



NEWSLETTER

Fourth Quarter

2003

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Newly Elected Executive Council Members Announced

This past November, WAPOR held its annual elections to select new officers of the Executive Council. This year, there were three offices to be elected: the Secretary-Treasurer, Chair of the Liaison Committee (formerly UNESCO/ISSC Chair) and a newly created position of Publications Committee Chair.

The Secretary-Treasurer is responsible for collecting membership dues and other revenues of the Association, for administering funds of the Association and for performing such other duties as the Council may prescribe. This person will prepare and distribute to all members a report of each Council and business meeting and shall submit an annual report to the membership covering his/her activities for the year and the financial situation of the Association at the end of the fiscal year. The 2004 elected Secretary-Treasurer is Allan McCutcheon.

The Chair of the Liaison Committee is responsible for all contacts and discussions with other associations particularly those listed in Article II, Section 2 of the Constitution. The 2004 elected Liaison Chair is Nick Moon.

The Chair of the Publications Committee is a position being reintroduced to the Association by the new Constitution. The Chair is responsible for the Publications Committee which shall coordinate all publication activities of the Association such as journals, book series, and the newsletter. The Committee presents to the Council nominations for the editors of the IJPOR. The 2004 elected Publications Chair is Thomas Petersen.

Thank you to all who participated in the elections.

Newly Appointed Officers

Kathy Frankovic is happy to announce two newly appointed officers of WAPOR. Patricia Moy will serve as Chair of the Conference Committee and Connie De Boer will serve as Chair of the Membership Committee.

Connie has already managed to recruit a few members for the membership committee. Those members are Claes De Vreese, Alejandro Moreno and Nat Stone. Our thanks to these gentlemen for their willingness to serve on the committee and to Connie and Patricia for their leadership in these very important committees.

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UPCOMING ANNUAL CONFERENCE:

MAY 11-13, 2004

PHOENIX, ARIZONA, USA

Letter from the President

THE WAPOR COMMUNITY...



*WAPOR President
Kathleen Frankovic*

This has been a good year for WAPOR. Although we see threats to opinion research in many places – from technical threats in the way telephone numbers are allocated in the United States to the political threats to survey research reported in so many countries — I am thrilled to report some of the good things that have happened in my first year as WAPOR President.

Our membership is up, with members in 60 different countries on every inhabited continent. Our seminars this year were held on three of those continents – with regional meetings in Mexico and South Africa and a thematic seminar in Zurich that addressed the subject of the relations between public opinion and policy. .

Our Annual Conference, with a near record-setting number of participants, was held for the first time in the Czech Republic. Never before was there such pomp and circumstance (and organ music!) for the opening ceremony as there was in Prague.

There were many submissions for the Turner and Nelson Prizes – and the winners, Lilach Nir of the Annenberg School at the University of Pennsylvania and Zhongshi Guo of Hong Kong Baptist University and Weng Hin Cheong and Huailin Chen of the University of Macao earned their prizes with well thought-out research papers..

As the *International Journal for Public Opinion Research* grows in submissions and quality, the Worcester Prize becomes more important. And Jonathan Kelley and M.D.R. Evans won that prize this year. The Kelley and Evans team are helping promote the future of opinion research; their twin girls were attentive attendees at many of the Prague sessions.

The Dinerman Award, WAPOR's highest prize, went to Philip Converse, for his work in the study of attitude formation and his contribution to the science of election studies. Professor Converse could not join us in Prague – but his acceptance speech, in what is becoming a new tradition at both WAPOR and AAPOR, was given via video.

WAPOR as an organization took steps this year to understand the threats to a specific aspect of survey research – tracking, in collaboration with ESOMAR, the status of laws restricting election polling in more than 60 countries, and found that in nearly half those countries, there were restrictions. That single percentage should give us pause in the midst of our celebrating the year's successes. It shows us how much work there is to do. Both WAPOR and ESOMAR committed themselves to following up on that research – a difficult assignment for our next year.

2004 will bring elections all over the world – and while the re-election campaign in the United States will probably attract the most attention (and cost the most), Russia will also elect a president. So will Taiwan, and so will the Philippines, and there will be many other presidential and legislative elections. There is even the promise of elections in Iraq.

There are major problems in the world today — the war in Iraq has divided nations and friends, AIDS devastates Africa, there needs to be new learning for new democracies, and economic problems create difficulties for all of us. Survey researchers are working hard to help understand local and global problems and their impact on culture and societies.

