



Infratest dimap

**WZB** Wissenschaftszentrum Berlin  
für Sozialforschung

**WAPOR**  
**60th Annual Conference**  
“Public Opinion and the Challenges  
of the 21st Century”  
September 19–21, 2007

**Program**

**Conference venue:**  
Social Science Research Center Berlin (WZB)  
Reichpietschufer 50  
10785 Berlin, Germany  
<http://www.wzb.eu>

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

*WAPOR would like to thank the WZB (Wissenschaftszentrum Berlin für Sozialforschung) for hosting the 60th Annual Conference. We would also like to thank Ifratest dimap for their financial and administrative support.*

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**WZB** Wissenschaftszentrum Berlin  
für Sozialforschung

**WAPOR – 60th Annual Conference**  
**“Public Opinion and the Challenges of the 21st Century”**  
**WZB, Berlin, Germany, September 19-21, 2007**

## WAPOR Executive Council & Officers

President:	Prof. Michael Traugott, <i>University of Michigan</i> (USA)
Past President:	Prof. Esteban López-Escobar, <i>University of Navarra</i> (Spain)
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WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

**Tuesday, September 18<sup>th</sup>**

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3.00–6.00 p.m. WAPOR Executive Council meeting (A 305)

**Wednesday, September 19<sup>th</sup>**

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8.30 a.m.– 12.00 p.m. WAPOR Executive Council meeting (A 305)

1.00–6.00 p.m. Registration (main lobby)

1.30–3.00 p.m. **INITIAL SESSION I** (room A 300)

**NATIONAL IDENTITY AND NATIONAL PRIDE: THE VIEW  
ACROSS NATIONS**

**Chair: Tom W. Smith, NORC/University of Chicago (USA)**

Trends on National Identity, National Pride and Globalization  
*Marita Carballo, TNS Polling & Social (UK)*  
*Brice Teinturier, TNS Sofres (France)*

Image and Identity: How International Reputation Affects  
Perceptions of National Pride  
*Frank Louis Rusciano, Rider University (USA)*

A Cross-national Comparison of National Identity: From ISSP  
Data  
*Kazufumi Manabe, Kwansei Gakuin University (Japan)*

Preferences for Protectionism: Do Economic Factors Really  
Matter?  
*Natalia Melgar, University of the Republic (Uruguay)*  
*Maximo Rossi, University of the Republic (Uruguay)*  
*Juliette Milgram, University of Granada (Spain)*

3.15–4.30 p.m. **INITIAL SESSION II** (room A 300)

**NATIONAL IDENTITY AND NATIONAL PRIDE: THE VIEW  
WITHIN NATIONS**

**Chair: Frits Spangenberg, MOTIVACTION/President of  
ESOMAR (Netherlands)**

Local identity and national pride in Germany  
*Dieter Korczak, GP Forschungsgruppe (Germany)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

**Wednesday, September 19<sup>th</sup>**

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*(continued)*

British Nationalist Views and Electoral Politics  
*Bobby Duffy, Ipsos-MORI (UK)*

Ethnic Minorities and National Integration  
*Ahmed Ait Moha, Motivaction*

4.30–5.00 p.m.

Coffee break (main lobby/room A 310)

5.00–6.00 p.m.

**INITIAL SESSION III** (room A 300)

**POLITICAL AND SOCIAL RESEARCH IN AFGHANISTAN**  
Chair: Matt Warshaw, D3 Systems (USA)

5.00–6.00 p.m.

**Welcome Cocktail and Get-Together**  
Welcome by  
**Frank-Walter Steinmeier, German Secretary of State**  
Hosted by TNS Infratest  
International Club, Federal Foreign Office  
Kurfürstendamm 36, 10117 Berlin

**Thursday, September 20<sup>th</sup>**

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8.00a.m. – 6.00 p.m.

Registration (main lobby)

9.00–10.00a.m.

**OPENING SESSION** (room A 300)

Welcome by WAPOR President  
*Michael W. Traugott, University of Michigan (USA)*

Welcome by Social Science Research Center Berlin (WZB)  
*Jürgen Kocka, former President of the WZB (Germany)*

**The Conference Program**  
*Richard Hilmer, Infratest dimap, Conference Chair (Germany)*

**What Polls Cannot Tell Us About Public Opinion**  
*Keynote speech by Kurt Lang, University of Washington (USA)*

10.00–10.15 a.m.

