WAP☉R

67th Annual Conference
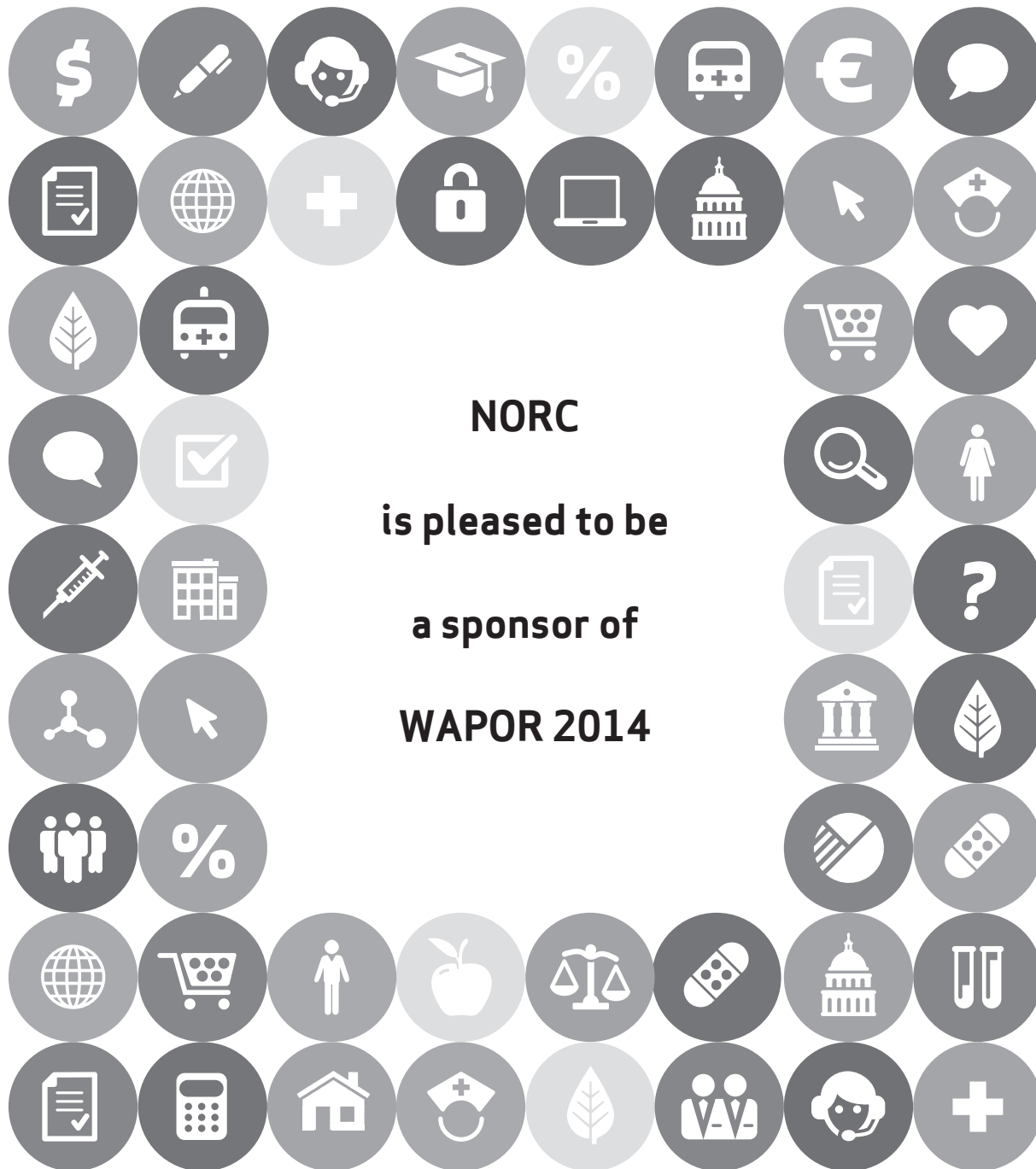
Extensible Public Opinion

4-6 September 2014

Radisson Blu, Nice, France

NORC

at the UNIVERSITY *of* CHICAGO

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WAPOR 2014

Introduction to the Program

The 2014 WAPOR Annual Conference presents about 150 papers with the theme of Extensible Public Opinion. Consistent with the theme, the papers are quite varied and extend the boundaries of public opinion.

All papers are presented in 90-minute sessions of four or five papers each. All authors chose ideas relevant to their papers from the 28 ideas in Appendix A at the end of this program. These choices were used to assign sessions with papers with shared ideas. The ideas are focused enough to allow authors to have discussions based on some common interests. The ideas are also broad enough that sessions can include both usual and more mainstream papers.

The intermingling of diverse papers was designed to encourage the cross-pollination among authors that is the goal of the conference theme. One consequence of the diversity is that sessions are not always easy to label. Therefore, session titles are the consensus ideas chosen by authors from Appendix A.

In addition to a conference program in a standard printed format, there is an online program with both an InfAlign map and an e-commerce version available at http://infotrend.com/?page_id=250.

We look forward to your comments about this approach of assigning loosely focused sessions that still have enough in common for meaningful interactions among people who might otherwise not meet.

WAPOR thanks its generous sponsors for supporting the organization and this year's annual conference. We would like to acknowledge our 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.

With our best wishes for an enjoyable conference,

David Fan, Program Chair

We would like to extend thanks to all of the reviewers who read and scored abstracts for inclusion into the program. They are:

Porismita Borah, Washington State University (USA)
Gabriella Catterberg, Universidad de Buenos Aires (Argentina)
Roei Davidson, University of Haifa (Israel)
Claire Durand, University of Montreal (Canada)
Michael Elasmar, Boston University (USA)
Stefan Geiss, University of Mainz (Germany)
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At-A-Glance

THURSDAY, SEPTEMBER 4

8:00-12:00	WAPOR Council Meeting	Amirauté
10:00-12:00	IJPOR Editors Meeting	Fregate
12:00-18:00	Reception Desk Open	Foyer
13:00-13:20	Welcome and Introduction to the Program	Baie des Anges
13:30-15:00	Concurrent Sessions A1-A4	Rooms listed on pp. 6-7
15:00-15:25	Coffee Break	Foyer
15:30-17:00	Concurrent Sessions B1-B4	Rooms listed on pp. 7-9
18:00-20:00	Welcome Reception	Terrace

FRIDAY, SEPTEMBER 5

8:00-all day	Reception Desk Open	Foyer
8:30-10:00	Concurrent Sessions C1-C4	Rooms listed on pp. 9-10
10:00-10:25	Coffee Break	Foyer
10:30-12:00	Concurrent Sessions D1-D4	Rooms listed on pp. 10-11
12:00-13:25	Lunch	Terrace
13:30-15:00	Concurrent Sessions E1-E4	Rooms listed on pp. 11-12
15:00-15:25	Coffee Break	Foyer
15:30-17:00	Concurrent Sessions F1-F4	Rooms listed on pp. 12-14
17:00-18:15	Regional Chapters Meeting	Courants
18:30-19:30	Cocktails (cash bar)	Terrace
19:30-21:00	Awards Banquet	Riviera

SATURDAY, SEPTEMBER 6

8:00-11:30	Reception Desk Open	Foyer
8:30-9:45	WAPOR business meeting (open to all)	Azur
9:45-10:10	Coffee Break	Foyer
10:15-11:45	Concurrent Sessions G1-G4	Rooms listed on pp. 14-15
11:45-13:00	Lunch	Terrace
13:00-14:30	Concurrent Sessions H1-H4	Rooms listed on pp. 15-16
14:30-14:55	Coffee Break	Foyer
15:00-16:30	Concurrent Sessions I1-I4	Rooms listed on p. 17

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Session	Room	Day	Time	Session Topics
Intro	**Baie de Anges**	**Thur**	**1300**	**Using the Online Conference Program** Conference Chair: David Fan
A-1	**Azur**	**Thur**	**1330**	**Method: Pre-Interview** Session Chair: Johnny Heald (ORB International)
				Coverage Error in Mobile Web Surveys Across European Countries - Tanja Kunz (Darmstadt University of Technology), Anke Metzler (Darmstadt University of Technology), Marek Fuchs (Darmstadt University of Technology)
				Challenges and Solutions of Introducing Mobile Phones in CATI Surveys - Kim De Cuyper (GfK Belgium), Sara Gysen (GfK Belgium), Christine Tresignie (GfK Belgium)
				Holistic Approach to Quality Management in Multi-Country Research - Sara Gysen (GfK Belgium), Kim De Cuyper (GfK Belgium), Christine Tresignie (GfK Belgium)
				What's the Impact of Coverage Error in CATI Surveys? The Italian Case - Emanuela Sala (Università di MIlano Bicocca), Roberto Lillini (Università di MIlano Bicocca)
A-2	**Courants**	**Thur**	**1330**	**Quantitative; Opinion Theory** Session Chair: Allan McCutcheon (University of Nebraska-Lincoln)
				Problems and Developments in Data Analysis of Cross-National Comparative Surveys - Kazufumi Manabe (Aoyama Gakuin University)
				Estimating the Effects of Nonresponses in Online Panels Through Imputation - Weiyu Zhang (National University of Singapore) *This paper tells you how much bias nonresponses in online panels will bring, using an imputation method*
				Adjust Survey Response Distributions Using Multiple Imputation: A Simulation with External Validation - Yu-Sung Su (Tsinghua University), Frank C. S. Liu (National Sun Yat-Sen University)
				How and Why Opinions become Public. The Social Conditions of a Public Opinion - Nathalie Heinich (CNRS)
A-3	**Mistral**	**Thur**	**1330**	**AAPOR Panel: Measuring Opinion in a Changing World: Reports from the AAPOR Taskforce on Emerging Technologies** Session Chair: Michael Link (Nielsen)

Session	Room	Day	Time	Session Topics
				Beyond Surveys: Multimode Capabilities of Mobile Devices to Enhance (or Replace) Traditional Surveys - Michael Link (Nielsen)
				Researchers leveraging the multimode capabilities of mobile devices to enhance/replace surveys - AAPOR TF Report
				Social Media Platform Touchpoints Across the Survey Lifecycle - Joe Murphy (RTI International)
				Social platforms provide new tools for survey researchers - surveys, recruitment, testing - AAPOR TF Report
				Surveys Conducted on Mobile Devices: What's New and What Has Not Changed? - Michael Schober (New School)
				Mobile surveys pose new challenges but also many traditional concerns - AAPOR TF Report
				Social Media: The Newest Frontier in Opinion Research - Jennifer Hunter-Childs (U.S. Census)
				Passive collection/secondary analysis of social media data provide new view of opinions and attitudes - AAPOR TF Report
A-4	Sirocco	Thur	1330	**Media, Journalism; Opinion Formation; Opinion Theory** Session Chair: Rainbow Chen (The Communication of East China Normal University)
				Extending the Fundamentals of Public Opinion: A Study on the Determinants of Understanding Complex Media Content - Christina Koehler (University of Mainz), Oliver Quiring (University of Mainz)
				Does the Fragmentation of Political Information Environment Produce a Fragmented Opinion Climate? – Toward the Re-examination of Media Effect Theories in a Changing Media Landscape - Tamas Bodor (University of Wisconsin – Stevens Point)
				Mapping Public Opinion Research in the New Media Environment: An Analysis of Six Leading SSCI Journals 2000-2013 - Baohua Zhou (Fudan University)
				Compelling Associations for Addressing Drug Abuse and 'War on Drugs' in the U.S.: Public Opinion and Agenda-Setting Effects - Magdalena Saldana (University of Texas at Austin), Alberto Ardevol-Abreu (University of La Laguna), Lei Guo (University of Texas at Austin), Maxwell McCombs (University of Texas at Austin)
				#CompellingAssociation: a new concept linking the three levels of the #AgendaSettingTheory #CompellingArguments #NetworkAgendaSetting
				Framing as a Condition of Agenda-Setting Process - František Kalvas (University of West Bohemia), Kristýna Kympergrová (University of West Bohemia)
				We assess hypothesis that framing makes a condition of agenda-setting process using twelve-wave panel survey combined with content analysis
B-1	Azur	Thur	1530	**Method: Post-Interview; Quantitative** Session Chair: Peter Granda (ICPSR University of Michigan)
				Entropy Analysis for Designing and Analyzing Opinion Surveys - Michael Carlson (Stockholm University), Ove Frank (Stockholm University), Peter Lundquist (Stockholm University)
				Ensuring Consistency in the Approach to the Sampling and Weighting Design in International Face to Face Surveys - Hayk Gyuzalyan (Ipsos MORI), Sara Grant-Vest (Ipsos MORI)
				Automatic Coding of Occupations - Arne Bethmann (Institute for Empoloyment Research), Antoni Manfred (Institute for Employment Research), Bela Daniel (Leibniz Institute for Educational Trajectories), Malte Schierholz (Ludwig-Maximilians-Universität München), Markus Zielonka (Leibniz Institute for Educational Trajectories), Knut Wenzig (German Institute for Economic Research (DIW))
				Use Response Latency to Detect Survey Satisficing: An Analysis of Straight-Lining Response - Mengyang Wang (University of Nebraska–Lincoln)

