

## CURRICULUM VITAE

### DR. ALEJANDRO MORENO

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Doctor en Ciencia Política por la Universidad de Michigan, Ann Arbor, Estados Unidos.

Consultor/Director en Encuestas y Estudios de Opinión, *El Financiero*, desde 2016. <http://www.elfinanciero.com.mx>

Catedrático en el Instituto Tecnológico Autónomo de México, ITAM, desde 1996 <http://politica.itam.mx/es/facultad-politica>

Presidente de la World Association for Public Opinion Research (WAPOR), 2013-2014 <http://wapor.org>

Vicepresidente de la World Values Survey Association, WVSA, desde 2013. <http://www.worldvaluessurvey.org/wvs.jsp>

Director operativo, Estudio Latinobarómetro, 2010-2015. <http://www.latinobarometro.org/lat.jsp>

Jefe del Departamento de Encuestas de Opinión Pública, periódico *Reforma*, 1999-2015.

Investigador visitante en Política Pública, Instituto México, Woodrow Wilson Center, Washington D.C., 2011.

Investigador Principal en México, Comparative National Elections Project (CNEP), desde 2006. <https://u.osu.edu/cnep/>

Ganador del premio Sir Robert Worcester al mejor artículo publicado en el *International Journal of Public Opinion Research* en 2006 y en 2009.

Ganador del premio al Mérito Profesional en la categoría académica, ITAM y Ex ITAM, 2009.

Ganador del premio *Reed Latino* por el mejor trabajo en encuestas de opinión pública en América Latina 2015, otorgado por la revista *Campaigns&Elections*.

## LIBROS

*Political Cleavages: Issues, Parties, and the Consolidation of Democracy* (Westview Press, 1999).

*El votante mexicano: Democracia, actitudes políticas y conducta electoral* (Fondo de Cultura Económica, 2003).

*Nuestros valores: Los mexicanos en México y en Estados Unidos a inicios del Siglo XXI*. (Banamex, 200).

*Valores, ciudadanía y democracia: Encuesta sobre valores ciudadanos en el DF, 2008* (IEDF, UNESCO-México, 2008.).

*La decisión electoral: Votantes, partidos y democracia en México* (Miguel Ángel Porrúa, 2009).

## LIBROS COMO COAUTOR O COORDINADOR

*Human Values and Beliefs: A Cross-Cultural Sourcebook*. Con R. Inglehart y M. Basáñez (University of Michigan Press, 1998).

*Changing Values and Beliefs: Trends from the Values Surveys from 1981 to 2004*. Con L. Halman y otros (Brill, 2008)

*Consolidating Mexico's Democracy: The 2006 Presidential Campaign in Comparative Perspective*.

Con J. I. Domínguez y C. Lawson. (Johns Hopkins University Press, 2009.).

*Changing Human Beliefs and Values, 1981-2007: A Cross-Cultural Sourcebook Based on the World Values Surveys and European Values Studies*. Con R. Inglehart y otros (Siglo XXI, 2010).

*Filantropía y sociedad civil en México: Análisis de la ENAFI 2005-2008*. Con M. Layton (M.A. Porrúa, 2010)

*Confianza en las Instituciones: México en perspectiva comparada*. (CESOP-Cámara de Diputados, 2010).

*El cambio de valores en América Latina: Hallazgos de la EMV*. Con M. Carballo (CESOP-Cámara de Diputados, 2013).

*Comportamento Eleitoral e Comunicação Política na América Latina. O Eleitor Latino-americano*.

Con H. Telles (Universidade Federal de Minas Gerais, 2013).

*Opinión pública y representación política en México*. Con M. Cebollada (CESOP-Cámara de Diputados, 2013).

*El comportamiento electoral mexicano en las elecciones de 2012*. Con M. Meixueiro (CESOP-Cámara de Diputados, 2010).

*Mexico's Evolving Democracy: A Comparative Study of the 2012 Elections*. Con J. Domínguez y otros (JH Univ. Press, 2015).

*Voting in Old and New Democracies*. Con R. Gunther y otros (Routledge, 2016).

Autor de cerca de 100 artículos en revistas científicas y libros compilados, y de más de 3,000 artículos periodísticos de encuestas de opinión pública.

# The University of Michigan

to all who may read these letters, Greetings:

Hereby it is certified that upon the recommendation of  
The Horace H. Rackham School of Graduate Studies

The Regents of The University of Michigan have conferred upon  
**Jesús Alejandro Moreno Alvarez**

in recognition of the satisfactory fulfillment of the prescribed  
requirements the degree of

**Doctor of Philosophy**

(Political Science)

with all the rights, privileges, and honors thereto pertaining  
here and elsewhere.

Dated at Ann Arbor, Michigan this nineteenth  
day of August, nineteen hundred and ninety-seven



*Lee P. Bollinger*  
President  
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## History

Over the past 65 years, WAPOR has been fortunate to have some of the most prominent names in survey and public opinion research serve as its President. Below is a listing of the men and women who have served. Each made an indelible mark on both the Organization and the people whom the Organization serves.

