

**WAPOR 66<sup>th</sup> Annual Conference**  
**Revolutions in the Measurement of World Public Opinion**  
**May 14-16, 2013**  
**Boston University**  
**Photonics Center, 8 St. Mary's Street, Boston, MA 02215**

**(All events are located at Boston University in the Photonics Center unless noted.)**

**Day 1 (Tuesday, May 14)**

|           |                       |  |
|-----------|-----------------------|--|
| 9:00-4:00 | WAPOR Council Meeting | 9 <sup>th</sup> Floor PHO, West End Lounge |
| 5:00-6:00 | Registration Open     | 9 <sup>th</sup> Floor PHO, Atrium          |
| 6:00-7:30 | Welcome Reception     | 9 <sup>th</sup> Floor PHO, Atrium          |

**Day 2 (Wednesday, May 15)**

|            |  |   |
|------------|--|---|
| 8:00-9:00  | Coffee and Registration and meet and greet | 9 <sup>th</sup> Floor PHO, Atrium         |
| 9:00-9:30  | President's Welcome                        | 9 <sup>th</sup> Floor PHO, The Colloquium |
| 9:35-11:00 | Concurrent Sessions A                      | 9 <sup>th</sup> Floor PHO                 |

Session 1: Impact of News Coverage  
Chair: Holli Semetko (The Claus M. Halle Institute for Global Learning) Room 901 PHO

*Measuring Influences on Political Knowledge*  
Wolfgang Donsbach (University of Dresden)

*News Coverage and Candidate Preferences: Which comes first?*  
Dan Cassino (Fairleigh Dickinson University's Public Mind Poll) and Christian Kolmer (Media Tenor International AG)

*How News about Success and Failures in Debates and in the Polls in the Short Run Interacts with Long-term Predispositions in Explaining Party Choice: The 2012 Dutch Election Campaign*  
Jan Kleinnijenhuis, Anita M.J. van Hoof and Wouter Van Atteveldt (Vrije Universiteit Amsterdam)

Session 2: Intergroup Relations  
Chair: Dr. Dorothée Behr (GESIS - Leibniz-Institute for the Social Sciences) PHO, West End Lounge, 9<sup>th</sup> Floor

*Media and Immigrant Influxes as a Source of Anti-Immigrant Sentiment in Western-Europe*  
Marijn van Klingeren, Claes de Vreese, Rens Vliegthart and Hajo Boombaarden (University of Amsterdam - ASCoR)

*Political, Economic and Social Influences on Gender-related Attitudes Across Europe*  
Carolyn Keller (Keene State College)

*Connected! Internet, Inter-faith Attitudes and Views of the West among Muslims in 26 Countries*

Neha Sahgal (Pew Forum on Religion & Public Life), Katie Simmons (Pew Global Attitudes), Michael Robbins (Pew Forum on Religion & Public Life) and James Bell (Pew Research Center)

*Acculturation and Attitudes towards Homosexuality: Moving from East to West Europe*  
Rory Fitzgerald and Yvette Prestage (City University London)

Session 3: Methodology: Measurement

PHO East End Lounge, 9<sup>th</sup> Floor

Chair: Noriko Iwai (JGSS Research Center, Osaka University of Commerce)

*Measuring Generalized Trust - Scales versus Dichotomies*

Sebastian Lundmark, Stefan Dahlberg and Mikael Gilljam (Gothenburg University)

*Evaluating the left-right dimension: Category Selection Probing conducted in an online access panel and a CATI-Survey*

Volker Huefken (University of Duesseldorf, Institute of Social Sciences)

*Response Patterns of Difficult Questions: A Comparison between Response Labels*

Pei-Shan Liao (Center for Survey Research, RCHSS, Academica Sinica)

11:10-12:35

Concurrent Sessions B

9<sup>th</sup> Floor PHO

Session 1: Polling Trends

Room 901 PHO

Chair: Ana Villar (City University London)

*Change and Stability in the Religious Beliefs of the United Germany*

Allan L. McCutcheon (Univ. of Nebraska-Lincoln, Survey Research and Methodology)