WAPOR 67TH ANNUAL CONFERENCE - EXTENSIBLE PUBLIC OPINION

Session	Room	Day	Time	Session Topics
B-2	Courants	Thur	1530	**Media, Journalism; Opinion Formation; Political Process** Session Chair: Thomas Roessing (University of Mainz)
				Sexual Rights and Public Opinion on the Cuban Blogosphere - Elaine Díaz (University of Havana)
				Agenda Setting and Polling During Gun Control Debate--A Study of News Media Reporting of Public Opinion Polling and Social Media Trends During the Sandy Hook Tragedy - Thomas Christie (University of Texas at Arlington) *Media reports of polling & tweeting on gun control or other social issues may affect political outcomes #an agenda-setting bandwagon*
				The Emergence of Agenda-Setting Effects between TV News and the Blogosphere in Germany - Florian Buhl (University of Muenster) *Despite non-homogeneity of single weblog issue saliences, emergent blogosphere issue saliences can be predicted from TV news issue saliences*
				Media Power, Public Opinion, and Ministerial Resignations in Germany. A Longitudinal Analysis of Structural Changes in Public Political Communication Since 1949 - Philipp Weichselbaum (Johannes Gutenberg University Mainz)
B-3	Mistral	Thur	1530	**Method: Pre-Interview; Method: Interview; Method: Post-Interview** Session Chair: John Stevenson (University of Wisconsin Survey Center)
				Designing a Sampling Frame for the Multilevel Analysis of Children's Well-Being in a Resource Limited Environment - Alastair van Heerden (Human Sciences Research Council), Linda Richter (Human Sciences Research Council), Larry Aber (New York University), Erin Godfrey (New York University), Heidi van Rooyen (Human Sciences Research Council), Leslie Williams (New York University), Lucia Knight (Human Sciences Research Council)
				Fieldwork Effort, Response Rate and the Distribution of Survey Outcomes: A Multi-Level Meta-Analysis - Patrick Sturgis (University of Southampton), Joel Williams (TNS-BMRB), Ian Brunton-Smith (University of Surrey) *Which survey topics and question types are most susceptible to nonresponse bias?*
				Understanding Trust in Official Statistics in the United States - Jennifer Childs (U.S. Census Bureau), Aleia Clark Fobia (U.S. Census Bureau), Paul Scanlon (National Center for Health Statistics) *Theoretical comparison of U.S. measure of trust in official statistics to other international measures*
				Linking Administrative Records to Surveys for Adults and Children: How Do Decisions Differ and What Impacts These Decisions? - Tarek Al Baghal (University of Essex)
B-4	Sirocco	Thur	1530	**Opinion formation; Use of opinion; Quantitative** Session Chair: Tamas Bodor (University of Wisconsin-Stevens Point)
				Election Stakeholder Management in the Philippines: Understanding the Electorate and Maximizing Campaign Strategy in the New Media Age - Joel Flores (TNS Philippines, Inc.) *The Political TRIM Performance Index is a single number that measures the level of voter commitment and retention of candidates*
				Complementary Distribution of Public Opinion Fields and Effective Capture of the Real Public Opinion Poll Methods Study from the View of Public Opinion Ecology in China - Dai Yuanchu (Global Poll Center to Global Times) *Public opinion researchers should take serious consideration on China's unique environment and social ecology to effectively conduct polls*
				Discussion with Public or Opinion Leaders: The Impact of Opinion Leader and Public Endorsement on Selective Attention and Interactivity Behavior - Pianpian Wang (City University of Hong Kong), Joe He (City University of Hong Kong)

Session	Room	Day	Time	Session Topics
				What Societies Produce Public Confidence in the Courts? An Approach to European Comparative Analysis - Esther Fernández Molina (University of Castilla-La Mancha), Eva Aizpurúa González (University of Castilla-La Mancha), David Vázquez Morales (University of Castilla-La Mancha)
C-1	Azur	Fri	830	**Method: Interview; Cross-cultural** Session Chair: Beth-Ellen Pennell (University of Michigan)
				The Impact of Personality on Citizens' Probability to Vote - David Johann (University of Vienna), Markus Steinbrecher (University of Mannheim), Kathrin Thomas (University of Vienna)
				Methodological Challenges of Comparative Surveys in Countries of the Former Soviet Union - Anna Andreenkova (CESSI (Institute for Comparative Social Research))
				Do Respondents Use a Virtual Midpoint if there is No True Midpoint? Effects of Left-right Scale Design in a Cross-national Perspective - Evi Scholz (GESIS - Leibniz Institute for the Social Sciences), Cornelia Zuell (GESIS - Leibniz Institute for the Social Sciences)
				Convinced or Nominal Centrists in Comparative Perspective: Who are the Respondents Choosing the Center of the Left-Right Self-Placement Scale? - Cornelia Zuell (GESIS - Leibniz Institute for the Social Sciences), Evi Scholz (GESIS - Leibniz Institute for the Social Sciences)
C-2	Courants	Fri	830	**Non-survey: Voluntary; Media, journalism; Europe** Session Chair: Oliver Quiring (University of Mainz)
				Priming the Economy - Antonis Kalogeropoulos (University of Southern Denmark), Erik Albaek (University of Southern Denmark), Claes de Vreese (University of Amsterdam), Arjen van Dalen (University of Southern Denmark), Helle Svensson (University of Southern Denmark) *How does exposure to economic news influence evaluations about the government?*
				Political Homophily and the Influence of Social Network Use on the Perception of Poll Results - Thomas Petersen (Institut für Demoskopie Allensbach), Young Min Baek (Yonsei University), Nikolaus Jackob (University of Mainz), Thomas Roessing (University of Mainz), Katrin Döveling (University of Dresden)
				Two Different Debates? Investigating the Relationship Between a Political Debate on TV and Simultaneous Comments on Twitter - Damian Trilling (University of Amsterdam) *Word choice by politicians on TV can influence parallel second-screen Twitter debate, but negativity, jokes and sarcasm prevail*
				"How Informed are Immigrants about Politics and Society?" The Role of Television News in Promoting Integration - Amanda Alenca (University of Amsterdam), Antia Maria Lopez Gomez (University of Santiago de Compostela) *Attending WAPOR can generate richer insights for decreasing bias and resulting in more representative information in web-based surveys*
C-3	Mistral	Fri	830	**Method: Pre-interview; Method: Interview** Session Chair: Kathy Frankovic
				Cross-national Survey Research: Technological Trends in Quality Monitoring - Beth-Ellen Pennell (University of Michigan), Gina Cheung (University of Michigan)
				Challenges in Using Tablets in a Probability-Based Online Panel: The ELIPSS Panel Example - Anne Cornilleau (Sciences Po), Anne-Sophie Cousteaux (Sciences Po)
				The Translatability Assessment: Crossing the Bridge from Items in English to Source Items of a Master Questionnaire that is Fit for Adaptation - Steve Dept (cApStAn Linguistic Quality Control), Andrea Ferrari (cApStAn Linguistic Quality Control)

Session	Room	Day	Time	Session Topics
				Questionnaire Design Experiments: Differences in Response Behavior, Satisficing, and Social Desirability Response Bias - Sanne Lund Clement (Department of Political Science, Aalborg University), Ditte Shamshiri-Petersen (Department of Political Science, Aalborg University)
C-4	Sirocco	Fri	830	**Quantitative; Opinion theory; Europe** Session Chair: Wolfgang Donsbach (Technische Universitat Dresden)
				Political Knowledge in France - Robert Luskin (University of Texas at Austin), Bruno Cautrès (CEVIPOF, Sciences Po, Paris)
				Public Opinion Formation Online: Which Factors Trigger Online Discussions? An Analysis Based on News Value Theory - Oliver Quiring (University of Mainz), Marc Ziegele (University of Mainz), Timo Breiner (University of Mainz)
				The Special Case of Switzerland: Swiss Politicians on Twitter - Adrian Rauchfleisch (University of Zurich, Institute of Mass Communication and Media Research), Julia Metag (University of Zurich, Institute of Mass Communication and Media Research) *The role of Twitter for public opinion in a politically and linguistically fragmented country. A social network analysis in Switzerland*
				Cross-National Deliberation: Lessons from Two Pan-European Deliberative Polls - Robert Luskin (University of Texas at Austin), Mohanty Peter (University of Texas at Austin), James Fishkin (Stanford University)
D-1	Azur	Fri	1030	**Method: Pre-interview; Method: Interview; Method: Post-interview; Opinion theory** Session Chair: Mengyang Wang (University of Nebraska-Lincoln)
				Potential Effects of Media Coverage on Volatility: Conversion or Crystallization? - Sabine Geers (ASCoR, University of Amsterdam), Linda Bos (ASCoR, University of Amsterdam), Claes De Vreese (ASCoR, University of Amsterdam)
				Weighting Dual-Frame Telephone Surveys in Case of Nonresponse - Matthias Sand (GESIS - Leibniz Institute for Social Sciences)
				Inside the Classroom: A 5-year Review of Public Opinion Syllabi - Sherice Gearhart (University of Nebraska, Omaha), Patrick Merle (Florida State University) *This project features a syllabus study of public opinion courses at the US university level over the last five years*
				Mode Effects in Measures of Subjective Well-Being – Implications for Cross-Survey Comparisons - Rosa Sanchez Tome (University of Lausanne), Caroline Roberts (University of Lausanne), Michèle Ernst Stähli (FORS), Dominique Joye (University of Lausanne)
D-2	Courants	Fri	1030	**Media, journalism; Opinion formation** Session Chair: Eva Aizpurúa González (Centro de Investigación en Criminología en la Universidad de Castilla-La Mancha)
				The Impact of Social Networks in the Political Opinion in Mexico. Are They a Reliable Tool for Approaching Public Opinion? - Gabriel Miranda Trejo (Benemérita Universidad Autónoma de Puebla), José Antonio Meyer Rodríguez (Benemérita Universidad Autónoma de Puebla)
				Media Discourse and Trust in the Rule of Law in the Netherlands 1993-2012 - Jan Kleinnijenhuis (VU University Amsterdam), Wouter Van Atteveldt (VU University Amsterdam), Kasper Welbers (VU University Amsterdam)
				Illusions of Knowledge. How the Media Make the Public Feel Capable to Participate in Politics - Mathias Weber (University of Mainz), Christina Koehler (University of Mainz)
				Quantitative Agent Based Model of an Internet Discussion Forum - Pawel Sobkowicz (National Centre for Nuclear Research) *Agent based models can provide insights into social behavior, but achieving quantitative agreement is not easy*

Session	Room	Day	Time	Session Topics

Issue Framing Effects in VAAs: A Field Experiment - Jasper van de Pol (University of Amsterdam), Bregje Holleman (Utrecht University), Naomi Kamoen (Utrecht University), André Krouwel (VU University), Claes de Vreese (University of Amsterdam)
> *Does the framing of policy issues in Voting Advice Applications affect the opinions users report? #fieldexperiment #biasedvotingadvices*

Session	Room	Day	Time	Session Topics
D-3	Mistral	Fri	1030	**Method: Interview** Session Chair: Jennifer Hunter Childs (Census)

How Stable is the Measurement of the Inglehart Human Value Orientation? Various Survey Conditions and Their Impact on the Results from the German GSS - Volker Hüfken (University of Düsseldorf)

A Stratified Randomized Response Model Using Two Decks of Cards Sally Abdelfatah (Faculty of Economics and Political Science, Cairo University), Reda Mazloum (Faculty of Economics and Political Science, Cairo University)

Evaluation of Pretesting Recommendations – Do Pretest Recommendations Based on Cognitive Interviews Improve the Original Items? - Wanda Otto (GESIS - Leibniz Institute for the Social Sciences)

Redesigning of the Population Census Questionnaire through Eye-tracking Data - Young Shil Park (Statistics Korea)

Session	Room	Day	Time	Session Topics
D-4	Sirocco	Fri	1030	**Values: Religion, etc.; Gender, race, etc.** Session Chair: Sergio Wals (University of Nebraska-Lincoln)

How Supportive of Human Rights are we Really? An Analysis of the "Principle-Application Gap" in the Netherlands - Sabrina de Regt (Utrecht University)

Filipino Attitudes Toward Gay Marriages - Vladymir Joseph Licudine (Social Weather Stations), Christian Michael Entoma (Social Weather Stations)

Public Opinion Against Individual Rights: The Role of Public Opinion Researchers - Claire Durand (Université de Montréal), Xavier Brabant (Université de Montréal)
> *Public opinion against individual rights: the debate around the right to wear religious signs at work & the role of public opinion research*

Senior Sex in the City: Sex Practices, HIV, and Public Policy in New York - Micheline Blum (Baruch College-CUNY), Douglas Muzzio (Baruch College-CUNY)
> *"Senior Sex" looks at sex practices, healthcare behaviors, knowledge of HIV/testing & demographics of NYC young and near seniors (65-74,55-65)*

Session	Room	Day	Time	Session Topics
E-1	Azur	Fri	1330	**Quantitative; Elections, candidates** Session Chair: Mark Gill (MORI Caribbean/Woodnewton Associates)