1947-1948	Jean Stoetzel	France
1949-1950	James White	UK
1951-1952	John F. Maloney	USA
1953-1954	Jan Stapel	Netherlands
1955-1956	Leo P. Crespi	USA
1957-1958	Bjorn Balstad	Norway
1959-1960	Mark Abrams	UK
1961-1962	Helen Crossley	USA
1963-1964	Karl Georg von Stackelberg	West Germany
1965-1966	Leo Bogart	USA
1967-1968	Eric da Costa	India
1969-1970	Adri Bakker	Netherlands
1971-1972	Philip K. Hastings	USA
1973-1974	Wim J. de Jonge	Netherlands
1975-1976	Juan Linz	Spain/USA
1977-1978	Irving Crespi	USA
1979-1980	Elisabeth Noelle-Neumann	West Germany
1981-1982	Yvan Corbeil	Canada
1983-1984	Robert M. Worcester	UK
1985-1986	Seymour Martin Lipset	USA
1987-1988	Hans Zetterberg	Sweden
1989-1990	Frederick C. Turner	USA
1991-1992	Elizabeth H. Nelson	UK
1993-1994	Philip Meyer	USA
1995-1996	Wolfgang Donsbach	Germany
1997-1998	Maxwell McCombs	USA
1999-2000	Miguel Basanez	Mexico
2001-2002	Brian Gosschalk	UK
2003-2004	Kathleen Frankovic	USA
2005-2006	Esteban Lopez-Escobar	Spain
2007-2008	Mike Traugott	USA
2009-2010	Thomas Petersen	Germany
2011-2012	Tom W. Smith	USA
2013-2014	Alejandro Moreno	Mexico

### [Past Conferences](#)

This post is also available in: [Chinese \(Simplified\)](#), [Chinese \(Traditional\)](#), [French](#), [German](#)

## Archives

The archives of the World Association for Public Opinion Research are housed at the University of North Carolina-Chapel Hill. They are part of the Southern Historical Collection housed and cataloged at UNC.

[Click here for a complete listing of the WAPOR inventory](#)



# WAPOR NEWSLETTER

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

December 2014

## Executive Council (2014)

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## A Look Back at WAPOR's 2014 Conference: Nice, France

WAPOR's 67<sup>th</sup> annual conference, "Extensible Public Opinion," was held 4-6 September 2014 at the Hotel Radisson Blu on the Mediterranean coast of Nice, France in coordination with ESOMAR, a partner organization. The ESOMAR annual conference took place in Nice just after the WAPOR meeting.

Adjusting the traditional schedule and beginning early on the first day, meant being able to accommodate an additional 28 papers the special AAPOR panel, "Measuring Opinion in a Changing World: Reports from the AAPOR Taskforce on Emerging Technologies," chaired by AAPOR president Michael Link (Nielsen).

In all, a total of 157 papers were accepted and presented. The conference program had 36 sessions, including a number of panels, with topics that included both substantive and methodological issues such as:

- Method: Pre-Interview, Interview, Post-Interview
- Media, Journalism; Opinion Formation; Political Process
- Conflict extending from demonstrations to armed conflict
- Use of opinion; Elections, candidates; Europe

This year's conference ranks in the top three conferences, in terms of attendance, with participants from 40 countries.

Congratulations are in order for the winners of the prestigious prizes presented at the WAPOR Awards Banquet. The **Naomi C. Turner** prize is given for the best paper presented by a student at the annual conference. This year's paper was entitled, "Illusions of Knowledge: How the Media Makes us Capable of Participating in Politics," by Mathias Weber and Christina Koehler from the University of Mainz. Their paper argues that mass media may contribute to citizens' opinion-forming, as opinion-forming is above all a function of political efficacy – the citizens' notion of their own knowledge regarding political issues (subjective knowledge), and of how well they can judge policy options tied to these issues (subjective capacity for political judgment).

The **Elizabeth Nelson** prize is given for the best paper from a society in transition presented at the annual conference. The winner this year was for the paper, "Participation in General Elections and Socio-Political Integration in Four Post-Socialist Countries," presented by Robert Peter of the Institute for Political Science, Centre for Social Sciences, Hungarian Academy of Sciences. The paper investigates

(Conference continued on page 5)

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# Letter from the President

Dear WAPOR members,

Thank you for giving me the honor to serve as President of the Association during these two years. It has been a great experience. The Council members reported at the business meeting during the annual conference in Nice, that WAPOR is in very good shape. This is very encouraging, as we continue promoting the goals established by our constitution, and as we take further steps assisting public opinion research in different regions of the world.

As President, I enjoyed and learned a lot from the multiple activities of the WAPOR community, and from our collaboration with AAPOR and ESOMAR. I am very grateful to the WAPOR Council members and to our Executive Coordinator for all their support, time, and commitment.

I also deeply felt the sad moments of loss. Most recently, Hans Zetterberg, a Past President of WAPOR, passed away on November 28th, at the age of 87. You can read more in tribute to Hans on page 3.

As my term comes to an end, let me share with you that Mike Traugott has agreed to re-join Council, this time as Secretary Treasurer. As you all know, Claire Durand is leaving that position, as she was elected Vice President and President Elect in the last elections. I wish them and our incoming President, Patricia Moy, the best of all experiences in leading WAPOR. I look forward to support them in my role as Past President.

Please mark your 2015 calendars with our activities, including the regional conference in Doha (March) and our annual conference in Buenos Aires (June).

Thank you very much!