Coffee break (main lobby/room A 310)

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Thursday, September 20<sup>th</sup>

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10.15– 11.30 a.m.

**PANEL DISCUSSION** (room A 300)

**THE USE AND MISUSE OF POLLS IN POLITICS AND THE MEDIA**  
Chair: Wolfgang Donsbach, Dresden University of  
Technology (Germany)

Discussants:

*Sir Robert Worcester, Ipsos MORI (UK)*

*Kurt Lang, University of Washington (USA)*

*Gary Langer, ABC News (USA)*

*Matthias Machnig, German Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety (Germany)*

11.45– 12.45 p.m.

**CONCURRENT SESSIONS I**

Thursday

11.45– 12.45 p.m.

Session I/A (room A 300)

**EUROPEAN INTEGRATION IN MEDIA AND PUBLIC OPINION**

Chair: *Brigitte Geißel, Wissenschaftszentrum Berlin  
(Germany)*

News Coverage and Support for European Integration from  
1991-2006

*Rens Vliegthart, University of Amsterdam (Netherlands)*

*Andreas R.T. Schuck, University of Amsterdam (Netherlands)*

*Hajo G. Boomgaarden, University of Amsterdam  
(Netherlands)*

*Claes H. de Vreese, University of Amsterdam (Netherlands)*

Effects of Domestic Media Use on European Integration?

*Michael Scharkow, Berlin University of the Arts (Germany)*

*Jens Vogelgesang, Freie Universität Berlin (Germany)*

Public Support for the EU in Central and Eastern Europe:  
Lessons from Poland?

*Simona Guerra, University of Sussex (UK)*

Thursday

11.45– 12.45 p.m.

Session I/B (room B 002/003)

**MEASUREMENT PROBLEMS AND INNOVATIONS I**

Chair: *Allan McCutcheon, University of Nebraska - Lincoln  
(USA)*

Moral Hypertrophy: A Methodological Concept for the  
Detection of Fundamentalism in its Different Manifestations

*José Carlos del Ama Gonzalo, Central Connecticut State  
University (USA)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Thursday, September 20<sup>th</sup>

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*(continued)*

Does the “Personality Strength” Scale Identify Political Opinion Leaders? Testing Construct Validity with Time Series Analysis

*René Jainsch, Technische Universität Dresden (Germany)*

Surveys for Legal Evidence: Towards an Appropriate Question Model for the “Mark with a Reputation” in Trademark Procedures on European Level

*Anne Niedermann, Institut für Demoskopie Allensbach (Germany)*

Thursday  
11.45–12.45 p.m.  
Session I/C (room B 004/005)

**CAMPAIGN DYNAMICS I**

*Chair: Robert O. Wyatt, Middle Tennessee State University (USA)*

Rallying around the Welfare State: An Analysis of the 2005 Norwegian Election for Parliament

*Ottar Hellevik, University of Oslo (Norway)*

*Håkon Kavli, Synovate MMI Oslo (Norway)*

“The Sorcerer’s Apprentice.” The 1986 Spanish NATO Referendum Revisited

*Esteban López-Escobar, Universidad de Navarra (Spain)*

*María Teresa La Porte, Universidad de Navarra (Spain)*

*María Teresa Sádaba, Universidad de Navarra (Spain)*

*Jordi Rodríguez Virgili, Universidad de Navarra (Spain)*

*Antonio Tolsá, Universidad de Navarra*

The Logic of Opposition: The Role of Campaign Communication in Mexico’s Presidential Election from a Semiotics Perspective

*Jorge O. Rojas Prieto, Universidad Iberoamericana (Mexico)*

12.45 – 2.00 p.m.

Lunch (main lobby/room A 310)

IJPOR Editorial Board meeting (room A 305)

2.00–3.15 p.m.