As for WAPOR, once more we will meet four times on three continents – with a regional seminar in Manila; a general conference in Phoenix, a thematic seminar in Pamplona and the fifth of our Seminars on Improving Survey Quality on beautiful Lake Como.

There will be much to do.

My best wishes to all of us for a peaceful holiday and a joyous and productive 2004.

THE BELFAST STORY: News Media and Polls as Mediators for Peace

Social and political conflicts are a major source of instability in the post-Cold War world. They affect not just the countries in which they occur, but very often engulf their neighbors and have a potential to throw entire regions into turmoil. Even if settlements are reached they often remain unstable resulting in a return to violence or necessitating ongoing intervention by the international community. But the potential for the success of peace processes can be greatly increased when all sections of society are provided with opportunities to become active partners in their own peace process. Imposed solutions and deals done 'behind closed doors' and backed up with international pressure and force may bring temporary relief to apparently intractable problems. But 'home grown' solutions that have the widest possible support amongst the various elements that make up a society are essential for progress towards long-term stability and peace.

In the modern political world of international norms, globalization, mass media and an increasingly well-informed electorate, solutions to political, economic and social problems require a discourse and decision-making process that engages with the leadership, civil society and population at large. Achieving such a process in divided societies is problematic and requires every possible assistance and support. However, by taking advantage of some features that characterize and shape contemporary societies, it is possible to initiate a process of 'top-down/bottom-up' communication and 'centre-out/polarities-in' decision-making that can bring divided communities closer to a consensus as to how they can best manage their affairs. By pro-actively testing public opinion as part of the search for compromise and common ground, it is possible for negotiators to build consensus and strengthen the potential for political stability, economic prosperity and the degree of social cohesion necessary to sustain them.

To this end, nine surveys of public opinion were conducted in support of the Northern Ireland peace process between April 1996 and February 2003. Critically the questions for eight of these polls were drafted and agreed with the co-operation of party negotiators to enhance the peace process by increasing party inclusiveness, developing issues and language, testing party policies, helping to set deadlines and increase the overall transparency of

negotiations through the publication of technical analysis and media reports.

In so far as it was possible the parties were given 'ownership' of the research so that they would take the results seriously. Each party to the negotiations nominated a member of their team to work with the facilitator on the polls. Questions were designed to test party policies as a series of options or preferences from across the social and political spectrum. The moderating voice of 'the silent majority' was thus given expression while extremist positions were demonstrated to be marginal with little cross community support. All questions, options and preferences had to be agreed as not being partisan or misleading. From the drafting of these questions to sample design, ethics, timing and publication, the program of research was decided by all the parties and they were encouraged to take the work in any direction that they believed would be helpful to the peace process.

The focus of the research was on problems, solutions and policies for conflict resolution as opposed to inter-community attitudes and values. 'Beauty contest' questions were avoided unless it was clear that running such a question would help to solve a problem. Questions were 'pitched' at what most people could understand most of the time NOT at the lowest common denominator. All relevant issues were covered and NO irrelevant issues. All the results were also made publicly available effectively giving the wider community a 'seat at the negotiating table' and exposing the research to the highest standards of peer review and public scrutiny. There was no 'cherry picking' of the results. Everyone had to deal with all the issues that were raised as part of what became a 'pre-negotiation problem solving exercise'.

This inter-track activity, that extended across the political spectrum to all the major parties, civil society and the public at large helped to build a consensus for the Belfast Agreement that led to a successful referendum and subsequent period of increasing stability and peace. In an effort to internationalize this work a book 'The People's Peace Process in Northern Ireland' has been published by Palgrave/MacMillan; numerous papers and reports have been made available on the project website at peacepolls.org; a poll

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was completed in Macedonia in 2002 and feasibility studies undertaken in Cyprus, Israel and Palestine. Clearly the Northern Ireland methods can be applied elsewhere but who will now sponsor the work?

The US probably commission more political polling around the world than almost everyone else put together. The US Department of State presently undertakes an average of two polls a year in most countries where they have a mission. Additionally the National Democratic Institute, International Republican Institute and USAID sponsor work in support of programs for democracy and good governance that include public opinion polls. Finally other US institutes, such as the Council on Foreign Relations, the Carnegie and Ford foundations, the US Institute of Peace and numerous university institutions with US grants all undertake polls on an ad hoc basis.