Alejandro Moreno



Alejandro Moreno,  
WAPOR President

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## Election Results

The WAPOR elections for 2014 wrapped up last November. Voting was done online for the third consecutive year and participation continues to improve. The final totals indicate that 38.32% of eligible voters took the time to make their choices for Vice President/President-Elect and Chair of the Professional Standards Committee.



Claire Durand, of the University of Montreal, was elected VP/President Elect for the 2015/2016 term.

Due to Professor Durand's election as VP, her position as Secretary/Treasurer was



vacated. Alejandro Moreno appointed Michael Traugott (past WAPOR President) as the Secretary/Treasurer for 2015. He will serve in this capacity until the normal election cycle this fall when two new candidates will stand for election.

Timothy Johnson, of the University of Illinois at Chicago, was elected as Chair of the Professional Standards Committee. .





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# In Memoriam

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**Hans Zetterberg** (1927-2014), sociologist and past WAPOR president (1987-1988), died on November 28, 2014 after a short battle with cancer. Hans was born in 1927 in Stockholm, Sweden. He attended the University of Minnesota and remained in the US for 20 years. He taught sociology at the Graduate School of Columbia University and briefly at The Ohio State University, where he was Chair of the Sociology Department. Upon returning to Sweden, Hans was head of publishing at Bedminster Press where one of the highlights of this position was the publication in 1968 of the full translation of Max Weber, *Economy and Society*, which is now available in paperback from the University of California Press. In 1997 the members of the American Sociological Association voted this work as the 20<sup>th</sup> century's most influential book in sociology.



In Sweden, Zetterberg was the first Chief Executive and organizer of the Tri-Centennial Fund of the Bank of Sweden, one of the larger foundations supporting social science in Europe. Eventually he began working in the private sector and became a well-established professional pollster, Managing Director, and owner of Sifo AB, a market and social research company. He took the position of Editor-in-Chief of the national daily newspaper, Svenska Dagbladet, and further developed his writing to reach an inquisitive general public.

Wolfgang Donsbach, friend and colleague of Hans, writes: “Hans combined, on three very different dimensions, qualities that one most often finds separately: He was an outstanding and most successful personality and leader - and at the same time human and warm. He was one of our most knowledgeable people in the field of empirical social research - and at the same time a theorist, yes even a philosopher who was familiar with the whole history of social theory. And, he was a positivist trying to describe and explain society - and at the same time strongly governed by normative considerations. For me, this is what made Hans unique and his company so rewarding.

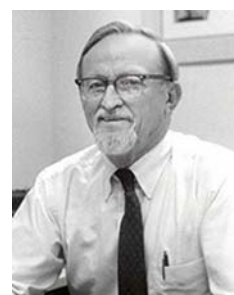
“When I had to introduce Hans (I think it was at one of the legendary WAPOR seminars in Cadenabbia in the nineties) after he had resigned from his ‘official’ jobs as editor-in-chief of Svenska Dagbladet and SIFO, I asked him how I should present him to the audience. He said: ‘Present me as “a Swedish intellectual!”’ This is what he always had been, as a scholar at Columbia University and Ohio State University, as a commercial researcher at the Swedish Institute for Opinion Research, as a leading journalist, and as an institution builder in WAPOR and other organizations. Whatever he did he did it from an intellectual perspective, i.e. built on a broad knowledge of history, philosophy, and thinking. But the ‘Swedish’ is in this characterization as noteworthy as the ‘intellectual.’ His European upbringing and way of reasoning, and the unique Swedish approach to the welfare state (with a strong responsibility of the individual) have shaped his empirical and theoretical work. His recent books on the ‘many-splendored society’ is looking for the ‘good society’ built on the six realms on which our societies are built. Let us all help to disseminate his legacy, comprised in the four volumes, among our students and colleagues.”

Hans was a lifetime member of WAPOR and a member of the Royal Swedish Academy of Engineering. He was also the recipient of the Helen Dinerman award in 1999. Hans was working to the very last and filed *The Pursuit of Knowledge, The Many-Splendored Society: Volume 4* just a week before he passed away (most of it was ready before the summer, but a few details remained), and is now available at Amazon.com. He is survived by his wife Karin.

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**Philip E. Converse** (1928-2014), professor emeritus of political science at the University of Michigan and the 2003 recipient of the WAPOR Helen Dinerman prize, passed away in 2014.

Converse’s scholarship forms the conceptual basis for several core areas of public opinion research — attitude formation and change, political behavior and voting, protest movements, and media use and its impact on attitudes and behavior. His list of publications includes his contribution to early studies of American electoral behavior as one of the co-authors of the two seminal texts that established the “Michigan school” of voting studies: *The American Voter* and *Elections and the Political Order*. Other of his works aided in the development and advancement of the theory of political realignments.



In addition, it is still virtually impossible to write about attitude formation and change without referring to Converse’s 1964 book chapter “The Nature of Belief Systems in Mass Publics” in David Apter’s *Ideology and Discontent*.

(Memoriam continued on page 17)

WAPOR Latin-America's VI Congress was held in Santiago, Chile with great success. The conference, organized by WAPOR Latin America and Universidad Diego Portales (UDP) and titled "Public Opinion, crisis of representation and new forms of participation," brought together more than 180 registered participants from 15 countries.