**CONCURRENT SESSIONS II**

Thursday  
2.00–3.15 p.m.  
Session II/A (room A 300)

**ATTITUDES ON AND OF MUSLIMS**

*Chair: Hans L. Zetterberg, ValueScope AB (Sweden)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Thursday, September 20<sup>th</sup>

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*(continued)*

The West and the Muslim World: A Conflict in Search of a Peace Process

*Colin Irwin, University of Liverpool (UK)*

Western Views of Muslims: Evidence from a 2006 Cross-national Survey

*Richard Wike, Pew Global Attitudes Project (USA)*

*Brian Grim, Pew Forum on Religion & Public Life (USA)*

Muslim Women's Perspectives on Gender Issues in 22 Countries

*Karl G. Feld, D3 Systems (USA)*

Thursday  
2.00–3.15 p.m.  
Session II/B (room B 002/003)

**THE POWER OF CLIMATES OF OPINION**

*Chair: Anne Niedermann, Institut für Demoskopie Allensbach (Germany)*

The Influence of Published Polls on Voters' Expectations and Voting Intentions in the 2005 German Bundestag Election Campaign: Evidence from a Rolling Cross-Section Survey

*Thorsten Faas, University of Duisburg-Essen (Germany)*

*Christian Mackenrodt, University of Duisburg-Essen (Germany)*

*Rüdiger Schmitt-Beck, University of Duisburg-Essen (Germany)*

Raising the Stakes for Free Expression: How the Threat of Punishment Affects Support for Media and Individual Rights

*Robert O. Wyatt, Middle Tennessee State University (USA)*

*Ken Blake, Middle Tennessee State University (USA)*

*Anantha Babbili, Middle Tennessee State University (USA)*

Survey Interview as the Tribunal of the Public: Testing the Spiral of Silence with the Gallup Secret Ballot

*Tamás Bodor, State University of New York at Albany (USA)*

Multiple Publics and their Impact on Public Opinion Research

*Ilan Danjoux, University of Manchester (Canada)*

Thursday  
2.00–3.15 p.m.  
Session II/C (room B 004/005)

**MEASUREMENT PROBLEMS AND INNOVATIONS II**

*Chair: Michael W. Traugott, University of Michigan (USA)*

Using Audio and Video Clips in Web Surveys – Feasibility and Impact on Data Quality



WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Thursday, September 20<sup>th</sup>

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*(continued)*

*Marek Fuchs, University of Kassel (Germany)*  
*Frederik Funke, University of Kassel (Germany)*

Responding to sensitive Questions in Surveys: A Comparison of Results from Online Panels, Face to Face, and Self-Completion Interviews

*Yehuda Dayan, Ipsos MORI (UK)*  
*Carina Schofield Paine, Ipsos MORI (UK)*  
*A.J. Johnson, Ipsos Interactive Services (UK)*

Using Substitution in Survey Sampling Designs  
*Tom W. Smith, NORC/University of Chicago (USA)*

Measuring Customer Satisfaction and Loyalty: Improving the ‘Net- Promoter’ Score

*Daniel Schneider, Stanford University (USA)*  
*Matt Berent, Intuit Corp. (USA)*  
*Randall Thomas, Harris Interactive (USA)*  
*Jon Kroshnick, Stanford University (USA)*

3.15– 3.30p.m.

Coffee break (main lobby/room A 310)

3.30–4.45 p.m.

**CONCURRENT SESSIONS III**

Thursday

3.30–4.45 p.m.

Session III/A (room A 300)

**MEASUREMENT PROBLEMS AND INNOVATIONS III**

*Chair: Thomas Petersen, Institut für Demoskopie Allensbach (Germany)*

Respondent Sensitivity to Mode Changes in Data Collection: An Analysis of Some ESS and Euro-Barometer Questions  
*Allan McCutcheon, University of Nebraska, Lincoln (USA)*

The Effect of Phrasing Scale Items in Low-brow or High-brow Language on Responses

*Jürgen Friedrichs, University of Cologne (Germany)*  
*Jörg Blasius, University of Bonn (Germany)*

Disentangling Recency and Primacy Response-Order Effects in Orally Administered Surveys: Results from an Experiment in the Mexico 2006 Panel Study

*Chappel Lawson, Massachusetts Institute of Technology (USA)*  
*Francisco Flores-Macias, Massachusetts Institute of Technology (USA)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

**Thursday, September 20<sup>th</sup>**

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*(continued)*

Immediate Validation. A Technique for Cognitive Verification of the Meaning of Terms in a Survey Questionnaire  
*Jiří Vinopal, Academy of Sciences of the Czech Republic (Czech Republic)*

**Thursday**  
**3.30–4.45 p.m.**  
**Session III/B (room B 002/003)**

**INTERNATIONAL COMPARISONS**

*Chair: Thomas Johnson, Texas Tech University (USA)*

How Well Does the U.S. State Department Understand World Public Opinion on Religion?  
*Brian Grim, Pew Forum on Religion & Public Life (USA)*  
*Richard Wike, Pew Global Attitudes Project (USA)*

