



# 2023 WAPOR Report to Membership

March 25, 2024



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## President's Report



**Robert Chung**  
**President**

This is the third WAPOR Annual Report ever compiled in the present format. Thanks to the vision and hard work of our Past President Timothy Johnson, we published our 2021 Annual Report in February 2022 amidst the global pandemic, when practically all our activities had to be conducted online. One year later, we published our second annual report. By the end of that year, we had fully recovered from the pandemic and started to meet again in person.

Reading all three annual reports in a row, one can easily see how WAPOR has recently developed. Brushing aside the content of the reports, the mere length of them has increased from 13 pages to 34 pages. In terms of structure, the reports have grown from one single document with 13 sections, to become a full report with 19 chapters. Secretariat and Regional Chapter Reports are the latest additions.

WAPOR was established in 1947, we celebrated our Diamond Jubilee in 2022. The year of 2023 therefore symbolizes a new start of WAPOR towards our Centenary. With 75 years of precious history behind us, it is time that we break new ground while riding on our previous achievements. Our plan is to compile a book of WAPOR History and publish it before our 80<sup>th</sup> anniversary. Our Honorary Historian Tom Smith has been appointed as the Chief Editor and many colleagues have pledged to contribute a chapter. By the same token, we have established a WAPOR Archive to house conference presentations, reports, newsletters, WAPORnet discussions, featured research, and so on. We will continue to enhance our archive, so that one day we may be able to retrieve many historical documents like old age minutes, reports, and even legal documents. By then, we will equip ourselves even better with historical records, contemporary wisdoms and state of the art analytical tools.

### Seoul Searching to Define Ourselves

At the turn of the year, we issued a “Letter from Two WAPOR Presidents” written jointly by Timothy and me. I quote what I wrote:

Over the past 75 years, we have developed very successfully in areas of conceptual, methodological, professional, and cross-cultural studies. We shall treasure our achievements, but we shall also break new ground, like the application of advanced technologies, the breaking of barriers between different sciences, and even the integration of science and art... Our common mission, after all, is to let the voice of



the people be heard. For this purpose, people should not be divided, and we ourselves should not be divided.

These observations are the result of our soul-searching exercise which started in Dubai in November 2022, when we met in-person again after a three-year pandemic break filled up by virtual conferences. Under the theme of *75 Years of Public Opinion Research*, we reviewed our history, and discussed how to move ahead. In the conference I concluded that we could distill three core values from our 75 years of existence:

Liberty is the right to let people's voice be heard, it is the right to conduct and publish scientific research on what people think. Quality is the application of scientific methods, the development of professional standards, research techniques among professionals and representatives across different disciplines. Humanity guides us to apply our knowledge to mitigate disasters and conflicts, to promote the common good of humankind. Enhancing Humanity should be our ultimate goal. I consider these three core values to be equally important to our entire WAPOR community, whether at the "central", "regional" or "individual" level.

When I started my presidency, I set my first 100 days in office to be a period of intensive consultation and consolidation. Thanks to feedback from members and colleagues, I was able to reaffirm the following directions of development with confidence: Guided by our core values, we should communicate more with each other, to consolidate our beliefs and to resolve new problems with collective wisdom. As colleagues, we should motivate and support each other in our pursuit of truth and humanity. As a responsible association, we should be as accountable and transparent as possible. As a global organization, we should transcend all geographical and cultural barriers through various central and regional developments to reach out to the world. Along these lines of development, we have made significant achievements in 2023, which can be read in different parts of this report.

### Communication

According to our records, WAPOR Presidents started to issue "President's Notes" annually in 2017, then "Letters from the President" somewhat bimonthly starting from 2019, then more or less quarterly starting from 2021 but in more than one language. Riding on this good practice and after my 100 days of reflection, I decided to increase the frequency of these letters to once every month. Thus, in 2023, I issued ten letters, and embedded in them are 20 short pieces of sharing written by Council colleagues, Chapter Presidents, the Executive Director, Journal Editor-in-Chief, colleagues heading a special committee and our data archive project, plus colleagues newly voted into the 2024 Council. Also, after our



annual conference in Salzburg, I collected 15 short comments from members and shared them in my October letter.

Parallel to this development is the introduction of multilingualism to our website. In March, we installed an auto-translation plug-in program on our website, and all messages there can be read in more than 130 different languages by a single click. For the more important documents, like our Code of Professional Ethics and Practice, our Freedom Reports, and the President's Letters, they have been translated manually into different languages by volunteers.

In August, we revived and re-configured our WAPORnet system by creating new listserv groups using <wapor.simplelists.com>. In addition to the WAPORnet for general members, separate listserv groups for the Council, National Representatives, and one for each Regional Chapter, were also created. Record shows that for WAPORnet alone, there were 138 bulkmails sent by members, from August when the system was revived, to the end of 2023. A set of WAPORnet Guidelines was also drawn up by our Executive Council (ExCo) in October in response to members' suggestion. Our new platform has remained "an open, unmoderated public forum for members to freely discuss important substantive and methodological topics related to the field of public opinion research" since then.

### Accountability and Transparency

As we move beyond our Diamond Jubilee, and as a duty passed onto this year's Council from the last one, our Constitution was reviewed and revised. The process started in March with the appointment of two task forces by the ExCo and ended by a membership referendum from June to July on one set of proposals supported by the Council. All changes received landslide support by the members, they include, among others, the reorganization of the Secretariat, reconfiguration and redefinition of honorary posts, streamlining of many administrative and financial procedures, and most important of all, turning all Council seats into elected posts. The number of elected posts has grown from seven to ten, and the Chair of Education Committee was added to the Council. All new changes were implemented before or during the 2023 Annual Council Meeting held in Salzburg.

Council now has eight Standing Committees. The Electoral Committee is led by our Past President, the Finance Committee is led by our Secretary-Treasurer, while all other Committees are led by elected Chairs and they have produced separate reports for this publication. While most of these Committees have been prescribed by our Constitution for a very long time, many of them have not been very active in recent years. This year, along





with our constitution review, all committees have become active, as can be read from this annual report.

In the name of accountability, the terms of reference for National Representatives (NR) have also been revised, and new appointment terms have been added. NRs now form an information hub of public opinion research development around the world.

In the area of transparency, other than setting the WAPORnet Guidelines mentioned, a policy on how to handle requests from pollsters around the world regarding threats to freedoms and violation of our ethics code was compiled.

In 2023, seven online ExCo Meetings were held, in January, March, May, July, September, October and December. For the full Council, seven meetings were held including a face-to-face one in September during our Annual Conference. All others were online meetings, held in February, April, June, August, November and December. All minutes of the ExCo Meetings are tabled at Council Meetings, and summaries of these meetings in the form of extracts from minutes or highlights of the Executive Director's Report have been shared to members and readers in the President's Letters of May, July and December.

### Reaching out to the World

In 2023, we have taken three major steps to further globalize ourselves:

- (1) Organizational membership: In the course of constitutional review, it was decided that this is the good time to introduce organizational membership. This gives recognition to the importance of engaging organizations to promote the values and practices of WAPOR, especially in subscribing to the WAPOR Code of Professional Ethics and Practices.
- (2) Friends of WAPOR: This is a pilot scheme started from September running up to the end of 2024, to engage individuals who have never been a WAPOR member but whose work, research and professional interest may align with WAPOR's mission and activities. These "Friends" can be our students or co-workers, and by paying \$10 they can become our WAPORnet listserv members and join our professional discussions.
- (3) Regional Chapters: All our Regional Chapters can now set their own membership fees and structures, manage their own accounts if they so prefer, and we no longer withhold any portion of membership fees in exchange for administrative support. All Chapter



members, whether they opt for overlap membership or not, will be automatically enlisted in our new listserv service. All Chapter members, however, must subscribe to our WAPOR Code of Professional Ethics and Practices as a condition of membership.

### Conclusion

The year 2023 started modest but ended with a bang, the year started with 241 active members and by the end of the year, we hit the record of 641. This compares to 493 at the end of 2022 and has comfortably beaten our previous record of 604 set in 2012. If we add another 42 people who hold chapter-only membership, the total sum would go up to 683 members of one kind or another. Our effort has paid off. In September, our annual conference held in Salzburg attracted more than 300 participants from 65 countries to discuss new challenges facing public opinion research in a technology-driven world, along with the publication of our *2023 Freedom Report*. The conference was a huge success in almost every aspect. Soon after Salzburg, a lot of us began to commit ourselves to organizing our next annual conference to be held in Seoul. It will be a climax of our soul-searching exercise starting from our Diamond Jubilee, and the theme of the conference is “The Soul of Public Opinion Research: Liberty, Quality and Humanity.” Where else could be a better place to complete our soul-searching journey other than the city of Seoul? Although it is too early to tell whether 2024 will be more successful than 2023, and likewise, whether our WAPOR Centenary will be more memorable than our WAPOR Diamond Jubilee, if history is a chain of events, or for some critics, a web of interlocking chains, then 2023 is definitely one very important piece of WAPOR history, whether development is linear or multi-dimensional.