During the three-day conference, from June 18th to 20th, the participants had the opportunity to discuss the role of public opinion in different areas, including political participation, emerging technologies, and elections. The meeting was sponsored by local polling firms Feedback, Ekhos and Demoscópica.

The best papers presented at the conference were recognized with several awards. Two received the Edgardo Catterberg Award for the best paper: "Electoral composition in elections with mandatory and voluntary voting: a quasi-experimental study about electoral participation in Chile," written by Bernardo Mackenna, and "Political trust in Latin America" written by Nicolás Somma, Juan Carlos Castillo, and Matías Bargsted. The Eduardo Hamuy Award—an award created to honor the founder of public opinion research in Chile— was received by Celeste Ratto who presented the paper "Holding the government accountable: a comparative study of economic voting across institutional contexts in Latin America."

Young researchers were also recognized with the Marcus Figueiredo Award. This year the recipient was Pedro Fraiha for his paper "Corruption and Indicators of perception: variations under the influence of the media and political behavior."

Jon Krosnick, a professor at University of Stanford—who was the keynote speaker of the conference—presented the current state and future challenges that face social scientists regarding survey research and data analysis.

The organizers of the congress, Andrés Scherman and Teresa Correa, thank the National Advisory Committee: Marta Lagos (representative of WAPOR in Chile), Sebastián Valenzuela (Pontificia Universidad Católica de Chile), Arturo Arriagada (Universidad Diego Portales), Mauricio Morales (Universidad Diego Portales), Matías Bargsted (Pontificia Universidad Católica de Chile), Miguel Ángel López (Universidad de Chile), Jorge Fábrega (Universidad Adolfo Ibáñez), Guillermo Cumsille (Universidad de Chile) and Carolina Segovia (Universidad Diego Portales).



Pictured from left: Organizers Andrés Scherman and Teresa Correa; Alejandro Moreno, Celeste Ratto and Guillermo Cumsille; Bernardo Mackenna and Gabriela Catterberg; Jon Krosnick; Pedro Fraiha and Pedro Mundim (obscured); Nicolás Somma, Juan Carlos Castillo, and Matías Bargsted with Gabriela Catterberg

They would also like to thank the International Committee: Alejandro Moreno (president of WAPOR), Patricia Moy (vicepresident and president elect of WAPOR), Alfredo Torres (IPSOS, Perú), María Braun (MBC Mori, Argentina), Gabriela Catterberg (Universidad de Buenos Aires), Pablo Parás (Data Opinión Pública y Mercados, México), Francisco Abundis (Parametría, México), Hernando Rojas (University of Wisconsin-Madison), Manuel Mora y Araujo (IPSOS, Argentina), Ignacio Zuasnabar (Mori, Uruguay), Mariano Torcal (Universidad Pompeu Fabra), Carlos Muñiz (Universidad de Nuevo León), Helcimara de Souza Telles (Universidad Federal de Minas Gerais), Fernando Tuesta (Universidad Católica del Perú), Napoleón Franco (IPSOS) and Marcia Cavallari (IBOPE).

mechanisms influencing political participation expressed by voting at the general national elections.

The **Robert M. Worcester Prize**, given for the best article in the IJPOR in the previous year, was given this time by Robert Worcester himself. During his presentation he gave a brief history of the journal by remembering the founders, which included himself, the late Professor Elisabeth Noelle-Neumann, and Professor Seymour Martin Lipset, and remarking that their reason for starting the journal was simple, "For many years there had been an observed need for scholars and practitioners in public opinion research to have professional journals in which serious students of the discipline could report on findings of interest to other students, methodological developments, and other matters of interest in the field on an international and multi-disciplinary basis." The first Managing Editor, Dr. Wolfgang Donsbach, was on hand in Nice and Professor Worcester went on to thank Wolf for his many distinguished years in that position and acknowledged the existence of the journal for the past quarter century.

The Worcester Prize for 2013 was given to Jorg Matthes, from the Department of Communications at the University of Vienna. His article, "Do Hostile Opinion Environments Harm Political Participation? The Moderating Role of Generalized Social Trust."

Wrapping up his presentation, Professor Worcester wanted to acknowledge one last individual, Tom W. Smith, with an additional prize for his article, "Is There Real Opinion Change?" published in the journal in 1994. His was, "an article that we felt added to the knowledge of everyone in the field, and widely distributed, read and discussed, as it affects everyone in WAPOR, everyone writing and reading about public opinion generally, and political polling specifically."

The **Janet A. Harkness Award** for work from emerging young scholars in the study of multi-national/multi-cultural/multi-lingual survey research (3M survey research), was given to Christian Czymara from the University of Köln, Germany. His paper entitled, "How do economic wealth and the relative group-size of immigrants affect natives' attitudes towards immigration?," examines a study that, according to the committee, "is well-grounded in theory and which employs an excellent data resource (the ESS), with a highly competent analysis to examine an important, policy-relevant topic."

The committee also awarded two honorable mentions to the following authors: Mingnan Liu (University of Michigan) for his paper, "The Effect of Acculturation on Extreme Response Style: A Mediation Analysis among a Sample of Arab American Adults" and Diana Zavala Rojas (Universitat Pompeu Fabra) for her paper, "Improving Translations in cross-cultural research: A new approach using Survey Quality Prediction (SQP) program."