Unfortunately none of these polling activities presently support peace processes in a sustained way as has been done in Northern Ireland. Either because they must focus on the immediate task of gathering information; or developing local democratic institutions; or, as independent enterprises, they fail to connect to local and international political events in a way that can effectively advance the peace process they are studying. This is no longer good enough. Governments and institutions polling in conflict settings must be encouraged to do more. With all the modern techniques of public opinion research at their disposal, combined with some political and news media expertise, they can become mediators for peace.

Colin Irwin is a Research Fellow in the Centre for the Study of Ethnic Conflict at Queen's University Belfast. As part of the Northern Ireland peace process he conducted eight public opinion polls in collaboration with the political parties elected to negotiate the Belfast Agreement. Since then he has extended his work to include the Balkans and the Middle East.

WAPOR Council Appoints Traugott as Editor of IJPOR

The WAPOR Council at its meeting in Prague last September has appointed Michael W. Traugott as the fifth editor of the International Journal of Public Opinion Research. Traugott joins the editors Elisabeth Noelle-Neumann, Seymour Martin Lipset, Robert M. Worcester, and Wolfgang Donsbach who serves as the journal's managing editor. Traugott's appointment was proposed to the Council by the other editors.

Mike Traugott is a professor of communications and chair of the Department of Communication Studies at the University of Michigan. He also serves as a senior research scientist at the Center for Political Studies of the Institute for Social Research. He has published extensively –among other fields- in the area of political communication, public opinion theory and research as well as election studies. He formerly served as president of the American Association for Public Opinion Research.

As editor Bob Worcester said, "Traugott's appointment is a major step in the journal's objective to enhance its academic quality and professional performance. The increasing number of submissions to the

journal over the last years and its academic quality and professional performance. The increasing number of submissions to the journal over the last years and its success as an acknowledged per-reviewed journal in the social sciences would also require more of the best people in the field to run the journal."

Traugott takes office with volume 16, 2004. As the other editors he will be responsible for one issue per year. The editorial office of the journal and its mailing address will remain at the Dresden University in Dresden, Germany.

--Wolfgang Donsbach

WAPORNET

As a paid member of WAPOR, you have access to our listserv. Simply send your email message to 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. You must have a current email address and membership on file with the WAPOR office in order to use this feature.

WAPOR Regional Conference Announcement

The Fourth Regional Conference in Asia of WAPOR
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) and the professional association MORES (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.

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WAPOR Dues Increase

WAPOR has not had a dues increase in more than a dozen years. During that period, opinion research has spread throughout the world, while threats to its freedom continue. WAPOR conferences have increased in number and participation – providing an opportunity for members to gather and discuss their work. We have expanded WAPOR's web page, included more content in our newsletters, and helped support a global study of the Freedom to Conduct Opinion Polls. Our quarterly journal, the International Journal for Public Opinion Research, is a major research journal in our field – and you will not want to miss any issues! In 2004, WAPOR's annual meeting will be held Phoenix, Arizona, and there will be seminars in Manila, in Cadenabbia on Lake Como in Italy, and in Pamplona, Spain.

In the last decade, inflation has increased by over 40% in the United States, and WAPOR's operating expenses have increased as well. Since we have not raised dues in such a long time, the current increase may seem high.

However, you will notice that we are implementing a graduated fee structure. This is being done in order to get our dues to where they need to be by 2005 without raising the dues to the necessary level all at once. Below is the fee structure that has been adopted by Council:

WAPOR Dues Increase Effective January 1, 2004

2004 Increases

1 year <i>self-paying</i>	\$110	1 year <i>business-paying</i>	\$150
2 year <i>self-paying</i>	\$220	2 year <i>business-paying</i>	\$300
3 year <i>self-paying</i>	\$330	3 year <i>business-paying</i>	\$450
Lifetime membership	\$1800		
Student membership	\$50		
Retired membership	\$70		
Retired (no journal)	\$30		

2005 Increases

1 year self-paying	\$125	1 year business-paying	\$170
2 year self-paying	\$240	2 year business-paying	\$320
3 year self-paying	\$360	3 year business-paying	\$470
Lifetime membership	\$2000		
Student membership	\$50		
Retired membership	\$80		
Retired (no journal)	\$35		

57th ANNUAL CONFERENCE

Phoenix, Arizona (USA)

May 11-13, 2004

The World Association for Public Opinion Research will hold its annual conference in May 2004 in Phoenix, AZ (USA) in connection with AAPOR's annual meeting. As usual, we will begin the conference on the evening of May 11 with a Welcome Cocktail reception. The following day, sessions will begin at 9am and will continue through the day. That same evening, we will hold the traditional Dinerman Award Banquet and will announce the winners of the Dinerman Award and the Nelson, Turner and Worcester prizes. The conference will finish up on the 13th with half of a day of sessions and end mid-afternoon with the business meeting. Please check our website periodically for the preliminary program and registration information.