## Vice President & President-Elect Report



**David Jodice**  
**Vice President &**  
**President-Elect**

The Vice President acts as the President's deputy according to WAPOR's Constitution, thereby providing whatever support the President considers appropriate in fulfilling one's duties. In 2023, in addition to attending bi-monthly meetings of the Executive Council (ExCo) and alternating bi-monthly full Council Meetings, the Vice President also (a) actively led the completion of the *2023 Freedom Report* (a long-term cooperative study with ESOMAR), (b) presented Freedom Report results at the WAPOR Conference and ESOMAR Congress, (c) liaised with ESOMAR on planning for the next Freedom Report (fielding and reporting in 2026), (d) was a member of the Finance and Membership Committees, (e) was a participant in the work of the Professional Standards Committee, and (f) led a Task Force (Membership and Liaison sections) for the wide-ranging Constitutional amendment initiated by the President.

At the annual conference held in September (Salzburg), the Vice President chaired a meeting of National Representatives (NR) which (a) discussed the future development of the NR system, with the aim of making WAPOR more global in terms of representation and information sharing and (b) initiating an Annual Country Report on the Wellbeing of Opinion Polling, throughout National Representatives Network. Working with the Professional Standards Chair, the VP was active in developing the questionnaire for the Annual Country Report. The VP also Chaired two panels in Salzburg on *The War in Ukraine and Public Opinion Research*. In the lead-up to the Conference the VP also reviewed, with many other colleagues, multiple submissions of papers and posters for the program.

The VP's key initiative in 2023 was to bring the Council's attention to the option of external fund raising. While recognizing the long-term success of our voluntarism and internal fund raising (membership dues, conference fees, conference sponsorship, IJPOR revenues), and the rising challenges facing democracy and polling across the globe, Council agreed in principle that WAPOR should approach donors which have established track records of supporting public opinion polling. This process is underway with a focus on foundations. Given our commitment to WAPOR's independent and unbiased status, we currently are not seeking government funding.



## Past President's Report



**Timothy Johnson**  
**Past President**

As per WAPOR's Constitution, the primary responsibilities of the Past President are to oversee nominations for WAPOR's annual election of officers and to coordinate the work of those committees charged with making decisions regarding WAPOR's annual awards.

**ELECTIONS.** In 2023, elections were held for four Council positions Secretary/Treasurer, Liaison Chair, Membership Chair, and Publications Chair. This is the first time the Membership Chair was an elected rather than an appointed position on the Council. In addition to the Past President, members of the Electoral Committee included Claire Durand (Canada), Tadahiko Maeda (Japan), Alejandro Moreno (Mexico), Márcia Cavallari Nunes (Brazil), and Thomas Roessing (Germany). A call for nominations (including self-nominations) was announced on September 15. The period of nominations was closed on October 15, with the election taking place November 1-28. Ballots were distributed to 595 eligible WAPOR members and seven reminder messages were sent. A total of 262 eligible members voted, representing 44.03% of the electorate. On December 1, the results of the election were announced:

- Yulia Baskakova (USA) was re-elected as Secretary/Treasurer
- Rosario Aguilar (United Kingdom) was elected as Liaison Committee Chair
- Hayk Gyuzalyan (Belgium) was elected as Membership Committee Chair
- Rico Neumann (Germany) was elected as Publications Committee Chair

We congratulate these colleagues who will join the Council on January 1, 2024 for two-year terms of service. We also thank all colleagues who expressed a willingness to serve WAPOR by being considered as a candidate for a Council position. It is with sincere thanks that we also acknowledge the work of those colleagues who will be completing their terms of service on the Council at the end of 2023. These include Membership Chair Tamas Bodor (United States), Liaison Committee Chair Christian Haerpfer (Austria), and Publications Committee Chair Henning Silber (Germany).



**CONFERENCE AWARDS.** During the awards banquet at this year’s conference in Salzburg, the winners of five WAPOR awards were announced. These included the following:

- The Naomi C. Turner Prize for best student paper presented at the annual conference, which was awarded to Daniel Casey at the Australian National University (Australia) for his paper “Democratic Responsiveness to Different Forms of Public Opinion.”
- The Elizabeth H. Nelson Prize for best conference paper from a society in transition, which was awarded to Nataliya Reshetova at the Ukrainian Catholic University of Lviv (Ukraine) for her paper “Support for Democracy in Ukraine: The Reinforcing Effect of Critical Junctures.”
- The Alexis de Tocqueville Award for best conference paper concerned with democracy and public opinion, whether in a consolidated or in an emerging democracy, was awarded to Bernardo Mackenna at the University of California San Diego (USA), Ricardo Gonzalez at the University Adolfo Ibanez (Chile), Adolfo Fuentes at the University of Edinburgh (United Kingdom), and Esteban Munoz at the University of Milan (Italy) for their paper “Breaking The Populist Spell: A Comparative Study of The Association Between Interpersonal Ties and Populist Preferences.”
- The Robert M. Worcester Prize, awarded to an outstanding paper published in the *International Journal of Public Opinion Research*, was given this year to Matthew DeBell at Stanford University (USA) for his paper “Measuring Political Knowledge and Not Search Proficiency in Online Surveys” (Spring 2022, Volume 34, Issue 1, <https://doi.org/10.1093/ijpor/edac002>)
- The Helen H. Dinerman Award for career contributions to innovative research and methodology was awarded this year to two highly accomplished individuals: Hans-Dieter Klingemann at WZB (Germany) and Daniel Kahnemann at Princeton University (USA).

Among his lifetime of contributions to the furtherance of survey and public opinion research, Dr. Klingemann was the Founder and Director of the Paul-Larzsarsfeld-Gesellschaft in Germany. He was also one of the founders of academic survey research in post-Communist Europe and post-Soviet Eurasia, training and establishing survey companies and academic survey research institutes in Hungary, Czech Republic, Slovakia, Poland, and in Baltic and Balkans countries. Dr.



Klingemann has also made critical leadership contributions to several international comparative social science research projects, including several waves of the World Values Survey and the Comparative Study of Electoral Systems and has published extensively on European politics and public opinion.

Dr. Kahneman's theoretical contributions have profoundly impacted the study of public opinion. In particular, his research on the psychology of judgment and decision-making has illuminated the substantive and methodological study of how individuals think, feel, and engage with the world around them. His distinguished contributions have challenged assumptions about human rationality and, by extension, assumptions about the logic of underlying research on public opinion. His work has sparked thousands of studies and garnered more than half a million academic citations. Dr. Kahneman's advances in psychology have shaped the thinking and practice of researchers across scores of domains, from survey response to media framing, from policy evaluation to life satisfaction.

- The Janet A. Harkness WAPOR-AAPOR Student Paper Award for best paper concerned with 3MC (multi-national/multi-regional/multi-cultural) research was not awarded in 2023.

In 2023, the WAPOR Service Award was announced for the first time. This award will be made annually to persons providing outstanding service to WAPOR. The 2023 awards were given to honor voluntary translators who have helped WAPOR to translate its key documents into different languages according to the need of WAPOR. The 2023 WAPOR Service Awards were presented to:

- Marita Carballo (Voices Research and Consultancy, Argentina)
- Anastasia Saponova (HSE University, Russia)

Many thanks to the colleagues who served on the various 2023 WAPOR award committees, including the following:

- Turner Prize: Mark Gill (United Kingdom, Chair), Christopher Adams (Canada), Cornelia Mothes (Germany), Thomas Roessing (Germany), and Matthew Barnidge (USA).
- Nelson Prize: Constanza Cilley (Argentina, Chair), Michael Nitsche (Austria), Rico Neumann (Germany), Saidul Haq (Bangladesh), and Eva Aizpurua (UK).
- Harkness Award: Chan-Hoong Leong (Singapore, Chair), Sunghee Lee (USA), Henning Silber (Germany), Heather Smalley (USA), and Mariana Torcal (Spain).



- De Tocqueville Award: Timothy Johnson (USA, Chair), Marita Carballo (Argentina), Claire Durand (Canada), Kathy Frankovic (USA), Alejandro Moreno (Mexico), and Robert Chung (Hong Kong).
- Worcester Prize: Tom Smith (USA, Chair), Paulina Tabery (Czech Republic), Anna Andreenkova (Russia), Marita Carballo (Argentina), Jibum Kim (South Korea), and Robert Worcester (United Kingdom, ex officio).
- Dinerman Award: Timothy Johnson (USA, Chair), Juan Diez Nicolas (Spain), Patricia Moy (USA), Takashi Inoguchi (Japan), Christian Haerpfer (Austria), and Michael Traugott (USA).
- WAPOR Service Awards: decision on this award is made by the WAPOR Executive Council in consultation with the Executive Director.

WAPOR's awards would not be possible without the time and effort contributed by these many colleagues to the deliberative process.

## Secretary-Treasurer's Report



**Yulia Baskakova**  
Secretary-Treasurer

The Finance Committee of WAPOR is responsible for preparing the annual budget for the Council vote and the allocation of funds of the Association. The Committee is chaired by the Secretary-Treasurer, who is also a member of the WAPOR Executive Council. In November 2023, Yulia Baskakova (USA) was re-elected as the WAPOR Secretary-Treasurer for 2024-2025. Committee Members in 2023 have been: David Jodice (USA); Timothy Johnson (USA); Kseniya Kizilova (Austria); Sergio Wals (USA; Till September 2023).

Main activities of the Finance Committee in 2023 included revision of the WAPOR Constitution, including the sections on administrative and financial procedures; development of financial and administrative guidelines for WAPOR (such as money disbursement policy, travel policy) and guidelines for Regional Chapters; finalization of transition, including management of bank accounts etc., following the changes in WAPOR Secretariat in the Fall of 2022.

