

WAPOR
58th Annual Conference
"Search for a New World Order—the Role of Public Opinion"

Cannes, France
September 15-17, 2005

Preliminary Program

Thursday, September 15th

<i>Time</i>		<i>Room</i>
6 - 7 p.m.	Registration	Foyer Oslo
7 - 10 p.m.	Get-together Cocktail Reception Welcome by the WAPOR President and conference organizers	Foyer Oslo

Friday, September 16th

8 a.m. - 6 p.m.	Registration	Foyer Oslo
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8:30 - 10 a.m.	Plenary Session: The History Stockholm and Future of Survey Research	
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*Chair: Thomas Petersen,
Institut für Demoskopie Allensbach
(GERMANY)*

Mass Observation and the Gallup Poll:
Concepts of Public Opinion in Britain
from 1937 to 1945
*Murray Goot, Macquarie University,
Sydney (AUSTRALIA)*

Paul Lazarsfeld's Methodology for

Researchers as the True Chroniclers
for Future Historians

*Hynek Jerabek, Charles University,
Prague (CZECH REPUBLIC)*

A Way of Life

*Sir Robert M. Worcester, MORI, London
(UNITED KINGDOM)*

What Western and Non-Western
Pollsters Can Learn from Brain
Research, the Philosophy of Language,
and Linguistics

Hans L. Zetterberg, Bromma (SWEDEN)

10 - 10:30 a.m.

Coffee Break

Foyer Oslo

10:30 a.m. - 12 p.m.

Parallel Sessions

Room: Stockholm	Room: Oslo	Room: Bruxelles
<p>International Survey Research</p> <p><i>Chair: To be announced</i></p> <p>Establishing the Second Superpower: Global Public Opinion <i>Doug Miller, GlobeScan, London (UNITED KINGDOM)</i></p> <p>Different Views in the New and Old Member States <i>Marita Carballe, TNS, London (UNITED KINGDOM)</i></p> <p>Brussels Versus 21 Country Capitals. Favouring the Nation State for Policy Decisions over the EU <i>Marcel Lubbers, Peer Scheepers, University of Nijmegen (THE NETHERLANDS)</i></p> <p>Attitudes towards the European Union among Europeans <i>Teresa Sádaba, Pedro Lozano, Esteban López-Escobar, University of Navarra, Pamplona (SPAIN)</i></p>	<p>Methodological Issues</p> <p><i>Chair: Anne Niedermann, Institut für Demoskopie Allensbach (GERMANY)</i></p> <p>Survey Research and Cell Phones: Past, Present, and Future" <i>Brian Dautch, CMOR, Bethesda (USA)</i></p> <p>Response Time for Internet List and Snowball Samples: The Moderating Effect of Internet Sophistication <i>Pamela J. Shoemaker, J. H. Lee, Kevin Gang Han, Syracuse University (USA)</i></p> <p>Borderless Research in the Middle East <i>Matthew Warshaw, D3 Systems Inc. Vienna (USA)</i></p> <p>The ISO Standards for Market, Opinion and Social Research <i>Tom W. Smith, NORC/University of Chicago (USA)</i></p>	<p>Interactions between Survey Research and Politics</p> <p><i>Chair: To be announced</i></p> <p>The Role of Public Opinion Research in the Brazilian Public Administration <i>Helio Gastaldi, IBOPE, Sao Paulo (BRAZIL)</i></p> <p>Defending Polling under ‘One Country, Two Systems’: Lessons Learnt from Hong Kong's Polling Incident <i>Robert T. Y. Chung, University of Hong Kong (CHINA)</i></p> <p>Who's in Charge? Thematisation and Instrumentalisation of Opinion Polls in German and U. S. Media 1994 - 2004 <i>Christian Kolmer, Medien Tenor, Bonn (GERMANY)</i></p> <p>Public Opinion Surveys in Parliament: Integrating Approaches of Representational and Public Opinion Research from a Comparative Perspective <i>Sibylle Hardmeier, Jürgen Zeiss, University of Zurich (SWITZERLAND)</i></p>

