Africa); Stephen Rule (HSRC South Africa)*



*Above: Miguel Basanez (Global-QR) and Theo Venter (University of Potchefstroom)*

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*Coming in the next issue...*

A report on the WAPOR Thematic Seminar “*Public Opinion, Polls and Policies*” in Zurich, Switzerland, June 26-28, 2003!

# *Elections and Polls: a Joint Seminar in Mexico City*

by **Alejandro Moreno**

**Mexico National Representative**

A mid-term legislative election will take place in Mexico on July 6, 2003, and, as expected, the number of public polls has increased in recent months, and polls continue to be a dominant part of the campaign.

Foreseeing this, AMAI (Mexican Association of Market and Opinion Research Agencies), in collaboration with ESOMAR and WAPOR, hosted a seminar in Mexico City on March 27-28. The Seminar, "Elections and Polls", was held a few weeks before campaigns officially started, and was designed to review the professional and ethical standards for conducting and publishing polls, as well as the current Mexican legislation related to these activities.

The seminar, held at the Hotel Camino Real, near Mexico City downtown, had 147 attendees, including AMAI members, university representatives, public opinion researchers, and government officials. The event was covered by 44 journalists (including reporters for 15 newspapers, 4 television networks, news agencies and party spokespersons). This is the first time that a conference in Mexico was organized with the joint efforts of AMAI, ESOMAR, and WAPOR, and the outcome was a very successful one!

Panelists included federal and state election authorities, party leaders, legislators, media representatives, academic researchers, and the host associations' officials: César Ortega de la Roquette (President, AMAI), José Ignacio Wert (Vicepresident, ESOMAR), and Esteban López-Escobar (President elect, WAPOR). As the war in Iraq was completing its first week, WAPOR President, Kathy Frankovic was not able to attend the conference, but she kindly sent a speech written in Spanish, which was read by Ana Cristina Covarrubias, an ESOMAR representative in Mexico and the conference chair. Both Kathy and Esteban emphasized WAPOR's role in promoting the right to conduct and publish polls.

José Woldenberg, President of Mexico's Federal Elections Institute (IFE), stated that rigorously and ethically conducted polls have contributed to the development of trust in Mexico. "They have reduced the

margins of uncertainty and distrust in [our] process of democratic construction," he said, concluding that the 2003 election should consolidate the credibility of polls in that country.

Much of the seminar focused on the question "Should election polls be regulated?" Many national and international pollsters advocated for self-regulation, but election authorities indicated that existing Mexican election laws—including a ban on publication eight days before election day, and the payment of legal fees to some local election authorities for the publication of polls—have to be enforced. Roy Campos, Director of Consulta-Mitofsky in Mexico, stated that pollsters should not have to pay fees to exercise a right that the Constitution grants them. While some of the local election authorities were convinced that regulation would help "homogenize" methodologies, some others advocated "methodological pluralism."

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## WAPOR Visits AAPOR

WAPOR sent a display to the AAPOR annual conference that took place May 15-18, 2003 in Nashville, Tennessee in the U.S. Customarily WAPOR has a display set up for the many participants of AAPOR to see. We included information



on the upcoming annual conference in Prague, as well as the ever important information on the International Journal for Public Opinion Research (IJPOR) that is included with membership to our organization.

It is our hope that this display, coupled with the information packets available to those interested in knowing more about WAPOR, will help to increase our membership in the U.S. and internationally.

## WAPOR Regional Conference Announcement

The Fourth Regional Conference  
in Asia of the  
**WORLD ASSOCIATION FOR PUBLIC  
OPINION RESEARCH**

*co-sponsored by*  
**SOCIAL WEATHER STATIONS (SWS) and the  
MARKETING AND OPINION RESEARCH  
SOCIETY OF THE PHILIPPINES (MORES)**

*in Manila, Philippines  
FEBRUARY 23-24, 2004*

**The 2004 WAPOR Regional Conference in Manila is a rare opportunity for those interested in issues of democracy and popular participation in governance to listen to presentations on public opinion research by the world's leading practitioners.**

\* The conference program will be led by WAPOR President Kathleen Frankovic, polling director of CBS News, who will discuss the polls on the US primaries leading towards the November election.

\* A session on current Philippine polls will generate much attention, since February is the start of the campaign period for the presidential election in May.

\* A number of researchers doing cross-country polls in Asia and other countries have shown interest in presenting their findings at the Manila conference, which is open to the public, including both members and non-members of WAPOR.

The survey institute SWS ([www.sws.org.ph](http://www.sws.org.ph)) and the professional association MORES ([www.mores.com.ph](http://www.mores.com.ph)) are co-sponsors of the conference. The conference venue in Manila and registration fees (for WAPOR members, non-members, and students) will be announced soon.