The **Helen Dinerman award** is WAPOR's most prestigious award given for lifetime contributions in the field of survey research. This year's winner was Ronald F. Inglehart of the University of Michigan. Professor Inglehart was unable to be at the dinner but he sent us his remarks via video. Dr. Inglehart remarked, "I was delighted, surprised, thrilled to get it when I learned that WAPOR was giving me this award. And I was aware of what an honor it is because I know that previous recipients have included a number of people that I've admired and looked up to throughout my career. Phillip Converse, Seymour Martin Lipset, Louis Guttman, Elihu Katz, Sir Robert Worcester, Sidney Verba, Juan Linz, Elizabeth Noelle-Neumann, people that I consider giants in the field, so I am honored to join their ranks and even wonder whether I belong among them."

He went on to say, "In fact, I wondered when I received this award...I thought, 'What have I done.' And then I realized, 'Of course. It's for the World Values Survey.' This is a genuine, major contribution to survey research. Of course it's the work of scores of social scientists, in over a hundred countries, who have been working the past three decades to create the combined treasure trove of the World Values Survey and the European Values Survey (or the European Values Study).

"This is a marvelous contribution, I've used it for decades and thousands of people have used the data from these surveys. It gives us the ability to understand and analyze social change, political change, how the human component of social change is moving and this *is* a major achievement but of course it's *our* achievement. I helped launch it but it's all of us who are getting honored. I congratulate all of the people who have worked in the EVS and the World Values Survey to make this possible and congratulations to you all. And many thanks to the World Association for Public Opinion Research for giving me this honor, I'm thrilled and delighted."

The Dinerman citation for Dr. Inglehart's accomplishments appears on page 7.



WAPOR thank's its generous sponsors for supporting the organization and last year's annual conference: platinum sponsors NORC, Nielsen, and Social and Economic Survey Research Institute (SESRI); gold sponsor D3 Systems; silver sponsors Oxford University Press and Westat; and bronze sponsors Gulf Opinions Center for Polls and Statistics, Instituto Tecnológico Autónomo de México (ITAM), Parametro, RTI International, and the Roper Center.

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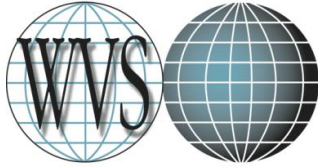
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## PRESIDENT: CHRISTIAN HAERPFER



Professor Christian W. Haerpfer is Director of the European Centre for Survey Research and Full Professor of Political Science at the University of Aberdeen, United Kingdom. He has also been a Visiting Professor at the University of Strathclyde (Glasgow, UK), Hebrew University Jerusalem (Israel), National University of Rwanda (Kigali, Rwanda), University of Kharkiv (Ukraine) and University of Salzburg (Austria). He has received fellowships from the Leverhulme Trust (London, UK), the Woodrow Wilson International Centre for Scholars (Washington D.C., USA), the European University Institute (Florence, Italy) and the University of Essex (UK). He is Director of the „New Democracies Barometer“/ „Eurasia Barometer“ (7 waves between 1991 and 2010), which covered the processes of political and social transformations in Estonia, Latvia, Lithuania,

Poland, Czech Republic, Slovakia, Slovenia, Croatia, Serbia, Bulgaria, Romania, Moldova, Ukraine, Belarus, Russia, Georgia, Armenia, Azerbaijan, Kazakhstan and Kyrgyzstan since more than 20 years. Professor Haerpfer is member of the Steering Committee of the Global Barometer Survey Group, which is the worldwide organization for comparative social science large-scale quantitative surveys. Professor Haerpfer has been Principal Investigator of the World Values Study in Hungary (1999), Moldova (2006) & Bahrain (2014). His books include *Democracy and Enlargement in Post-Communist Europe* (Routledge 2002) and *Democracy and Its Alternatives. Understanding Post-Communist Societies* (Polity: Oxford 1998). His recent publication is „*Democratization*“ (Oxford University Press 2009), co-edited with Ronald Inglehart. Among his most recent peer-reviewed journal articles are: 'Political Involvement of Citizens in Belarus and Ukraine: A Comparison with Russia, Moldova and Caucasus' in *International Relations and Diplomacy* ISSN 2328-2134. June 2014, Vol. 2, No. 6, pp. 361-369; 'Changing Patterns of Civil Society in Europe and America 1995-2005', In: *East European Politics and Societies* 2012, Vol.26, No.1, pp.3-19; 'Support for Democracy and Autocracy in Russia and the Commonwealth of Independent States, 1992-2002', In: *International Political Science Review (IPSR)* 2008, Vol.29, No.4, pp.411-431; and 'Women in Rwandan Politics and Society', In: *International Journal of Sociology* 2009, Vol38, No.4, pp.111-125. Professor Haerpfer is Chair of the Research Committee 17 on 'Comparative Public Opinion' of the International Political Science Association (IPSA) in Montreal, Canada and academic and public policy advisor for the United Nations, UNDP, World Bank, European Commission, EBRD and OECD. Prof. Haerpfer is Director of ArabTrans research project 'Political and Social Transformations in the Arab World'. ArabTrans is an international research project executing within the FP7 program of the European Commission. The aim is to look comparatively at the beliefs, values and behavior with respect to political and social transformations in 7 Arab countries through use of comparative sample surveys. The countries covered are: Morocco, Algeria, Tunisia, Libya, Egypt, Jordan, and Iraq. The project will help to outline and inform various policy options with regard to the political and social change in the Arab countries. It will provide a valuable and unique source of comparative data, building on previous knowledge, which will be of service to the EC, the policy making and the scientific communities.