*The Public Agenda in Mexico 2007 – 2013*

Francisco Valdes Cervantes (Parámetro Investigación), Igor Vivero Avila (Universidad Autónoma del Estado de México) and Oniel Diaz (Parámetro Investigación)

*Work-life Balance: Attitude and Behavior in the Work Place*

Edward Tai, Karie Pang and Robert Chung (Public Opinion Programme, The University of Hong Kong)

*Old vs. New Russia: Regional Differences in Russian Political and Social Attitudes*

Trevor Tompson (NORC at the University of Chicago), Vadim Volos (GfK Roper Public Affairs) and Jennifer Agiesta (The Associated Press)

Session 2: Methodology Issues

PHO, West End Lounge, 9<sup>th</sup> Floor

Chair: Wolfgang Donsbach (University of Dresden)

*Call Me, Maybe? The Feasibility of Phone Samples in International Survey Work*

James Bell, Leah Christian, Michael Robbins, Neha Sahgal and Katie Simmons (Pew Research Center)

*Nondifferentiation as a Satisficing Strategy: Personality Explanation and Cross-National Differences*

Maksim Rudnev (National Research University Higher School of Economics)

*Opinion Polling under Certain Conditions – The Case of Armenia 2012*

Hovhannes Grigoryan (IPSC) and Steve Schwarzer (TNS Opinion)

Session 3: Polling in the Middle East

PHO East End Lounge, 9<sup>th</sup> Floor

Chair: Orlando J. Pérez (Central Michigan University)

*Public Opinion Polling and Transition to Democracy: The Egyptian Experience*

Magued I. Osman and Hanan Girgis (The Egyptian Center for Public Opinion Research)

*Are Web-surveys Suitable to Measure Public Opinion in Egypt after the January 25th Revolution?*

Hanan Girgis and Mohamed Abou Elela (The Egyptian Center for Public Opinion Research)

*Socio-Economic Segregation and Voting Behavior in Iran*

Mahmoud Salahi and Abdolhossein Alimadadi (University of Tehran)

*The Validity of Polling on Political Issues in Non-Liberal Societies: The Case of Iran*

Ebrahim Mohseni, Mahmoud Salahi and Abdolhossein Alimadadi (University of Tehran)

12:40-1:40

Lunch

9<sup>th</sup> Floor PHO, Atrium

1:45-3:10

Concurrent Sessions C

9<sup>th</sup> Floor PHO

Session 1: Panel: *Rebalancing U.S. Foreign Policy: Perceptions and Implications of the 'Pivot to Asia' among American, Korean, Middle Eastern and Afghan Publics*

Room 901 PHO

Chair: Greg Holyk (Langer Research)

Dina Smeltz (The Chicago Council on Global Affairs), Greg Holyk (Langer Research), Mark Tessler (University of Michigan), Mungith Dagher (Independent Institute for Administration and Civil Society Studies-Iraq), Karl Friedhoff (Asan Institute for Policy Studies-Korea) and Matthew Warsaw (D3 Systems)

Session 2: Public Opinion about Social and Environmental Issues

PHO, West End Lounge, 9<sup>th</sup> Floor

Chair: Carolyn Keller (Keene State College)

*Environmental Concern and Behavior: Do Personal Attributes Matter?*

Irene Mussio and Natalia Melgar (dECON, FCS, UdelaR)

*Impact of the Great East Japan Earthquake, Tsunami, and the Fukushima Nuclear Accident on Japanese People's Attitudes and Behavior: A Study Based on Japanese General Social Surveys*

Noriko Iwai (JGSS Research Center, Osaka University of Commerce) and Kuniaki Shishido (Osaka University of Commerce)

*Framing Climate Change – Emotional Responses as Mediators for the Effect of Threat Framing on Citizens' Political Behavior*

Andreas Schuck (Amsterdam School of Communication Research-ASCoR) and Lukas Otto (University of Koblenz-Landau)

Session 3: Methodology Issues in Web Survey Designs and Alternative Modes of Estimating Public Opinion  
Chair: Timothy Gravelle (PriceMetrix)

PHO East End Lounge, 9<sup>th</sup> Floor

*Cognitive Probes in Web Surveys: How the Text Box Size Can Affect Response Quality*  
Dorothee Behr, Wolfgang Bandilla, Lars Kaczmirek and Michael Braun (GESIS - Leibniz Institute for the Social)