Conference registrations will be collected by the American Association for Public Opinion Research (AAPOR). This year you have the option of registering on-line. We will let you know when their website is ready to accept registrations (www.aapor.org). Furthermore, you will be responsible for reserving your own hotel accommodations. You will also be able to do this online. More information will be available on our website beginning in January.

In the meantime, please mark your calendars for May 11-14, 2004, with possible topics such as communication research, public opinion on social, economic and political issues, research methodology, public opinion theory and internet polling, this is sure to be an interesting and informative Annual Conference.

Pointe Hilton Tapatio Cliffs Resort *Phoenix, Arizona*

WWW.POINTEHILTON.COM

The Pointe Hilton Tapatio Cliffs Resort is the location that has been chosen to host the 57th Annual Conference being held May 11-13, 2004. Above you will find their web address. Please visit the site to see more about this fantastic location chosen for the upcoming years' conference. If you search around on their website, you can take a virtual tour or view the photo gallery which will showcase the beauty of the Phoenix landscape and the hotel/resort itself. We will have more information available soon regarding the conference and conference registration information. You can also check our website for more details as we have them. www.wapor.org



Tapatio Cliffs Resort
Phoenix, Arizona

Second Call for Papers...

The Search for Quality Continues...

Announcement of Second Call for papers for: *WAPOR Thematic Seminar*

"Quality Criteria in Survey Research V" Cadenabbia, Lake Como, Italy

June 24-26 2004

The dates are now set: from June 24 to 26, 2004, we shall be meeting again at the conference center at Villa La Collina in Cadenabbia on Lake Como Italy to discuss the latest developments and challenges in the area of ensuring quality in survey research. In the brilliant speech he gave on accepting the Helen Dinerman Award in 1995, Daniel Yankelovich lamented how difficult it is to convey the difference between good and bad survey research to the public, how difficult it is for journalists and politicians, for business clients and even for many scientists themselves to recognize quality in survey research. Thus, good and bad surveys are simply thrown together in the same pot with the bad surveys ultimately spoiling the good ones. The rule being, according to Yankelovich: "a poll, is a poll, is a poll."

Yankelovich's speech provided the impetus for the first Cadenabbia seminar in 1996. If even the experts themselves have difficulties defining quality in survey research, how are they supposed to succeed in conveying quality standards to the public? We resolved at that point to hold a seminar at least once every two years to discuss the question of how to recognize and improve quality in survey research.

Papers for the seminar should focus on the issue of quality criteria in an intellectual sense and not on the quest to achieve technical perfection in working methods. We would be particularly pleased to receive papers dealing with questionnaire design and testing, innovative investigative approaches or ways of ensuring quality in internationally comparative surveys. Of course, we would also welcome papers dealing with other aspects of quality along with the issue of how survey researchers can help journalists to become more aware of quality in survey research.

The schedule will be almost identical to previous seminars: Arrival and get-together cocktail party followed by dinner on Thursday, June 24, with a full seminar day on Friday, and then morning sessions, a closing lunch and departure on Saturday, June 26. Participants are welcome to stay an additional day at extra cost.

The package for registration, accommodation for two nights (either at the foundation or a nearby 3-star hotel at the lakeside), breakfast, two dinners and two lunches will be \$470 for WAPOR members.

Space is limited at Cadenabbia, with room for only about 50 participants at the conference center. We would, therefore, advise you to note the dates in your calendar and make your reservation as soon as possible. Please see blue insert in this newsletter.

Please send your proposals by March 1, 2004 to:

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(In the 3rd Quarter Newsletter, we were not able to print the actual Worcester Prize citation. It follows below.)

