



NEWSLETTER

Fourth Quarter

2002

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Letter from the President

Doesn't time fly! It's hard to believe my two year period of office as WAPOR President is coming to an end. It has been an eventful and memorable time for me.

At a Council meeting a couple of years ago someone said that each of the WAPOR Presidents was synonymous with a particular defining characteristic in terms of the evolution of WAPOR. So, one President was associated with rescuing the Association from near bankruptcy; another, with reaching out to journalists and the media; a third with the launch of the Journal, and so on.

In early March 2001 I called a Council meeting in London to plan our activities for the next two years. The plans were wide-ranging and ambitious. Looking back, we have made some progress under all the headings we discussed at that meeting.

But if I am to be identified with any single theme, I suppose it should be the rebuilding of our infrastructure. Not the most exciting description, nor my intention when I took up the responsibilities of office. However, faced with membership at around 350, the Secretariat in disarray, and losing money, I felt that restoring our organisational health, was, under the circumstances, the right priority.

I'm pleased to report progress on all three fronts. Membership, which dropped as low as 312 in 1999, currently stands at 437 – a 40% increase in 3 years. Financially, we have reversed the operating losses (although there is much more we could do with a sounder financial base). And third, the new Secretariat is operating efficiently and effectively under the management of Renae Reis, who has done a super job in improving the situation she inherited when the secretariat moved from Chapel Hill.

Focusing on these three areas has not been to the exclusion of making progress on others. Our website, so vital for an international association such as WAPOR, is re-vamped and improved. We have taken a more proactive stance on matters relating to Professional Standards. Relations with AAPOR and ESOMAR have improved and will continue to do so. IJPOR has gone from strength to strength, with further developments in the pipeline.

We've also had some top-notch seminars and conferences over the past two years. Personally, I will treasure the

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WAPOR President
Brian Gosschalk

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UPCOMING ANNUAL CONFERENCE:

SEPTEMBER 11-13, 2003

PRAGUE, CZECH REPUBLIC

(President, continued from page 1)

memories of an excellent seminar for Central and East European countries held in Warsaw last November, although the resilience displayed at our Rome conference so shortly after the events of 11th September 2001 was a tribute to all involved. Of course there are disappointments and frustrations which accompany the role of President. Leading an international association of members is a challenge, and it was disappointing to find so many no-shows at our Florida conference. But overall, the positives far outweigh the disappointments of the past two years.

In addition to the support of the Council and Renae, I would like to place on record my thanks to Rosie Packer, my PA, who has provided invaluable additional support to the Association. And special thanks to our President-elect, Kathy Frankovic, to whom I have spoken once every two weeks over the past two years so that she is fully up to speed when she takes up her new role. I think she inherits an Association in healthy shape, and I expect her to be an outstanding President. She will have my full support, as Past-President.

So, as I take my leave of you as President, thank you for your continued support of our fine Association, and every best wish to you for a successful and peaceful year ahead.

50 years of the International Social Science Council Vienna Conference December 2002

By Nick Moon, UK, UNESCO/ISSC Liaison

As detailed in the previous newsletter, our very own Marita Carballo organised a special session on opinion polls and the media at the Vienna Conference to celebrate 50 years of the International Social Science Council, a UNESCO body of which WAPOR is a member organisation. The conference consisted of a mixture of plenary sessions, plus parallel special sessions on a wide variety of topics covering the whole of the social sciences. The session was entitled "Generating and Publishing Accurate Data on Public Opinion", with four speakers from very different backgrounds.

The failure of the conference organisers to provide the promised laptop and projector, meant a change to the running order so that Tom Smith from NORC in Chicago could go first, as he was using good old-fashioned acetates, and there was a working overhead projector in the room. Tom's talk centred on media coverage of polls with two main themes: the qualifications and skills journalists need to write effectively on opinion polls and the different bits of information on survey methodology that should appear in any media coverage of a poll. Tom had undertaken an exhaustive search of a wide variety of regulatory and representative bodies to see which bodies required which details to be published. This revealed an encouraging degree of agreement between them, and I

would suggest Tom's table showing this should be made easily accessible to all, perhaps through the WAPOR website.