*Explaining Interview Duration in Web Surveys on Political Attitudes and Behavior: A Multilevel Approach*

Tobias Gummer and Joss Roßmann (GESIS-Leibniz Institute for the Social Sciences)

*Computers, Tablet & Smart Phones: The Truth about Web-based Surveys*

Patrick Merle, Sherice Gearhart, Clay Craig, Mehrnaz Rahimi, Mary Elizabeth Brooks and Matthew Vandyke (College of Media & Communication, Texas Tech University)

*Googling Opinion: Online Search as an Alternative to Surveys*

Syed Saif Shahin (University of Texas at Austin)

*The Validity of Google Trends to Measure Issue Salience*

Jens Vogelgesang (University of Muenster) and Michael Scharrow (University of Hohenheim)

Session 4: Issues in Democracy

Chair: Mark Gill (MORI Caribbean/Woodnewton)

PHO, The Colloquium, 9<sup>th</sup> Floor

*The Mechanisms of Deliberation: Authoritarian Legacies on Political Conversation*

Gerardo Maldonado (Centro de Investigacion y Docencia Economicas-CIDE)

*Are there Global Norms of Electoral Integrity? Comparing Mass and Expert Evaluations*

Pippa Norris (Harvard University)

*Civil-Military Relations from a Public Opinion Perspective*

Orlando J. Pérez (Central Michigan University)

*Left and Right in New Democracies*

Kats Kivistik (University of Tartu)

3:20-4:55

Concurrent Sessions D

9<sup>th</sup> Floor PHO

Session 1: Relationship between Public Opinion and Policy-Making  
Chair: Jens Vogelgesang (University of Muenster)

Room 901 PHO

*Toward Conceptualizing and Measuring Debate Efficacy in Public Opinion Research*  
Joerg Matthes (University of Vienna)

*Responsive Elections: The Effect of Public Opinion on Political Campaigns*  
Mona Krewel and Shaun Bevan (University of Mannheim)

*Internet Public Opinion and Chinese Social Development*  
Hong Jiang (Shanghai Jiaotong University)

Session 2: Traditional Media and Internet Effects on Public Opinion  
Chair: Peter Neijens (University of Amsterdam)

PHO, West End Lounge, 9<sup>th</sup> Floor

*What Happens when Polls Go Wrong? Two Canadian Elections of 2012*  
Claire Durand (Université de Montréal)

*Media Effects on Public Perception: Media Exposure and "The Most Important Issues" by Japanese Public*  
Midori Aoyagi (National Institute for Environmental Studies)

*Building Party Reputations: How Election News Affects Issue Ownership*  
Annemarie Walter and Jan Kleinnijenhuis (Communication Science, VU University Amsterdam)

Session 3: Methodology Issues  
Chair: Katarzyna Staszynska (Kozminski University)

PHO East End Lounge, 9<sup>th</sup> Floor

*From Face-to-face to Web: Consequences for Measurement of Complex and Open-ended Questions*  
Ana Villar (City University London), Rory Fitzgerald (City University London), Peter Martin (Anna Freud Centre), Lizzy Gatrell (City University London) and Eric Harrison (City University London)

*The Accuracy of Pre-election Polls in Mexico, 1994-2012*  
Alejandro Moreno (Instituto Tecnológico Autónomo de México ITAM)

*Total Survey Error Framework for Post Disaster Surveys: Lessons Learned in Post-Earthquake Haiti*  
Thomas Craemer (Department of Public Policy, University of Connecticut) and Jennifer Necci Dineen (Graduate Program of Survey Research, DPP, University of Connecticut)

*The External Validity in Surveys of Hidden Socio-economic Phenomena*  
Andrei A. Veikher (National Research University)

Session 4: Public Opinion about the Economy  
Chair: Steve Schwarzer (TNS Opinion)

PHO, The Colloquium, 9<sup>th</sup> Floor

*Composite Indices of Socio-economic Sentiments and their Application during Economic Crisis, Poland 2007-2012*

Krzysztof Zagorski (Kozminski University)

*Testing the "Parallel Public" Hypothesis. The Evolution of Interventionist Attitudes in the European Union between 1990 and 2008*