12:15 - 13:15 p.m. **Lunch**

Foyer Oslo

13:30 - 15:00 **Parallel Sessions**

Room: Stockholm	Room: Oslo	Room: Bruxelles
<p>Terrorism, the 'Clash of Civilizations' and the Role of Survey Research</p> <p><i>Chair: To be announced</i></p> <p>Clash or Conciliation: Can Public Opinion Research Illuminate Relations between Western and Muslim Societies? <i>Haleh Vaziri, Intermedia, Washington, D. C. (USA)</i></p> <p>Public Opinion and 'Winning' the 'War of Terror' <i>Colin Irwin, Queen's University Belfast (NORTHERN IRELAND)</i></p> <p>Molding Public Opinion in the Middle East: Understanding the Credibility and Effectiveness of Radio Sawa and Alhurra <i>Andrew M. Clark, Thomas Christie, University of Texas at Arlington (USA)</i></p> <p>How Giving World Public Opinion a Greater Voice Can Facilitate the Resolution of International Problems <i>Steven Kull, University of Maryland, Washington, D. C. (USA)</i></p>	<p>Questionnaire Psychology</p> <p><i>Chair: To be announced</i></p> <p>Measuring the Unmeasurable? Towards Operationalizing Online and Memory-Based Political Judgements in Surveys <i>Jörg Mathes, Werner Wirth, Christian Schemer, University of Zurich (SWITZERLAND)</i></p> <p>Response Order Effects in International Online Surveys <i>Randall K. Thomas, Stacie Greenfield, John Bremer, Harris Interactive, Rochester (USA)</i></p> <p>Preserving the Self Through Biased Response to Survey Items: The Third-Person Effect as an Ego Defense Mechanism <i>Yariv Tsfati, Nurit Tal-Or, University of Haifa (ISRAEL)</i></p> <p>The "Psycho-Methodological Meaning" of Presidential Popularity Ratings of George W. Bush <i>George Bishop, University of Cincinnati (USA)</i></p>	<p>Investigating Voter Behavior</p> <p><i>Chair: Thomas J. Johnson, Southern Illinois University, Carbondale (USA)</i></p> <p>Opinion Stability among Partisans and Ideologues: Evidence from the 2000 Mexico Panel Study <i>Alejandro Moreno, Instituto Tecnológico Autónomo de México, Mexico City (MEXICO)</i></p> <p>The UK Referendum on the EU Constitution and Persuadable Voters: Some Implications for the Political Marketing Campaigns <i>Paul Baines, Middlesex University, London (UNITED KINGDOM)</i></p> <p>Politics of Polarization: Factors Affecting Level of Extremism on Three Political Issues <i>Wayne Wanta, Stephanie Craft, University of Missouri, Columbia (USA)</i></p> <p>Anti-Incumbency Sentiment of Public Opinion. Why It Is the Crux of Democratic Systems in the New World Order <i>Yashwant Deshmukh, Cvoter Foundation, New Dehli (INDIA)</i></p>