The Death of Pope John Paul II in the International Press  
*Norberto Gonzáles Gaitano, Pontifical University of the Holy Cross (Italy)*

National Differences of Confidence in Political Institutions: The Relationship between Patterns of Media Information & Political Values as Explanatory Variable  
*Daniela Spranger, University of Zurich (Switzerland)*

Remembering the Holocaust: A Seven-Nation Study  
*Tom W. Smith, NORC/University of Chicago (USA)*

Public Attitudes towards Science and Technology: A Cross-national Analysis from the World Values Survey  
*Jon D. Miller, Michigan State University (USA)*  
*Ronald F. Inglehart, University of Michigan (USA)*

**Thursday**  
**3.30–4.45 p.m.**  
**Session III/C (room B 004/005)**

**ETHNICITY AND CONFLICT**

*Chair: Esteban Lopez Escobar, Universidad de Navarra (Spain)*

Pride and Prejudice in Multiethnic Democracies  
*Kathleen M. Dowley, SUNY New Paltz (USA)*  
*Brian D. Silver, Michigan State University (USA)*

News Coverage of Ethnic Minorities and its Impact on Anti-immigration Sentiments: Evidence from Panel Surveys and Media Content Analyses  
*Hajo G. Boomgaarden, University of Amsterdam (Netherlands)*  
*Claes H. de Vreese, University of Amsterdam (Netherlands)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Thursday, September 20<sup>th</sup>

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*(continued)*

*Holli A. Semetko, Emory University (USA)*

The “hikmah” of Peace Dividend. Impact of Natural Disasters on the Public Opinion in Conflict Prone Areas  
*Yashwant Deshmukh, C-VOTER Foundation (India)*

5.00–6.00 p.m.

**CONCURRENT SESSIONS IV**

Thursday  
5.00–6.00 p.m.  
Session IV/A (room A 300)

**SHAPING POLITICAL ATTITUDES AND BEHAVIOR**

**Chair: Patricia Moy, University of Washington (USA)**

The Impact of New Voting Technology on Voter Confidence  
*Michael W. Traugott, University of Michigan (USA)*

Effects of Personal Network on Political Information Gap  
*Satoko Yasuno, Chuo University (Japan)*

The Emotional Underpinnings of Democracy – The Impact of Positive and Negative Affect in a Political Campaign in Switzerland  
*Christian Schemer, University of Zurich (Switzerland)*  
*Werner Wirth, University of Zurich (Switzerland)*  
*Jörg Matthes, University of Zurich (Switzerland)*

Thursday  
5.00–6.00 p.m.  
Session IV/B (room B 002/003)

**CAMPAIGN DYNAMICS II**

**Chair: Bernhard Weßels, Wissenschaftszentrum Berlin (Germany)**

Factors Affecting Polling Accuracy in the 2004 U.S. Presidential Election  
*Wayne Wanta, University of Missouri (USA)*  
*Hans Meyer, University of Missouri (USA)*  
*Antonie Stam, University of Missouri (USA)*

Arguments Matter. Mediating Effects of Nonverbal Communication on the Perception of a Persuasive Speech on Globalization  
*Thomas Petersen, (Institut für Demoskopie Allensbach (Germany))*  
*Nikolaus Jakob, University of Mainz (Germany)*  
*Thomas Roessing, University of Mainz (Germany)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Thursday, September 20<sup>th</sup>

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*(continued)*

Media Bias and Partisan Attitudes: Studying Individual-Level Effects of Political Commentary on Changing Party Evaluations during the UK Election Campaign in 2005  
*Marcel van Egmond, University of Queensland (Australia)*  
*Heinz Brandenburg, University of Aberdeen (UK)*

Thursday  
5.00–6.00 p.m.  
Session IV/C (room B 004/005)

**FRAMING AND AGENDA-SETTING BY THE MEDIA**

**Chair: Claes de Vreese, University of Amsterdam (Netherlands)**

Media Frames and Public Opinion. Testing an Online and Memory-based Model of Framing Effects in a Two-Wave Panel Study  
*Jörg Matthes, University of Zurich (Switzerland)*

Framing Effects of Political Candidates Media Images on Public Opinion  
*Rocío Zamora et al, Catholic University of Murcia (Spain)*

The Principle of Agenda-Setting Process  
*František Kalvas, University of West Bohemia (Czech Republic)*