Primary sources of income in 2023 were the profit share from the *IJPOR* journal (\$70,971) and membership fees (\$53,256). The main expenses included personnel costs at the Secretariat (\$54,695) and *IJPOR* Editor-in-Chief (\$15,000); subscription to the new membership and conference database (\$19,804) which together stand for 72% of the Association's regular expenditures. The overall balance of WAPOR in 2023 has been positive (+\$28,135, including \$12,000 income from the conference).

### Income 2023

WAPOR: \$145 506 Chapters: \$36 833 Total: \$182 339

IJPOR Profit Share	\$70,971
Membership Dues	\$53,256
Donations to GDF	\$12,075
Other	\$9,204
Latam Chapter income	\$29,904
SSA Chapter income	\$5,057
WAP Chapter income	\$1,703
WANA Chapter income	\$170

### Expenditures 2023

WAPOR: \$127,490 Chapters: \$21,738 Total: \$149,228

Secretariat personnel costs 2023/2024	\$54,695
Rhythm year 3	\$19,804
IJPOR Editor year 2022-2023	\$15,000
IJPOR Editor year 2023-2024	\$15,000
Publications: RLOP	\$4,500
Bank charges	\$6,333
Other software	\$3,296
Conference 2022	\$1,800
Website, email	\$1,848
Other office, administration	\$1,621
Accountant	\$2,685
ISC dues	\$908
Chapter expenditures: Latam	\$21,738





For the annual conference in 2023 WAPOR received \$37,154 in sponsorship and \$93,669 in registration fees. Conference-related expenditures included catering services and the awards banquet (\$87,019); social events (\$7,113); and other organizational, printing etc. costs, including annual awards and rent of the premises (\$33,519). The overall 2023 conference balance was positive (\$11,700).

Current Accounts and Investments (as of December 31, 2023) were as follows:

- Cash Balance: \$116,460
- Investments: \$459,952
- Total Assets: \$576,412

In August 2023, the Committee developed a Memorandum for WAPOR Regional Chapters. The most important provisions include that chapters can set up their own membership fees; chapters can open a bank account; from October 2023, WAPOR will offer 3 payment methods for membership and conference fees: credit card; wire transfer; PayPal; and WAPOR Central will no longer withhold 50% of chapter fees in exchange for the administrative support.

Finance Committee's plans for 2024 include review and development of financial support for activities of WAPOR Regional Chapters as well as develop a WAPOR fundraising campaign to support the growth of WAPOR and its Regional Chapters. A PayPal account has been established to ease payment of members of Regional Chapters. In 2024, the Committee plans to review and adjust WAPOR investment strategy given the dynamics of the market, as well as to explore options to open a WAPOR bank account in Europe.

## Conference Committee Report



**Holli Semetko**  
**Chair of Conference**  
**Committee**  
**Jan-Sep 2023**



**Wolfgang Aschauer**  
**Chair of Conference**  
**Committee**  
**Oct-Dec 2023**

WAPOR 76<sup>th</sup> annual conference took place on September 19-22, 2023 in Salzburg, Austria. This year's WAPOR annual meeting was hosted and co-organized by the Paris Lodron University of Salzburg. The 2023 conference was conducted in person. The event was hosted by the Department of Sociology and Social Geography, with the preparations led by the Local Conference Chair Prof. Wolfgang Aschauer and WAPOR Conference Chair Prof. Holli Semetko (Emory University,

USA). Committee Chairs in 2023 have been Holli Semetko (USA; January to September 2023), and Wolfgang Aschauer (Austria; October to December 2023). Members of the Committee 2023 in have been Wolfgang Aschauer (Austria); Susan Banducci (UK); Asaph Young Chun (South Korea); Yashwant Deshmukh (India); and Timothy Johnson (USA). From October onwards the Committee was joined by Henning Silber (Germany).

WAPOR 76<sup>th</sup> conference attracted over 300 participants from 65 countries. The conference program featured six training workshops on September 19, including: Fundamentals and Best Practices of Administrative Records for Survey Methodology (by Asaph Young Chun, South Korea); Survey Quality Predictor 3.0 - A Tool for Quantifying the Quality of Survey Questions (by Lydia Repke, Germany); Cross-cultural survey methodology - the benefits and pitfalls of multilevel-analysis (by Wolfgang Aschauer, Austria); Assessment of Survey Data Quality (by Dimitri Prandner and Alexander Seymer, Austria); Factorial survey experiments for the study of opinions and intentions - potentials, pitfalls, evaluation (by Knut Petzold, Austria); and Measurement Invariance in Comparative Social Research (by Heinz Leitgoeb, Germany). In total about 180 participants attended one or more of the workshops.

Furthermore, 58 sessions and panels were organized and included 258 conference papers. Three key-note lectures were conducted. In his keynote lecture "**Artificial opinions? AI, politics, and public opinion,**" Claes de Vreese (the Netherlands) explored the implications of changes in artificial intelligence for public opinion research, the changing political landscape of AI, and the evolving nature of public opinion about AI. In her key-note lecture



**“Leveraging AI for Survey Research,”** Frauke Kreuter (Germany) scrutinized the transformative potential of Large Language Models (LLMs) in survey research, focusing on three critical areas: questionnaire design, synthetic data creation, and their role as qualitative interviewers. In his keynote lecture **“Sentiment and Conspiracy. An Empirical Journey into the Postfactual World of Ideas of the New Populism,”** based on years of research on populism, political parties, and voting behavior as well as in reference to a project financed by the Swiss and Austrian Science Funds, Reinhard Heinisch (Austria) explored the political aspects of conspiracy theories. His talk addressed the effort to identify political causes and consequences in addition to psychological and communicative factors.

Financial support for organizing the conference was provided by four platinum sponsors: [Arab World for Development and Research](#), [D3 Systems](#), [Extreme Scan](#), and [Gallup International](#). WAPOR expresses also our gratitude to the Gold Sponsors: the [Austrian Social Science Data Archive](#), [Dooblo](#), and the [NORC Research Center at the University of Chicago](#). The conference was also supported by 5 silver sponsors, including the [Fors Research Center](#), [The Survey Research Center at the University of Michigan](#), [Langer Research Associates](#), [Marketagent](#), and the [Saudi Center for Opinion Polling](#), who also sponsored the conference tote bags. Finally, our bronze sponsor this year was [Survey Research Lanka](#); and [1 Big Think](#) and the [Roper Center](#) presented in exhibition.



## Education Committee Report



**Claire Durand**  
**Chair of Education**  
**Committee**  
**Jan-Sep 2023**



**Chase Harrison**  
**Chair of Education**  
**Committee**  
**Sep-Dec 2023**

With the revision of the WAPOR Constitution, the Education Committee transitioned from being a special committee to being a WAPOR standing committee. Claire Durand (Canada) chaired the committee through the WAPOR Conference in September, with Chase Harrison (USA) leading the committee from September 2023. Committee Members in 2023 have been Constanza Cilley (Argentina), Yashwant Deshmukh (India), Gary Langer (USA), Alhi Nguessan (Cote

D'Ivoire), Michael Nitsche (Austria), and Rima Sinicke (Lithuania). The committee is responsible for planning and organization of WAPOR education and training activities such as the monthly webinars and the training workshops at the conference.

In 2023, the committee continued the WAPOR tradition of offering regular webinars, open to all and archived on the web. In addition, the committee planned webinars for the Spring 2024, and examined possibilities for training sessions at the WAPOR conference in Seoul. The committee also has begun indexing past webinars by topic and presenter.

Webinars offered in 2023 include:

- February 2023: [Big Data - Big Deal or Bigger Deal Breaker](#). Presented by Trent Buskirk (Bowling Green State University, USA) [223 Registrants]
- March 2023: [Reliability and Validity in Convenience-Sample Surveys](#). Presented by Jon Krosnick (Stanford University, USA) [347 Registrants]
- April 2023: [Mixed-Mode Sampling for Public Opinion Research](#) Presented by Sébastien Dallaire (IPSOS, Canada) [248 Registrants]
- May 2023: [Data Collection with Wearables, Apps, and Sensors](#) by Florian Keusch (University of Mannheim, Germany) [144 Registrants]
- October 2023: [Surveying Hard to Reach Populations](#) by Angelo Cozzubo (NORC, Peru) [354 Registrants]
- November 2023: [Gridded Population Surveys](#) Presented by Dana Thomson (Columbia University, USA) and Dale Rhode (USA) [196 Registrants]
- December 2023: [How to Think about Visualizing Data](#) Presented by Kieran Healey (Duke University, USA) [266 Registrants]



# WAPOR

## WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

**#WAPOR WEBINAR SERIES 2023**

### BIG DATA - BIG DEAL OR BIGGER DEAL BREAKER

With survey research participation declining and costs rising, researchers and practitioners alike are exploring and using new and alternate sources of data for measuring public opinion. In this talk we take a deeper dive into both the potential and possible perils of using various new types of big data for measuring public opinion and behavioral outcomes. We will define and explore specific types of big data including administrative data, digital trace data, social media data and sensor data. We will discuss when or how this type of information could be leveraged for understanding public opinion and behavioral outcomes within their own research and practice.



#### Trent D. Buskirk

Trent D. Buskirk, PhD is the Novak Family Distinguished Professor of Data Science and outgoing Chair of the Applied Statistics and Operations Research Department at Bowling Green State University. Dr. Buskirk is a Fellow of the American Statistical Association. His research interests include big data quality, recruitment methods through social media, the use of big data and machine learning methods for health, social and survey science design and analysis, mobile and smartphone survey designs and in methods for calibrating and weighting nonprobability samples and fairness in AI models and interpretable ML methods.

