

## Letter from the President

We held a very successful Annual Conference in Rome, the Eternal City, despite the shadow cast by the attacks of 11<sup>th</sup> September. On behalf of WAPOR, I conveyed our condolences to the families and friends to those killed and injured in these awful events and sent our best wishes to WAPOR members who were unable to be with us. WAPOR is strong because of its diversity and its respect for others: I want it to remain this way.



WAPOR President  
 Brian Gosschalk

Over 100 delegates attended the conference, held in partnership with ESOMAR; a further 30 cancelled their bookings late in the day. There were over 60 papers in a wide-ranging and stimulating programme, with participants from 30 countries. This newsletter carries two other articles on the Conference.

Several attendees said this was the best conference they had attended in terms of the range and quality of papers. For this we owe particular thanks to the conference committee led by Connie de Boer, who did a brilliant job, backed by the financial support of ASCOR. Organisationally the conference was also a success, due largely to the efficiency and hard work of Renae Reis (boy was I glad Renae made the trip!). Congratulations again to the well-deserved winners of the Nelson, Turner and Worcester prizes, and above all to Mahar Mangahas for winning the Dinerman prize, WAPOR's highest accolade, for his admirable efforts over the years to champion freedom of speech and survey research in the Philippines and elsewhere. Further details on the papers will be on our website.

Let me now bring you up to date with developments on the Council. Fourteen people attended our Council meeting, the largest turnout I can recall, and we made useful progress on a number of issues:

**Constitution** – The Constitution is an important part of WAPOR; ours is in need of updating. Wolfgang Donsbach and Frits Spangenberg have produced an invaluable re-draft which brings us into the 21<sup>st</sup> century; all proposed changes will, of course, be put to the membership prior to ratification.

**Membership** – A Membership Committee, headed by Allan McCutcheon, will be looking hard at the role and activities of National Representatives with a view to making WAPOR a more vibrant and active organisation for members.

**Financial** – This year WAPOR will make an operating profit; it has made losses in each of the past two years. While this is clearly a move in the right direction, there are several things we would like to do as an organisation but which we are unable to do due to lack of funds. A Fundraising Committee consisting of Fred Turner, David Jodice, Allan McCutcheon and myself will be leading efforts to build up our endowment fund and ensure the continuation of the Dinerman Award.

**Conferences and Seminars** – We have several in the pipeline, including seminars

*continued on page 4*

### Inside

WAPOR Conference in Rome.....	2-3
WAPOR Panel - Responding to 9/11....	4
New WAPOR/ ESOMAR study.....	4-5
Fourth WAPOR Seminar in Cadenabbia.....	6
Annual Awards presented in Rome.....	7
Calendar and Reminders.....	8
Warsaw Conference Program and Registration.....	Insert

# Visit to “Eternal City” Produces Excellent Results

by Mari Harris, Markinor

To many of us a WAPOR Conference is a highlight of the year and every year we look forward to seeing old friends, making new ones and visiting exciting places. WAPOR’s 54<sup>th</sup> Annual Conference from 20 – 22 September in the “eternal city” was, therefore, no exception. Connie de Boer from ASCoR (The Amsterdam School of Communications Research) and her team (the “Dream Team”) had quite a task to fit in all the papers, organize conference rooms, and get everything else organized around the conference theme of “Media and Public Opinion in Democracies.” This was definitely no small task, as the organizers were in Amsterdam, and they were subject to quite a few hilarious moments when Dutch English and Italian English were two very different interpretations of the same language....

Sadly, the Rome conference was clouded for all of us by the events of 11 September in the United States. Due to erratic airline schedules at that stage and various other factors, a number of people from the States were not in Rome and we missed the familiar faces – still around 104 people attended the various sessions. On Friday afternoon an impromptu panel and presentations of research done shortly after the attacks of 11 September were organized. CBS News started interviewing the evening of the attacks and Kathy Frankovic shared some findings with us. Bob Worcester from MORI in the UK and Hynek Jerabek from Charles University in the Czech Republic did studies in Europe and discussed their findings. I presented some findings from a 30-country survey undertaken by Gallup International shortly after the attacks.