When the very harassed man from the conference technical support had finally managed to get the projector to work, Elena Bashkirova (WAPOR National Representative) from ROMIR in Moscow then spoke very powerfully about the difficulties faced by those trying both to conduct and to write about surveys, in a country such as Russia, where it was not unheard of for journalists to take bribes to represent the results of polls as something quite different from what they really were. Elena drew on her early training as a sociologist, to discuss the inter-relationships between public opinion and the mass media, and drew public relations into the same picture.

Your correspondent was next up, with a look back right into the early part of the twentieth century for some pointers which I feel might indicate where polling methods may be going in the future. As the near-ubiquitous telephone interview seems to be facing more and more difficulties, the very low cost per interview of Internet polling may be leading us back to the days of the Literary Digest and its ten million issued sample size.

The final speaker, Ijaz Gilani from Gallup in Pakistan, agreed with the other speakers that the public needed some means of distinguishing between good and bad polls when published in the media, and concluded with the radical suggestion that there should be polling critics in newspapers and on TV. Just as other reviewers discuss the quality of recently released books or films, so Ijaz felt poll reviewers should pronounce on the quality of polls, and let the public know which ones they could rely on.

MORI's Founder and Chairman Receives Honorary Doctor of Laws

MORI Chairman **Professor Robert Worcester** was recently awarded an honorary degree by the University of Greenwich. The honorary Doctor of Laws was conferred by the University's Chancellor, Lord Holme of Cheltenham.

A visiting professor and governor at the London School of Economics, Professor Worcester is also a council member of the University of Kent. He has honorary doctorates from the Universities of Bradford, Buckingham and Middlesex.

Born in the United States, he founded London-based MORI in 1969, when market research was relatively unknown in Britain. MORI is now the UK's largest independent research company, and has been the fastest-growing top ten research agency for the past two years.

Congratulating Greenwich's new graduates on their degrees, he exhorted them to use their talents to help others, to "...pay back what they have learned, and been taught, from their earliest days to the benefit of others, and thereby of themselves," reminding them of the virtues of *Endeavour, Integrity, Justice and Charity*.

WAPOR Regional Conference

Cape Town, South Africa

7-10 May 2003

Pack your bags ... WAPOR's going to sunny South Africa. The regional conference for WAPOR will be held in Cape Town, South Africa from 7 - 10 May 2003. The Conference will be held at the Breakwater Lodge Hotel, right by the world famous V&A Waterfront.

The conference venue, where we all will be staying as well, has a great history to fit right in with the history of its surroundings. The Breakwater Lodge was known as the Breakwater Prison in the 19th century. The Breakwater Prison was the first prison to effect racial segregation due to the increase of "white" IDB (Illegal Diamond Buying) offenders. The prison housed most of these offenders. In 1902 another building was built to house white male convicts and thus to effect a structural separation from black convicts. The design of the prison was based on that of Millbank and Pentonville prison in England. In 1926 it became a hostel for black dock workers until 1991 when it was modernised into the Breakwater Lodge Hotel.

The V&A Waterfront was part of the Cape Town dockyard and was restored and turned into beautiful venues for shops, art galleries, museums and some of the world's best restaurants in the early 1990's.

Cape Town is a lovely city, which boasts numerous tourist attractions, and we would like to recommend that all delegates stay at least two days extra. Short trips can include our world-famous wine farms, Table Mountain, Greenmarket Square, District Six, Robben Island and lots more. We will soon have details available of possible day tours as well as longer stay packages. We can also tailor make tours to suit your personal needs.

Possible papers on the following topics will follow the theme of this conference:

- **Public opinion research**
- **Freedom**
- **Development and democracy**

Synopsis for papers focusing on this theme or aspects of this theme, can be submitted to Mari Harris until **Friday 31 January 2003**.