February 24, 2023 - 10:00-11:30 AM EDT / 03:00-04:30 PM GMT

**#WAPOR WEBINAR SERIES 2023**

### Mixed-Mode Sampling for Public Opinion Research: Much More Than a Plan B

As the public opinion research industry grapples with rapidly changing communications, societal and political environments worldwide. It is of paramount importance for research firms to constantly improve upon existing data collection methods to obtain representative samples of voters. As an organization that measures public opinion around the world, Ipsos has learned that sound research cannot rely exclusively on one data collection mode over all others. Each market presents its own challenges and opportunities and often, the best approach is to use more than one data collection mode. But while doing so may improve overall sample quality, it also involves additional challenges at all stages of research: questionnaire design and programming, fieldwork, tabulation and weighting.



#### Sébastien Dallaire

Sébastien Dallaire is Senior Vice President, Public Affairs, at Ipsos Canada. Sébastien has been involved in political polling for more than 20 years, during which he has developed in-depth expertise in measuring public opinion via live-interviewer, phone sampling, opt-in online panels, mail-in surveys and mixed-mode sampling. He is a leading spokesperson and political analyst for Ipsos in Canada.

April 28, 2023 - 10:30-11:30 AM EDT / 03:00-04:30 PM GMT

**#WAPOR WEBINAR SERIES FALL 2023**

### SURVEYING HARD TO REACH POPULATION

This webinar will provide an overview of sampling and field approaches for survey of hard to reach populations. The topics covered will include: which are hard to reach populations (HRP) from sampling; survey methods for HRP; empirical examples of HRP applied to different populations; case studies from NORC. HRP in forced labor in Brazil and Argentina; HRP in practice: logistics, tablets, coupons, etc. (optional, if there is time).



#### Angelo Cozzubo

Angelo Cozzubo is a Data Scientist at NORC at the University of Chicago and a Ph.D. student in Survey and Data Science at the University of Maryland. He holds a Master's degree with honors in Computational Analysis and Public Policy from the University of Chicago and a bachelor's summa cum laude in Economics from PUCP. Angelo has published journal articles and book chapters regarding inequality, poverty, crime, and public policy. He has served as a consultant and advisor in the public sector and international organizations and in research positions in various think tanks. Currently, he is a technical advisor for the Peruvian National Statistical Office, INEI, where he has developed essential contributions as a Global Area Vulnerability Map for targeting social policy. His topics of interest are surveys, applied microeconomics, data science, and public policy.

October 19, 2023 - 10:00-11:30 AM EDT / 02:00-03:30 PM GMT

**#WAPOR WEBINAR SERIES 2023**

### HOW TO THINK ABOUT VISUALIZING DATA

Data visualization is an important tool for researchers, both for exploring data and communicating results to others. Modern visualization tools cannot work miracles of discovery or magically make researchers honest, but they can help us do better work. In this talk I review some principles of good visualization and discuss examples of how they can be implemented in practice.



#### Kieran Healy

Kieran Healy is Professor of Sociology at Duke University. He is the author of the books "Last Best Gifts: Altruism and the Market for Human Blood and Organs," "Data Visualization: A Practical Introduction" and most recently "With Marlon Foucault: The Criminal Society", which will be published next April by Harvard University Press. He studies the moral order of market society, the effect of measurement and models on social classification, and the link between those two topics.

DECEMBER 15, 2023 - 10:00-11:30 AM EST / 02:00-03:30 PM GMT

**#WAPOR WEBINAR SERIES 2023**

### Reliability and Validity in Convenience-Sample Surveys

Online surveys of the general public are currently being conducted with two sorts of samples: (1) probability samples, recruited through RDD phone calls or face-to-face visits to respondents' homes or lists of all residential addresses, or (2) groups of people who are not selected from the population of interest by probability sampling and instead volunteer to do occasional on-line surveys for money (e.g., in response to online ads or email invitations). Many studies have compared the accuracy of measurements obtained using these two sorts of samples. This presentation will review the various methods being used and compare the accuracy of their results. The talk will conclude by identifying optimal methods for survey data collection.



#### Jon Krosnick

Winner of the AAPOR's lifetime career achievement award in recognition of his work on survey methodology and political psychology, Jon Krosnick is Frederick O. Glover Professor in Humanities and Social Sciences, and Professor of Communication, Political Science, and Psychology at Stanford University, Director of Stanford's Political Psychology Research Group, and Research Psychologist at the U.S. Census Bureau. He has expertise in questionnaire design and survey research methodology, voting behavior and elections, and American public opinion. For more than 40 years, Dr. Krosnick has studied how the American public's political attitudes are formed, change, and shape thinking and action. His recent research has focused on how other aspects of survey methodology (e.g., collecting data by interviewing face-to-face vs. by telephone or on paper questionnaires) can be optimized to maximize accuracy.

March 17, 2023 - 09:30-11:00 AM EDT / 03:00-04:30 PM GMT

**#WAPOR WEBINAR SERIES 2023**

### DATA COLLECTION WITH WEARABLES, APPS, AND SENSORS

The proliferation of mobile and wearable technology provides new opportunities for behavioral and social researchers. Using wearables, apps, and sensors allows for the collection of observational data (e.g., on location and movement, physical activity, social interactions, mobile browsing history and app usage) at high intervals and in real time. These data can augment or replace self-reports in surveys. However, implementing data collection using these new technologies poses multiple challenges, among others related to participant selectivity, (non)willingness to provide the data, as well as ethics and privacy. In addition, data from wearables, apps, and sensors are not free from error, and specific skills are required to handle and analyze these data. This webinar will provide an overview of the currently available technology and review how they can be implemented in surveys.



#### Florian Keusch

Florian Keusch is Professor of Social Data Science and Methodology at the University of Mannheim, Germany, and Adjunct Research Professor in the Joint Program in Survey Methodology (JPSM) at the University of Maryland, U.S. In his research, he develops, implements, and assesses the quality of novel methods of collecting data for the behavioral and social sciences.

May 25, 2023 - 10:00-11:30 AM EDT / 02:00-03:30 PM UTC

**#WAPOR WEBINAR SERIES 2023**

### GRIDDED POPULATION SAMPLING

Household surveys are a primary source of information for official statistics (including one-third of SDG indicators), opinion polls, rapid needs assessments, and program evaluations. In many lower- and middle-income countries, traditional surveys suffer from outdated or inaccurate census sample frames, while simultaneously facing complex urbanization defined by highly mobile and/or large informal populations. Survey practitioners increasingly revert to modeled gridded population estimates as sample frames in these settings. This presentation, based on the manual on "Designing and Implementing Gridded Population Surveys" ([www.gridpopsurvey.com](http://www.gridpopsurvey.com)) summarizes who uses gridded population sampling and for what, when gridded population sampling is and is not appropriate, and the strengths and limitations of available data, tools, and methods. Survey practitioners in government, the private sector, academia, and the non-profit sector should find this session informative whether or not they plan to use gridded population sampling.



#### Dana Thompson

Dana Thompson is a pioneer in the field of gridded population household surveys. She also coordinates the IDEASMAPS network, a global initiative that integrates "slum" mapping traditions to map deprived urban areas routinely and accurately at scale. Dr. Thompson is a consultant and visiting researcher at the University of Twente (Netherlands).



#### Dale Rhoda

Dale Rhoda is a statistical consultant and expert on design & analysis of household surveys for public health. In recent years, he led the statistical aspects of updating the World Health Organization guidelines on vaccination coverage surveys. He regularly coordinates design and analysis of large country-wide surveys in Africa and Asia.

November 16, 2023 - 10:00-11:30 AM EST / 03:00-04:30 PM GMT



## Liaison Committee Report



**Christian Haerpfer**  
**Chair of Liaison**  
**Committee**

The Liaison Committee of WAPOR is primarily responsible for all contacts and discussions with other associations. Such agencies include the American Association for Public Opinion Research (AAPOR), the World Association of Research Professionals (ESOMAR), and other international and regional professional research associations, as well as the United Nations Educational, Scientific, and Cultural Organization (UNESCO), other United Nations agencies, and private international organizations.

In 2023, the Chair of the Liaison Committee was Christian Haerpfer (Austria). Members in 2023 were Angela Ambitho (Kenya); Constanza Cilley (Argentina); Kathy Frankovic (USA); Saidul Haq (Bangladesh); Colin Irwin (UK); and Nedal Swehli (Libya).

In 2023, members of the Liaison Committee participated in a number of international events, including 1) Meeting of United Nations Institute for Training and Research (UNITAR) in Geneva, Switzerland in May; 2) Meeting of the International Science Council (ISC) in Paris, France in May; 3) Meeting of the Global Barometer Survey Group in Taipei, Taiwan in June; 4) Meeting at Harvard University in Boston, USA in July; 5) Meeting at the 2023 World Congress of International Political Science Association (IPSA) in Buenos Aires, Argentina; and 6) Meeting at the 2023 General Conference of the European Consortium for Political Research (ECPR) at Charles University in Prague, Czechia.

The Liaison Committee also met in conjunction with the WAPOR annual conference in Salzburg. Main issues that were discussed included enhancement of communication with the WAPOR regional chapters; support to the WANA chapter to do a re-launch and elect new officers; planning cooperation with international organizations (IPSA, APSA, ECPR etc.) for activities such as conference panels, input for newsletters etc.; inviting international organizations to contribute to the WAPOR annual conference and other activities.