On Friday morning, 21 September, Paolo Mancini of the Università di Perugia in Italy delivered the first keynote speech. He spoke about “The Berlusconi issue beyond stereotypes and common sense” and pointed out that there are remarkable differences between the agenda of the mass media and that of Italian voters. He also argued that Berlusconi’s success at the polls was not just depending on his ownership of the major Italian private media network.

As a second keynote address Mahar Mangahas of Social Weather Stations in the Philippines spoke about “A victory for survey freedom in the Philippines” – and I am sure that most of us who heard his keynote address in Portland, Oregon, last year, also found this paper riveting – it was like the final chapter in a very interesting book! Considering the groundbreaking work that Mahar and his team are doing in the Philippines and other parts of Asia, the decision of the Helen Dinerman Prize Committee to award this prestigious award to Mahar was very popular. This award was judged by a group of three previous WAPOR presidents, Phil Meyer, Wolf Donsbach and Miguel Basanez. It was the first time in the history of WAPOR that this prestigious award went to somebody from outside the United States or Europe! I, like all other members of WAPOR in the developing world, am therefore especially proud of Mahar’s achievements.

The other papers covered a scope of different disciplines as well as geographical and philosophical areas. The contents were so varied and interesting that I noticed a large number of people who were undecided as to which session to attend, and thus a lot of “session hopping” occurred. There were sessions on political participation, political campaigns, polls and voting, public opinion on social and political issues, media and public opinion, public attitudes, public opinion theories, comparative survey research, value orientations, framing, interpersonal communication and opinion formation, the European Union and the Euro. New technology also did not leave us behind and there were two sessions on the Internet and survey research. WAPOR members are also very aware of **how** we do things and the session on methodology addressed various contentious issues. In practice elections are regarded as a “test” for the validity of a lot of the surveys we do and we had a session on elections around the world.

In WAPOR there is definitely new interest in our relationship with other organizations and the joint session with ESOMAR on “Survey research for legal evidence: Targeting legally relevant information” was well attended and gave attention to a field that has been neglected in the past. I am sure none of us who attended will look at a La Coste shirt again without remembering David Bottomley’s paper on “A right-facing crocodile versus a left-facing crocodile....”

Acquiring and drawing a larger number of younger members to WAPOR is very important to the organization and it

was my privilege – with Patricia Moy and Mike Traugott – to judge the student papers. I think all three of us were impressed with the overall quality of these papers, which mainly focused on aspects of democracy and equality. But, in the end the vote was unanimous that the Naomi C. Turner prize for best student paper should go to Yariv Tsfati from the University of Pennsylvania for his paper on “Media skepticism and climate of opinion perception.”

The entries for the Elizabeth C. Nelson prize were judged by Hans Zetterberg and Liz Nelson and went to Azra Abdul Cader from Social Indicator in Sri Lanka, for her paper titled “A public perception study on garbage and related issues in Sri Lanka”.

Our next WAPOR conference is in St Petersburg, Florida, USA. The issue of offering different types of accommodation was raised at the business meeting and the Council will explore various possibilities to offer our members a choice. We realize that the strength of the American Dollar and the nose-dive a large number of currencies have taken against the Dollar can be a serious inhibiting factor to attending our annual conferences.

On the Sunday afternoon after the Conference Connie and I sat at the top of the Spanish Steps – looking out on a drizzly Rome. We talked about the conference and the people – who really make WAPOR what it is. I said to her that I always leave a WAPOR Conference newly inspired to do what I love to do – and I am sure this is true of everyone who was in Italy!

(Due to size restrictions, photos from Rome will be in the 4<sup>th</sup> quarter newsletter.)