Mari Harris
Director, Markinor (Pty) Ltd
Phone: +27 11 686 8400
Fax: +27 11 789 3764
E-mail: marih@markinor.co.za

Hout Bay, Cape Town

General Conference Information

Conference sessions:

7 May 2003

9:00 - 13:00 Registration at the Breakwater Lodge
13:00 - 17:00 Leisure trip to Robben Island
19:00 Traditional South African Braai and Opening of Conference

8 May 2003

9:00 - 17:00 Conference sessions (lunch included in cost)
Free evening to explore the Victoria and Alfred Water front

9 May 2003

9:00 - 17:00 Conference sessions (lunch included in cost)
19:00 Gala dinner

Venue:

The Breakwater Lodge is situated in the heart of the V&A Waterfront in Cape Town. It is within walking distance of Cape Town's favourite shopping area and hosts some of Cape Town's best restaurants. Mildie will be on hand throughout the conference should anyone need assistance or want to leave the Waterfront area for other destinations.

Tours/trips:

A number of interesting and historic sites are within short driving distance of the hotel. These trips can be booked with Mildie. Longer trips can also be arranged should you like to see more of our beautiful country before or after the conference.

For additional Cape Town information and pictures see
www.unl.edu/wapor/conferences.html

WAPOR Regional Conference Cape Town, South Africa 7-10 May 2003
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Registration Form

Please fill in this form and fax or e-mail it to:

Mildie Meyer-Els
 mildie@markinor.co.za
 Phone: +27 11 686 8400
 Fax: +27 11 789 3764

Delegate Information:

Title: _____
 Surname: _____
 Initials: _____
 First name: _____
 Designation: _____
 Company: _____
 Postal address: _____

 Telephone number: _____ Fax number: _____
 E-mail address: _____
 Number of people in party: _____

Registration fees:

Once completed forms are received for registration, more detail regarding electronic payment will be sent to you.

Fee per delegate if paid BEFORE 15 FEBRUARY 2003 US\$350

Fee per delegate if paid AFTER 15 FEBRUARY 2003 US\$400

The fee per delegate does not include accommodation and transport. See accommodation booking form below for more information regarding options and fees.

Accommodation Reservation Form

Although *this form must be filled in separately*, the money for both the conference and accommodation can be transferred simultaneously to the account number provided on confirmation of registration. All monies should be paid prior to the conference. Prices include bed and breakfast.

Type of accommodation requested:

Choose the room and size bed of your choice.
 (Please specify whether you require two single beds or one double bed in the room)

Bed (single/double)

Type of room	One night	Two nights	Three nights
Single Share shower	\$45	\$90	\$135
Single en-suite	\$70	\$140	\$210
Business suites	\$90	\$180	\$270

Do you need transport to and from the hotel at \$10 per single trip? Yes
 (Please mark the appropriate option) No

WAPOR Thematic Seminar
“Public Opinion, Polls and Policies”
Zurich, Switzerland
June 26-28, 2003

What started in the Summer of 2001 will be continued in the year 2003: The World Association for Public Opinion Research (WAPOR) will hold a thematic seminar. This time we will look at the role and impact of public opinion polls in the political process. In the tradition of the WAPOR Summer Seminar, dates have been set for **June 27 to 28, 2003** with a **Get-Together-Cocktail on Thursday, June 26, 2003**.

Since the introduction of public opinion polls, polling and politics have become very popular and controversial topics for many scholars. While we can look at a considerable stock of research regarding the use of polls in election campaigns and media reporting of specific countries, we still have some profound lacking in comparative research, non-electoral studies and theoretical settings. The WAPOR Seminar would like to fill this gap:

- **First**, we lack comparative studies addressing the use of polls in different electoral contexts, including discussions and abuse of publications standards and regulations of private and public pre-election polling. Furthermore, we only have scant knowledge about the different functions of private polls in the electoral context (fundraising, image tracking, identification of undecided voters, etc.).
- **Secondly**, most empirical studies have focused on elections whereas our knowledge about the use of polling in the policy-making process and the impact on decisions of authorities or congressmen for the routines of daily politics is scarce.
- **Thirdly**, we lack theory driven research that can be used to gauge how citizens react in terms of acceptance or concern to published poll results. We will hear presentations on papers that try to come to grips with the processes presumed to be at work when we talk about poll impact – again within, as well as outside, the electoral context.