In November-December, the Liaison Committee assisted with the organization of WANA elections, including election of the President (Munqith Dagher, Iraq); Vice-President/President-Elect (Fares Braizat, Jordan); and Secretary-Treasurer (Firas Al Kayal, Syria). Samir Abu Rumman (Kuwait), as the Founding President, shall serve as the Past President in 2024-2025.

## Membership Committee Report



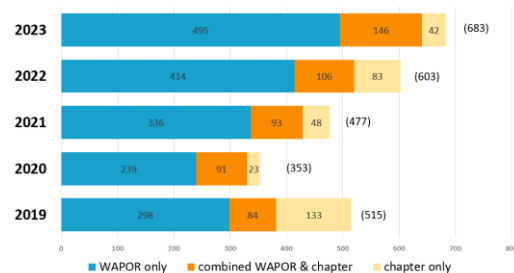
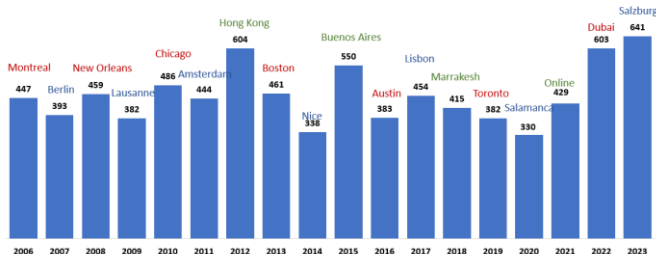
**Tamas Bodor**  
Chair of Membership  
Committee

After the turbulent years of the pandemic, in 2023 WAPOR membership rebounded to 641 persons, marking a new record in the history of the Association (and a 200% increase as compared to 2020). WAPOR membership in 2023 included 70 business members, 33 life members, 10 retired members, 54 students, and 474 individual members. Of the 641 WAPOR members, 146 held membership in a WAPOR chapter as well, which also represents a record high in “dual” (WAPOR plus chapter) membership. In addition, 42 individuals held WAPOR chapter membership, while not being a WAPOR member (including 28 chapter only members in

the WAPOR Asia Pacific chapter, 13 chapter only members in WAPOR Latin America, and 1 chapter only member in WAPOR WANA). Altogether WAPOR Asia Pacific in 2023 included 95 members, WAPOR Latin America - 73 members, WAPOR WANA - 14 members, and WAPOR Sub-Saharan Africa - 6 members. Therefore, in 2023, 683 individuals around the world had membership ties to WAPOR.



**WAPOR Membership 2006-2023**      **Composition of WAPOR Membership (2019-2023)**



In 2023, a long-term trend in the composition of WAPOR membership continued: 33% of all members were from Europe; 26% from North America; 18% from Asia Pacific; 11% from Latin America; 10% from the Middle East and North Africa, and 2% From Sub-Saharan Africa.

The year 2023 also marked a period of innovation in WAPOR membership. This included the pilot program “Friends of WAPOR” that is oriented towards students and early career researchers, and which offers a possibility to learn more about WAPOR first as a “Friend” at a discounted rate. First initiated in September 2023, WAPOR had gained 4 Friends by the end of the year.

Another major development concerned elaboration and approval of a new membership category - “membership for organizations.” Organizational membership at WAPOR is open



to any organizations that are involved in or have an interest in the conduct, use, publishing or teaching of scientific opinion and attitude surveys, social science research, media or communications research, market research, or related activities. Organizational members at WAPOR are expected to reinforce the efforts of the individual members in advancing public opinion research as a critical force in shaping and transforming societies around the globe.

The WAPOR membership survey in 2023 took place between November 15, 2023, and January 15, 2024. According to the results, the quality of research presented and professional networking opportunities at annual conferences are among the most important factors for WAPOR members when considering membership in the Association. Over 60% of WAPOR members are satisfied with their membership experience, and over 80% will consider renewing their membership in 2024. WAPOR members feel quite well informed about the Association's activities, with the President's Letters, WAPORnet and WAPOR webinars being most frequently used communication channels. In particular, 57% of respondents have seen at least one WAPOR webinar, and 95% are satisfied with the webinars organized by WAPOR. Likewise, satisfaction with the 2023 annual conference was quite high (95%).

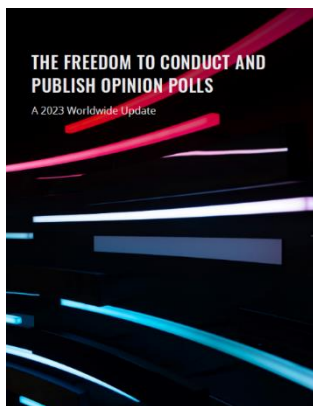
## Professional Standards Committee Report



**Ignacio Zuasnabar**  
**Chair of Professional**  
**Standards Committee**

The Professional Standards Committee is responsible for revision and adjustment - where necessary - of the Code of Professional Ethics and Practices and proposal of amendments from time to time to keep it consistent with contemporary needs and technology and to promote its observance within the profession. For this purpose, the Committee seeks cooperation with other associations in the field. The Chair of the Committee in 2023 was Ignacio Zuasnabar (Uruguay). Committee Members in 2023 included Samir Abu Rumman (Kuwait); Asis Arechavaleta (Panama); Yashwant Deskmukh (India); Mari Harris (South Africa); Wai Yu See Toh (Malaysia); and Tom Smith (USA).

In 2023, the Committee has introduced annual reporting of WAPOR National Representatives through the means of an online reporting form. The purpose of the reporting is to assess the status of public opinion research in comparative perspective across the world and to evaluate the situation in terms of the freedom to conduct and publish public opinion polls. The reporting period has been proposed as the last 6 weeks of the year. The questionnaire includes measures of perceptions of the quality of public opinion research, changes in the quality of surveys, freedom and independence of pollsters, refusal rates, laws and regulations in the field of public opinion research, and other topics. The results of the first round of reporting shall be released in early 2024. An online report form shall be completed by all WAPOR National Representatives in Q4 on an annual basis.



A major achievement of the Committee in 2023 has been the publication of the [\*Freedom to Conduct And Publish Opinion Polls 2023 Report\*](#). This report covers the landscape for polling in 157 countries, making it the most extensive global review on this topic that has been conducted by WAPOR and ESOMAR in a series of reports which first began in 1984. Practitioners in these 157 countries provided information about government laws and regulations concerning the freedom to conduct polls and publish polling results, regulation of the industry, polling methods, the role of international associations and guidelines, the quality of media coverage of polls, and the availability of training for pollsters and journalists.

## Publications Committee Report

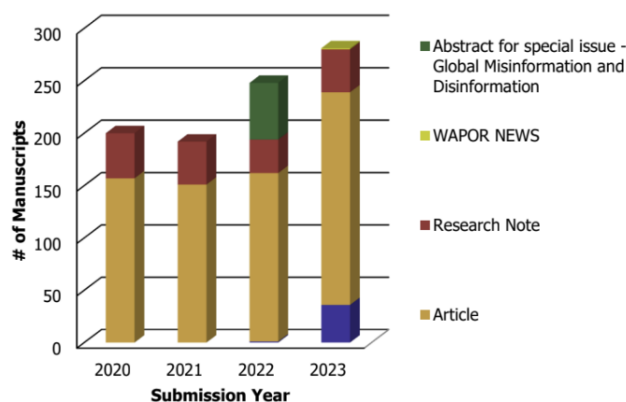


**Henning Silber**  
Chair of Publications  
Committee

The Publications Committee of WAPOR coordinates all publication activities of the Association including, but not limited to journals, the newsletter, bulletins, reports, and social media publications. The Committee is also responsible for the appointment of the editor(s) of the [\*International Journal of Public Opinion Research\*](#) (IJPOR).

In 2023, the Committee was chaired by Henning Silber (Germany). Members of the Committee in 2023 have been Pei-shan Liao (Taiwan); Rico Neumann (Germany); Michael Robbins (USA); Stephanie Steinmetz (Switzerland); David Tully (USA).

Among its main activities, the Committee oversees activity of the WAPOR International Journal of Public Opinion Research *IJPOR*. In 2023, the Advisory Board of the journal was extended to include 8 experienced senior scholars from around the world. A virtual meeting of the board took place in June 2023. There were two special issues produced by *IJPOR* in 2023: Global Misinformation and Disinformation; and Global Perspectives on Science, Polarization, and Populism. Two issues of WAPOR News were submitted for publications in *IJPOR* (April and December 2023).



The journal received more than 280 manuscript submissions in 2023. *IJPOR*'s impact factor in 2022 was 1.800. Subscription to *IJPOR* is included as part of WAPOR membership benefits. During the 2021 to 2024 term, the *IJPOR* Editor-in-Chief is Dr. Porismita Borah (Washington State University, USA). Dr. Borah is an Associate Professor at the Edward R. Murrow College of Communication, and a graduate faculty member of the Prevention Science program

at WSU.

Beyond the journal, the Publications Committee oversees also WAPOR communication activities in social media. As of 2023, WAPOR has 2,013 followers on Facebook



(@WAPORNET); 1,249 followers on Twitter (@WAPOR); and 230 subscribers on LinkedIn (@WAPOR).

