

*WAPOR Thematical Seminar*  
*"Quality Criteria in Survey Research" VII*

Cadenabbia, Italy, July 10-12, 2008

## **Preliminary Program**

### **Thursday, July 10**

#### **Arrival**

**7:00 p.m.** Get-together cocktail party

Welcoming address

Michael Traugott, University of Michigan (USA)

Thomas Petersen, Institut für Demoskopie Allensbach  
(Germany)

**8:30 p.m.** Dinner

### **Friday, July 11**

**8:00 a.m.** Breakfast

**9:00 – 10:30 a.m.**

<b>Session 1:</b>	<b>Quality Criteria in Election Research</b>
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*Chair: Thomas Petersen, Institut für Demoskopie Allensbach (Germany)*

The Accuracy of Voting Intention Polls in the 2008 Italian Parliamentary Election

Mario Callegaro, University of Nebraska, Lincoln (USA)

Giancarlo Gasperoni, University of Bologna (Italy)

Measuring Electoral Change: Analyzing Electoral Flows in Four Italian Cities

Luana Russo, Scuola Superiore Sant' Anna, Pisa (Italy)

Polling Lessons from the 2008 U.S. Primaries: Asking about Race and Gender

Kathleen Frankovic, CBSNews, New York (USA)

Evaluating the Pre-Primary Polls in the United States

Michael Traugott, University of Michigan (USA)

**10:30 - 10:45 a.m. Coffee break**

**10:45 a.m. - 12:15 p.m.**

<b>Session 2:</b> <b>New Methodological Approaches</b>
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*Chair: Michael Traugott, University of Michigan (USA)*

Applying the Propensity Score Method to Overcome Selection Bias in Web Surveys

Michela Natilli, Scuola Superiore Sant' Anna, Pisa (Italy)

Maria Francesca Romano, Scuola Superiore Sant' Anna, Pisa (Italy)

Laura Leone, Scuola Superiore Sant' Anna, Pisa (Italy)

How Unusual and Complex Issues Can Be Validly Investigated by Simple Means

Jochen Hansen, Institut für Demoskopie Allensbach (Germany)

Understanding End-of-Life Cultural Perceptions to Predict Care Acceptance

Fiona Chew, Syracuse University (USA)

**1:00 - 3:00 p.m. Lunch**

**3:00 - 4:30 p.m.**

<b>Session 3:</b>	<b>Quality in Survey Research: International Perspectives</b>
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Engineering Value Change and the Culture Change Institute

Miguel Basáñez, Global Quality Research, Princeton (USA)

Cross-National Attitude Measurement: The Impact of Salience and Information

Jon D. Miller, Michigan State University (USA)

Ronald Inglehart, University of Michigan (USA)

Rafael Pardo, Foundation BBVA, Madrid (Spain)

Enforcing Quality Standards and Rules of Professional Conduct of German

Market and Social Research by a Board of Arbitration: „Rat der deutschen Markt- und Sozialforschung e. V.“

Anne Niedermann, Allensbach Institute (Germany)

**4:30 p.m. Coffee**

**7:30 p.m. Dinner**

**Saturday, July 12**

**9:00 - 10:30 a.m.**

<b>Session 4:</b>	<b>Defending Quality in the Face of a Tidal Wave of Numbers - I</b>
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The Principles of Survey Research - Their History and Defence

Hynek Jerabek, Charles University, Prague (Czech Republic)

Meta-Evaluations: Useful Inspiration from Evaluation Research Colleagues

Jiri Remr, Charles University, Prague (Czech Republic)

Scientific Survey Research and Unscientific "Layman Polling": Epistemology as a Quality Criterion

Thomas Roessing, University of Mainz (Germany)

**10:30 - 10:45 a.m. Coffee break**

**10:45 - 11:30 a.m.**

<b>Session 5:</b>	<b>Defending Quality in the Face of a Tidal Wave of Numbers - II</b>
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Something Has to Be Done to Protect the Public against Bad Survey Research

Willem Saris, ESADE, Barcelona (Spain)

Why Our Efforts to Establish Quality Criteria May Be Leading Us in the Wrong Direction

Thomas Petersen, Institut für Demoskopie Allensbach (Germany)

**11:30 - 12:30 p.m. Closing discussion**

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

**1:00 p.m. Lunch, end of seminar**