Schedule:

The Seminar will start with an arrival and get-together cocktail on Thursday. Friday will be a full seminar day. On Friday evening, there will be a joint WAPOR / SMS (Schweizerischer Verband für Marketing- und Sozialforschung) plenary session. Here, we will focus on the debate of the regulation of pre-election polls and have a discussion about media poll reporting. The aim is to have an outside look at the recent and ardent discussions within SMS about regulation and standards. On Saturday morning workshops will continue. We will finish at 11:00 am with a plenary session and round table discussion.

Location:

The Workshop will take place in the Hotel Zürichberg. A wonderful place situated high above the everyday bustle of Zurich, surrounded by woodland and meadows, but still very close to the city. The stunning views of city, lake and mountains are enough to put us in the mood and tradition of WAPOR seminars.

Hotel Zürichberg: www.zuerichberg.ch

Package for Registration:

Two packages for registration will be possible.

1. **Full package:** will comprise two nights (double bedroom, but single occupation) incl. breakfast (Thursday, Friday), one three-course dinner Friday and two three-course lunches (Friday and Saturday), including beverages and coffee breaks. It will be about 558.00 Swiss Francs or 380.00 Euro (Approx. 369.00 US Dollar).

Attention: Rooms available in the Hotel are scarce (30)!

Further rooms in close hotels are provided by the Hotel.

2. **Seminar package:** without bed and breakfast (for Swiss scholars or individual hotel booking); one three-course dinner Friday and two three-course lunches (Friday and Saturday), including beverages and coffee breaks. It will be about 333.00 Swiss Francs or 227.00 Euro (Approx. 220.00 US Dollar).

*Non-WAPOR members pay a extra-charge of 100.00 •. This includes WAPOR membership for one year (2003).

Public Opinion, Polls and Policies

A WAPOR Thematic Seminar

June 26 – 28, 2003

Hotel Zürichberg, Zürich, Switzerland

Registration

Please return to:

WAPOR Secretariat
UNL Gallup Research Center
200 N Eleventh Street
Lincoln, NE 68588-0241
USA
Fax: 001 (402) 458-2038

Hotel Zürichberg

Name: _____

Organization/Institute: _____

Address: _____

Country: _____

Telephone: _____ Fax: _____ E-mail: _____

	Price per person	Number of persons	Total
- Full package, including meals and accommodations, for WAPOR, AAPOR or ICA members	\$ 369	_____	\$ _____
- Seminar package, including meals but without accommodations	\$ 200	_____	\$ _____
- Extra-charge for non-WAPOR members	\$ 100	_____	\$ _____

Total			\$ _____

Method of payment (A processing charge of \$5.00 will be added for credit card payments):

() Mastercard () VISA:

Card number: _____ EXP: _____

Signature: _____

() Check enclosed (**no** Eurochecks please!)

WAPOR Annual Conference

September 11-13, 2003
Prague, Czech Republic
Call for Papers

WAPOR seeks proposals for panels and papers to be presented at this conference. Papers submitted by graduate students will be considered for the prize for the “best student paper.” We welcome proposals on the following themes, as well as on other topics that may be of interest to WAPOR members:

- o **Communication Research**
- o **Research Methodology**
- o **Public Opinion Theory**
- o **Opinions and Media in the Election Campaign**
- o **Media Impact on Public Opinion**
- o **Public Opinion on Social, Economic and Political Issues**
- o **Comparative Research**
- o **Internet and Survey Research**
- o **Methodology of Internet Research**

In addition, we are also planning a joint WAPOR-ESOMAR session, the topic on which is still to be determined. Furthermore, there are plans for a workshop that should be of great interest to everyone.

Proposals should include an abstract in which you give a general description of the paper (research question, methods and anticipated results), along with complete information on the author(s) on a separate sheet (mailing address, e-mail address and telephone number for each co-author or participant). The abstract should not exceed 750 words.

The deadline for submissions is May 1st, 2003.