## Historian's Report



**Tom Smith**  
**Historian**  
**Sep-Dec 2023**

Following the 2023 amendment of the WAPOR Constitution, an Honorary Position of Historian has been created. Tom Smith who has been the WAPOR Historian for many years has been appointed as Honorary Historian from August 3, 2023 up to the end of 2024, subject to re-appointment.

Several historical projects for WAPOR have been proposed. The first one, Recording Oral Histories, proposes audio-visual recording of heritage interviews. Such oral histories might be filmed in-person, possibly at annual conferences or at the interviewee's home or office. Given the high cost of such interviews and the large geographical distribution of members, WAPOR might consider remote interviews using Zoom or similar technology instead. The first interviewees can be WAPOR Awards winners and former Presidents.

Another important initiative for WAPOR is digitalization. WAPOR has extensive archives of historical documents at the University of North Carolina covering primarily years prior to 2000. Digitalization of the old records and combining them with the newest digital documentation of the Secretariat will be helpful to fill numerous information gaps.

Finally, another important historical project of WAPOR is a collective volume planned to be produced by the time of WAPOR's 80th anniversary. The chapters of the volume are planned to include topics such as the founding of WAPOR in 1946-1955; WAPOR Presidents; WAPOR Secretary-Treasurer; WAPOR Professional Standards/Code; WAPOR Liaison Committee; WAPOR Publications; WAPOR Conferences; WAPOR Membership; WAPOR Education Committee; WAPOR Constitution; Freedom to Conduct Public Opinion Polls; WAPOR Regional Chapters; WAPOR Awards; and WAPOR beyond its Diamond Jubilee. Work on this project is now underway.

## Asia Pacific Regional Chapter



**Jibum Kim**  
**President**  
**WAPOR Asia Pacific**

WAPOR Asia Pacific is the second oldest Regional Chapter of WAPOR. First established as WAPOR Asia in July of 2016, following the vote of chapter members, the name was changed to WAPOR Asia Pacific in January of 2022. The 2023 WAPOR Asia Pacific Council included: Jibum Kim, Sungkyunkwan University, Korea (President); Linda Luz Guerrero, Social Weather Stations, Philippines (Vice President/President-Elect); Yashwant Deshmukh, C-Voter, India (Past President); Winnie Lee, Hong Kong Public Opinion Research Institute, Hong Kong SAR (Secretary-Treasurer); Holli A. Semetko, Emory University, USA (Chair, Conference Committee); and M Saidul Haq, SRGB Research & Consulting Ltd, Bangladesh (Chair, Liaison Committee).

The Sixth Annual Conference of the WAPOR Asia Pacific chapter was held on December 2-5, 2023, in Canberra, Australia. The conference was hosted and co-organized by the Centre for Social Research and Methods at The Australian National University, with the Local Conference Chair Prof. Nicholas Biddle, Associate Director of CSRM. The conference was conducted in a hybrid format and attracted several dozen participants joining both in person and virtually. As a part of the conference, the WAPOR Asia Pacific Lifetime Achievement Award was given to Colin Irwin, University of Liverpool, UK.

The latest WAPOR Asia Pacific election took place in November 2023. In this year's elections, chapter members were invited to vote for the Vice-President and President-Elect. With a turnout of 54.16%, Matthew Gray was elected as the WAPOR Asia Pacific Vice-President and President-Elect (2024-2025).

In December 2023, WAPOR Asia Pacific conducted a referendum to amend the Chapter Constitution, following the amendment of the WAPOR Constitution in July 2023.

Another important development concerns the launch of PORpedia. This is an online open-source information hub designed and operated by WAPOR Asia Pacific to centralize all information related to the development of POR (public opinion research) around the world. Its prototype was launched in 2023 and its pace of development will depend on the supply and demand of POR communities around the world. More information is available at the WAPOR Asia Pacific chapter website: <https://waporasiapacific.org/>

## Latin American Regional Chapter



**Fabian Echegaray**  
**President**  
**WAPOR Latin America**

WAPOR Latin America is the oldest regional chapter of WAPOR, created in 2007 with the objective of disseminating and promoting public opinion studies and the values linked to the activity in the region. WAPOR Latin America held their elections in March-April 2023. The composition of the new Council (active in 2023-2025) guarantees better representation of gender, countries and profiles (academics and professionals from the private sector). According to the election results, Fabián Echegaray (Brazil) assumes the presidency, Urpi Torrado (Peru) serves as vice-president, Gustavo Meixueiro (Mexico) becomes an outgoing president, María Braun (Argentina) is the honorary president, Constanza Cilley (Argentina), Paulina Valenzuela (Chile) and Carlos Muñiz (Mexico) are the new members and Ryan Carlin (USA) is editor of *RLOP*, the *Latin American Journal of Public Opinion*. Finally, Gabriela Catterberg (Argentina) is the chair of Catterberg Prize.

In 2023, WAPOR Latin America has set up numerous formal agreements and cooperation deals with other associations engaged in public opinion, political behavior and survey research such as the ABCP (Brazilian Association of Political Science), ALACIP (Latin American Association of Political Science), ACCP (The Chilean Association of Political Science), ABRAPEL (the Brazilian Association of Electoral Pollsters), ASACOP (the Argentinean Association of Political Consultants), ALICE (the Latin American Association of Electoral Campaigners & Pollsters), ICOMTA (the international network congress for applied technology and communications), SAIMO (Argentinean Market & Opinion Professionals Association), and DIMM (a digital platform of news and courses communication in the field of market & opinion research). These agreements represent joint events at each other's major conferences as well as hosting webinars with professionals from other associations on issues relevant to the WAPOR LATAM community. More information is available here: <https://www.waporlatinoamerica.org/aliados-2/>.

WAPOR Latin America also signed agreements with the ROPER CENTER for contributing datasets in exchange for free access to ROPER's collections. The new leadership of WAPOR LATAM also established a partnership with media platform LATINOAMERICA21 for publishing exclusive notes on context and public opinion issues in the region, thus echoing the works and studies of our members. Nearly 20 notes have been published already under this agreement: <https://www.waporlatinoamerica.org/contribuciones-al-debate/>

The 10th WAPOR Latin America Congress took place on April 19-21, 2023 in the city of Oaxaca de Juárez, Mexico, and became an endearing reunion for public opinion professionals. With the title “Public opinion in Latin America in a time of crisis of democracy”, the Congress hosted nearly 150 researchers, consultants, public opinion and survey specialists, journalists, communicators and students from 14 countries. For WAPOR LATAM, meeting again after the COVID-19 pandemic was a great opportunity to reconnect and talk about the challenges and transformations that public opinion has gone through in recent years, as well as an opportunity to analyze the approaches that have been taken regarding perceptions of societies from different parts of Latin America.



The activities of this Congress began with the inaugural lecture by Dr. Juan Pablo Pozo, former President of the National Electoral Council of Ecuador, who with the topic “Democracy and Public Opinion in Latin America”, shared his reflections on the challenge of disinformation in the digital age as a transnational challenge. During the second and third day, at the facilities of the Universidad Anáhuac Oaxaca, 28 simultaneous sessions, 11 panels, presentations of academic journals and book presentations were held. The speakers presented their work on topics such as: political participation and clientelism; political polarization; survey methodology and evaluation; political culture; access to information; gender and public opinion; challenges and perspectives for democracy; political communication and social networks; communication and public health in the era of COVID-19; public policies and public opinion; freedom of expression and public opinion; and disinformation and fake news, among others.

The activities of this Congress were concluded by announcing the winner of the VIII edition of the Edgardo Catterberg Award for the best article of the WAPOR-LATAM 2023 Congress: “Who Votes for Populist in Latin America? It Depends Upon if the Populist is the President”.



Congratulations to Nina Wiesehomeier (IE University), Matthew Singer (University of Connecticut), and Sakia Ruth-Lovell (Radboud University) for this outstanding achievement.

Within the framework of the 10th Congress, at the initiative of the former President of WAPOR Latam, Gustavo Meixueiro, special recognition was granted to Dr. Alejandro Moreno for his invaluable contribution to public opinion research in Latin America. In his role as director of surveys at El Financiero, Alejandro Moreno closed the event with a keynote address titled “Decision 2024: Are the surveys ready for a new major challenge in Mexico, or will 2024 be a paradigm shift?”

In the Fall of 2023, WAPOR Latin America launched a program of webinars consisting so far of 3 major events: Challenges of Regional Projects (September); Solidarity in Latin America (October), and Fake Polls and the Manufacturing of Results in Polls (December).

**WEBINAR GRATUITO**

**MESA-REDONDA ONLINE**  
**PROYECTOS REGIONALES DE OPINIÓN PÚBLICA**  
DESAÍOS E INNOVACIONES

¿Cuáles son los retos actuales y futuros en la realización de investigaciones multi-país sobre opinión pública y asuntos políticos en América Latina?

**María Corbelli**  
Vice-presidente del World Public Survey (WPS)

**Noam Lupu**  
Directora ejecutiva del American Barometer (LAPOR)

**Ignacio Zusanóbar**  
Líder del equipo de estadísticas gubernamentales de WAPOR

**Henrique Castro**  
Director nacional del WPS de Brasil

**Patrick Meynhan**  
Director nacional de métodos y estadísticas internacionales del Pew Research Center

5 de septiembre

12 a 14h WPSU  
12 a 13h COM/Meaco  
12 a 14h Santiago Chile  
3 a 15h SA Argentina  
12 a 13h Brazil São

**WEBINAR GRATUITO**

**LATINOAMÉRICA SOLIDARIA**

¿Qué son realmente los los desastres naturales y por qué es importante potenciar la solidaridad? ¿Cómo puede la investigación potenciar los acciones solidarias?