Worcester Prize Commendation

WAPOR Annual Conference

Prague, 17 September 2003

by Robert Worcester

I am pleased to announce that the winners of the 2002 Worcester Prize for the best article in the *International Journal of Public Opinion Research* for the year 2002 is awarded to M.D.R. Evans and Jonathan Kelley for their article entitled “National Pride in the Developed World: Survey Data from 24 Nations”.

The Editors said in their Editorial in the Autumn 2002 issue, Vol. 14, No. 3, “The fourth article by Jonathan Kelley and Mariah Evans relates to the previous one (by Ottar Hellevik, a previous Worcester Prize winner, entitled “Age Differences in Value Orientation – Life Cycle or Cohort Effects?”) but focuses on a particular social value: national pride. It does this by comparing no less than 23 nations to one other, the United States of America. Although we are not dealing with an established theory, comparative research very often paves the way for theory building because differences between the units under investigation lead to hypotheses about their causal origins.”

In their article, the authors take a multi-dimensional approach, investigating national pride in the country’s science, economy, arts and literature, and sport, using data from the ISSP’s 24 national ‘National Identity’ model with a total sample size of some 31,000 respondents.

They found that there was great variation in pride in the economy, and pride in science varying greatly as well, but in art and literature and sport vary less. They used regression analysis to show that linkages of pride to national attachment also vary cross-culturally: pride in science more consequential in English-speaking countries but pride in arts less consequential; pride in sports matters especially in smaller countries, and pride in economic achievements matters everywhere.

Well researched, they developed their case for comparing the conflicting points of view about how globalisation is shaping national feelings, inducing a weakening effect, using the ‘globalizing-institutions hypothesis argued by Meyer, the economic globalization hypothesis (Cerny), the irrelevant state hypothesis (Schwartzman in 1998 and then Tambini in 2001) and the dispersed loyalties hypothesis (Dijkstra et al, following Franck, and comparing these with the alternative hypotheses that national attachment is not weakening (Birnbaum and Strong, Koopmans and Statham, Duch and Palmer, etc.)

They looked at extensive survey evidence developed earlier in their article, and then examined closely the 1995-96 ‘National Identity’ survey data from the 24 countries all of which used large nationally representative samples and made the data easily available and convenient for reanalysis downloadable from www.international-survey.org. It is my view that too little, too late, and too difficult to access is more often the rule with such international comparative data, and commend both the data providers and the authors for providing the data and analysing it.

Their conclusions, well worth revisiting in *IJPOR*, are that the survey evidence is strongly counter to the view that economic and institutional globalization erodes national feelings in the developed world, and only one hypothesis about economic globalization, that as tariffs fall and a world market emerges people will evaluate their country’s economic performance in terms of a single worldwide hierarchy, receives support from the data. The post-materialism hypothesis receives no support in these 24 nations as refocusing national feelings away from the military and onto areas such as science, arts and literature.

The results however do strongly support the persistent-diversity hypothesis, across the alternative factors, and is especially strong in the case of sport among citizens of the smaller nations.

I am grateful for the contribution of the other editors for their input into the process of shortlisting and judging the articles in the 2002 volume which indeed offered a number of potential Worcester Prize winners, but in the end, the Award and its accompanying cheque goes to Evans and Kelley.

Prizes Awarded for Paper Competition

This year's awards, the Elizabeth Nelson Prize and the Naomi C. Turner Prize, were awarded after the Annual Conference. The awards committee, Kathy Frankovic and Brian Gosschalk, are happy to announce the following winners of the 2003 awards.

The 2003 Elizabeth Nelson Prize was awarded to **Zhongshi Guo** (Department of Journalism, Hong Kong Baptist University), **Weng Hin Cheong** (Faculty of Social Sciences and Humanities, University of Macao), and **Huailin Chen** (Faculty of Social Sciences and Humanities, University of Macao), for their paper *Nationalism as Public Imagination: Media's Routine Contribution to the Symbolic Meaning of National Identity in China*.

The authors test a number of hypotheses on the nature of nationalism as a phenomenon in public opinion, using data from surveys in two Chinese cities, in particular focussing on the role of the media in creating or reinforcing a national consciousness.

Their investigation centres on "cognitive-symbolic" aspects of nationalism, that portion of individuals' national identity likely to affect judgment, pride, perceptions, beliefs and values. Through factor analysis, they identify three distinct dimensions of nationalistic feeling: self-assessment of national identity, estimation of China's global role and a willingness to sacrifice personal interests in the national interest. These dimensions are then related to a number of demographic and behavioural factors, including media exposure and attention; the analysis also attempts to distinguish between emotional or rational bases of nationalism.