Selective Exposure and Hostile Media Perceptions in Election Campaigns - Marko Bachl (University Hohenheim)
> *Hostile or friendly media? We address the contradiction between selective exposure and hostile media perceptions during election campaigns*

Forecasting in Low Information Elections: Evaluating an Election Forecasting Model Which Aggregates Across Countries to Other Approaches - Clifford Young (Ipsos), Neale El Dash (Ipsos Public Affairs)

The Obama Policy of Restraint - What's Next in American Foreign Policy? - Floyd Ciruli (University of Denver)
> *American foreign policy in 2016 election - more restraint or new engagement?*

Pro- and Anti-Americanism in Sub-Saharan Africa - Laura Silver (University of Pennsylvania), Felicity Duncan (University of Pennsylvania), Devra Moehler (University of Pennsylvania)

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E-2	Courants	Fri	1330	**Opinion formation; Opinion theory** Session Chair: Anne Niedermann (Institut für Demoskopie Allensbach**)**
				Spiral of Silence in an Online and an Offline Environment - Frantisek Kalvas (University of West Bohemia), Lucie Pribylova (University of West Bohemia) *Our research revises spiral of silence theory and it helps for better understanding, how public opinion regarding political and social issue -*
				Are Opinion Leaders Multipliers? – On the Part Played by Opinion Leaders in the Formation of Public Opinion - Frank Mangold (University of Hohenheim), Michael Schenk (University of Hohenheim)
				The Three Levels of Public Opinion: The Role of Inter-group Differences in Opinion Formation and Change - Paulina Tabery (Institute of Sociology of the Academy of Sciences of the Czech Republic), Jiri Vinopal (Institute of Sociology of the Academy of Sciences of the Czech Republic), Martin Buchtik (Institute of Sociology of the Academy of Sciences of the Czech Republic)
				An Analysis on Key Nodes in Micro-blog Communication and its Influencing Factors — An Empirical Study on Popular Micro-blog Posts in 30 Key Network Public Opinion Cases - Yungeng Xie (Shanghai Jiao Tong University)
E-3	Mistral	Fri	1330	**Method: Interview; Non-survey: Solicited** Session Chair: Damian Trilling (University of Amsterdam)
				The Effects of Consent Forms on the Likelihood of Cooperation and Data Quality: Evidence from an Experiment Survey in Taiwan - Ruoh-rong Yu (Academia Sinica)
				An Analysis of Item Nonresponse in Korea - Sori Kim (Sungkyunkwan University), Jibum Kim (Sungkyunkwan University)
				The Effects of Including DK Options on Respondents' Survey Experience and Response Behavior - Delia Dumitrescu (University of Gothenburg), Johan Martinsson (University of Gothenburg) *The response options for specific questions can affect the perceptions of survey quality and the overall survey response behavior*
				Chasing the Big Picture with the Help of Big Data - Juho Rahkonen (Taloustutkimus Oy) *Bravely using surveys and Big Data, I'm trying to answer the question: Is nationalist thinking going to be more common in the near future?*
E-4	Sirocco	Fri	1330	**Health** Session Chair: Tom Christie (University of Texas at Arlington)
				Public Attitudes towards Gay Rights and Homosexuality in Comparative and Temporal Perspective - Tom W. Smith (NORC), Jibum Kim (Sungkyunkwan University)
				What's the Ideal Body Shape? Results from 14 ISSP Countries - Gerardo Sandoval (Social Weather Stations (SWS)), Iremae Labucay (Social Weather Stations (SWS))
				Gender Gap in Health Care: A Canada-US Comparison - Francois Petry (Université Laval), Lisa Birch (Champlain College), Richard Nadeau (Université de Montréal), Éric Bélanger (Macgill University) *The data come from a detailed survey recently administered to large random samples of Americans and Canadians*
				On the Relative Salience of Alternative Frames in Competitive Environments: A Situated Cognition Perspective - Jonathon Schuldt (Cornell University)
F-1	Azur	Fri	1530	**Quantitative** Session Chair: Paul Valdes (Parámetro Consultores, S.C.)

Session	Room	Day	Time	Session Topics
				Incidental Learning: A Social Impact of Facebook Usage Among Young Adults - Michael Elasmar (Boston University) *Facebook users who are globally interconnected have shrunken distances in their mental representations of planet Earth*
				Polling and Geo Spatial Predictive Mapping: Linking Old with New - Johnny Heald (ORB International), Alex Dunmire (Digital Globe)
				Participation in General Elections and Socio-Political Integration in Four Post-Socialist Countries - Peter Robert (Institute for Political Science, Centre for Social Sciences, Hungarian Academy of Sciences)
				Media Exposure and Personal Communication Networks as Moderators of Economic Crises' Individual Outcomes - Frank Mangold (University of Hohenheim), Michael Schenk (University of Hohenheim)
F-2	Courants	Fri	1530	**Opinion formation; Gender, race, etc.** Session Chair: František Kalvas (University of West Bohemia in Pilsen)
				Immigration Issue Salience in the European Parliament Elections - Valasia Savvidou (University of Leicester) *This paper is a first attempt to investigate immigration issue as a whole and not as an investigator of casting a vote for the far-right*
				Don't Believe Anything you Hear and Only Half of What you See: Media Images of Stereotypes of US Latinos - Gary Segura (Stanford University), H. Samy Alim (Stanford University), Matt Barreto (University of Washington) *Experimentally demonstrate media portrayals--written, audio, and video--have the ability to move stereotypes of Latinos in both directions*
				Attitudes and Views on Working Mothers-Selected Findings in Asia and Europe - Christian Michael Entoma (Social Weather Stations), Vladymir Joseph Licudine (Social Weather Stations)
				Thai Youth's Intention to Drink: Alcohol Advertising on Television vs. Social Network Drinking is a Social Problem - Jantima Kheokao (School of Communication Arts, University of the Thai Chamber of Commerce), Siritorn Yingrengreung (Boromarajonani College of Nursing Saraburi), Tassanee Krirkgulthorn (Boromarajonani College of Nursing Saraburi), Anchalee Pichetpan (School of Communication Arts, University of the Thai Chamber of Commerce) *Youth drinking is increasing & exposure of alcohol advertisements over the TV and social media are to be blame*
				Media, Democracy and Self-Censorship - Andrés Scherman (Universidad Diego Portales), Nicolle Etchegaray (Universidad Diego Portales)
F-3	Mistral	Fri	1530	**Method: Pre-interview; Method: Interview; Quantitative** Session Chair: Janet Streicher (CitiBank, North America)
				Are Current Measures of Attitudes Toward Gender Rolls Still Adequate? Social Structural Developments and Their Influence on These Measures - Jessica Walter (GESIS - Leibniz Institute for the Social Sciences)
				A Gravity Model for Optimizing Random Samples for Populations with Low Incidence - Kai-Uwe Schnapp (University of Hamburg), Christian Hoops (ipsos Germany), Adrian Schaefer-Rolffs (University of Hamburg) *We propose a cost efficient unbiased sampling procedure for a population with low incidence and uneven distribution in its geographic range*
				Asking Sensitive Questions in Online Surveys Using Indirect Techniques: An Experimental Validation of RRT Including the Crosswise Model - Marc Höglinger (ETH Zurich, Sociology), Andreas Diekmann (ETH Zurich, Sociology), Ben Jann (University of Bern) *Asking sensitive questions in online surveys using indirect techniques: An experimental validation of RRT including the Crosswise Model*

Session	Room	Day	Time	Session Topics
				Applying the Social Media Tracking and Analysis System to Social Science Research - Robert McMillen (Mississippi State University), Somya Mohanty (Mississippi State University), John F. Edwards (Mississippi State University), Jonathan Klein (American Academy of Pediatrics' Julius B. Richmond Center of Excellence) *SMTAS - track social media by keywords, location, influence, time designs, volume, and other data attributes. http://goo.gl/7G1xXP*
F-4	Sirocco	Fri	1530	**Non-survey: Solicited; Non-survey: Voluntary; Elections, candidates** Session Chair: Tom Johnson (University of Texas-Austin)
				Bad Sample, Bad Conclusions: How American Exit Polls Misrepresent Minority Vote - Gary Segura (Stanford University), Matt Barreto (University of Washington) *US exit poll methods result in bad minority sub-samples. Estimates of African-American and Latino vote choice reflect a conservative bias*
				Digital Media, Public Engagement and Public Opinion in a Political Campaign - Micheline Blum (Baruch College-CUNY), Douglas Muzzio (Baruch College-CUNY) *Digital Media: Dual study of NYers' use of media to learn about political issues/candidates; how campaigns use digital media to engage voters*
				How Research Responders Talk About us Behind our Backs - Annie Pettit (Peanut Labs) *If you would just listen, this is what research responders say about you. #WAPOR #MRX*
				Credibility Perceptions of YouTube Videos: Influence of Production Type, Source, and Number of Views - Porismita Borah (Washington State University)
G-1	Azur	Sat	1015	**Quantitative; Asia** Session Chair: Mae Labucay (Social Weather Stations)
				A Social Psychological Model and its Mathematical Implementation for Predicting Toyota's Reputation from Toyota Tweets - David Fan (University of Minnesota) *Tweets about Toyota could give good predictions of time trends of Toyota opinions with high R-squared values in the range of 0.8*
				Does Internet Promote Political Participation in Transformational China? - Leizhen Zang (Peking University)
				Measuring Political Ideology in China: Public Opinion toward Economic Reform and Political Liberalization - Fei Shen (City University of Hong Kong), Tianjiao Wang (City University of Hong Kong), Ye Lu (Fudan University), Zhongshi Guo (Hong Kong Baptist University)
				Geographic Effects on Political Knowledge: A Multilevel Analysis of Chinese Media Market - Tianjiao Wang (City University of Hong Kong), Fei SHEN (City University of Hong Kong), Ye LU (Fudan University)
G-2	Courants	Sat	1015	**Opinion formation; Quantitative; Political process; Opinion theory** Session Chair: Annie Pettit (Peanut Labs)
				Cross-National Polling and the Globalization of Political Culture - Edward Freeland (Princeton University Survey Research Center)
				Reasons to Believe: Comparing the Influence of Reliance and Gratifications on Credibility of Social Networks - Tom Johnson (University of Texas), Barbara Kaye (University of Tennessee) *Why would people rely on social network sites if they don't perceive them as credible? This study explores why*
				The Role of Interpersonal Political Communication in the Process of Media Effects - Nicole Podschuweit (University of Mainz, Department of Communication), Christine Heimprecht (University of Mainz, Department of Communication)

Session	Room	Day	Time	Session Topics
				Communicative or Democratic Deficit? The Influence of Traditional and Digital Media Usage on Support for Democracy in the EU - Rachel Reis Mourao (The University of Texas at Austin), Stephanie Geise (The University of Texas at Austin), Joseph Yoo (The University of Texas at Austin), Thomas Johnson (The University of Texas at Austin)
G-3	Mistral	Sat	1015	**Method: Interview; Quantitative** Session Chair: Patricia Moy (University of Washington)
				Who "Really" Eats Healthy? Comparing Real and Falsified Survey Data - Uta Landrock (GESIS), Natalja Menold (GESIS)
				Intercultural Variation in Extreme Response Style - Hayk Gyuzalyan (Ipsos MORI), Emily Gray (Ipsos MORI)
				Survey Data Harmonization: The Issue of Data and Documentation Quality in Cross-National Surveys - Marta Kołczynska (The Ohio State University, Polish Academy of Sciences), Matthew Schoene (The Ohio State University)
				An Evaluation of Whether Propensity Score Adjustments Can Remove the Self-Selection Bias Inherent to Web Panel Survey Addressing Sensitive Behaviors - Sarah Burkill (UCL), Bob Erens (UCL/LSHTM), Andrew Copas (UCL), Mick Couper (University of Michigan), Fred Conrad (University of Michigan) *An investigation into adjustments to improve web panel data using non-probability sampling*
G-4	Sirocco	Sat	1015	**Use of opinion; Elections, candidates; Europe** Session Chair: Brian Gosschalk (Ipsos UK Ltd.)
				Assessing "Correct Voting": A Study Based on a Simulation of Municipal Elections in Italy - Debora Mantovani (Dept. Political and Social Sciences - Univ. Bologna), Giancarlo Gasperoni (Dept. Political and Social Sciences - Univ. Bologna)
				Spiral of Dis-Identification. Another Look at Reasons for Negative Political Attitudes - Wolfgang Donsbach (Technische Universität Dresden), Cornelia Mothes (Technische Universität Dresden), Anna-Maria Schielicke (Technische Universität Dresden), Martin Degen (Technische Universität Dresden), Isabelle Freiling (Technische Universität Dresden)
				The 2014 European Parliamentary Election: Why did Mainstream Parties Ignore the Rise of Euro-skepticism? - Robert Rohrschneider (University of Kansas), Robert Worcester (University of Kent) *We examine the surprising unresponsiveness of mainstream parties to Euro-skepticism in the 2014 EP elections*
				The Disappearance of the 'Pocket-Book Voter'? The Relationship between Economic Confidence and Party Support in Modern Britain - Robert Worcester (Ipsos MORI), Roger Mortimore (King's College London), Mark Gill (Woodnewton Associates)
				Consumer Confidence in Transition and Emerging Economies: Macroeconomic Effects - Marina Krasilnikova (Levada Center)
H-1	Azur	Sat	1300	**Quantitative; Democracy, autocracy; Asia** Session Chair: Floyd Ciruli (University of Denver)
				How Subjective Well-Being and Sense of Social Justice Affect the Public's Cognition and Estimation of Political Events: An Empirical Study Based on A Nationwide Public Opinion Survey - Bofei Zheng (Journalism School of Fudan University), Shuanglong Li (Journalism School of Fudan University), Weiyun Deng (Journalism School of Fudan University)
				Religious Affiliation, Religious Participation, and Life Satisfaction among Old People in orea - Jibum Kim (Sungkyunkwan University), Sori Kim (Sungkyunkwan University)