Since August, 2013 Prof. Haerpfer is the President of the World Values Survey Association.

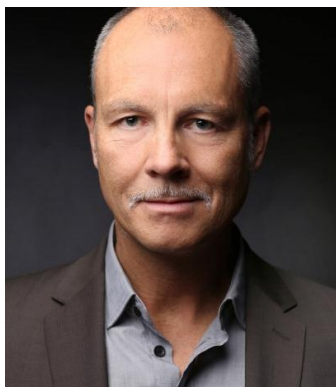
## VICE-PRESIDENT & TREASURER: ALEJANRO MORENO



**Alejandro Moreno** (PhD, University of Michigan, 1997) is Professor of Political Science at the Instituto Tecnológico Autónomo de México (ITAM), and Director of Public Opinion Research at Reforma newspaper, both in Mexico City. In 2012-2014 he served as President of the World Association for Public Opinion Research (WAPOR) and since 2013 he is the Vice-President of the World Values Survey Association (WVSA). He has been a principal investigator for the World Values Survey in Mexico in the 1996-97, 2000, 2005, and 2012 surveys. He has served as Managing Director for the Latinobarómetro since 2010, as co-investigator for the Mexico Panel Study in the 2000, 2006

and 2012 Mexican presidential elections, and as principal investigator in Mexico for the Comparative National Election Project (CNEP) in 2006 and 2012. He is the author of various publications on public opinion, voting behavior, and political values, including the following: *El votante mexicano: Democracia, actitudes políticas y conducta electoral* (The Mexican Voter, 2003), *Nuestros valores* (2005), *La decisión electoral: Votantes, partidos y democracia en México* (Electoral Choice in Mexico, 2009), *Consolidating Mexico's Democracy: The 2006 Presidential Campaign in Comparative Perspective* (co-edited with Jorge Domínguez and Chappell Lawson, 2009), *Comportamento Eleitoral e Comunicação Política na América Latina* (co-edited with Helcimara Telles, 2013), *Mexico's Evolving Democracy: A Comparative Study of the 2012 Elections* (co-edited with Jorge I. Domínguez, Kenneth Greene, and Chappell Lawson, forthcoming), and three sourcebooks co-edited with Ronald Inglehart and based on World Values Survey data (1998, 2008 and 2010). He has over 70 academic articles published in different journals or as book chapters in edited volumes. He has twice received the Sir Robert Worcester Prize for best article published by the International Journal of Public Opinion Research (IJPOR), in 2007 and 2010. His journalistic publications include over 2,500 polls stories at Reforma and *Este País: Tendencias y opiniones* in Mexico.

## VICE-PRESIDENT: CHRISTIAN WELZEL



Christian Welzel is the Political Culture Research Professor at Leuphana University in Lueneburg, Germany. He is also President (emer.) and Vice-President of the World Values Survey Association and Foreign Consultant to the Laboratory for Comparative Social Research at the National Research University/Higher School of Economics in St. Petersburg and Moscow, Russia. His research focuses on human empowerment, emancipative values, cultural change and democratization. A recipient of various large-scale grants, Welzel is the author of more than a hundred scholarly publications. Besides his just published *Freedom Rising* (2013 at CUP, winner of the Alexander George Award and the Stein Rokkan Prize, see

[www.cambridge.org/welzel](http://www.cambridge.org/welzel)), the most recent books include: *The Civic Culture Transformed* (with Russell J. Dalton, at CUP 2014); *Democratization* (with Christian Haerpfer, Ronald Inglehart and Patrick Bernhagen, at OUP 2009) and *Modernization, Cultural Change and Democracy* (with Ronald Inglehart, 2005 at CUP).



## SECRETARY GENERAL: BI PURANEN



Bi Puranen obtained her PhD in Economics at the University of Umeå, Sweden in 1984 and became Associate Professor at the University of Stockholm in 1996. In 1988 she was appointed Project Director at the Institute for Futures Studies, Stockholm. Her work on core values and globalization has led her to Sophia Antipolis, France, where she has served as Professor of Futures Studies and Communication strategies. She has led the work on values implementation into large public enterprises and organizations, such as one regarding the main European energy producer, Vattenfall, and the Swedish National Authority assigned her the overall responsibility for the entire road transport system in that respect (Swedish Road Administration), as well as a large project on value transformation commissioned by the Swedish Armed Forces. Her publications comprise about 10 books and around 50 book chapters and articles in social science journals. Her “h-index” of 5 does not take into account many of her publications in Swedish. She has also cooperated in substantial film and tv/radio productions, as well as in research on public aspects of Tuberculosis. Since 1999 she has served as Secretary-General of the World Values Survey Association. She has provided funds for the Secretariat and gave the WVS its organizational core. WWSA membership has recognized her important role by nominating her as the candidate for the EC with the highest number of proposals (16). She was the Swedish (co-) PI in 5 waves of the WVS. Bi Puranen is Secretary General of WWSA and Head of External Relations Office of WWSA which is now located at the Institute for Futures studies where she is a senior Research Fellow.