Confirmation of receipt will be sent within two weeks, and the final decisions about the program will be made by the end of May 2003. If your proposal is accepted we will expect the text of the full paper by August 1st, 2003.

Please send three copies of all panel and paper proposals to the Conference Chair at the address below:

Hynek Jerabek
Charles University
Institute for Sociological Studies
U Krize 8
CZ 150 00, Prague
CZECH REPUBLIC
Phone: 420 2 2449-1496
Fax: 420 2 2422-7950
Email: jerabek@mbox.fsv.cuni.cz

**Look for more information and registration forms on WAPOR’s website:
www.unl.edu/wapor/**



Upcoming Events

The referendum on the Constitution will take place in March after the constitutionally specified deadline for membership renewals. Your dues for 2003 must be paid by this date. Please let Renae know if you did not receive your Dues Notice for 2003 or if you have any questions regarding the status of your membership (Renae_Reis@gallup.com). The website will continue to contain the most recent updates of the Constitution.

Calendar

May 7-10, 2003

Cape Town, South Africa Conference

June 26-28, 2003

Zurich, Switzerland Seminar

September 11-13, 2003

Prague, Czech Republic Annual Conference

Please let us know your upcoming events. Deadline for 1st quarter newsletter event or article submission is March 1st.

WAPOR Election Results

I'd like to extend a hearty thank you to everyone who was able to participate in this year's voting for Executive Council members. The strength of WAPOR is its members and their participation in important events such as the elections. The three offices up for election were the office of Vice-President/President Elect, Standards Chair and a Member at Large. As you may have seen via the listserv or on the website the winners, and a shortened version of their biographies, are as follows:

VICE-PRESIDENT/PRESIDENTELECT

ESTEBAN LOPEZ ESCOBAR- Professor of Public Opinion at the University of Navarra's School of Communication (the oldest school of journalism and mass media in Spain). He has been a member of the WAPOR Executive Council, and is a former trustee of the International Institute of Communications (London) and member of the Strategic Council of the European Institute for the Media (Manchester and Dusseldorf), and European Communications Council (Berlin).

He has a Doctoral degree in Law and a Master's degree in Journalism and Mass Communications, and is former editor-in-chief of the current and cultural affairs monthly *Nuestro Tiempo*. In 1997 and 2000 he organized two very successful regional WAPOR conferences in Pamplona (Spain).

PROFESSIONAL STANDARDS CHAIR

TOM SMITH specializes in the study of social change and survey methodology. Since 1980 he has been co-principal investigator of the National Data Program for the Social Sciences and director of its General Social Survey (GSS). This is the largest and longest-term project supported by the Sociology program of the National Science Foundation. He is also co-founder and Secretary General (1997-2003) of the International Social Survey Program (ISSP). The ISSP is the largest cross-national collaboration in the social sciences. It has conducted an international survey annually since 1985 and currently has 38 nations as members.

He currently is on the editorial boards of a number of journals and scholarly publications including the WAPOR journal, the [International Journal of Public Opinion Research](#). A long-time member of AAPOR he has served as Secretary-Treasurer, Standards Chairman, and Counsellor-at-large. He was re-elected to this position.

MEMBER-AT-LARGE

PATRICIA MOY (Ph.D., Wisconsin) has been an active member of WAPOR, serving as its conference chair in Portland, 2000. She was the Book Review Editor for the *International Journal of Public Opinion Research*, and currently is the Membership and Chapter Relations Associate Chair for AAPOR and an Associate Editor for *Public Opinion Quarterly*.

Moy's research focuses on mass communication and public opinion in democratic systems. In her work, she examines media effects on trust in government and political participation; the nature of public deliberation; and the effects of perceptions of public opinion. Moy has authored a book and has published articles in many industry journals. Moy teaches at the University of Washington in the Departments of Communication and Political Science. Her professional experience includes working as an analyst with the Media and Opinion Research unit of Radio Free Europe/Radio Liberty, surveying media use and political attitudes in the former Soviet Union.

The WAPOR Newsletter is published by the
World Association for Public Opinion Research

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