Frédéric Gonthier (Institut d'Etudes Politiques. Université de Grenoble)

*Processing Crisis News. Media Coverage on the Economy and Public Opinion in Light of the Euro-Stability Crisis*

Matthias Vollbracht (Media Tenor) and Senja Post (University of Mainz)

|           |                               |  |
|-----------|-------------------------------|--|
| 5:00-5:30 | Meet and greet                | 9 <sup>th</sup> Floor PHO, Atrium  |
| 5:00-6:30 | IJPOR Editorial Board Meeting | 9 <sup>th</sup> Floor PHO, West End Lounge                                   |
| 7:00-9:00 | WAPOR Dinner                  | Metcalf Trustee Ballroom<br>(located at 1 Silber Way, 9 <sup>th</sup> Floor) |

### **Day 3 (Thursday, May 16)**

|             |  |   |
|-------------|--|---|
| 8:00-9:00   | Coffee, registration, and meet and greet | 9 <sup>th</sup> Floor PHO, Atrium             |
| 9:00-10:30  | WAPOR business meeting                   | PHO, The Colloquium, 9 <sup>th</sup> Floor    |
| 10:35-12:00 | Concurrent Sessions E                    | 2 <sup>nd</sup> and 9 <sup>th</sup> Floor PHO |

Session 1: Panel: *Leading Issues in Global and Regional Polling*  
Chair: Tom W. Smith (NORC University of Chicago)

Room 901 PHO

Ijaz Shafi Gilani (Gallup Pakistan) and Takashi Inoguchi (Asia Barometer Survey Project), Steven Dept (cApStAn) and Bilal Gilani (Gallup Pakistan); David Jodice, Matthew Warshaw & John Richardson (D3 Systems); James Bell (Pew Research Centre) and Leendert de Voogd (TNS)

Session 2: Theoretical Perspectives on the Role of Media in Public Opinion  
Chair: Marijn van Klingeren (University of Amsterdam - ASCoR)

PHO, West End Lounge, 9<sup>th</sup> Floor

*Issue Aggregation and Agenda-Setting Effects in Public Opinion Research*

Judith Vãth, Gianna Haake and Volker Gehrau (Institut für Kommunikationswissenschaft Münster)

*Blindfolding the Public: Examining the Hydraulic Pattern Hypothesis of Media Priming Effects*

Sung Woo Yoo (University of Texas at Austin)

*Major Stock Indices and the Media Image Distortion Caused by the Technology Sector*

Racheline Maltese (Media Tenor International)

*Partisan Press and Agenda-setting Effect – An Investigation of Taiwanese Voters’ Assessment in 2012 Presidential Election*  
Denis Wu (Boston University)

*Responsible at First Sight? Conceptualizing Visual Episodic and Thematic Frames and Measuring their Effects*  
Michael Grimm (Hans-Bredow-Institute for Media Research at the University of Hamburg) and Stephanie Geise (University of Erfurt, Germany)

Session 3: Sources of Influence on Public Opinion and Voting Behavior PHO 205  
Chair: Alejandro Moreno (Instituto Tecnológico Autónomo de México ITAM)

*Matching or Mismatching Opponents’ Most Important Arguments for a Policy Proposal: What Works Best in Persuasive Campaigns?*  
Peter Neijens (ASCoR, University of Amsterdam) and Jeroen Slot (Research and Statistics, Municipality of Amsterdam)

*On the Relation between Media Exposure, Peer Expertise and Opinion Leadership – A Reassessment Utilizing a Multilevel Social-Network Perspective*  
Frank Mangold and Michael Schenk (University of Hohenheim)

*The Power of Living Area to Explain the Vote*  
Márcia Cavallari Nuñez (IBOPE Inteligência Pesquisa e Consultoria Ltda) and José Roberto de Toledo (O Estado de São Paulo)

*Owning the Immigration Issue: Effects of Immigration News on Anti-immigrant Voting in 11 Countries*  
Björn Burscher, Joost van Spanje and Claes de Vreese (ASCoR, University of Amsterdam)

Session 4: Methodology: Response Rate and Nonresponse PHO 210  
Chair: Pei-Shan Liao (Center for Survey Research, RCHSS, Academica Sinica)