**Those interested in joining the conference program are cordially invited to submit titles and abstracts of their proposed papers, by November 30, 2003, to:**

**Dr. Mahar Mangahas**  
**[mahar.mangahas@sws.org.ph](mailto:mahar.mangahas@sws.org.ph)**  
**c/o SWS, 52 Malingap St., Quezon City,**  
**Philippines 1101**  
**Fax: +63 2 920 2181**

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## Member Notes

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Send us your news! If you have something that you'd like to tell members about, or if you know someone who has received an award or perhaps has done some extraordinary work in the field, we'd like to hear about it. The deadline for the next newsletter is September 1, 2003. The notes can be sent in an email to: [Renaе\\_Reis@gallup.com](mailto:Renaе_Reis@gallup.com). (*Due to space constraints, we may not be able to fit all of the notes we receive into the next newsletter. We will, however, be sure to include them in subsequent issues.*)

**Wolfgang Donsbach**, former WAPOR president, and professor of communication and director of the Department of Communication at Dresden University, Germany, has recently been elected president elect of ICA (International Communication Association). Wolfgang Donsbach will serve as president-elect and conference program chair during 2003-2004 and become president at the close of the 2004 conference in New Orleans, Louisiana. He has served ICA in different capacities in the last 25 years, and he is also one of the two vice presidents of the German Association for Communication Research.

**Peter Lynn**, professor of survey methodology at the University of Essex, UK, has been awarded the Royal Statistical Society Guy Medal in Bronze for 2003. The citation on the medal reads, "The Guy Medal in Bronze for 2003 is awarded to Professor Peter Lynn for his contributions to the development of social survey data collection methods in the UK, including presentations to the Social Statistics Section of the Society, his read paper (with R.Jowell, 1996) and three other papers in 'Statistics in Society' and 'The Statistician,' and his influence on the design of major surveys."

**Liz Nelson**, who left the market research world full time in 1992, has remained active in the private sector. She served as a non-executive director of the Royal Bank of Scotland until 1997. Liz writes, "I have been fortunate, however, to be able to use survey research throughout the last 10 years...first in the public service and later in the charitable world. I became the chair of the UK Ecolabelling scheme and was awarded the OBE (Order of the British Empire) for services to Ecolabelling in 1997. I ran the Princess Royal Trust for Careers 1992-1996 and later moved into the National Health Service as chairman of the body which ran the community health services in South West London (1997-2002). I was also the Vice Chairman of the Open University and

*(continued on Page 12)*

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a director of the United States Open University (1992-2002) and Chair of Council at the University of Surrey Roehampton (1995-2002).

In 2002 I became the Chairman of the Executive Committee of the Royal College for Obstetricians and Gynecologists. I remain a non-executive director of two market research companies. Other activities include:

- Member, Advisory Committee on Degree Awarding Powers, Quality Assurance Agency for Higher Education
- Council Member, City and Guilds Institute and Member of Advancement and Strategy Committee
- Member, Consumers' Committee, Meat and Livestock Commission
- Charity Trustee, Amarant Menopausal Committee, Third Age Challenge Trust

In 1993 I received the Gold Medal of the Market Research Society; and in 1994 I became an Honorary Fellow of City and Guilds Institute. This year will see me with an Honorary Fellowship from the University of Surrey Roehampton and an Honorary Doctorate from the Open University.”

**Professor David Weaver**, Randal Beam, Bonnie Brownlee, Paul Voakes and G. Cleveland Wilhoit of Indiana University's School of Journalism present their initial findings from the 2002 national survey of 1,149 U.S. journalists, available at:  
[www.poynter.org/content/content\\_view.asp?id=28235](http://www.poynter.org/content/content_view.asp?id=28235)

This is the fourth large national telephone survey of U.S. journalists since Johnstone, Slawski and Bowman's 1971 study, and many of the findings are compared across all four studies. The 2002 study was funded by the John S. and James L. Knight Foundation, and interviews were conducted by the Center for Survey Research at Indiana University's Bloomington campus.

Additionally, new in print: Guido H. Stempel III, David H. Weaver, and G. Cleveland Wilhoit, **MASS COMMUNICATION RESEARCH AND THEORY** (Boston: Allyn & Bacon, 2003).

**Jose Ignacio Wert** has been elected ESOMAR's Vicepresident and President elect. He has been president of Sofres and Demoscopia in Spain, and also the

president of ANEIMO (the Spanish association of firms doing marketing and public opinion research). Jose Ignacio has recently joined the Spanish Banco de Bilbao-Vizcaya Argentaria as a vice-president entrusted with communication affairs.

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## Coming in the next issue...

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The WAPOR Thematic Seminar “Public Opinion, Polls and Policies” organized by Sibylle Hardmeier is being held in Zurich, Switzerland on June 26-28. We will have photos and a report on the papers presented there. Look for the article in the next newsletter due out in September!

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## Upcoming Events

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*Don't forget to register for the upcoming Annual Conference. The deadline for early registration is August 1. After that, registration costs are significantly higher.*

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## Calendar

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September 17-19, 2003

**Prague, Czech Republic** Annual Conference

February 23-24, 2004

**Manila, Philippines** Regional Conference in Asia

June 24-16, 2004

**Cadenabbia, Italy** “Quality Criteria in Survey Research” Thematic Seminar

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

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