**Seguimiento sistemático de la solidaridad en Uruguay**  
María Julia Acosta, Uruguay

**Prácticas medioambientales y bienestar común en Chile**  
Tamara Ortega, Fundación Borsari

**Participación social en la era digital en Colombia**  
Carlos Esteban Lopera, Centro Nacional de Consultoría

**Transformando hallazgos en instrumentos de acción**  
Mery Tiedges (Argentina), Gabriel Berger (Universidad de San Andrés), Carlos del Río (Argentina)

**Tendencias y grandes cambios en el modelo de sustentabilidad de las ONG: ¿Podemos disponer de la solidaridad?**  
Juan José Moreno, Gestión, Innovación en fundraising, Unicef

**Comentarios y conclusiones**  
Rosario Martínez, experta en innovación social

**Modulación**  
Comentarios: Carlos Viora y Héctor Sotomayor

Marzo 5 de octubre

12 a 14h WPSU  
12 a 13h COM/Meaco  
12 a 14h Santiago Chile  
3 a 15h SA Argentina  
12 a 13h Brazil São

**INSCRIPCIONES AQUÍ**

**WEBINAR GRATUITO**

**Mesa-redonda online**  
**FAKE POLLS Y LA FABRICACIÓN DE RESULTADOS DE ENCUESTAS**

- ¿Son las fake polls la última expresión de la desinformación y fake news?
- ¿Quiénes, cómo y para qué son utilizadas las fake polls?
- ¿Qué consecuencias tienen para la investigación de opinión pública y para el principio que la voz de la opinión pública es fundamental a la salud y vigor de la democracia?

WAPOR LATINOAMÉRICA

**WAPOR LATINOAMÉRICA**

AUSPICIANE

**datasets** **IntiCo**

APOYAN:

**alacip** **DIMENSION** **asacop**

**SANCO** **ACCP** **ABCP**

**Márcia Cavallari Nunes**  
CEO de IPEC (ex directora WAPOR / Brasil)

**Alfredo Torres**  
CEO Ipsos / Perú

**Francisco Abundia**  
Director-Fundador de Parametría SA / México

**Maxi Aguilar**  
Presidente ASACOP (Asociación Argentina de Consultores Políticos)

**Paulina Valenzuela**  
Socia Directora DATAVOZ / Chile

**Lauro Mercado**  
Director-Fundador de MERCAR / México

**Gonzalo Ferreira**  
Moderador Corresponsal de INECIA en Washington DC



## West Asia North Africa Regional Chapter



**Samir Abu Rumman**  
**President**  
**WAPOR West Asia**  
**North Africa**

WAPOR regional chapter in West Asia and North Africa (WANA) was established in mid-2018 and launched in conjunction with the WAPOR 71<sup>st</sup> annual conference in Morocco. Samir Abu Rumman served as the Interim President in 2018-2023 prior to the first chapter election, which was postponed amid the outbreak of the Covid-19 pandemic.

WANA's first election took place on December 10-17, 2023. According to the results, Munqith Dagher was elected as the WANA President; Fares Braizat - as the WANA Vice-President and President-Elect; and Firas Al Kayal as the WANA Secretary-Treasurer. We thank the 69% of the chapter membership who voted. The two-year term of the newly elected WANA chapter leadership begins on 1 January 2024. The new leadership shall reinforce the efforts of the Interim President in the Arab region to achieve WANA's goals in developing the field of public opinion research, holding the necessary activities and events for that, and increasing the branch's members from various specializations.

Same as with other regional chapters, WANA members participated actively in the WAPOR 2023 annual conference on September 19-22, 2023.

In December 2023, WAPOR's Council assisted the chapter with the revision of their Constitution to adapt to the new settings and to bring it into correspondence with the WAPOR constitution amended in mid-2023.

The WANA Chapter therefore ends the year 2023 being fully equipped with the necessary administrative and organizational bodies and procedures, ready for a re-launch and active membership growth from 2024 onwards.

## Sub-Saharan Africa Regional Chapter



**Angela Ambitho**  
President  
WAPOR Sub-Saharan  
Africa

WAPOR Sub-Saharan Africa is the youngest regional chapter of WAPOR founded in August of 2022. WAPOR-SSA is headquartered in Nairobi, Kenya. A Caretaker Executive Committee has been established before the chapter's first elections due in 2024 comprising Interim President Angela Ambitho (Infotrak Research & Consulting, Kenya); Interim Vice-President Mari Harris (IPSOS, South Africa); Interim Secretary-Treasurer Paul Nnanwobu (Random Dynamic Resources, Nigeria).

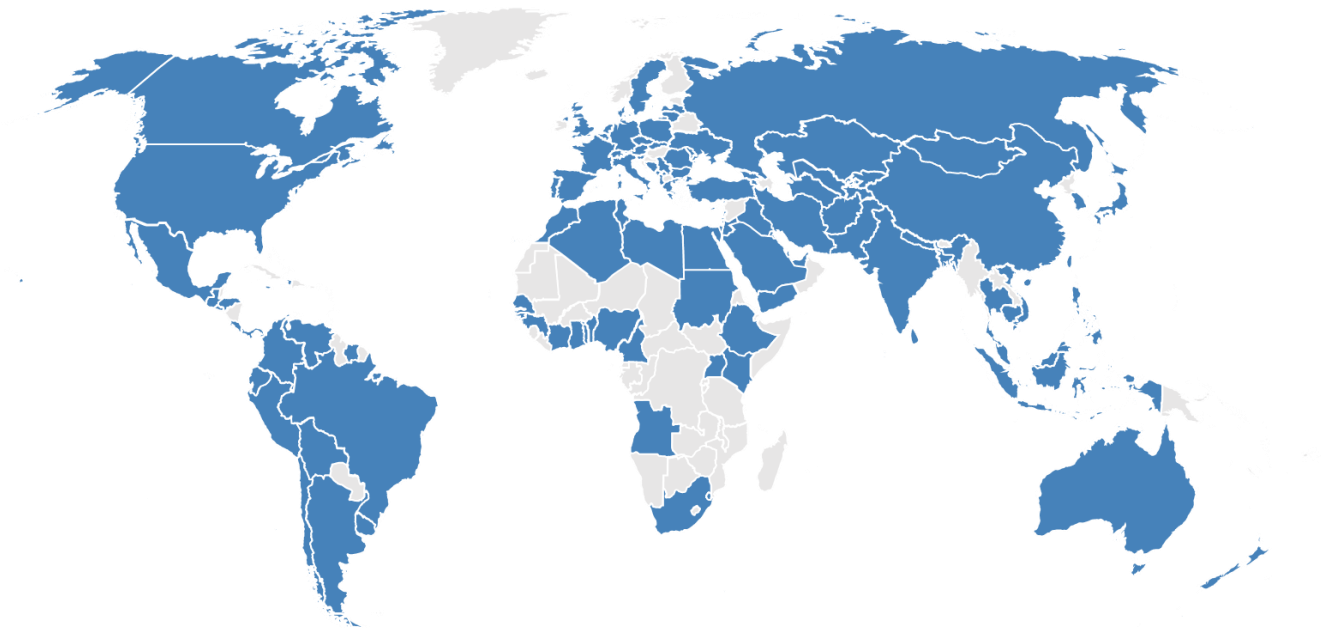
The newly established chapter is an important platform to extend WAPOR activities and mission further to the African continent. Membership in WAPOR-SSA is open to any individuals who have an interest in the conduct, use, teaching of scientific opinion and attitude surveys, social science research, media or communications research, market research in Sub-Saharan Africa. WAPOR SSA thrives to become the voice of public opinion research in sub-Saharan Africa. The chapter promotes international cooperation and exchange among academic and commercial researchers, journalists/media, political actors, students with interest in polling/politics as well as between the representatives of different scientific disciplines. The chapter also observes and comments on the democratic process and the use of polls in elections from a scientific perspective.

Activities of WAPOR SSA in 2023 were primarily focused at setting up the necessary administrative and organizational structures of the chapter, including the Secretariat, a bank account, and a network of National Representatives. The first regional conference of WAPOR-SSA is scheduled for April 15-18, 2024 and will take place in Mombasa, Kenya. The conference theme will be Shaping a Sustainable Future: The Lessons and Legacies from Opinion Polling in Africa.



## National Representatives Program

WAPOR's National Representatives program continued to grow, with 117 countries represented by local WAPOR members with appointments during the 2023 calendar year. The image below identifies the countries participating in the National Representatives program during 2023. A listing of individuals serving as National Representatives during 2023 can be found at the end of this report and a complete, up-to-date list of all current National Representatives can be found on WAPOR's website (<https://wapor.org/about-wapor/national-representatives/>).



National Representatives can serve in their capacity for a period of 2 years, with a possibility to renew their term for 2 more years. After this, a new candidate is nominated. In 2023, a call for nominations was open to for the position of WAPOR National Representatives for 2024-2025 in the following countries/ territories: Argentina, Australia, Bangladesh, Belgium, Brazil, Bulgaria, Chile, China, Colombia, Cyprus, Czechia, Georgia, Germany, Greece, Hong Kong SAR, India, Iraq, Japan, Lithuania, Mexico, Moldova, Nigeria, Pakistan, Russia, Singapore, South Africa, South Korea, Spain, Romania, United Arab Emirates, United States of America, and Uruguay. The position in all 32 countries have been filled, with the new National Representatives' term commencing on January 1, 2024.