## EXECUTIVE COMMITTEE MEMBER: PIPPA NORRIS



Pippa Norris is Laureate Research Fellow and Professor of Political Science at the University of Sydney, the Maguire Lecturer in Comparative Politics at Harvard’s Kennedy’s School of Government, and Director of the Electoral Integrity Project.

Awards include the Johan Skytte prize (jointly with Ronald Inglehart) for contributing innovative ideas about the relevance and roots of political culture in a global context, IPSA’s Karl Deutsch award, and several book prizes. Pippa Norris has extensively exploited the WVS database. Her Google Scholar “h-index” amounts to 74, reflecting her publication record. Books include *Digital Divide*, *Critical Citizens*, *Sacred and Secular*, *Making Democratic Governance Work*, and *Why Electoral Integrity Matters*.

She has also served as Director of the Democratic Governance Group in the United Nations Development Programme, and as an expert consultant to many international organizations. Pippa Norris served as WWSA Treasurer in 2013-2014, and since 2013 is a member of the Executive Committee of World Values Survey Association.



## EXECUTIVE COMMITTEE MEMBER: MARTA LAGOS



Marta Lagos received a master degree in Economics from the University of Heidelberg and has taught political science and public opinion at various universities in Chile. She is the founder and the Director of the Latinobarometro, a yearly regional opinion survey in 18 Latin American countries. She is the Coordinator of the Global Barometer Survey Group, which is an umbrella organization including the Latino Barometro, Afro Barometer, Arab Barometer, East Asia Barometer, the South Asia Barometer, and the Eurasia Barometer. Marta Lagos is member of the Steering Committee of the Comparative Study of Electoral Systems. She is Vice Chair of the Research Committee on 'Comparative Public Opinion' of the International Political Science Association (IPSA). Marta Lagos has been Chair of the Scientific Advisory Council of the WWSA in 2008-2013 and she was PI for the WVS in Chile for the last 5 waves. She has written 3 books on the consolidation of democracy and is the editor of the World Opinion Section of the International Journal of Public Opinion Research. Since 2014 Marta Lagos is member of the Executive Committee of World Values Survey Association.

## EXECUTIVE COMMITTEE MEMBER: EDUARD PONARIN



Eduard Ponarin received his PhD in Sociology in 1996 from the University of Michigan and today is Professor of Sociology at the Higher School of Economics as well as Professor of Political Science at the European University in St. Petersburg. He is also Director of the Laboratory for Comparative Social Research in St.Petersburg, which he founded together with Ronald Inglehart and Christian Welzel. Eduard Ponarin is the PI in the most recent wave of the WVS. He is a newcomer to the WWSA. He has strengthened the phalanx of excellent young scholars who have already proven their great intellectual capabilities. Eduard Ponarin is the second member at large of the EC.

## DATA ARCHIVE DIRECTOR: JAIME DIEZ-MEDRANO



(CIS) and ARCES (Spain).

Jaime Díez Medrano, Telecommunications Engineer, Madrid, is the Director of the World Values Survey Data Archive, director of the International Social Survey Programme (ISSP) co-archive in Madrid, Vice-President and founder of Fundación Faddis and also of JD Systems, a software company that has developed JDSurvey, one of the leading tools for survey dissemination and analysis on the Internet. He is an expert in data integration, data archiving and dissemination, having developed the World Values Survey, Globalbarometer, Latinobarometro, East-Asian Barometer and Afrobarometer data analysis sites. He has also developed the survey databank for the Spanish Centro de Investigaciones Sociológicas

## FOUNDING PRESIDENT: RONALD INGLEHART



Ronald Inglehart is the Lowenstein Professor of Political Science and a research professor at the Institute for Social Research at the University of Michigan. He is also co-director of the Laboratory for Comparative Social Research at the Higher School of Economics in St. Petersburg, Russia. He obtained Ph.D. at the University of Chicago in 1967; Doctor, honoris causa at Uppsala University in Sweden in 2006; Doctor, honoris causa at Free University of Brussels in Belgium in 2010; Doctor, honoris causa at University of Lueneburg in Germany in 2012. Inglehart has been the President on World Values Survey Association in 1988- 2013. He is the Fellow of the American Academy of Political and Social Science and the Fellow of the American Academy of Arts and

Sciences. Inglehart is the winner of Johan Skytte prize in Political Science in 2011 and the winner of Helen Dinerman Award from World Association of Public Opinion Research in 2014. Inglehart helped found the Euro-Barometer surveys and directs the World Values Survey, which has surveyed representative national samples of the publics of 97 countries containing almost 90 percent of the world's population. His research deals with changing belief systems and their impact on social and political change. His most recent books are (with Pippa Norris) *Sacred and Secular: the Secularization Thesis Revisited* 2<sup>nd</sup> ed., (Cambridge University Press, 2011); (with Pippa Norris) *Cosmopolitan Communications: Cultural Diversity in a Globalized World* (Cambridge University Press, 2009); (with Christian Haerpfer, Patrick Bernhagen and Christian Welzel) *Democratization* (Oxford University Press, 2009); (with Christian Welzel) *Modernization, Cultural Change and Democracy: The Human Development Sequence* (Cambridge University Press, 2005); and (with Pippa Norris) *Rising Tide: Gender Equality in Global Perspective* (Cambridge University Press, 2003). Author of more than 270 publications, his books have been translated into German, Spanish, French, Italian, Brazilian Portuguese, Russian, Polish, Croatian, Japanese, Chinese, Korean, Persian, Urdu, Indonesian and Vietnamese. He is a member of the editorial boards of eight scholarly journals. He has been a visiting professor or visiting scholar in France, Germany, The Netherlands, Russia, Switzerland, Japan, South Korea, Taiwan, Brazil, Nigeria and New Zealand, and has served as a consultant to the U.S. State Department and the EU.