The role of the media as a propagator of nationalistic feelings seems clearly established. Nevertheless, its impact is considerably weakened in some respects by other factors such as knowledge and mental complexity; but in the case of willingness to sacrifice, the effect of the media appears direct and unweakened; however - in contrast to the authors' initial hypothesis - willingness to sacrifice turns out to have a basis in rational as well as emotional nationalism.

This paper offers a powerful insight into the nature of feelings of national identity in China. Of course, like any case study it is vulnerable to the possibility that it may be a study of an anomalous case: Chinese nationalism may differ from nationalism in other countries; indeed, there may be no broadly applicable model of nationalism, each nation being a distinct and different case. But even if the conclusions hold no more widely than China, the investigation makes a considerable contribution both to understanding public opinion in the world's most populous nation, and to wider considerations of the media's power to shape a collective public consciousness, with obvious implications for public policy.

Also awarded was the Naomi C. Turner prize for the best graduate student paper. This year's winner was **Ms. Lilach Nir** from of the Annenberg School of Communication at the University of Pennsylvania.

Ms. Nir's paper, "*Individual-level vs. Social Network-level Political Ambivalence and Their Consequences for Participatory Behavior*," looks at the effects of the size and the consistency of opinion in an individual's social network and its impact on participation and well-formed political opinion. Ms. Nir creates a measure, called network ambivalence, to quantify the clash of opinion in a respondent's social world.

Ms. Nir's most interesting finding — that cross-pressures may actually help potential voters make up their mind, rather than hinder the crystallization of their voting preference - is supported by the national sample dataset she uses, but she is careful not to overstate her findings.

This is a well-researched, and well-written student paper, which contributes to our understanding of how people react to disagreement in their environment, and clearly deserves the Turner Prize.

Congratulations to all of the winners. The next round of awards will be given at the upcoming Annual Conference in Phoenix, Arizona this coming May.

Past-President of WAPOR Releases New Book

A Wartime Journey from New York to Germany

COLLEGE STATION, TX--The sixteen million men and two hundred thousand women who served in the US. armed forces during World War II shared a sense of uprooting, a feeling that their private worlds would never again be the same, and an appreciation of their mortality, writes World War II veteran Leo Bogart, who was twenty years old when he entered the army in 1942.

In *How I Earned the Ruptured Duck: Behind the Lines in WWII*, Bogart presents the letters he wrote to relatives back home during his four-year coming-of-age as an American soldier in combat, giving a firsthand look at those troubled times from basic training in the states to the theater of war and finally, to troubling confrontations with the defeated enemy in Germany.



After a brief time in the Army Signal Corps' enlisted reserve, Bogart entered active duty and eventually was assigned to Signal Intelligence, an often dangerous job that involved listening for enemy signal communications while in the lead plane of a bomber formation. He shares his experiences of riding aboard the *Queen Mary*; coming under enemy fire in Folkestone; viewing the ancient Luxembourg Prison; landing on Omaha Beach three months after D-Day and much more.

Called "a rich and exciting ride," by Marvin Kalb at the Shorenstein Center on the Press, *How I Earned the Ruptured Duck* details not only the author's service, but also his interactions with Germans, his speculations into the Nazi mind, and his memories of friends who did not make it home. In 1946, Bogart was honorably discharged and, like millions of veterans, awarded a small gilt lapel pin bearing the stylized head of an eagle, nicknamed "the ruptured duck."

Donald W. Shriver Jr., of the Union Theological Seminary says Bogart composes a memoir as eloquently told as youthful in spirit.

"All the contradictions of army life in the forties are here: the mechanization, the boredom, the hurry-up-and-wait, the struggle for intact personhood, the travel, the niche of a tiny role in a great world crisis, the kaleidoscope of cultures in enemies and friends," Shriver says. "The great virtue of his memoir is its record of how, in his early twenties, this distinguished sociologist began to discover his life calling in the midst of war. At the end he writes, 'I still can't think of anything more worthy of effort than to write about the world and its people in such a way that ideas are set in motion by the story.' This story does exactly that."