3:00 - 3:30 p.m. **Coffee Break**

Foyer Oslo

3:30 - 5:00 p.m. **Parallel Sessions**

Room: Stockholm	Room: Oslo	Room: Bruxelles
<p>Values and Value Change</p> <p><i>Chair: To be announced</i></p> <p>Changing Perceptions of Tolerance in the Netherlands <i>Martijn Lampert, Motivation International, Amsterdam (THE NETHERLANDS)</i></p> <p>Trends in National Pride Around the World, 1995/96 - 2003/04 <i>Tom W. Smith, NORC/University of Chicago (USA)</i></p> <p>Is Canada Becoming a More Value-Diverse Society? <i>Mebs Kanji, University of Toronto (CANADA)</i></p> <p>The Effects of Economic Growth, Education, and Income on Subjective Well-Being: Evidence from 33 Nations <i>Krzysztof Zagorski, CBOS, Warsaw (POLAND), Jonathan Kelley, MDR Evans, Melbourne University (AUSTRALIA)</i></p>	<p>Innovative Approaches in Market and Opinion Research</p> <p><i>Chair: To be announced</i></p> <p>Ideological Orientations and Consumer Behavior - Then and Now <i>Jochen Hansen, Institut für Demoskopie Allensbach (GERMANY)</i></p> <p>Uninformed and Informed Opinions and Choices Concerning Modern Technologies <i>Marjolein de Best-Waldhober, Dancker Damen, Leiden University (THE NETHERLANDS), Kay Daamen, André Faaij, Utrecht University (THE NETHERLANDS)</i></p> <p>Student Global Issues Forum: Videoconferencing towards Deliberative International Discussion <i>Roberta Fiske-Rusciano, Frank Louis Rusciano, Rider University (USA), Ibrahim Saleh, The American University at Cairo (EGYPT)</i></p> <p>How Much Can You Trust the Promise? Linking Behavioral Intention to Actual Behavior in Internet Adoption <i>Laure J. J. Tong, Penny S. J. Jiang, Jonathan J. H. Zhu, City University of Hong Kong (CHINA)</i></p>	<p>Election Research and Election Forecasts</p> <p><i>Chair: To be announced</i></p> <p>The Electoral Forecasting Accuracy of Telephone Surveys in Korea <i>Sung Kyum Cho, Chungnam University (SOUTH KOREA)</i></p> <p>Accuracy of Polls in Portugal <i>António J. da Cruz Belo, Escola Superior de Comunicação Social, Lisbon (PORTUGAL)</i></p> <p>Are Political Markets Really Superior to Polls as Electoral Predictors? <i>Robert S. Erikson, Columbia University, New York (USA), Christopher Wlezien, Oxford University, (UNITED KINGDOM)</i></p> <p>Towards a New Economic Vote? Economics and Politics in the Presidential Elections of Latin America 1995-2004 <i>Fabián Echegaray, Market Analysis, Florianopolis (BRAZIL), Rodolfo Sarsfield, Instituto Mora (MEXICO)</i></p>

7 - 9 p.m. **Awards Banquet**

Foyer Oslo

Saturday, September 17th

8 - 10:30 a.m. **Registration**

Foyer Oslo

8:30 - 10 a.m. **Parallel Sessions**

Room: Stockholm	Room: Oslo	Room: Bruxelles
<p>Studies on Recent Phenomena</p> <p><i>Chair: To be announced</i></p> <p>The Rare Asian Disease Revisited: A Cross-National Comparison of Newspaper Coverage of SARS <i>Patricia Moy, University of Washington, Seattle (USA), Christina Yuoqiong Zhou, Shenzhen University (CHINA), Jonathan Mayer, University of Washington, Seattle (USA)</i></p> <p>The Tsunami: A Test on Public Attitude towards a New World Order? <i>Azmuddin Ibrahim, Universiti Teknologi MARA (MALAYSIA), Daing Zaidah Daing Ibrahim, Universiti Tun Abdul Razak (MALAYSIA)</i></p> <p>Polls of Filipino Opinion About the United States <i>Mahar Mangahas, Social Weather Stations, Manila (PHILIPPINES)</i></p> <p>Just a Few Rotten Apples? Attitudes towards Corporate Scandals in France and the U.S. <i>Roei Davidson, University of Michigan (USA)</i></p>	<p>Social Psychology Theories about Social Behavior</p> <p><i>Chair: To be announced.</i></p> <p>Social Capital: A Communications Approach <i>Hernando Rojas, University of Wisconsin-Madison (USA)</i></p> <p>Statistical Evidence for a "Quasi-Statistical Sense": Explication and Empirical Validation <i>Lilach Nir, University of Pennsylvania, Philadelphia (USA)</i></p> <p>Confucian Tradition, Public Opinion, and Government in the New Economic Powerhouses of Asia <i>Thomas Roessing, University of Mainz (GERMANY)</i></p> <p>Personal Network, Social Capital, and Political Attitudes <i>Satoko Yasuno, Chuo University, Tokyo (JAPAN)</i></p>	<p>Establishing Democracy</p> <p><i>Chair: To be announced</i></p> <p>Political Support to Democracy and Regime Evaluation in Brazil, 2002 <i>Rachel Meneguello, University of Campinas (BRAZIL)</i></p> <p>The Impact of Authoritarian Rule on Civic Culture in New Democracies. The Case of Chile <i>Carlos Huneeus, Universidad de Chile, Santiago (CHILE), Rodrigo Cordero, Universidad Diego Portales, Santiago (CHILE)</i></p> <p>Measuring Authoritarian Political Culture in Latin America <i>Orlando J. Pérez, Central Michigan University, Mount Pleasant (USA)</i></p> <p>The Evaluation of Democratic Support in the Southern Cone: the 1990s <i>Helena Rovner, MORI Argentina, Buenos Aires (ARGENTINA)</i></p>