## CHAIR OF SCIENTIFIC ADVISORY COMMITTEE: DARWISH AL-EMADI



Darwish Al Emadi has received his Ph.D. in Sociolinguistics at the University of Edinburgh in 1986. At Qatar University in Doha he has been Dean of the College of Humanities and Social Sciences (1995-2000) and Dean of the Graduate School (2001-2003). He was Director of the Education Institute at the Supreme Education Council (2003-2004) and he is currently Director of the Social and Economic Survey Research Institute at Qatar University. He was PI for Qatar in wave 6, and has organized two General Assemblies of WVSA in Doha in March 2013 and April 2014. Given his familiarity with the Arab region that is emerging in importance he was nominated as the Chair of the SAC. Lately he was also appointed as the

Associate Vice-President for Research at the University of Qatar. His main interest is Education and Education Policy.



World Research Codes and Guidelines

# ESOMAR/WAPOR GUIDELINE ON OPINION POLLS AND PUBLISHED SURVEYS

## GUIDELINE ON OPINION POLLS AND PUBLISHED SURVEYS

ESOMAR, the World Association for Social, Opinion and Market Research, gathers around 4900 members in over 130 countries and is the essential organisation for encouraging, advancing and elevating market research. Codes and guidelines are available at [www.esomar.org](http://www.esomar.org)

WAPOR, the World Association for Public Opinion Research, is a professional society of around 500 individuals from academic and business professions in over 50 countries who share information in the field of public opinion research through conferences, publications, and personal contact. [www.wapor.org](http://www.wapor.org)

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This guideline is drafted in English and the English text (available at [www.esomar.org](http://www.esomar.org) and [www.wapor.org](http://www.wapor.org)) is the definitive version. The text may be copied, distributed and transmitted under the condition that appropriate attribution is made and the following notice is included "© 2014 ESOMAR and WAPOR".

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## GUIDELINE ON OPINION POLLS AND PUBLISHED SURVEYS

- Additional information is needed so readers can evaluate the poll's reliability and validity. This information is more technical, and should be available on a website of the research organisation or the publication. It must be made available when requested. That information includes:
- Whether respondents were selected from a panel (or multiple panels), the names of the panels and whether they were created using probability or non-probability methods. If the panel is a probability sample, the cumulative response rate (reflecting recruitment, attrition, and the within-panel response rate for a study) should be made available. For non-probability samples, the participation rate (the number of panel members providing a usable response divided by the total number of initial personal invitations requesting members to participate) should be provided.
- The method of selection of panelists for the particular study. This usually involves some form of stratification or quotas, intended to represent the target population. The variables used to define the strata, quotas, or other selection methods (such as matching and propensity score groups) should be listed.
- In most cases, the final sample will be weighted. The most important information to disclose is which variables were used to form the weights. If cell weighting or raking ("rim weighting") is used, the unweighted sample distributions should be included in tabulations. For more complex methods (such as propensity score weighting or matching), a more detailed methodology report should be made available on request.

These disclosures are intended to provide information about the procedures used to conduct a specific survey with a given panel, but do not cover details of panel recruitment (aside from identification of the panel source or sources). For more details see ESOMAR's 28 questions to help buyers of online samples.

### 8.4.4 Mixed modes

The use of multiple modes within a single poll is becoming common, especially as ways of insuring coverage for groups that may be difficult to reach by the main polling method. For example, face-to-face interviewing may supplement phone interviewing in countries with relatively low phone penetration. Some research organisations offer respondents a choice as to how they wish to be interviewed.

- The value of using multiple modes is their representativeness; however, researchers must always be aware of the possibilities of mode effects as different modes may produce different answers.
- When publishing results from polls using mixed modes, researchers must provide the number of interviews in each mode and provide the information relevant to each mode of interviewing.

## 9 PROJECT TEAM

- Kathy Frankovic (Chair), former Director of Surveys at CBS News; Consultant to YouGov and a member of the ESOMAR Professional Standards Committee
- Mirosława Grabowska, Professor at University of Warsaw and Director of the Center for Public Opinion Research (CBOS)
- Richard Hilmer, Managing Director, Infratest Dimap
- Kathy Joe, Director, International Standards and Public Affairs, ESOMAR
- Christophe Jourdain, International Managing Director, IFOP
- Nick Moon, Managing Director, GfK NOP Social Survey and secretary to the British Polling Council
- Alejandro Moreno, Professor at the Instituto Tecnológico Autónomo de México (ITAM); Director of the public opinion polling unit at newspaper Reforma and President of WAPOR
- Adam Phillips, Chair of the ESOMAR Professional Standards and Legal Affairs Committees
- Doug Rivers, Professor at Stanford University and Founder of YouGov America