Thursday  
5.00–6.00 p.m.  
Session IV/D (room A 305)

**KNOWLEDGE, PERCEPTIONS, OPINIONS**

**Chair: Marita Carballo, TNS Polling & Social (UK)**

Public Perceptions of Nanotechnology: What Can We Infer from Studies on the Perception of Biotechnology?  
*Fabienne Crettaz von Roten, Université de Lausanne (Switzerland)*

Wikipedia and Public Opinion  
*Thomas Roessing, University of Mainz (Germany)*

The Impacts of Campaign Website Viewing on Candidate Evaluations  
*Jason Rittenberg, University of Illinois at Urbana-Champaign (USA)*  
*David Tewksbury, University of Illinois at Urbana-Champaign (USA)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

**Thursday, September 20<sup>th</sup>**

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7.30– 9.30 p.m.

**Awards Dinner**  
Restaurant Diekmann im Weinhaus Huth  
At Potsdamer Platz  
Alte Potsdamer Straße 5  
10785 Berlin

**Friday, September 21<sup>st</sup>**

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8.00am.– 12.00p.m.

Registration (main lobby)

9.00– 10.15 a.m.

**CONCURRENT SESSIONS V**

Friday

9.00– 10.15 a.m.

Session V/A (room A 300)

**NEWS ISSUES IN ELECTION RESEARCH**

*Chair: Olaf Jandura, Ludwig-Maximilians-Universität München (Germany)*

Helping Citizens Decide in Referendums: The Moderating Effect of Political Sophistication on the Use of the Information and Choice Questionnaire as a Decision Aid  
*Peter Neijens, University of Amsterdam (Netherlands)*  
*Claes de Vreese, University of Amsterdam (Netherlands)*

Public Support for Referenda: Evidence from the Dutch 2005 Referendum  
*Andreas R.T. Schuck, University of Amsterdam (Netherlands)*  
*Claes H. de Vreese, University of Amsterdam (Netherlands)*

Do Bigger Political Parties Suffer from Low Turnout in General Elections in Germany?  
*Michael Kunert, Infratest dimap*

Friday

9.00– 10.15 a.m.

Session V/B (room B 002/003)

**HISTORY OF PUBLIC OPINION RESEARCH**

*Chair: Gladys Engel Lang, University of Washington (USA)*

Public Opinion as Private Opinion: The Case of Mass-Observation  
*Murray Goot, Macquarie University of Sydney (Australia)*

Old and New Conceptions of Public Opinion on Issues and the Missing Auxiliary Questions in Polls  
*Hans L. Zetterberg, ValueScope AB (Sweden)*

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Friday, September 21<sup>st</sup>

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*(continued)*

A Lost Decade? László Radványi and the Origins of Public Opinion Research in Mexico, 1941- 1952  
*Alejandro Moreno, Instituto Tecnológico Autónomo de México (México)*  
*Manuel Sánchez Castro, Instituto Tecnológico Autónomo de México (México)*

Public Opinion and Social Control  
*Harm 't Hart, Utrecht University (Netherlands)*  
*Connie de Boer, University of Amsterdam (Netherlands)*

Friday  
9.00– 10.15 a.m.  
Session V/C (room B 004/005)

**PUBLIC OPINION AND CRISES/CONFLICTS**

*Chair: Eric Plutzer, Penn State University (USA)*

Dynamics of Media Attention, Public Agenda and Political Judgments: Gas Prices, Ecological Taxation, and Climate Change in Germany from 1994–2004  
*Daniel Schneider, Stanford University (USA)*

Geopolitical Trends: What Global Public Opinion Reveals  
*Doug Miller, GlobeScan Inc. (Canada)*  
*Eugene Kritski, GlobeScan Inc. (Canada)*

Agenda-Opinion Congruence and News Coverage of the Iraq War: How Public Support Interacts with Mass Media and Government Agendas  
*Thomas B. Christie, University of Texas at Arlington (USA)*

Public and Published Opinions during Crises: Comparing 2002 Oil Spills and 2006 Forest Fires in Spain  
*Miguel Vicente Mariño, Universidad de Valladolid (Spain)*

10.00– 10.15a.m.

Coffee break (main lobby/room A 310 and lobby of B rooms)

10.45 a.m.– 12.00 p.m.