Session	Room	Day	Time	Session Topics
				Deliberate or Not Deliberate? Analysis of Cooperation and Drop-Out Rates in Deliberative Activities in Hong Kong - Winnie Lee (The University of Hong Kong), Edward Tai (The University of Hong Kong), Robert Chung (The University of Hong Kong)
				Citizen Support for a Government's Smoking Policies and Trust in the Government - Weiyu Zhang (Department of Communications and New Media, National University of Singapore), Leanne Chang (Department of Communications and New Media, National University of Singapore) *This paper tells you how support for the procedure of policy-making may influence citizen trust in the government*
H-2	Courants	Sat	1300	**Mapping Public Opinion Research in the New Media Environment: An Analysis of Six Leading SSCI Journals 2000-2013** Session Chair: Michael Traugott (University of Michigan)
				Using Two-Wave Dual Frame RDD Telephone Pre-election Poll in the 2012 Korean Presidential Election - Sun Woong Kim (Dongguk University), Michael W. Traugott (University of Michigan)
				Electoral Evolution: The Transformation of Party Support in Mexico, 1994-2012- Alejandro Moreno (Instituto Tecnologico Autonomo de Mexico, ITAM) *Profound processes of partisan realignment, increased political polarization, and value change have re-shaped Mexico's electoral arena*
				The Gallup Experiments in the 2013 Gubernatorial Elections in New Jersey and Virginia - Michael W. Traugott (University of Michigan)
				Public Opinion Polls in Latin America: What do Pollsters and Related Sectors Think About Polls - Maria Braun (MBC MORI)
H-3	Mistral	Sat	1300	**Method: Pre-interview; Method: Post-interview; Quantitative** Session Chair: Jennifer Agiesta (Associated Press)
				Improving Survey Data Quality in the Post Data Collection Process: A New Approach - Peter Granda (ICPSR - University of Michigan)
				How Can We Prevent Speeding in Web Surveys? - Melanie Revilla (RECSM, Universitat Pompeu Fabra)
				Quality of Education Data Collected in Surveys in Europe: Comparing LFS, SILC, ISSP, EVS and ESS - Verena Ortmanns (GESIS - Leibniz Institute for the Social Sciences), Silke Schneider (GESIS - Leibniz Institute for the Social Sciences)
				Public Opinion on Sentencing Juvenile Offenders: The Impact of Offender Age, Criminal Record, Involvement in the Crime and the Nature of the Offense - Olalla Baz (University of Castile-La Mancha), Eva Aizpurúa (University of Castile-La Mancha), Esther Fernández (University of Castile-La Mancha)
H-4	Sirocco	Sat	1300	**Conflict extending from demonstrations to armed conflict** Session Chair: Colin Irwin (University of Liverpool)
				Crisis Communication Research in Middle East & North Africa (MENA): Normalizing Crisis in Coercive Settings - Dr. Ibrahim Saleh (University of Cape Town) *MENA has fallen into disarray with continuous negative human development indications*
				Syria Public Opinion Cul-de-Sac - Floyd Ciruli (University of Denver, Korbel School, Adjunct Professor) *How did Syria get so bad, lost opportunity in 2013?*
				The Arab Political Issues in The American Public Opinion Polls : Arab-Israeli conflict as a model (1991-2013) - Samir Abu Rumman (Gulf Opinions Center for Polls and Statistics)
				A Critical Review of Perception Based and Fact Based Peace Indicators and Indexes - Colin Irwin (University of Liverpool)

Session	Room	Day	Time	Session Topics
I-1	Azur	Sat	1500	**Cross-cultural; Gender, race, etc.; Africa; Asia** Session Chair: Marita Carballo (Kantar, Latam)

Race and Perceived Discrimination in Comparative Perspective: Brazil, South Africa, and the United States - Fabricio Fialho (University of California)
This paper analyzes how the varying nature of the concept of "race" in different societies impacts on perceived discrimination

Narrating Climate Change Crisis: Social Imaginaries & Harsh Realities in Africa -
Dr. Ibrahim Saleh (University of Cape Town)
Exploring the structural and functional challenges to narrating climate change in Africa, in particular in this historical juncture

Life in Transition: A Pre and post evaluation of the impact of the economic crisis on social and political attitudes across 28 countries of Central and Eastern Europe and Central Asia - Brian Gosschalk (Ipsos), Andrew Johnson (Ipsos MORI)

Gender, Work and Family: The Situation in the Philippines - Iremae Labucay (Social Weather Stations)

Session	Room	Day	Time	Session Topics
I-2	Courants	Sat	1500	**Democracy, autocracy; Political process; Latin America** Session Chair: M Saidul Haq (SRG Bangladesh Limited (SRGB))

Political Polarization in Chilean Public Opinion - Carolina Segovia (Universidad Diego Portales)

Methodological challenges of Mexican public opinion. The case of the structural reforms of the president Enrique Peña Nieto - Diana Paola Penagos Vasquez (Parametria SA de CV), Francisco Abundis Luna (Parametria SA de CV)

Sufragio Efectivo, Sin Reelecciôn? Public Support for Legislative Reelection in an Emerging Democracy - Sergio Wals (University of Nebraska), Amanda Karimi (University of Nebraska), Alejandro Moreno (Instituto Tecnologico Autonomo de Mexico)

Mexican E-Politics - Alejandro Pastrana Valls (University of Essex)
In México, the new technological tools (twitter, facebook, etc.) have an important effect on citizens' vote choice #Mexico #E-Politics

Session	Room	Day	Time	Session Topics
I-3	Mistral	Sat	1500	**Roundtable: The Revised WAPOR/ESOMAR Guidelines for Opinion Polls and Published Surveys** - Kathy Frankovic (Committee Chair), Alejandro Moreno (WAPOR President and committee member), Anne Niedermann (WAPOR Professional Standards Chair), Kathy Joe (ESOMAR Director, International Standards and Government Affairs), Marjorie Connelly (Polling Editor, The New York Times)

Session	Room	Day	Time	Session Topics
I-4	Sirocco	Sat	1500	**Regional and Global Surveys: Beneath Averages, Beyond Nations** Session Chair: Bilal Gilani (Pakistan Institute of Public Opinion)

Social Change and Political Unrest: The Case of Egypt in the Regional Context of MENA- David Jodice (D3 Systems Inc), Samuel Solomon (D3 Systems Inc)

Asian Family Values Meet the Tide of Globalization: Opinions on Nurturing family values among Children in Asia - Professor Takashi Inoguchi (Asia Barometer Survey Project)

End of Poverty through Ending Exclusion: Findings from multi-country surveys on Financial Inclusion and Mobile Money - Timothy Cooper (Intermedia), Bilal Gilani (PIPO)
Come to learn about technological smartness of the global poor and how mobile money can help end poverty in Asia and Africa

Three Methodological Propositions: In the Design and Analysis of Global and Regional Surveys - Dr Ijaz Gilani (PIPO)

Global Attitudes on Immigration: Explained by Demography and Geography -
Johnny Heald (ORB UK), Marita Carballo (Voices Consultancy)

Full Abstracts Organized by First Author (Email)

A Stratified Randomized Response Model Using Two Decks of Cards

Abdelfatah, Sally (sally_abdelfatah@feps.edu.eg), Reda Mazloum

Full abstract: Randomized response technique is an effective research method that is intended to estimate the proportion of the population that possess sensitive characteristics such as tax evasion, criminal behaviour, abortions, drug abuse, etc. Under the case where the data are collected using simple random sampling with replacement, Abdelfatah et al. (2011) proposed a new randomized response model that modified the structure of the two decks of cards used in the Odumade and Singh (2009) randomized response model. Such modification resulted in a model that can be easily adjusted to be more efficient than the Odumade and Singh (2009) model and, at the same time, can improve the respondents' cooperation. In this paper, Abdelfatah et al. (2011) randomized response model is extended to the case where stratified random sampling is implemented. The variance of the proposed estimator is derived under both proportional and optimal allocations of the sample size. Using stratified random sampling with proportional allocation or optimal allocation for fixed sample size, it is shown, theoretically, that the proposed stratified estimator is always more efficient than Abdelfatah et al. (2011) estimator which ignores the stratification. Moreover, the gains in efficiency are determined through empirical studies. Finally, it is found that the proposed estimator can also be adjusted to be more efficient than the Kim and Warde (2004), Kim and Elam (2005) and Kim et al. (2006) stratified randomized response estimators.

The Arab Political Issues in The American Public Opinion Polls : Arab-Israeli conflict as a model (1991-2013)

Abu Rumman, Samir (samir@gulfopinions.com)

Full abstract: I will aim to identify the trends of American public opinion on the issue of the Arab - Israeli conflict, through analyzing and studying the results of opinion polls regarding this subject during the period between 1991 and 2013. The key questions of the study are : What are the main concerns of the American centers of opinion surveys regarding the Arab-Israeli conflict? What are the similarities and differences between the results of public opinion polls of Americans towards various issues concerning Arab-Israeli conflict during the period between 1991 - 2013?, And what is the impact of some political events on the American public opinion in the different issues of Arab - Israeli conflict ? The importance of this study comes through its contribution in a deeper knowledge and understanding the American public opinion view of the Arab-Israeli conflict . Based on the theme of the study and the nature of its research problem, the researcher used the comparative and the quantitative analysis approaches . In the conclusion, there will be an overview summery of the most important findings and results regarding the American Opinions towards the Arab – Israeli conflict and the polls methodology and questions on that issue .

Linking Administrative Records to Surveys for Adults and Children: How Do Decisions Differ and What Impacts These Decisions?

Al Baghal, Tarek (talbag@essex.ac.uk)

Full abstract: In the era of "big data", coinciding with decreasing survey response rates, increased costs, and tightened survey budgets, the linking of survey data to administrative records is possibly seen as a growingly important tool to conduct research. Some practitioners see such data linkage as an opportunity to improve data quality (Sakshaug and Kreuter 2012). Besides lowering survey burden by reducing the demands of information being requested, administrative data expands the research questions that can be explored. However, the literature on data linkage requests within a survey context is still relatively nascent. Less research exists on another possible set of important administrative data that may be linked, children's administrative records. This study provides additional understanding on consent to data linkage using the first wave of the United Kingdom Household Longitudinal Survey (UKHLS), a large, nationally representative panel survey in the UK asking all eligible respondents to link their health education records to their survey responses, and parents with children under 16 asked to consent for their children for the same administrative data. The current study adds to the understanding of obtaining consent for linkage generally and specifically on obtaining consent from parents for their children. It analyzes consent decisions in a large national survey, for adults and children of all ages. In addition, unlike prior studies, the current research examines the decision to consent jointly, first for adults' decisions for their health and education records, and then for both the parent and their child jointly. By examining multiple linkage questions, possible differences in the content of the request can be examined. Analyses begin with consent rates by a number of sociodemographic characteristics, not only to identify possible factors driving consent, but to identify possible bias in the obtained administrative data. Importantly, following recent research, this study examines the decision to consent through theories of nonresponse such as those of Groves and Couper (1998). As such, respondent factors, respondent environment, survey environment, and interviewer characteristics are analysed to understand the consent decision, extending these to examine the consent for children, as these have not been examined in this context. Initial findings suggest a number of important outcomes. The decision to consent differs by request content. People are less likely to consent for health than education record linkage and less likely to consent for their children than for themselves. Race is the only consistently significant characteristic related to consent. Minorities are significantly less likely to consent for any request. No survey or interviewer effect is consistent across all decisions, but generally longer interviews lead to greater consent rates, suggesting possibly greater rapport. Also, in some cases, more experienced interviewers have less consent success, a finding that has also been found in other studies. Conclusions are presented about the possible biases in record linkage data, and what the findings suggest about possible improvement in obtaining consent rates. For example, while respondent characteristics cannot be changed, targeted efforts may be applied, or training interviewers to increase rapport may also increase consent rates.

"How Informed Are Immigrants about Politics and Society?" The Role of Television News in Promoting Integration.