---

## WAPOR PANEL: RESPONDING TO 9/11

Kathleen Frankovic, CBS News

Four WAPOR members described the efforts made in the week after the attacks on the World Trade Center and the U.S. Pentagon to examine public opinion around the world at a panel quickly organized by Conference Chair Connie de Boer and chaired by Wolfgang Donsbach at the Rome WAPOR Conference.

Kathleen Frankovic of CBS News in the U.S., Mari Harris of Markinor, South Africa, Hynek Jerabek of Charles University in the Czech Republic and Robert Worcester of MORI, Great Britain, each presented data collected in the week after the attacks.

The events of September 11 were global in their impact, taking place when nearly the entire world was awake. News quickly spread around the world – and several of the speakers noted how quickly respondents learned of the attacks.

In the U.S., the news media conducted at least a dozen separate polls in the first week; with at least three conducted the day of the attacks. The questions asked ranged from assessing Americans’ emotional reactions, to fears about the future, to how the U.S. should respond. President George W. Bush’s approval rating soared in the days following the attack, while more than eight in ten Americans supported a military response, with two in three willing to go to war against any country harboring terrorists. About a third of Americans expressed great concern about the prospect of a terrorist

act in their own community, and about the same number indicated increased suspicion of Arab-Americans.

Much of the U.S. reaction was mirrored in the global response – up to a point. In Great Britain, respondents expressed support for the U.S., as well as for British Prime Minister Tony Blair. Gallup International’s 30-nation poll, completed in the week after the attacks, showed that in many countries the public preferred a legal response of bringing those responsible to trial rather than a military one. Hynek Jerabek collected online responses from several thousand individuals throughout the world, describing how they heard of the events and reporting on their reactions.

Other WAPOR members described projects underway, including one by the National Opinion Research Center in Chicago, which will repeat questions from a similar study done in the U.S. immediately after the assassination of President John F. Kennedy in 1963.

The mechanisms for conducting public opinion studies in the aftermath of crisis are present globally. The events also appeared to have affected the survey process. Interactions between respondents and interviewers in the U.S. became emotional. And, the public seemed more willing to express their thoughts. Response rates in the United States soared following the attacks.

# Letter from the President

*continued from page 1*

planned for Warsaw in November, Buenos Aires in May, just before our Annual Conference in St Petersburg, Florida with AAPOR, Cadennabia IV in June, South Africa in September and collaboration with the ISSC to mark their 50<sup>th</sup> Conference, in Vienna next November.

**Code of Practice** – Tom Smith is leading a review and update of our Code of Practice and on standard definitions, to take account of changes in research techniques and methodology. These changes will be posted on our website.

**IJPOR** – WAPOR can be proud of its fine Journal. We had positive reports from Wolfgang Donsbach and Bob Worcester on developments with the Journal, which goes from strength to strength.

**ISSC and ESOMAR** – Marita Carballo and Fritz Spangenberg updated us on recent developments with these two important organisations. More on this subject in the next issue of the Newsletter.

**Elections** – We will shortly be holding elections for three positions on the Council: Secretary/Treasurer, the ISSC Liaison role and for a Member-at-Large. We would welcome nominations, so please think about potential candidates (including yourself!).

This gives a brief overview of some of the key issues we discussed. I believe WAPOR is now back on track, with a lot of activities under way or planned and a re-building of our infrastructure, both organisationally and financially. I would like to take this opportunity to pay particular tribute to Kathy Frankovic, our Vice-President and President-Elect, who has provided me with tireless and effective support at all times; many thanks, Kathy! Finally, do let me know your views on any WAPOR-related issues; the simplest way is via email ([brian.gosschalk@mori.com](mailto:brian.gosschalk@mori.com)) or by phone (+44 207 347 3164).