**Call for nominations for 2025-2026.** Nominations for the position of National Representative in 2025-2026 in countries where the current representative finishes their term in 2024 can be submitted to the WAPOR Secretariat by November 1. Expressions of interest for countries where WAPOR currently has no National Representative can be



submitted at any time. All National Representatives are required to be members of WAPOR and to maintain knowledge of WAPOR's Constitution and its Code of Professional Ethics and Practices.

The goal of the National Representatives program is to assure that WAPOR continues to be highly inclusive and representative of our international community. Among their responsibilities, National Representatives help WAPOR keep abreast of potential legislation that might interfere with or restrict the conduct of public opinion research. They also serve as WAPOR's representative to each country's public, as well as its polling and survey communities, and encourage colleagues to participate in WAPOR activities.

In 2023, standardized annual reporting for National Representatives was introduced. The purpose of the reporting is to assess the status of public opinion research in comparative perspective across the world and to evaluate the situation in terms of the freedom to conduct and publish public opinion polls. All active National Representatives are required to complete the annual reporting as a part of their position; results of the reporting in the format of a report will be shared with the WAPOR membership.

### **WAPOR National Representatives 2023**

Ezatullah Adib, Afghanistan  
Visar Berisha, Albania  
Mahfoudh Hajji, Algeria  
Joan Mico, Andorra  
Carlos Pacatolo, Angola  
Maria Braun, Argentina  
Heghine Manasyan, Armenia  
Murray Goot, Australia  
Michael Nitsche, Austria  
M. Saidul Haq, Bangladesh  
Pascal Chelala, Belgium  
Louis Tomavo, Benin  
Daniel Moreno Mora, Bolivia  
Aida Hadziavdic Begovic, Bosnia & Herzegovina  
Marcia Cavallari Nunes, Brazil  
Kanchi Stoychev, Bulgaria  
Chandara Gnim, Cambodia  
Fansi Theodoret Marie, Cameroon  
Christopher Adams, Canada  
Alvaro Elgueta-Ruiz, Cape Verde  
Marta Lagos, Chile  
Weidong Wang, China

Hernando Rojas, Colombia  
Carlos Denton, Costa Rica  
Joseph Kone, Cote d'Ivoire  
Panayiotis Panayiotou, Cyprus  
Paulina Tabery, Czech Republic  
Sanne Clement, Denmark  
Ana Lucía Córdova-Cazar, Ecuador  
Abdel-Hamid Abdel-Lat, Egypt  
Fiorella Peccorini, El Salvador  
Edward M. Okoth, Eswatini  
Mulu Teka, Ethiopia  
Emmanuel Rivière, France  
Merab Pachulia, Georgia  
Cornelia Mothes, Germany  
Samuel Ojo, Ghana  
Katerina Diamantaki, Greece  
Julio César Díaz, Guatemala  
Amos Jayeolo Adebawale, Guinea Bissau  
Shodiya Gbemileke Segun, Guinea Conakry  
Frantz Fortunat, Haiti  
Rodney Romero, Honduras  
Edward Tai, Hong Kong  
Yashwant Deshmukh, India

Aan Rizaldi, Indonesia  
Amir Farmanesh, Iran  
Munqith Dagher, Iraq  
Yariv Tsfati, Israel  
Ferruccio Biolcati Rinaldi, Italy  
Deborah Bourne, Jamaica  
Tadahiko Maeda, Japan  
Fares Braizat, Jordan  
Botagoz Rakisheva, Kazakhstan  
Angela Ambitho, Kenya  
Blerina Kuci, Kosovo  
Samir Abu Rumman, Kuwait  
Nail Khaibulin, Kyrgyzstan  
Salvis Lielbardis, Latvia  
Rabih Haber, Lebanon  
Neal Swehli, Libya  
Rima Kalinauskaite, Lithuania  
Wai Yu See Toh, Malaysia  
Aminath Riyaz, Maldives  
Carlos Muñiz Muriel, Mexico  
Olga Danii, Moldova  
Tseveen Tsetsenbileg, Mongolia  
Vuk Cadjenovic, Montenegro  
Mhammed Abderebbi, Morocco  
Ramon V. Calleja Jr., Myanmar  
Jui Shrestha, Nepal  
Frits Spangenberg, Netherlands  
Paul Perry, New Zealand  
Paul Nnanwobu, Nigeria  
Ijaz Gilani, Pakistan  
Nabil Kukali, Palestine  
Jorge Martin Frech, Panama  
Urpi Torrado, Peru  
Joel Flores, Philippines  
Irina Tomescu, Poland  
Antonio Salvador, Portugal

Noora Ahmed Lari, Qatar  
Marchella Abrasheva, Romania  
Anna Andreenkova, Russia  
Abdullah Al Hokail, Saudi Arabia  
Alhi N'Guessan, Senegal  
Zoran Gavrilovic, Serbia  
Leong Chan Hoong, Singapore  
Pavol Kosnáč, Slovakia  
Ziva Broder, Slovenia  
Mari Harris, South Africa  
Seokho Kim, South Korea  
Sara Morais Vargas, Spain  
Mihirani Dissanayake, Sri Lanka  
Elmogiera Elawad, Sudan  
John Krishnadath, Suriname  
Jonas Edlund, Sweden  
Michèle Ernst Stähli, Switzerland  
Eric Chen-hua Yu, Taiwan  
Olimov Muzaffar, Tajikistan  
Woothisarn Tanchai, Thailand  
Eduardo Keira Zen, Timor Leste  
Yoro Diaw, Togo  
Mary King, Trinidad and Tobago  
Ben Hafaiedh Abdelwa, Tunisia  
Bulent Kilincarslan, Turkey  
Daniil Maykovskiy, Turkmenistan  
Francis Kibirige, Uganda  
Olga Burova, Ukraine  
Tatiana Karabchuk, United Arab Emirates  
Johnny Heald, United Kingdom  
Tom W. Smith, United States  
Ignacio Zuasnabar, Uruguay  
Mavlyuda Eshtukhtarova, Uzbekistan  
Roberto Briceño-León, Venezuela  
Xavier Depouilly, Vietnam  
Mohammed Addahri, Yemen



## WAPOR Secretariat



**Kseniya Kizilova**  
**Executive Director**

WAPOR Secretariat is responsible for the day-to-day management of the Association's activities as well as communication with the WAPOR members and chapters, and support with their inquiries concerning membership, conference participation and other organizational matters. In 2023, activities of the WAPOR Secretariat were coordinated by the WAPOR Executive Director Kseniya Kizilova.

WAPOR Secretariat has been actively engaged in supporting the organization's mission and objectives throughout the year. This included collaboration with the Membership Committee to develop strategies for member retention and engagement, as WAPOR and chapter membership peaked at over 680 individuals at the end of 2023. It also included assisting the Education Committee to organize monthly webinars and providing logistical support and promotion to ensure successful events. In addition to supporting various WAPOR committees and their activities, the Secretariat assisted with the general administration of the Association. In 2023, such important procedures included the [elections](#) and [amendment of the constitution](#), which serves as the key guiding document for all WAPOR members and bodies.

The Secretariat maintains regular communication with WAPOR members, committees, and the Council via email, newsletters, website updates, and social media platforms. Altogether in 2023, over 27,000 emails have been exchanged with the WAPOR membership. The main WAPOR communication channel remains our regular newsletter ([subscribe here](#)) as well as direct communication with the Secretariat ([waporoffice@gmail.com](mailto:waporoffice@gmail.com); [admin@wapor.org](mailto:admin@wapor.org)).

The Secretariat regularly promotes WAPOR's activities, events, and publications to a wider audience through targeted outreach efforts. WAPOR updates are shared actively via our accounts on [Facebook](#), [X \(former Twitter\)](#), and [LinkedIn](#). Videos from the WAPOR webinars for 2019-2023 can be accessed at the Association's [YouTube channel](#).

Among the latest WAPOR initiatives supported by the Secretariat is the [WAPOR Archive](#) organized into 16 distinct folders. Among these folders are valuable resources such as the ESOMAR/WAPOR Guide to Opinion Polls and Published Surveys, ethical guidelines, reports on freedom to conduct public opinion research, official WAPOR documents, newsletters. Additionally, the archive houses materials from various conferences spanning from 2007 to 2024, including presentations, reports, and announcements. This comprehensive archive serves as a vital repository for researchers and practitioners in the field of public opinion research and reflects WAPOR's commitment to advancing knowledge in this domain.



## WAPOR Council and Staff 2023

Robert Chung (Hong Kong), President  
David Jodice (USA), Vice President & President-Elect  
Timothy Johnson (USA), Past President  
Yulia Baskakova (USA), Secretary-Treasurer  
Tamas Bodor (USA), Membership Committee Chair  
Ignacio Zuasnabar (Uruguay), Professional Standards Committee Chair  
Christian Haerpfer (Austria), Liaison Committee Chair  
Henning Silber (Germany), Publications Committee Chair  
Claire Durand (Canada), Education Committee Chair (January-August)  
Chase Harrison (USA), Education Committee Chair (September-December)  
Holli Semetko (USA), Conference Chair  
Wolfgang Aschauer (Austria), Local Conference Chair  
Tom Smith (USA), Historian  
Sergio Wals (USA), General Secretary (January-August)  
Kseniya Kizilova (Austria/ Ukraine), Executive Director

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