Alencar, Amanda (A.P.Alencar@uva.nl), Antia Maria Lopez Gomez

Full abstract: Acquiring political and societal knowledge are competences necessary for the process of immigrant integration. Television news is still considered by many to be the most influential medium and a primary source of information for migrants. The purpose of this paper is to investigate the extent to which immigrants' knowledge acquisition of their host country's politics and society can be attributed to TV news contents and the most influential factors in facilitating political and societal learning from TV news among the different immigrant groups analysed. In order to examine the level of contribution of TV news programs to political and societal learning among immigrants in The Netherlands and Spain, an online survey is conducted in most important cities of both countries, and also with the highest rates of immigration. The reason for choosing these countries is the relevant results that can be generated from the comparative analysis of two countries, among which we have the Netherlands on the one hand, a country that requires migrants to succeed in civic integration exams (learn Dutch and how Dutch society works) and Spain on the other, a country which so far lack coherent civic integration policies. The survey is part of a wider EU-funded research project, the purpose of which is to identify what types of issues/events can provide "adequate" tests for judging immigrants' knowledge and competence on their countries' political and societal system. According to motives for migration, three categories of immigrants can be defined in this study: (1) people with no or low study level who have migrated for working reasons; (2) people with Higher education (between levels 3 and 6 of education according to ISCED) who have migrated for working reasons; (3) Asylum seekers and refugees. As a means of reaching the three categories of immigrants in both countries, we work on the basis of an extensive research about most relevant immigrant organisations and associations, immigrant-focused communities on social media, online forums for immigrants, and language schools. The online survey is carried out during a 5-week period. Through the project website, the survey link is sent to each organisation, association and language course's email, including invitation via posts in social media, and online forums, asking them to respond to the questionnaire at the time of their convenience by using any computer with Internet access. Although definitive conclusions cannot be drawn at this point, this study highlights factors behind migrants' interest and attention to news media and provides evidence for a linkage between the process of immigrant integration and their knowledge on the societies in which they live.

Methodological Challenges of Comparative Surveys in Countries of the Former Soviet Union

Andreenkova, Anna (anna.andreenkova@cessi.ru)

Full abstract: Comparative social surveys are growing methodology in the region of the former Soviet Union bringing new knowledge and uncovering new problems in survey methodology relevant for many other regions. Comparative method was given a lead after breaking up of the former Soviet Union into 15 new independent countries in the beginning of 1990s. The comparative surveys have at least three main reasons to play important role in the region. The first are methodological reasons - comparative surveys serve as drivers for promoting best standards in survey methodology in individual countries, stimulate the inclusion of national researchers into broader international community of scientists. The second is the raise of systematic approach to collecting comparable data – although the number of surveys in this region is multiple, the amount of comparable information is very limited. Comparative surveys also play socio-political function showing the direction, speed of development and making predictions for the future for individual countries. In this paper we will focus on several key methodological challenges for conducting comparative surveys in the region. In recent decades the openness of the societies is growing, the scope of topics which individuals feel appropriate and possible to discuss publically increases according. In the same time opposite trend of higher priority of privacy results from the globalization and the expansion of new technologies into people's life. We will present the results of comparative methodological study of CESSI on sensitivity of different survey topics in the countries of the former Soviet Union which can undermine the comparability of the survey data in this region. If the most sensitive topic currently - material situation of the household (income, sources of income, ownership issues), is the same across all countries in the region, there are number of sensitive topics which are specific for individual countries. For example, political issues appeared to be very sensitive topics in Belarus, Tajikistan, Uzbekistan, partly in Moldova, health and family structure issues are "highly sensitive" in Russia, risk behavior - in Tajikistan, Azerbaijan, etc. Prior knowledge of the sensitivity of particular topics can help to design the comparative survey more accurately and to enhance data comparability. The biases related to the sensitivity of a survey question depend on the survey method. Currently face-to-face methodology is the most widely used method for large-scale national and comparative surveys in the region. Gradual switch to on-line methods help to solve some issues of sensitivity in survey questions if the nature of sensitivity was culturally-driven and related to the interaction of respondent-interviewer (for example, issues of risk behavior or participation in elections), but in turn it brings new challenges and new sensitive issues which was not considered as such before. The paper will discuss it in details.

Selective Exposure and Hostile Media Perceptions in Election Campaigns

Bachl, Marko (marko.bachl@uni-hohenheim.de)

Full abstract: Theoretical background: Since the early research of Lazarsfeld et al. (1944), selective exposure has been the dominant paradigm to explain exposure to and perception of political news during election campaigns. In order to reduce cognitive dissonance, voters select news that are consistent with their political beliefs. More recently, the hostile media paradigm emerged (Vallone et al., 1985; in election campaigns e.g. Dalton et al., 1998). It states that people perceive media content as biased against their beliefs. Taken together, the paradigms can lead to contradicting conclusions: According to the selective exposure paradigm, partisans are exposed mostly to attitude consistent political news. Consequently, they should report the news coverage to be favorable to their political camp. But according to the hostile media paradigm, partisans should characterize news reporting of any kind as biased against them. In this paper, we address this contradiction. First, we argue that the extent of selective exposure and hostile media perceptions varies between media outlets. Second, we expect both phenomena to be associated within media outlets: A strong link between political ideology and selection of an outlet should be associated with friendly media perception, that is, a bias towards the own political camp. In contrast, if there is little connection between political ideology and selection of an outlet, hostile media perception should prevail. Data: Recent research demonstrating selective exposure or hostile media perceptions mostly relies on experimental studies. In contrast, we use representative survey data from the rolling cross-section surveys of the German Longitudinal Election Study (http://www.gesis.org/en/elections-home/gles/) to enhance ecological validity. Over 10.000 participant were surveyed before the German National Elections 2009 and 2013. Respondents reported which media outlets (newspapers and tele-

vision news) they used for political information. For each outlet, they could name up to three political parties which were favored by its news coverage. Additionally, numerous political attitudes were measured. Statistical analysis: Data are analyzed using cross-classified multilevel models (Beretvas, 2010). In this framework, answers are considered to be grouped in both respondents who reported them and media outlets they refer to. The first model estimates the probability that an outlet is selected depended on political ideology of the respondents. The second model estimates the perceived bias of an outlet in favor of left or right political parties depended on political ideology of the respondents. The effects of political ideology are allowed to vary between outlets (random effects). Finally, we relate the random effects of political ideology on media selection to the random effects of political ideology on perceived media bias. Results: The predictive power of political ideology for news selection varies significantly between media outlets. The major newspapers, which are known to be politically aligned, are more likely selected by the respective partisans. The selection of television news, the yellow press outlet 'BILD', and local newspapers is not or only marginally depended on political ideology. As expected, political ideology is positively related to the direction of perceived bias within the major newspapers (friendly media perception). Hostile media perceptions are strongest for 'BILD', and also exist for television news and local newspapers. But overall, hostile media perceptions are of limited magnitude. The results are similar for both the 2009 and 2013 elections. Literature Beretvas, S. N. (2010). Cross-classified and multiple membership models. In J. J. Hox, & J. Roberts (Eds.), The handbook of advanced multilevel analysis (pp. 313-334). New York: Routledge. Dalton, R. J., Beck, P. A., & Huckfeldt, R. (1998). Partisan cues and the media: Information flows in the 1992 presidential election. American Political Science Review, 92(1), 111-126. Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1944). The people's choice: How the voter makes up his mind in a presidential campaign. New York: Columbia University Press. Vallone, R. P., Ross, L., & Lepper, M. R. (1985). The hostile media phenomenon: biased perception and perceptions of media bias in coverage of the Beirut massacre. Journal of Personality and Social Psychology, 49(3), 577. doi: 10.1037/0022-3514.49.3.577

Public Opinion on Sentencing Juvenile Offenders: The Impact of Offender Age, Criminal Record, Involvement in the Crime and the Nature of the Offense

Baz, Olalla (olalla.baz.cores@gmail.com), Eva Aizpurúa, Esther Fernández

Full abstract: In recent decades approaches designed to assess public opinion toward the punishment of juvenile offenders have proliferated. However, most of these have been carried out using rudimentary measuring instruments whose methodological deficiencies have limited the development of this field of study. One of the main questions which this line of research pursues is knowledge of the various factors that determine public opinion, specifying their relative contribution and the interaction between them. For this reason, this paper aims to explore the effect that certain variables related to the offence and offender had on public attitudes. To meet this goal we employed a factorial design, which yielded improvement over previous studies in two fundamental respects. The first of these is the use of scenarios that included detailed information about the circumstances surrounding the offence, preventing responses based on stereotypes. The second is the technique employed, which made it possible to isolate the effect of the different variables, combining the potential of experimental approaches with the representativeness of surveys. The population was designed orthogonally, resulting in 256 unique vignettes, made up of the combination of four factors, which included the age and the criminal history of the offender, the type of offence committed, and his degree of involvement in it. They were administered, in groups of eight randomly organized vignettes, to a general sample of the Spanish population. The results obtained reveal that the nature of the offence and one's degree of involvement in it constitute the most important predictors of public opinion towards the punishment of minors. However, variables that played an important role in the establishment and development of juvenile justice, such as the young people's age, had a lesser impact. Finally, the paper shows the explanatory potential of this set of factors, discussing their implications and presenting certain elements useful for the future methodological and theoretical development of this body of research.

Automatic Coding of Occupations

Bethmann, Arne (arne.bethmann@gmx.de), Antoni Manfred, Bela Daniel, Malte Schierholz, Markus Zielonka

Full abstract: In recent years several German large-scale panel studies demonstrat-

ed the demand for the coding of open ended survey questions on respondents' occupations. So far occupational coding in Germany is mostly done semi-automatically, employing dictionary approaches with subsequent manual coding of cases which could not be coded automatically. Since the manual coding of occupations generates considerably higher costs than automatic coding, it is highly desirable from a survey cost perspective to increase the proportion of coding that can be done automatically. At the same time the quality of the coding is of paramount importance calling for close scrutiny. The quality of the automatic coding must at least match that of the manual coding if survey cost is not to be traded for survey error. From a total survey error perspective this would free resources formerly spent on the reduction of processing error and offer the opportunity of employing those resources to reduce other error sources. In contrast to dictionary approaches, which are mainly used for automatic occupational coding in German surveys, we will employ different machine learning algorithms (e. g. naïve bayes or k-nearest-neighbours) for the task. Since we have a substantial amount of manually coded occupations from recent studies at our disposal we will use these as training data for the automatic classification. This enables us to evaluate the performance as well as the quality – and hence the feasibility – of machine learning algorithms for the task of automatic coding of open ended survey questions on occupations.

Senior Sex in the City: Sex Practices, HIV, and Public Policy in New York

Blum, Micheline (micheline.blum@baruch.cuny.edu), Douglas Muzzio

Full abstract: In 2006, the Centers for Disease Control and Prevention (CDC) recommended routine HIV screening for individuals aged 13-64 in healthcare settings. Testing for persons aged 65 and over is encouraged only when the seniors present with an identifiable risk. In September 2010, New York State law mandated the offer of an HIV test by health care providers to all patients 13-64, with limited exceptions. In New York City in 2010, residents aged ≥65 accounted for 2% of new HIV diagnoses. However, 47% of the newly diagnosed seniors were diagnosed late in the course of infection, more than double the rate found in the general NYC population (22%). To assess the impact of the CDC HIV testing recommendations and the New York State law, the New York City Department of Health and Mental Hygiene (DOHMH) and Baruch College Survey Research conducted a telephone survey of 2,473 New York City adults from June to August 2011. This was the first of a multi-year, multi-survey effort. "Senior Sex" reports on the sex practices of senior New Yorkers (n=619) uncovered by the 2011 survey, as well as this group's demographics, socio-economic characteristics, healthcare behaviors, and knowledge of, opinions on, and behavior regarding HIV/AIDS and HIV testing. It also discusses the effect of current CDC recommendations – or their absence – and New York State law on HIV testing. With the first of the Boomer generation having become seniors (and remaining sexually active), and with millions more to come in the next decade, the imperative to test the 65+ is likely to intensify. Thus, "Senior Sex" also looks at the sex practices, knowledge, opinions, demographics and behavior of "near-seniors" –60-64 year olds—in the city. The survey findings suggest that thousands of older NYC adults could benefit from an increase in the upper age limit of CDC HIV testing recommendations and NYS HIV testing law to include adults over the age of 65. Going forward, survey research of NYC providers could provide a better understanding of perceived or real barriers to offering or suggesting HIV screenings to seniors, and surveys of seniors throughout the US and beyond could determine whether our New York City findings are generalizable to seniors elsewhere.