Brian Gosschalk

---

## Free Election Polls – For Good Reasons New study jointly published by WAPOR and ESOMAR

Mahar Mangahas from the Philippines received this year's Helen Dinerman Award – in addition to his academic achievements in his successful struggle against a ban on election polls in his home country. Banning polls before elections is still popular among many politicians, particularly when they need a scapegoat after a lost race. The ESOMAR/WAPOR study conducted in 1995 (and maybe repeated in 2002) found 30 of the 78 countries surveyed have imposed an embargo on the publication of surveys. In Austria, similar efforts were started by some MPs last year after the general election. The author was asked to present on behalf of ESOMAR, scientific evidence on the impact of published election polls to a parliamentary commission. The text now has been published by ESOMAR's Freedom Foundation and WAPOR (see box).

Roughly speaking, discussions about the political impact of polls are conducted on three different levels: the legal aspects, the theory of democracy aspects and the social science aspects (see chart). Under the legal dimension, the question at hand is whether regulation of election polls are possible. In constitutional democracies, limitations of this kind generally violate the following rights independent of the specific legal system: First, the freedom of scientific endeavor of the polling institute and its scholars, i.e. the right to freely select topics and

## Free Election Polls – For Good Reasons: New study jointly published by WAPOR and ESOMAR

*continued from previous page*

subjects for scholarly investigation and to research them according to the methods considered suited; second, the economic freedom of the polling institute; third, the freedom of the press; and fourth, freedom of information to the public.

The theory of democracy debate about possible bans on election polls also has a philosophical-anthropological component: regulating election polls denies the citizen's ability to deal with information wisely and in line with his or her own objectives.

On the social science dimension we are particularly interested in the effects of opinion polls on election outcomes. Several hypotheses have been proposed in literature (see chart). The results of numerous studies can be summarized as follows: Results are contradictory and depend to a great degree upon the method used and the political circumstances at the time. In general we can say that the more natural the test situation, the lesser the influence which is measured, or the disappearance of an influence altogether. Thus, experiments and self-reports give the strongest indications of an effect on poll results, and natural experiments provide the least indication of the same. If there is an influence at all, then it would be upon voting intention in the sense of a bandwagon effect. Under the prerequisite of certain electoral systems (five-percent margin) supporters of the smaller party, or the party which requires the smaller

### Effect hypotheses

Label	Effect on ...	Beneficiary
<b>Bandwagon</b>	Vote	The stronger party
<b>Underdog</b>	Vote	The weaker party
<b>Defeatist</b>	Voter turnout: the supporters of weaker parties do not vote	The stronger party
<b>Lethargy</b>	Voter turnout: the supporters of strong parties do not vote	The weaker party
<b>Mobilization</b>	Voter turnout: the supporters of one or both parties are more active	The stronger, weaker or both parties
<b>Guillotine</b>	Vote: the supporters of smaller parties vote for their second choice	Large parties
<b>Facilitating tactics</b>	Vote: the supporters of a party vote for their second choice in order to facilitate a coalition	The other parties
<b>Preventive tactics</b>	Vote: the supporters of a party vote for their second choice in order to prevent a majority	The other parties

party for a coalition, can be convinced by opinion polls to vote for their party of second choice. As a whole, the effects remain first of all minimal and secondly they can be seen as completely harmless. Poll results, at least prior to the election, tend to be drowned out amidst many other statements regarding the outcome of the election. Content analyses have shown that journalists' forecasts and politicians' forecasts are much more prevalent. The latter are frequently bound to a specific interest and are almost always based on conjecture in comparison to election polls.

Further, voodoo polls, like man-in-the-street interviews and the like, are apparently much more effective than poll data in influencing expectations of the climate of opinion and also voting intentions.

But still, we can expect that under certain circumstances election polls have an effect on voting behavior. Among undecided voters they

can provide a kind of "interpretative assistance" which helps voters make up their mind for a party. But the media are full of such interpretative aids, which are usually disguised and exert a subtle influence whether in the form of journalists' speculation, politicians' showy claims to victory, or the selective choice of photos, quotes, etc. Among these judgmental sources election polls are relatively neutral and rational interpretive aids.

In other words: even if an influence of opinion polls on voting behavior could be established, in terms of democratic theory and especially in legal terms, it would be a harmless one. Election polls and forecasts are a source of information available to and desired by voters in democracies which should not be withheld from them. A modern constitutional democracy must believe in the capability of its citizens to independently select information relevant to them and use this information sensibly.