*How to Leave the Path of Least Resistance: Reducing Nonresponse Bias through Case Prioritization in Telephone Surveys*  
Jan Eric Blumenstiel (University of Mannheim)

*Response Reliability in Panel Surveys: Results from Turkish Election Surveys, 2002 – 2011*  
Ersin M. Kalaycioglu (Sabanci University) and Ali Carkoglu (Koc University)

*Differences in Survey Response Rates Based on Survey Mode in Japan*  
Noriko Onodera (NHK Japan Broadcasting Corporation)

*Improved Propensity Score Methods for Modeling Survey Nonresponse*  
Curtis Signorino (University of Rochester)

12:05-12:35 Meet and greet 9<sup>th</sup> Floor PHO, Atrium  
12:40-1:40 Lunch 9<sup>th</sup> Floor PHO, Atrium

1:45-3:10

Concurrent Sessions F

2<sup>nd</sup> and 9<sup>th</sup> Floor PHO

Session 1: Social Media Research  
Chair: Denis Wu (Boston University)

Room 901 PHO

*Modeling Political Message's Virality Based on the 18<sup>th</sup> National Congress of the Communist Party*

Jingwen Zhang (University of Pennsylvania), Jinghong Xu (University of Posts and Telecommunications; Academy of Social Sciences) and Jiayin Qi (Beijing University of Posts and Telecommunications)

*Frame Building of Wukan Protests: Examining Public Opinion on Weibo and News Coverage*  
Yao Sun (Hong Kong Baptist University)

*Communication Technology and Willingness to Speak Out: The Impact of Social Media in China*

Jingwei Wu (Free University of Berlin)

*Political Candidates Campaigning on Twitter and the Impact on Electoral Support*

Sanne Kruijkemeier, Guda van Noort, Rens Vliegthart and Claes H. De Vreese (University of Amsterdam)

Session 2: Methodology: Measurement  
Chair: James Shanahan (Boston University)

PHO, West End Lounge, 9<sup>th</sup> Floor

*Are Opinion Leadership Effects Context Dependent? Scale Validity and Reliability Testing Using a Paired Comparison Strategy*

Paulina Tabery, Jiri Vinopal and Martin Buchtik (Institute of Sociology of the Academy of Sciences of the Czech Republic)

*Acquiescence Bias in Developing Countries: A Split Ballot Experiment in Ethiopia*

Charles Lau (RTI International), Alexander Gloss and Lori Foster Thompson (North Carolina State University)

*Standardized Employment Metrics: Collecting Employment in 150 Countries*

Jenny Marlar (Gallup)

*Cognitive Interviewing to Explore Perceived Question Sensitivity in the Kingdom of Saudi Arabia*

Zeina Mneimneh (University of Michigan), Kristen L Cibelli (University of Michigan), Mona Shahab (Prince Salam Center for Disability Research) and Yasmin Altwaijri (King Faisal Specialist Hospital and Research Center)

Session 3: Traditional Media and Internet Effects on Public Opinion  
Chair: Andreas Schuck (Amsterdam School of Communication Research-ASCoR)

PHO 205

*A Longitudinal Assessment of the Conditional Effect of News Media Coverage on Public Support for European Integration*



Hajo Boomgaarden and Claes de Vreese (University of Amsterdam)

*Press coverage on political scandals, the public's agenda, and voting intention. A secondary analysis of German polling data from 1994 – 2006*

Judith Vãth, Volker Gehrau and Gianna Haake (Institut für Kommunikationswissenschaft Münster)

*The Impact of POP Election Polls in Hong Kong*

Frank Lee and Robert Chung (Public Opinion Programme, The University of Hong Kong)

*Reciprocal Relationship between Participation in Online Political Discussion and Political Efficacy, Interest and Cynicism*

Yang Liu (City University of Hong Kong)

Session 4: Media Content and Media Credibility

PHO 210

Chair: Mary Brooks (Texas Tech University)

*Examining the Gender Gap in Self-Reported Opinions of Media Believability*

Christine R. Filer and Kate Kenski (University of Arizona)