Digital Media, Public Engagement and Public Opinion in a Political Campaign

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Full abstract: Baruch College Survey Research (BCSR) collaborated with Hill+Knowlton Strategies (H+K) on a study of the use of digital media and public engagement during the hotly contested New York City mayoral campaign in the summer of 2013. The two-part study involved a public opinion poll of New York City, designed to explore how New Yorkers use different media platforms to both learn about political issues and to engage with mayoral candidates. The research team simultaneously monitored the campaigns' efforts to engage the public through digital media and ranked the findings by focus, extent and effectiveness using a Digital Engagement Index. The engagement levels found by monitoring the campaigns' digital outreach and by the poll of New Yorkers were then compared to each other, as well as with the actual results of the primary campaign. BCSR conducted a telephone poll of a random sample of 1001 NYC adults (691 landline and 310 cell phone) in August 2013. Respondents were asked about the traditional and new media they used when looking for news and political information, the social media outlets they used for political information and discussion, their engagement in the current political campaign, and the media platforms through which they were contacted by the various political campaigns. Throughout July and August 2013, H+K monitored the campaigns' use of traditional and new media by candidate and ranked their levels and types of digital outreach in a newly created Digital Engagement Index. To construct the Index, each candidate's efforts via Facebook, Twitter, YouTube and e-mail were tracked and ranked. The final Index examined the extent of candidate outreach through digital media outlets, the focus of their messages, and the effectiveness of their outreach in engaging voters and volunteers through online-to-offline organizing. The study compared the rankings of digital campaign efforts and engagement, the public's perception and engagement, and the ultimate outcome of the political race. While the study revealed both a great reliance on traditional media by New Yorkers and candidates continuing to campaign using "old school" methods, the strategic use of new media proved to be both important and effective, particularly in reaching and engaging certain audiences. The poll found that although television and newspapers are still the most popular sources of political news, half the city's adult population go online for news at least twice a week, with the numbers being highest for the young, the educated and the wealthy. The importance of a campaign's use of online media was suggested by the finding that Bill de Blasio -the candidate who relied less on campaigning "old school" and who had the most engaging use of digital media, and the highest digital ranking -received the most votes in the Democratic primary and in the general election. Augmenting pre-election polling with simultaneous monitoring of digital media campaigning is clearly a promising research combination for gauging political engagement and effectiveness , and we look forward to a further collaboration and refinement of the study in a future election campaign.Baruch College Survey Research (BCSR) collaborated with Hill+Knowlton Strategies (H+K) on a study of the use of digital media and public engagement during the hotly contested New York City mayoral campaign in the summer of 2013. The two-part study involved a public opinion poll of New York City, designed to explore how New Yorkers use different media platforms to both learn about political issues and to engage with mayoral candidates. The research team simultaneously monitored the campaigns' efforts to engage the public through digital media and ranked the findings by focus, extent and effectiveness using a Digital Engagement Index. The engagement levels found by monitoring the campaigns' digital outreach and by the poll of New Yorkers were then compared to each other, as well as with the actual results of the primary campaign. BCSR conducted a telephone poll of a random sample of 1001 NYC adults (691 landline and 310 cell phone) in August 2013. 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Does the Fragmentation of Political Information Environment Produce a Fragmented Opinion Climate? – Toward the Re-examination of Media Effect Theories in a Changing Media Landscape

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Full abstract: In an influential article, Bennett and Iyengar (2008) advance their thesis that the post-broadcast media landscape may have dramatically altered the foundations of political communication. The fragmentation of political information environment may produce a fragmented public of which isolated and increasingly polarized groups and members selectively expose themselves to information congruent with their political attitudes. As a result, Bennett and Iyengar argue, we may be witnessing the advent of "a new era of minimal effects." Bennett and Iyengar's thesis may have far reaching implications regarding political communication and media effect theories. My paper focuses on one particular implication: inasmuch as the fragmentation of media landscape leads to the fragmentation of climate of opinion that isolated members and groups of the fragmented public perceive, the relevance and scope of a host of media effect and persuasion theories may be called into question, including the Elaboration Likelihood Model, the Theory of Reasoned Action, and the Theory of Planned Behavior. The fragmentation and polarization of the perceived opinion climate would pose an especially acute predicament for the Spiral of Silence theory that is entirely built upon the notion that individuals' opinion expression at the micro-level and public opinion dynamics at the macro-level are "reaction[s] to changes in the climate of opinion" (Noelle-Neumann, 1984, p. 78.) The present study examines climate of opinion dynamics in the context of the 2000 and 2008 US presidential election campaigns. In this eight year time period, not only sweeping sociotechnological changes took place in the US (nearly 100 million new Internet users, the social media revolution, and landmark changes in the penetration of mobile technologies), but also, as the 2008 Obama e-campaign illustrates, revolutionary new practices of political campaign communication emerged. Thus, the analysis of opinion climate dynamics in the context of these two elections is expected to detect the contours of the new minimal effect era predicted by Bennett and Iyengar. The analysis utilizes data from the 2000 and 2008 National Annenberg Election Survey (NAES). The findings offer mixed evidence as to the attitudinal polarization of the electorate: in 2008 more voters identified themselves as "strong" partisan. Yet, "very liberal" and "very conservative" voter groups did not harbor increasingly polarized attitudes about the candidates from 2000 to 2008. More importantly, the findings offer no evidence of an increasingly fragmented/polarized climate of opinion. Even though political attitudes and polarization are significant predictors of the perceived climate of opinion – largely in line with Noelle-Neumann's original research (1984, p. 124) – the findings suggest that the polarization of opinion climate perception across various voter blocks (strong Republicans vs. strong Democrats; "very liberal" vs. "very conservative" respondents) did not grow from 2000 to 2008. That is, the results do not seem to conform to the proposition that in an increasingly fragmented political information environment, groups of likeminded voters may develop alternative opinion climates isolated from a national climate of opinion. Thus, the findings suggest that the fragmentation of media landscape may not necessarily foster the fragmentation of the perceived opinion climate.

Credibility Perceptions of YouTube Videos: Influence of Production Type, Source, and Number of Views

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Full abstract: While YouTube is mostly popular for music videos, movie clips, and pirated video clips; more recently YouTube is becoming known for political content and as a forum for political discourse. The openness of the forum with social network-like functions makes YouTube suitable as a space for political discussion. The present study uses California's Proposition 8 ballot measure as a case study to understand credibility perceptions of YouTube videos. Prior research has examined the content of Prop 8 YouTube videos. However, few studies have looked at the factors that could influence the credibility of YouTube videos. Extending earlier research, the present study examines the influence of use-generated content vs. content from organizations, scripted videos vs. unscripted videos and number of views on credibility of YouTube videos. The data were collected using two experiments embedded in a web-based survey of undergraduate participants in 2012 and 2013. The issue for the online experiments was California's Proposition 8. The students received extra credit for participating in the studies. All participants were instructed to view a YouTube video. Participants first answered the pre-test questions. They were then presented with manipulated stimuli in a YouTube video. There were a total of 13 conditions and the participants were randomly assigned to view one of these conditions. The experiments used a 2 (Source) x 2 (Production type) x 2 (Number of hits) between-subjects design, which covered two sides of the Proposition 8 issue (Pro-prop 8 and anti-prop 8). In order to manipulate the source, the participants read a few lines about who posted the video on YouTube. The user-generated condition said that the YouTube video was uploaded by a protestor in the Prop 8 rally. On the other hand, the organization manipulation was achieved by telling the participants that the video was posted by either a Pro-prop 8 group such as "ProtectMarriage" and Anti-prop 8 group such as "NoOnProp8". The second manipulation in the study was to vary the production type of the videos. The videos were either scripted (advertisements) or unscripted (filmed live event) videos. Scripted videos often incorporated individuals who deliver written messages to the camera, just like in a commercial. The unscripted video was raw footage of protests from either pro-prop 8 or anti-prop 8 rallies. The videos were chosen from actual videos posted on YouTube. The videos were approximately 2 minutes long. The third manipulation was to change the number of views for the videos. The low hits condition had about 26 views, while the high hits condition had 227, 981 views. The control condition included a video that was of the same length about Mario from PBS. ANCOVA models were conducted to answer the research questions and understand the relationships between YouTube video content and credibility of YouTube video. Findings show that participants considered the user-generated video, and filmed live event as most credible. Results also indicate that a higher number of views increased credibility of the video. Implications are discussed.

Public Opinion Polls in Latin America: What do Pollsters and Related Sectors Think About Polls

Braun, Maria (mariabraun@mbc-mori.com.ar)

Full abstract: In 2010, in collaboration with Luis Eduardo Gonzalez, from WAPOR Latin America, I conducted a poll addressed to survey professionals (pollsters and scholars). The objective was to gather information regarding the current status of the profession and the critiques it raises, in order to help to professionalize the activity and contribute to the creation of self-regulatory mechanisms. The results showed that, although the activity is, according to the experts that perform it, subject to international standards, it is highly challenged both from within and without. (The main findings were published in the Issue 1 of the Latin American Journal of Public Opinion and can be accessed through http://www.waporlatinoamerica.org/descargas/documentos/Maria_Braun.pdf Four years later it seems necessary to update this information. For that, I will conduct a survey over the next months which I hope will have the participation of a greater number of interviewees, thus making possible a cross-country comparison (mainly the countries in the Southern Cone). Moreover, the sample of interviewees will not only include pollster and scholars associated with polls, but also journalists acquainted with the use of public opinion data. The same methodology will be used: online interviewing based on a snow ball sample. The poll is currently in fieldwork and we expect to finish data collection by the end of March.

The Emergence of Agenda-Setting Effects between TV News and the Blogosphere in Germany

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Full abstract: Enabling citizens to raise their voices, political weblogs are not only an extension of traditional arenas of public opinion formation, but they are also likely to change the balance of power in political communication. Time-series analyses of issue saliences in US mass media and in the US blogosphere reveal that the offline public sphere and the online public sphere are strongly interwoven by bi-directional agenda-setting effects (Wallsten, 2007; Meraz, 2011). Replicating this research design with samples of TV news and political weblogs from Germany, this study aims to answer two questions: (1) Are there also relationships between agenda-setting processes in mass media and in the blogosphere in Germany with its less professionalized blogosphere and its more party-centered journalism? (2) Scrutinizing the often implicit assumption that agenda-setting effects at the aggregate level are the consequence of mainstreaming issue saliences of micro level units, is homogeneity of single weblog issue saliences a prerequisite for agenda-setting effects between TV news and the blogosphere at the aggregate level? During a 91-day period from April 1st to June 30th, 2011, issue salience data were collected through a secondary analysis of a dataset provided by Media Tenor for five German evening TV news shows (N = 8778 news items) and a quantitative content analysis of ten German political weblogs sampled from a public ranking of weblogs based on usage and authority (German Blogcharts; N = 6181 news items).

The relationship between the daily number of news items on four political issues (Eurozone crisis, Arab Spring, international terrorism, nuclear energy) in TV news and in the blogosphere was analyzed through cross-correlational tests with time lags ranging from 1 to 7 days – both for original times series and for their white-noise components identified through ARIMA modeling. While every TV news show aired reports on each of the four issues on at least 30 per cent of the days during the time frame studied, there are only either two or three political weblogs meeting this criterion of enduring coverage for each issue. Despite the resulting low degree of homogeneity between single weblog issue saliences, emergent blogosphere issue saliences are related to TV news issue saliences at the aggregate level – partly explained by agenda-setting effects. Analyses of original time series indicate that the frequencies of TV news coverage and communication in the blogosphere are correlated across a range of daily time lags for all four issues. However, analyses of the white-noise components of times series indicate that these relationships can be unambiguously attributed to agenda-setting effects of TV news on the blogosphere for the saliences of two out of four issues only: Eurozone crisis (r = .30, p < .05, after 1 day; r = .23, p < .05, after 2 days) and Arab Spring (r = .23, p < .05, after 1 day; r = .23, p < .05, after 7 days). In contrast to the findings in the USA, the results do not suggest agenda-setting effects of the blogosphere on TV news for any of the four issues.

An Evaluation of Whether Propensity Score Adjustments Can Remove the Self-Selection Bias Inherent to Web Panel Survey Addressing Sensitive Behaviors

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Full abstract: Background The use of the internet for collecting survey data is becoming increasingly common, with concerns over their accuracy being frequently investigated. Web panel surveys are particularly popular as they are relatively cheap and quick, but rely on non-probability self-selection methods which have implications for data accuracy. Propensity score adjustments have been suggested as a possible means of improving web panel data through correcting for self-selection bias after field work is complete. This paper aimed to assess the ability of propensity score adjustments to counteract the self-selection bias inherent to web panel surveys when questions are sensitive, and examine whether they can be recommended for future use when accurate estimates of population prevalence are the intention. Methods Four web panel surveys which asked a subset of sexual behaviour and attitudes questions identical to those included in the third National Survey of Sexual Attitudes & Lifestyles (Natsal-3) were undertaken by three reputable UK based market research companies which possess large volunteer access panels. A backward stepwise model was used to generate five propensity scores for each web survey, using survey participation (web or Natsal-3) as the outcome variable. The scores from both surveys were stratified into quintiles, with web cases then weighted to match the Natsal-3 distribution within each quintile. Variables were added into the score at all 5 stages in order to ascertain whether including a larger number of variables increases the accuracy of the weighted data. Average absolute odds ratios (ORs) across outcomes, where the 'absolute OR for an OR less than 1 is calculated as 1/OR (e.g. an OR of 0.5 is treated as 2) were used to give a value to the performance of each web survey for each propensity score adjustment, and the standard error as a proportion of the odds ratio was used to assess the impact of weighting upon variance. Results The adjustments showed improved estimates as more variables were added for males, but little improvement for females. Variance seemed to increase as more variables were added, suggesting the trade-off between estimate accuracy and estimate variance does not pay off in this instance, particularly for females. Surveys which showed the most improvement tended to be those with the least accurate estimates to begin with. Inconsistencies in performance were evident across surveys and variables. Conclusions The inconsistencies across variables and surveys led to the conclusion than propensity score adjustments are not sufficient to remove the impact of self-selection bias in web panel surveys. There is evidence of improvement for those surveys which provided some of the least accurate estimates to begin with, but when looked at across separate variables there were still inconsistencies and in some variables the adjustments actually decreased estimate accuracy. For some surveys, the adverse effect on data quality through increased variance was not matched in the negligible benefits gained in estimate accuracy, leading us to conclude that web panel surveys are not an appropriate means of gaining accurate population estimates even after adjustment.