Wolfgang Donsbach: What's the Problem with Election Polls? Normative and Empirical Reasons for the Freedom of Survey Research Before Elections

Available at ESOMAR (see [www.esomar.nl](http://www.esomar.nl))

*By Wolfgang Donsbach*

# Fourth WAPOR Seminar on Survey Quality Scheduled Call for Papers for *Cadenabbia IV*

What has already become a tradition will be continued in the year 2002: The World Association for Public Opinion Research (WAPOR) will hold its fourth seminar in

## *“Quality Criteria in Survey Research”*

in Cadenabbia at the Lake of Como in Northern Italy. The dates have been set for

***June 27 to 29, 2002***

with a get-together on Thursday, June 27, and sessions on the two subsequent days ending on Saturday, June 29, at noon. This is already the fourth seminar on this topic since 1996, always held at the same location, the beautiful castle “Villa La Collina” and conference center overlooking the Lake of Como.

*Cadenabbia IV* will respond to some recent technological changes in the survey technology and at the same time deal with the old question of survey validity. This call for papers wants to stimulate particularly submissions on the following areas:

- Quality aspects in new survey modes: surveys via internet and email
- Psychology behind survey measurement and responses
- Why is it so easy to ask bad questions?
- The public quality of surveys: The role of the media
- Are deliberate respondents our dinosaurs? Getting people engaged in polls

As in previous years, it is not so much the technical aspects of quality (like sampling methods or data analysis) but the intellectual and content related aspects that we are interested in. Papers at previous seminars dealt with, for instance: quality concepts for questionnaire testing, the search for good indicator questions, the relevance of cognitive research for question wording, or problems of comparative research. In short, it is the degree of validity, appropriateness, and innovativeness of our research designs and questionnaires which we are focusing on in the Cadenabbia seminars.

Proposals should be sent to the convenor of the seminar by February 1, 2002. They should contain an extended abstract of 2 to 4 pages, indicating the problems dealt with and the methods used. A full paper is requested eight weeks before the seminar. There will be an electronic book of papers for all participants. For abstracts fax and email are welcome, for the full paper a hard copy and a data file are required.



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

*The Villa La Collina*, property of the German Konrad

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

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

Please send abstract to the convenor:  
Wolfgang Donsbach  
Institut fuer Kommunikationswissenschaft  
Dresden University  
01062 Dresden, Germany  
Tel: +49.351.463.33533  
Fax: +49.351.463.37067  
email: wolfgang.donsbach@mailbox.tu-dresden.de

---

---

## Origins of the Nelson Prize

In 1988 The Nelson Prize was originally conceived as an award for the best conference paper emanating from the Third World. Due to the huge changes, which have taken place since then, the award has changed its criteria twice.

I am indebted to Hans Zetterberg for his clear articulation of the definition for the first decade in the 21st Century. The core idea behind the Prize is that it goes to the best paper from a country where research on the public meets some exceptional handicaps. These handicaps can be any combination of poverty and illiteracy among the respondents, poor research traditions, lack of sponsors, no media support, suspicion or hostility from politicians and officials, and similar obstacles.

In the past these handicaps have been located in many places: we called them third world, developing countries, fascist and communist countries, nations in transition to democracy from authoritarian or totalitarian rule. But the common ground has been a research paper that has been successfully completed in spite of such handicaps. If the paper also can be seen as helpful to the public in its country, so much the better.

Whatever the definition of the Prize, I believe there have been some very worthy winners and perhaps I can be forgiven for mentioning one of them namely Mahar Mangahas. I hope that many others who have overcome the handicaps will be persuaded to give papers at future WAPOR conferences.