10 - 10:30 a.m. **Coffee Break**

Foyer Oslo

10:30 a.m. - 12 p.m. **Parallel Sessions**

Room: Stockholm	Room: Oslo	Room: Bruxelles
<p>WAPOR/ESOMAR Joint Session: Exit Polls around the World</p> <p><i>Chair: Frits Spangenberg, Motivacion International, Amsterdam (THE NETHERLANDS)</i></p> <p>Nonsampling Error in New Democracies' Exit Polls: A Case Study in Mexico <i>Rene Bautista, Mario Callegaro, University of Nebraska-Lincoln (USA), Alberto Vera, Francisco Abundis, Parametria SA de CV, Condesa (MEXICO)</i></p> <p>Public Opinion and Election Transparency in Emerging Democracies <i>Warren Mitofsky, Mitofsky International, New York (USA)</i></p> <p>Further papers to be presented by:</p> <p><i>Kathy Frankovic, CBSNews, New York (USA)</i></p> <p><i>Esteban Lopez-Escobar, University of Navarra, Pamplona (SPAIN)</i></p>	<p>Attitudes towards Modern Technology</p> <p><i>Chair: To be announced.</i></p> <p>Agenda Building Processes and Genetically Modified Organisms in Brazilian Newspapers <i>Dominique Brossard, University of Wisconsin- Madison (USA), Luisa Massarani, Bruno Buys, Isabel Magalhaes, Museum of Life/Oswaldo Cruz House, Fiocruz (BRAZIL)</i></p> <p>Digital Divides and Opinion Formation about the Internet: A Comparison between Chile and the U.S. <i>Ellen J. Helsper, London School of Economics and Political Science, London (UNITED KINGDOM)</i></p> <p>Public Attitudes to Genetically Modified Foods in 10 Countries <i>Jon D. Miller, Northwestern University, Chicago (USA), Rafael Pardo, Foundation BBVA, Madrid (SPAIN), Linda Kimmel, Northwestern University, Chicago (USA)</i></p> <p>Public Opinion on Genetic Engineering, Australia 1994 - 2002 <i>Jonathan Kelley, University of Melbourne (AUSTRALIA)</i></p>	<p>Media Reporting and Media Effects</p> <p><i>Chair: To be announced</i></p> <p>Precision Journalism Revisited: A Comparative Analysis of News Reports about Survey Results in China <i>Hsu Wang, Weng Hin Cheong, University of Macau (CHINA)</i></p> <p>Emigration and Public Opinion: a Study of the Image of Emigration within Mass Media and Opinion Leaders <i>Maria Braun, MORI Argentina, Buenos Aires (ARGENTINA)</i></p> <p>Participation in the Public Opinion Formation Process <i>Connie de Boer, University of Amsterdam (THE NETHERLANDS)</i></p> <p>When Companies "Die": The Effect of Metaphorical Frames on Personal Investment Decisions and the Moderating Role of Responsibility Attributions <i>Roei Davidson, Ann Williams, Emily Chivers Yochim, University of Michigan (USA)</i></p>

12:15 - 13:15

Goodbye Lunch

Foyer Oslo

13:30 - 15:00

WAPOR Business Meeting
(All WAPOR members are welcome to attend!)

Stockholm