Entropy Analysis for Designing and Analyzing Opinion Surveys

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Full abstract: A novel approach to public opinion research is to apply modern statistical methods developed from information theory. We give several examples of how such methods can be applied. First we discuss how a unified statistical analysis can be made of response data on arbitrary scales with nominal, ordinal or numerical alternatives. Information theoretic measures of centrality, spread and relationships are presented and illustrated. The analysis results in a structural plot of how the responses of different items in a questionnaire are related. We then discuss some issues of importance in designing and analyzing surveys. In today's difficult survey climate methods to reduce the non-response in surveys are of great importance. One important topic that affects the respondent's willingness to respond and also the confidence for the survey agency is the perceived response burden. A long and complex questionnaire may increase the non-response and also harm the confidence for the agency. This is most pronounced in self-administered modes, e.g. mail and web-surveys, where it is important with simple and respondent friendly questionnaires. But also in interviewer led surveys, e.g. face-to-face and telephone surveys, the response burden could harm the interaction between the respondent and interviewer. Based on such findings we will then discuss and illustrate with some examples using real survey data, how information theoretic entropy measures and the resulting structural plots, obtained from e.g. a pilot survey, can be used to design various aspects of a survey. Split questionnaires is one way of reducing response burden and issues that need to be addressed in the design are e.g. the number of splits, items per split, determining sample size per split in order to reach needed accuracy etc.. The number of response alternatives per item versus the number of desired respondents in order to reach needed accuracy is also discussed. We will also discuss the proposed entropy measures and structural plots as a general tool for data analysis. We illustrate how non-response patterns can be analyzed and whether non-response varies systematically among items, and whether it can be compensated for by using the structural information present in the data. Furthermore, we will exemplify the method in an experimental setting, e.g. determining the effect of changing the mode of data collection.

Understanding Trust in Official Statistics in the United States

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Full abstract: Across the globe, national statistical offices are recognizing the role of public interest in ensuring high quality data, particularly in an era of constrained resources. In an attempt to understand how statistical institutions and their products are perceived by respondents, the Organization for Economic Co-operation and Development (OECD) working group developed a survey for measuring trust in official statistics in 2010 (Brackfield 2011). The goal of the OECD effort was to produce a model survey questionnaire that could be used comparably in different countries to measure trust in federal institutions and their statistical products. This survey was developed and tested in the U.S. (National Center for Health Statistics), Korea (Statistics Korea), Australia (Australian Bureau of Statistics), New Zealand (Statistics New Zealand), Turkey (Turkish Statistical Institute), and Canada (Statistics Canada). Although this survey proved successful in measuring concerns in most countries, the survey questions were inadequately understood by U.S. respondents. (Willson et.al. 2010). In response to this problem, we set out to build upon the theoretical constructs and previous research on this subject (Felligi 2004; OECD Working Group 2011; Wilson et.al. 2011) to design and administer a version of this survey to measure U.S. public opinion of the FSS.Questions that were shown to perform well in in U.S. cognitive testing were included in the development work, along with other questions that were modeled on other research intended to measure similar issues of trust and awareness in official statistics. The definitions of trust in statistical products and trust in statistical institutions were derived from Ivan Fellegi's model of trust in official statistics (1996, 2004). This paper presents a theoretical comparison of the U.S. measure of trust in official statistics to the OCED official measure, as well as other measures that have been used around the globe. We discuss differences in measuring trust along the continuum of centralized to decentralized systems and corresponding implications for trying to build trust within these different systems.

Agenda Setting and Polling during Gun Control Debate--A Study of News Media Reporting of Public Opinion Polling and Social Media Trends during the Sandy Hook Tragedy

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Full abstract: The recent debate over gun violence or gun control in the United States was preceded by a national tragedy heavily covered by traditional and non-traditional mass media—the random killing on Dec. 14, 2012, of school children attending Sandy Hook Elementary in Newtown, Connecticut. An examination of this media coverage reveals how leading national and international news media reported the ensuing gun control debate leading to the eventual defeat of gun control/violence legislation in the U.S. Senate on April 17, 2013. During the aftermath of the killings, public opinion polls were cited in news reports along with coverage of related issues 'trending' in social media (such as increased levels of discussion of topics on Twitter). The specific media content in leading national/international newspapers expressing the results of this public opinion polling and opinion trends revealed in social media is analyzed. The international news source is used to provide an external reference point – such media messages may also influence political actions taken (Moy et al, 2012). This work bridges previous literature in second-level agenda setting, propaganda research, and a related study that examined leading national media coverage of prominent issues in the public policy debate over gun control in the aftermath of the Sandy Hook Elementary tragedy. The related study revealed how the issues of gun control/violence were defined by three major national newspapers leading to the U.S. Senate votes and how this coverage contrasted with issues noted in public opinion polling. The rapid decline in support of legislation restricting gun ownership during this time was also considered. This study is viewed through a linkage of second-level agenda setting theory and the 'bandwagon effect' often noted in propaganda studies. Proponents /opponents of the gun control/violence issues may have considered that such an effect could influence the legislative outcome. The research questions guiding the study are: 1. What was the nature and extent of the results of public opinion polling on the issue of gun control/violence reported by leading national/international newspapers in the aftermath of the Sandy Hook killings? 2. What was the nature and extent of reports of social media 'trending' on the same issue by leading national/international media during the same time frame? 3. How do leading national and international media sources differ in their reports of public opinion on this issue? A content analysis of leading national/international newspapers was used to address the research questions. This analysis bridges two separate theoretical approaches as it suggests how the nature and extent of reports of public opinion polling and social media trending may be viewed in a new theoretical context of the four dimensions of the second-level agenda setting process (Golan & Wanta, 2001). Additionally, a linkage to the possibility of a bandwagon effect on policy makers is discussed.

The Obama Policy of Restraint - What's Next in American Foreign Policy?

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Full abstract: In 2009, Barack Obama began his presidency and foreign policy with immense fanfair and high levels of support from the world public and the capitals of major powers. Today that support is muted, and criticism from world leaders is growing. World opinion has swung from relief over the end of the unilateral "cowboy" policy of President George W. Bush to anxiety over the perceived reluctance and hesitant policies of President Obama. A similar shift is noticeable in American public opinion. After the expansive military and democracy-building policies and rhetoric of the post-9/11 era, America welcomed the withdrawal from two active wars in Iraq and Afghanistan and preferred a focus on domestic issues. But recently, public disenchantment appears to be growing over America's position in the world. Support for President Obama's diplomatic strategies in Syria and Iran is low, and domestic foreign policy critics have intensified their opposition. Is American foreign policy reaching a new inflection point where the recent non-intervention and restrained policies of the Obama administration are being effectively challenged or will there be another decade of American non-intervention? This paper will examine the post Twin-Towers public opinion and leadership approaches to foreign policy from the time period of the Bush administration through that of President Obama, while tracking support of major policies, satisfaction with American's standing in the world and the position of public and political leaders towards intervention, unilateralism, accommodation, and isolation.

Syria Public Opinion Cul-de-Sac

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Full abstract: In September 2013, President Barack Obama had few good military or diplomatic options for the chemical weapons crisis in Syria and even less public opinion support for the options being considered. However previously, in late 2012 and early 2013, national public opinion showed that many elements of the President's range of action, including military and other aid to Syrian rebels, had a range of support. One of those options was taking offensive action if the use or movement of chemical weapons was detected. This paper will trace the evolution of public opinion from the reluctant support for various military options early in 2013 to the foreclosure of support for all military actions in September 2013, leaving the President and his national security team in a public opinion cul-de-sac. Obama was only able to break out of this position with a serendipitous lifeline from Russia. Media content analysis will be used to analyze the major narratives developed in 2013, with media content being compared to published national polls on Syria and the Middle East in general. The paper will analyze the shifting opinion from three aspects: first, the narrative developed in the preceding twelve months concerning the conditions of the Syrian conflict, including the actors, actions, and the major media sources' interpretations of winners, losers, and direction; secondly, an examination of the President's, and his Administration's, description of the conflict and their Syrian policy, along with competing political narratives from allies and rivals; and finally, other factors that appear to have influenced opinion, such as media coverage of regional actions in Egypt, Turkey, Iraq, and the responses of Russia and Iran, as well as U.S. domestic issues such as the economy and Washington's ongoing fiscal crisis.

Questionnaire Design Experiments: Differences in Response Behavior, Satisficing, and Social Desirability Response Bias

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Full abstract: The quality of survey data has been an issue as long as survey studies have been conducted. Even though we know that the questionnaire design is of most importance, we still lack specific knowledge about, how exactly even small changes in the questionnaire design might affect the answers and thereby the quality of the data. On the basis of a large representative survey with a split-ballot design experiment, this paper addresses the case of questionnaire design effects with the aim of gauge differences in response behavior, satisficing, and social desirability response bias. More precisely, we run a set of classic experiments (e. g., Response Order, Non-Opinion, and Acquiescence, see Schuman & Presser 1981) for question evaluation and to see whether the respondents are affected by minor changes in wording, response order etc., and if so to see if systematic differences can be found in which respondents are more prone to satisficing and social desirability response bias. Data are completely new, and only preliminary results can be shown by now. However, these results show significant differences on most questions. In the paper, we analyze these differences further to be able to conclude on a) who are more prone to satisficing and social desirability response bias, b) which differences in questionnaire design give more rise to differences in response behavior, and finally c) is it possible to design a questionnaire to minimize these biases, and if so, how is it done.

End of Poverty through Ending Exclusion: Findings from multi-country surveys on Financial Inclusion and Mobile Money

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Full abstract: The paper focuses on analysis of survey data about financial Inclusion of the poor through Banking on the Mobile Phone. The data comes from multi-country surveys in Africa and Asia, gathered during 2012-13. In keeping with the overall theme of this panel, the paper will investigate the hypothesis: Does Demography explain attitudes and behavior across nations? And is it a better predictor of attitudes and behavior compared to geography or national classifications. In other words, we shall analyze the ways in which we could introduce cross-national demographic variables as an important explanation into our global and regional surveys. Our methodological section will address the issue of how to harmonize demographic classifications across multi-country samples. We believe that our findings will have important policy implications for communication campaigns through regional and global media channels, since specific media channels or programs on them are targeted at specific demographic groups. To pursue the Conference theme of EXTENSIBLE OPINION POLL, our investigation will open

the possibility of FUSION BETWEEN OUR FINDINGS (or even data) with large scale AUDIENCE RESEARCH DATA provided by media audience measurement organizations, such as Nielsen, Kantar and GfK. By way of Methodology, we will focus on multi-country surveys which focus on the subject of Financial Inclusion through banking (money transfers and even deposits) on the mobile phone. The data was gathered through cross-national surveys in several countries of Africa and Asia (including Kenya, Uganda, Pakistan and Afghanistan). The data was gathered with the assistance of Gates Foundation, and is accessible to the authors, since it is available in public domain. Among other things, the paper will highlight the importance of greater interaction between academia and practitioners in the field of multi-country surveys.

Challenges in Using Tablets in a Probability-Based Online Panel: The ELIPSS Panel Example

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Full abstract: The ELIPSS Panel (Étude longitudinale par internet pour les sciences sociales), largely inspired by the LISS Panel of the CentERdata, aims at providing social scientists in France with a survey infrastructure that allows the administration of web questionnaires to a probability-based sample. The monthly questionnaires fielded in the panel are designed by academic teams and should not exceed 30 minutes. The pilot study of this online panel started in 2012 with the offline recruitment of a sample of 1000 individuals representative of the French-speaking population living permanently in France and between ages 18 and 75 years. The first survey was carried out in April 2013. When conducting surveys of the general population over the web, one issue is to deal with the inclusion of individuals who have no personal access to the Internet. To address this issue, each ELIPSS panel member receives a 7-inch touch screen tablet and a 3G subscription in exchange for his participation. Equipping the entire panel with the same device presents several advantages. For instance, ELIPSS questionnaires are administered through a specific application which ensures that all respondents answer identically designed-questions. Indeed, it avoids one problem of web surveys related to the multiplicity of browsers and screen sizes used by respondents. However, other challenges have to be overcome when conducting Internet surveys of the general public with mobile devices. This paper will focus on the main issues raised by using tablets in a longitudinal study and as a new mode of data collection in social science research. The representativeness of the panel will be the main question addressed, particularly in respect to age and ease with new technologies. The incentive effect of giving a tablet and internet access will also be approached from the angle of panel attrition and panel conditioning. In particular, we will examine the effects on response behaviours of the panel members and the effects on their usage of new technologies over time. Finally, we will discuss opportunities offered by ELIPSS to the researchers designing questionnaires, and will present some examples of surveys using specific features of the tablet to collect data.