Elizabeth Nelson

## Annual WAPOR Awards

As is customary, there were a number of awards given at this year's annual conference for accomplishments of selected WAPOR members. The first prize given was the Naomi C. Turner Prize for the best paper presented by a graduate student at the annual conference. Yariv Tsfati is a Ph.D. Candidate at the Annenberg School for Communication, University of Pennsylvania and a teaching associate at the Department of Communication, Haifa University, Israel. His paper was entitled "Media skepticism and climate of opinion perception." The next prize given was the Elizabeth H. Nelson Prize, for the best paper presented at the annual conference by one or more persons from a society in transition. The winner of this year's prize for her paper "A public perception study on garbage & related issues in Sri Lanka," was Azra Abdul Cader from Social Indicator, Sri Lanka. The third prize was the Robert M. Worcester Prize, for the year's outstanding paper contributed to the International Journal of Public Opinion Research. The award winner was Richard Sinnott for his contribution "Knowledge and the position of attitudes to a European foreign policy on the real-to-random continuum," published in the journal in the Summer 2000 edition. The final award of the evening, the Helen Dinerman Award, was given to Mahar Mangahas of the Social Weather Stations, in the Philippines. The Dinerman award is presented annually in memory of Helen Dinerman's scientific achievements over three decades of public opinion research. The award, given since 1981, honors particularly significant contributions to survey research methodology. Please check the next newsletter for more on these awards and their recipients. Congratulations to all of you from everyone at WAPOR.

Renaë Reis

---

## Call for Nominations

---

Nominations are sought for the three WAPOR offices to be filled in this year's election. The positions up this year are the Secretary-Treasurer, the Chair of the Liaison Committee, and one Member-at-Large.

All WAPOR members in good standing are eligible to nominate candidates for these three offices. You may send nominations to Miguel Basanez by November 15. Email [mb@globalqr.net](mailto:mb@globalqr.net) or alternatively you can mail nominations to Miguel care of the WAPOR Secretariat, UNL Gallup Research Center, 200 N. 11<sup>th</sup> Street, Lincoln, NE 68588-0241, USA.

The incumbent Secretary-Treasurer is Allan McCutcheon of the University of Nebraska who has filled the position vacated by Salma Ghanem of the University of Texas Pan American. Marita Carballo from Gallup Argentina is the current Chair of the Liaison Committee, and Mari Harris of Markinor, South Africa, is the Member-at-Large.

---

## Calendar

---

**The 5th Annual Nebraska Symposium on Survey Research focusing on "The Science of Election Polling" has been postponed for April 2002.**

Co-Sponsored by the University of Nebraska-Lincoln Gallup Research Center and The Gallup Poll  
To be held at The Gallup Organization,  
901 F Street, NW, Washington, DC

**For further information call:**

Dr. Allan McCutcheon at 402-458-2035 or email at [amccutcheon1@unl.edu](mailto:amccutcheon1@unl.edu) or [www.unl.edu/unl-grc/](http://www.unl.edu/unl-grc/)

---

## In Memoriam

---

### No More Q Presentations by Marten Brouwer

On 30 August Marten died at age 72. He became a well-known political scientist in the Netherlands in 1968 with his thesis 'Stereotypes as Folkways', in which he stressed the importance of informal networks between people for the shaping of their opinion. Until that time it was mainly mass media that attracted attention. Marten attended most of the WAPOR annual Conferences and often presented his progress on the mysterious Q research project. He was a most friendly kind of person.

Frits Spangenberg

---

*Please let us know your upcoming events. Deadline for 4th quarter newsletter event submissions is December 15th.*

8 — WAPOR Newsletter, Third Quarter 2001

---

## Other Upcoming Events

---

### *IAMCR Section Psychology and Public Opinion*

#### **Call for Papers for the Barcelona conference July 21-26, 2002**

The International Association for Media and Communication Research (IAMCR) has renamed the old sociology and social psychology section to "Psychology and Public Opinion" in order to invite also scholars in these particular and increasingly important fields. The theme for the annual conference in Barcelona 2002 is 'Intercultural Communication'. As always, there will be special papers on the conference theme and papers on any other topics. Particularly, the section we would like to invite papers on the following topics:

- Images and stereotypes of nations and people
- Post postmaterialism: Values and value change in the world
- Information technology as hope or threat: The digital divide in an international perspective
- The terror of September 11 in the media and in the heads of people

Deadline for the submission of papers is February 15, 2002. Submissions must contain an extended abstract. Describe the topic and the research design. Follow the procedures as spelled out on the conference web page ([www.barcelona2002.org](http://www.barcelona2002.org)). The acceptance of papers will be announced by March 15, 2002.