About the author: After leaving the army, Leo Bogart earned a doctorate from the University of Chicago and went on to pursue a career in applied sociology. He is a past president of the American and World Associations for Public Opinion Research and for many years served as executive vice president and general manager of the Newspaper Advertising Bureau. He is currently a business consultant and lives in New York City.

How I Earned the Ruptured Duck is available at stores or direct from Texas A&M University Press (800-826-8911; secure online ordering at www.tamu.edu/upress). To schedule an interview with the author or for more information, contact Wendy Lawrence at 979-458-3982 or email at w-lawrence@tamu.edu.

Proposal Submitted

As the Liaison for WAPOR, Nick Moon has submitted a proposal for funding to hold an ISSC-Sponsored conference on international surveys. Nick writes, "We see four main goals for the conference: 1) to share experiences on how to do cross-national survey research, with the aim of improving the state of the art; 2) to explore the possibility of further coordination in research, to ensure the multinational elements can be used as widely as possible; 3) to bring together those responsible for the design and conduct of large international social surveys, and those who make use of the data that these surveys provide; and 4) to discuss how to move towards the design and execution of truly global surveys that represent the whole world."

Results are not known at this time but we will report on the status of this as soon as possible.

My First WAPOR Conference

Cindy Chatt, University of Nebraska-Lincoln

As a child I grew up in a small farming town in the Midwestern United States. My great-grandmother immigrated to the United States from Czechoslovakia in the early 1900's, and ended up in Dwight, Nebraska. I never met my great-grandmother, but I have heard many stories about her such as how my mom would wake up in the night to hear her grandma praying the rosary in Czech. After hearing stories such as these all of my life, it was only fitting that my first trip to Europe was to the Czech Republic.



I have been fortunate to have traveled around much of the United States and even into Canada and Mexico, but nothing I have seen in

the States could have prepared me for my first trip abroad.



When first arrived in Prague, I was instantly amazed at the beauty and grandeur of the castle (at left), the churches, and almost every other building that I saw. 'Old' buildings in the United States cannot compare to centuries old churches that were around every corner. I spent an entire morning looking for the Strahov Monastery, but Strahov was well-worth the time it took to find

research paper. I was a nervous wreck before presenting on Friday, but the WAPOR audience was very student friendly. One of my favorite things about the conference was the opportunities that I had to visit with researchers from around the world. As a second-year graduate student, the real world is fast approaching. Being able to talk to researchers in the field and find out what they do and how they ended up where they are has helped me to decide what direction I would like to take my career when I graduate.

As a second year graduate student, the WAPOR Annual Conference was where I presented my first

Conversations like these are only possible within a small close-knit organization like WAPOR.



New friends Jochen Hansen, Claes De Vreese,
Silvia Santos-Alonso

My next European adventure begins in the end of December, when I will finish my graduate work with a semester in the Quantitative Analysis in the Social Sciences program at the Katholieke Universiteit Brussel. The WAPOR Conference made it possible for me to meet many new friends that I will hopefully see again sometime this spring!

Selected Photos from Prague



Hans Zetterberg, Wolfgang Donsbach, Marta Lagos and Connie De Boer



Plenary session the first day of the conference



Esteban Lopez-Escobar, Marketa, Marta Martin-Llaguno, Claes de Vreese, Jochen Peter at a local pub

Please note: The WAPOR Office will be closed until January 5th. Have a safe and happy holidays!

Notes of interest...

WAPOR is proud to announce its two newest Lifetime Members. They are Michael Deis and Marta Lagos. Michael is affiliated with PRiMeR, Ltd. in Paso Robles, California. PRiMeR, Ltd. is a full-service opinion polling and marketing research consultancy,

Marta Lagos is the founder and Director of MORI Chile, Latinobarometro. Thanks to both members for their lifetime support of WAPOR!

Upcoming Events

WAPOR membership renewals for 2004 are due by January 1, 2004. If you renew before January 1, you can avoid the dues increase that is effective for 2004. We need to receive your form by January 1 by mail, fax or email. Thank you!

Calendar

February 23-24, 2004

Manila, Philippines

Regional Conference in Asia

May 11-13, 2004

Phoenix, Arizona, USA

57th Annual Conference

June 24-26, 2004

Cadenabbia, Italy

“Quality Criteria in Survey Research”

Thematic Seminar

Please let us know your upcoming events. Deadline for 1st quarter newsletter events or article submission is February 15, 2004.

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