*Explaining Public Distrust in News Media: A Cross-national Panel Study on the Role of Affects in Hostile Media Perceptions*

Joerg Matthes (University of Vienna)

*Perceived Credibility of Chinese Social Media: Toward an Integrated Approach*

Xiaojing Li (School of Media and Design, Shanghai Jiao Tong University)

*Peace as a Punching Bag: Elite Framing and Polarization in Op-ed Pieces, Opinion Pieces and Editorials in Colombia*

Juan Fernando Giraldo (Global News Intelligence Latinamerica)

3:15-4:40

Concurrent Sessions G

2<sup>nd</sup> and 9<sup>th</sup> Floor

Session 1: Issues in Democracy

Room 901 PHO

Chair: Gerardo Maldonado (Centro de Investigacion y Docencia Economicas-CIDE)

*The Way Democracy Works: The Impact of Hate Speech Prosecution of a Politician on Citizens' Satisfaction with democratic Performance*

Joost van Spanje and Claes de Vreese (ASCoR, University of Amsterdam)

*PopVote: A Revolution in Gathering Opinions in Hong Kong*

Jazz Ma, Winnie Lee and Robert Chung (Public Opinion Programme, The University of Hong Kong)

*Determinants of Democratic and Anti-democratic Attitudes: Methodological Obstacles in Comparing Different Political Cultures (Poland - Russia Comparison)*

Katarzyna M. Staszynska (Kozminski University)

Session 2: Intergroup Relations  
Chair: Paul Valdés Cervantes (Parámetro Investigación)

PHO, West End Lounge, 9<sup>th</sup> Floor

*Love Thy Neighbo(u)r? Public Perceptions Across the Canada-United States Border*  
Timothy B. Gravelle (PriceMetrix, Inc.)

*Xenophobia, Islamaphobia and Anti-Semitism, Stable Prejudices or Malleable Opinions in Times of Terrorist Attacks and War*  
Stefan Thörner (Phillips University Marburg), Stefanie Gosen (Philips University Marburg), Peter Schmidt (Research University Higher School of Economics (HSE) Moscow)

*The Development of the 'People's Peace Index' (PPI) and its Application Across 28 Indian States and 7 Union Territories*  
Colin Irwin (Department of Politics, University of Liverpool) and Yashwant Deshmukh (CVoter Foundation)

Session 3: Polling Trends  
Chair: Trevor Tompson (NORC at the University of Chicago)

PHO 205

*Public Opinion and Foreign Policy: The impact of Nationalist Sentiments on Attitudes Regarding State Sovereignty*  
Tatiana Vargas Maia (Southern Illinois University)

*Elite and Popular Measures of World Opinion on Corruption: The 'Corruptions Perceptions Index' and the Global Corruption Barometer*  
Frank Louis Rusciano and Michael Brogan (Rider University)

*A Revolution in Survey Research?: A Bibliometric Review of Public Opinion Studies Between 2000 and 2012*  
Sherice Gearhart, Patrick Merle, Clay Craig, Matthew Vandyke, Mehmas Rahimi and Mary Elizabeth Brooks (College of Media & Communication, Texas Tech University)

Session 4: Sources of Influence on Political Participation and  
Voting Behavior

PHO 210

Chair: Jan Kleinnijenhuis (Vrije Universiteit)

*A British Perspective of the Reporting of the Polls in the 2012 U.S. Presidential Election: Using Swing Analysis to Explain Where and Who Re-elected President Obama*  
Robert Worcester (Ipsos MORI) and Mark Gill (MORI Caribbean/Woodnewton)

*Turning Political Campaigns Down: The Joint Impacts of Internet Uses, Network Sizes, and Democracy on Electoral Campaign Participation in East Asia*  
Feifei Zhang (State University of New York - University at Albany) and Xinzhi Zhang (City University of Hong Kong)

*A Typology of VAA Users*

Jasper van de Pol (University of Amsterdam), Bregje Holleman (Utrecht University), Naomi Kamoen (Utrecht University), André Krouwel (VU University Amsterdam) and Claes de Vreese (University of Amsterdam)

*Budgetary Preferences, Government Satisfaction and Knowledge Heterogeneity*  
Chia-hung Tsai and Chen-hua Yu (Election Study Center)