**CONCURRENT SESSIONS VI**

Friday  
10.45 a.m.– 12.00 p.m.  
Session VI/A (room A 300)

**MEDIA AND PUBLIC OPINION POLLS**

*Chair: Richard Hilmer, Infratest dimap (Germany)*

Making News Based on Public Opinion Polls: the Flemish Case (Analysis of Flemish Newspaper Articles about Public Opinion Polls 2000–2006)

WAPOR – 60th Annual Conference  
“Public Opinion and the Challenges of the 21st Century”  
WZB, Berlin, Germany, September 19-21, 2007

Friday, September 21<sup>st</sup>

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*(continued)*

*Nathalie Sonck, Katholieke Universiteit Leuven (Belgium)*  
*Geert Loosveld, Katholieke Universiteit Leuven (Belgium)*

Media and Polls: The Complementary Trend in Political News Coverage and its Implications for Public Opinion: A Content Analysis of German and U.S. TV News and its Impact on Public Opinion

*Christian Kolmer, Mediatenor (Germany)*  
*Markus Rettich, Mediatenor (Germany)*

The Quality of Newspaper Reporting on Polls During the 2004 Electoral Campaign in the Philippines

*Wolfgang Wichmann, Indiana University/ Universität Augsburg (USA/Germany)*

Are the Results of Election Surveys a Consequence or a Cause of Media Coverage?

*Olaf Jandura, Ludwig-Maximilians-Universität München (Germany)*

*Thomas Petersen, Institut für Demoskopie Allensbach (Germany)*

Friday  
10.45 a.m.– 12.00 p.m.  
Session VI/B (room B 002/003)

**QUALITY OF ANSWERS IN SURVEYS**

*Marek Fuchs, University of Kassel (Germany)*

Detecting (Partly) Faked Interviews

*Jörg Blasius, University of Bonn (Germany)*  
*Jürgen Friedrichs, University of Cologne (Germany)*

Cross-cultural Analysis of Response Styles in the Attitudes toward National Identity

*Su-hao Tu, Academica Sinica (China)*

Response Propensity, Faulty Memory, and Vote Over-Reporting: A Cross-National Comparison of the American and British Electorates

*Allan McCutcheon, University of Nebraska, Lincoln (USA)*

The Role of Emotions in the Response to Open-ended and Closed Questions in a September 11th On-line Survey

*Hynek Jerabek, Charles University in Prague (Czech Republic)*

Friday  
10.45 a.m.– 12.00 p.m.  
Session VI/C (room B 004/005)

**PUBLIC OPINION AND THE PUBLIC SPHERE IN DEVELOPING COUNTRIES**

*Chair: Alejandro Moreno, Instituto Tecnológico Autónomo de México (México)*

**WAPOR – 60th Annual Conference**  
**“Public Opinion and the Challenges of the 21st Century”**  
**WZB, Berlin, Germany, September 19-21, 2007**

**Friday, September 21<sup>st</sup>**

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*(continued)*

Sitting in the Shadows of Subsidization in Egypt. Revisiting the Notion of Street Politics

*Ibrahim Saleh, The American University in Cairo (Egypt)*

The Politicization of Consumption. How Ethical Consumerism and Attitudes toward Business Role are Shaping the Notion of Citizenry in Brazil

*Fabián Echegaray, Market Analysis Brazil (Brazil)*

Neo-Populism in Latin America: A Comparative Micro-Level Analysis using Survey Data

*Orlando J. Perez, Central Michigan University (USA)*

Measuring Prospects for Democracy By Public Opinion Polls

*Robert B. Albritton, University of Mississippi (USA)*

*Thawilwadee Bureekul, The King Prajadhipok's Institute (Thailand)*

**12.00 – 1.15 p.m.**

Lunch (main lobby/room A 310)

**2.00–3.30 p.m.**

**WAPOR BUSINESS MEETING (ROOM A 305)**

**WAPOR extends its heartiest thanks to the Local Organizing Committee:**

*Richard Hilmer, Infratest dimap (Chair)*

*Wolfgang Donsbach, Dresden University of Technology (Program Chair)*

*Brigitte Geissel, Social Science Research Center Berlin (WZB)*

*Bernhard Weßels, Social Science Research Center Berlin (WZB)*

*Katarina Pollner, Social Science Research Center Berlin (WZB)*

*Irina Roth, Infratest dimap*

Further information on the website of WAPOR: <http://www.unl.edu/WAPOR/>



WAPOR – 60th Annual Conference  
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WZB, Berlin, Germany, September 19-21, 2007

## Conference Registrants

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