Send abstracts to:

Prof. Dr. Wolfgang Donsbach  
Dresden University  
Department of Communication  
01062 Dresden, Germany

E-Mail: [Wolfgang.Donsbach@mailbox.tu-dresden.de](mailto:Wolfgang.Donsbach@mailbox.tu-dresden.de)

Phone: +49/351/463 33533

Fax: +49/351/463 37067

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

Please contact:

WAPOR Secretariat  
Gallup Research Center  
200 North 11th Street

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

phone: 1 402 458 2030

fax: 1 402 458 2038

email: [renae\\_reis@gallup.com](mailto:renae_reis@gallup.com)

Editors: Andy Peytchev, Renae Reis



# Central-East European WAPOR Conference

## „Public Opinion Research in a Period of Democracy Building”

### Warsaw, 8-10 November 2001

Public Opinion Research Center (CBOS) is organizing a regional WAPOR conference in Warsaw, Poland. In order to strengthen Central and East European presence in WAPOR, several public opinion researchers from this region have been invited to present the papers. All WAPOR members and friends are kindly invited to participate in the conference. If you wish to participate send the registration information (see reverse) to [m.wenzel@cbos.pl](mailto:m.wenzel@cbos.pl)

The conference will take place in Warsaw, Poland in the building of the Polish Academy of Sciences. This venue is very well located in the heart of Warsaw.

You may kindly wish to visit our website to gain the information about CBOS research: <http://www.cbos.pl>.

### *Conference program*

*Wednesday, 7 November*

*Arrival*

*Thursday, 8 November*

Opening lecture by a WAPOR representative.

*Plenary Session:*

**Public Opinion Research in Newly Regained Democracies:** General Considerations and Historical Background.

Recommended topics:

- *Public opinion research agencies as parts of institutional system of free market democracy: Organization, institutional links and functions.*
- *Role of public opinion research in democratic political decision-making.*
- *Feedbacks between survey results, political preferences and actual voting.*
- *How does public opinion learn about itself? (Public opinion surveys in the media, public self-consciousness and political reference groups).*

*Friday, 9 November*

**Public Opinion in Central-East Europe:** Main Empirical Findings and Trends.

Recommended topics:

- *Legitimacy of democracy and free market versus nostalgia for former system and their determinants.*
- *Political attitudes, party preferences and voting behavior: Their structural, economic and cultural determinants.*
- *Economic attitudes and postulated role of the government (e.g. economic liberalism, etatism, egalitarianism, neocorporatism etc.).*
- *East-West comparisons.*

*Saturday, 10 November*

### **Threats and Challenges for Public Opinion Research.**

Recommended topics:

- *Independence of public opinion research from political influences.*
- *Public trust in public opinion surveys.*
- *Market research: A threat or a material base of the autonomy of research organizations?*
- *International cooperation: current situation and prospects.*

*Sunday, 11 November*

*Departure*



### **Registration:**

Please send the following information to Michal Wenzel at [m.wenzel@cbos.pl](mailto:m.wenzel@cbos.pl) to participate. If you would like us to book a hotel for you, please choose.

#### **Personal**

1. Familyname
2. Givenname
3. Institution
4. Position

#### **Contact information**

5. Mailingaddress
6. E-mail
7. Telephone

#### **Accommodation - please choose hotel**

- \* Belfer, single ca. \$35/night, doble ca. \$45/night
- \* Harenda, single ca. \$80/night
- \* Europejski, single ca. \$135/night