Challenges and Solutions of Introducing Mobile Phones in CATI Surveys

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Full abstract: New technology and software can advance the practice of survey research, and the mobile phone has become one of the most widespread phenomena over the past decade. According to the Flash Eurobarometer E-communications Household survey, the proportion of mobile phones keeps increasing and even becomes more important for some households than the fixed line. This empirical paper regards the role of mobile phones within CATI survey research. The evolutions of a decreasing group of fixed line users and an increasing group of mobile phone users impacts the way CATI surveys need to be handled. Challenges appear and solutions are researched, which is the main focus of this paper. Although sampling and surveying only fixed phones will eliminate large proportions of the population that only have a mobile phone number, there are also disadvantages of mobile phone numbers. For instance, a mobile phone number is transferable to different persons and operators, and persons can have multiple mobile phone numbers at once. Additionally, when multiple countries are part of a CATI survey, another challenge appears, as there are large differences among European countries with regard to mobile phone usage and supply. In this paper, these challenges are discussed and possible solutions are proposed. To illustrate, the most widespread sampling solution is the use of Random Digit Dialing (RDD). Yet, this technique does not prevent sampling bias. Pre-screening of mobile phone numbers to determine active number requires knowledge of the relevant prefixes, the current

market shares of the mobile operators and/or networks, exiting mobile registers, and so on. Furthermore, solutions are considered with regard to challenges with the sampling frame, the sampling probability, the sort of questionnaire (length, questions), and the calling pattern when using mobile phone numbers.

How Supportive of Human Rights are We Really? An Analysis of the "Principle-Application Gap" in the Netherlands.

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Full abstract: How supportive of human rights are we really? An analysis of the "principle-application gap" in the Netherlands. Human rights provide the basic conditions for all persons to live in freedom. Many studies have shown that support for such basic rights is high in Western countries (e.g. Hertel, Scruggs, & Heidkamp, 2009). However, piecewise information shows that though general human rights principles are almost always consensually endorsed, this can go hand in hand with tolerating concrete violations of these same principles. Zellman and Sears (1971) showed for example that the majority of their sample agreed with the item "I believe in free speech for all no matter what their views might be", but that only 21% of the same sample would allow a communist to speak in their city. This has been referred to as the "principal-application gap" (Staerklé & Clémence, 2004). It is important to assess this principle-application gap, as it shows to what extent Dutch people really have a deep-rooted attachment to human rights. The more willing Dutch people are to restrict basic human rights in concrete cases, the more vulnerable human rights are even in a democratic country as the Netherlands. In this article we aim to get more insight into this principle-application gap. We will use data from the Longitudinal Internet Studies for the Social Sciences Panel (LISS panel: http://www.lissdata.nl/lissdata/). This data has several important advantages. First, the results will be representative for the whole Dutch population as the panel is based on a true probability sample of households. Many studies on human rights have been conducted based upon small, non-representative samples like psychology students (e.g. McFarland, 2010). Second, some of our questions might be sensitive for social desirability (McFarland & Mathews, 2005). It is known that web administration enhances the level of reporting sensitive information and reporting accuracy (Kreuter, Presser, & Tourangeau, 2008). Third, as we use panel data we have access to many variables that have been asked in previous waves and that are important in order to truly understand this principle-application gap. We have developed original and innovative scales to measure this important principle-application gap. The first scale asks to what extent respondents believe that human rights should be guaranteed regardless the situation. In order to be able to distinguish endorsement of human rights in a superficial manner from true commitment, a second scale will be used. In this scale two competing views on several human rights issues will be given. The respondent is then asked (on a 10-point scale) with which statement he/she tends to agree. By comparing approval of the general human right items with approval in these concrete situations, it is possible to construct a measurement of the principle-application gap. The analysis from this paper will not only help to obtain a more comprehensive scientific picture of support for human rights. Understanding to what extent and why people support violations of basic human rights in concrete cases is useful for policy makers aiming to guarantee human rights for all.

The Translatability Assessment: Crossing the Bridge from Items in English to Source Items of a Master Questionnaire that is Fit for Adaptation.

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Full abstract: A new trend in the field of survey methodology for multilingual surveys and opinion polls is to perform more upstream quality assurance work to reduce the need for downstream quality control and corrective action. Along these lines, a new step has been designed and implemented recently, and its output is most promising: newly developed questionnaire items undergo a Translatability Assessment before they are finalised and sent to translation/adaptation. This Translatability Assessment consists in submitting draft versions of new items to a pool of experienced linguists covering a broad range of language groups. These experts go through the exercise of producing draft translations of those items. Their translations are not intended for further use, but help them identify and describe the translation and adaptation hurdles that translators will be facing if no pre-emptive action is taken. A set of 13 translatability categories is used to report on the potential translation, adaptation and cultural issues identified and, whenever possible, alternative wording is proposed. This new formulation proposes a way to

circumvent the problem. The new wording often makes it possible, without loss of meaning, to measure the same construct in languages or cultures that are far apart. In some cases, the linguists may suggest inserting a translation note to clarify a given term or expression, or to indicate the type of adaptation that may be necessary. The translatability report is sent to the item developers, who can take this feedback into account: they have the opportunity to eliminate ambiguities, e.g. Anglo-Saxon idiosyncrasies that may be difficult to render in certain languages, double-barrelled questions, cultural issues or unnecessary complexity. In a nutshell, an attempt is made to fine tune the initial version of the items so that it becomes a translatable source version. The paper presents examples and outcomes of translatability assessments performed on three multilingual surveys; explains the conceptual framework within which the linguists work; shows how part of this translatability assessment can be automated; illustrates the interaction between linguists and investigators or item writers; and presents leads for further research.

Sexual Rights and Public Opinion on the Cuban Blogosphere

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Full abstract: The research addresses the main features of the formation of public opinion in the Cuban blogosphere about the vote of the delegation of Cuba to the Third Committee of the UN General Assembly in November 2010 in favor of an amendment that removed references to explicit sexual orientation of the periodic resolution condemning extrajudicial, arbitrary or summary executions. The assumed design methodology is based on single case study from a predominantly qualitative perspective. Research systematized theoretical assumptions attending studies on Internet public opinion. We refer the main features of the Cuban blogosphere in today's technological and sociopolitical context. We critically examine the distinctive features of the debate and the fundamental results of the actions referred to in terms of political transformation.

Spiral of Dis-Identification. Another Look at Reasons for Negative Political Attitudes

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Full abstract: ‚Political malaise', the assumption that the attitudes citizens hold of the political system, of political organizations, and political actors have turned negative is an ambiguous and under-defined construct. Indeed, scholars of political communication have been able to demonstrate how the increasing negativism in media coverage correlates with negative attitudes ('video malaise'; see for instance Robinson 1976, Patterson; 1993, Kepplinger; 1996). However, scholars have, for obvious methodological reasons, not ben able to supply causal assessments of the assumed long-term and 'cumulative' effects of negative coverage. The authors believes that the huge and increasing proportion of the general population in many countries who hold negative attitudes towards politics has three, partially related reasons. First, the increasing negative bias in the news media, clearly empirically evidenced in many studies, probably indeed had its influence on the people's perceptions of politics--as assumed by this research tradition. Second, another proportion in the variance of these attitudes can probably be traced back to measurement problems in the respective surveys. In many cases public opinion surveys create a pseudo-evidence of opinions and attitudes that do not exist. This phenomenon has become known as 'non-attitudes'. Respondents feel obliged to give an answer on interview questions even when they have never thought about the issue at hand or cannot retrieve an opinion that they might have developed at an earlier time (Sniderman et al., 2001). As known from research in the psychology of survey response people use proxies in order to produce a satisficing answer in the interview situation. The fact that then English terms "political malaise" or the German "Politikverdrossenheit" have become part of common wisdom serves as such a proxy and generates respective answers even when the respondent him- or herself has not corresponding attitude (Tourangeau, 2000). This paper is mostly interested in the third reason for the increasing negative attitudes, i.e. the spiral of dis-identification with politics. Based on psychological theories, particularly cognitive dissonance theory, we believe that citizens who experience a lack of competence when encountering news on complex political issues will solve the dissonance (between their image of the self and their performance) by dis-identifying with the area at hand, i.e. politics (Donsbach & Mothes, 2012). The fact that, on the one hand, interest in the news is on the decline and on the other political issues have become more complex over the years increases the likelihood of situations where citizens encounter such dissonance which the will lead to more dis-identification with politics. These causal chains will lead to a downward spiral of exposure,

knowledge, dissonance, and attitudes. The paper will present data from a first test of these complex relationships between political knowledge, efficacy, and attitudes towards the political system before the German general elections in the fall of 2013. Data are from a four-wave online panel survey conducted by the authors.

The Effects of Including DK Options on Respondents' Survey Experience and Response Behavior

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Full abstract: Previous studies have examined the effects of including "Don't Know" options on respondents' satisficing behavior, and on the degree to which DKs prevent respondents from expressing existing opinions, or allow them to reveal true non-attitudes. We argue that the inclusion of DKs in the survey can have yet another effect, namely on respondents' impression of the overall survey quality, which in turn can affect their response approach to other survey questions, not necessarily those that have DKs. We conducted a large scale experiment in which individuals were randomly assigned to one of four versions of a survey module containing a set of attitude questions (taken from previous surveys). For half of the respondents, the module questions had a Don't Know option; this option was not available for the other half. In addition a random half of the respondents also read a short instruction encouraging careful consideration of the questions. Following this experimental treatment, all participants responded to a set of identical questions about attitudes and behavior on environmental issues (unrelated to the questions in the treatment). We find that correlations between environmental attitudes and behavioral reports in the post-treatment battery are significantly stronger for the group that received both the DK options and the instructions. This group is also more likely to report higher satisfaction with the survey at the end of the survey. These results suggest that giving people the opportunity to not express an opinion could impact not just individual questions but also overall response behavior and data quality, and warrant further investigation.

Public Opinion Against Individual Rights: The Role of Public Opinion Researchers

Durand, Claire (Claire.Durand@umontreal.ca), Xavier Brabant

Full abstract: In recent years, several countries – mostly European – have passed laws restricting the "right" of public employees – and sometimes school pupils – to wear religious signs at work or at school. Most of the time, a majority of public opinion has been supportive of such bans. However, one may wonder what the role of public opinion consists of when such debates occur. This presentation will focus on the specific case of Quebec, where, in contrast with what is usually observed in North America, the government has recently proposed to forbid all state employees from wearing any type of "conspicuous and overt religious signs" . As in most countries that have taken such initiatives, public opinion was called upon to justify the proposal. Polls conducted in Quebec have shown that within the majority group – predominantly French-speaking and catholic – a majority supported such ban. However, one may wonder about the reliability of such polls, about the questions asked and which ones should be asked in order for public opinion to have a say – if any – in this process. This debate stresses the role of public opinion research and researchers in giving the public a clear view of people's positions in situations where policies may have an impact on intergroup relations. It also stresses the role of political leadership in such situations. The presentation will first analyse the polls that were conducted in order to assess the extent to which public opinion was appropriately measured. It will then present data analysis showing that, above the impact of individual characteristics and opinions towards religion, immigration and individual rights on support for the ban, political partisanship and possibly political leadership also play an important role.

Incidental Learning: A Social Impact of Facebook Usage Among Young Adults

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Full abstract: On November 21, 2011, Facebook researchers in collaboration with scientists at several universities released the findings of a network analysis of friendship connections among 721 million active Facebook users (Backstrom, 2011). These analyses of friendship connections led these researchers to conclude that distances among Facebook users were shrinking dramatically over time. While this shrinkage of distances among Facebook user connections has already been

established, since Facebook is an international social networking site that spans the globe, this paper asks: From a social-psychological point of view, does Facebook usage affect its users' international cognitive distances? Adapting incidental learning theory to the Facebook context, a preliminary theoretical framework is first proposed. It links Facebook usage volume to an individual's subjective perception of distances on planet earth. A survey of young adult students enrolled in a large university located in the Northeast of the United States was conducted during the spring of 2013 to test the proposed model. The survey measured these young adults' usage of Facebook along with various attitudes and beliefs pertaining to the way these young adults relate to the global community. The relationships in the model were tested using structural equation modeling procedures. The results were as follows: The more Facebook friends a respondent had, the heavier was his/her usage of Facebook. The heavier was his/her usage of Facebook, the more likely he/she was exposed to status updates from friends who live in other countries. The more exposed he/she was to status updates from "friends" who live in other countries, the more aware he/she felt about the lives of these "friends". The more aware a respondent felt about the lives of their friends who live in other countries, the more interconnected he/she felt with the global community. The more interconnected a respondent felt with the global community, and the heavier he/she used Facebook, the shorter were the subjective distances in this individual's cognitive world map. This paper constitutes the first time that social networking usage is investigated as a potential influence on an individual's international cognitive distance. The results of the study described in this paper strongly suggest that Facebook usage might influence a user's international cognitive distance. The process that results in the shrinking of international cognitive distance in the minds of Facebook users can be described as an Incidental Volume-Driven Modification of Cognitive Structure (IVDMCS). It is incidental since the effect does not stem from an intentional effort by the senders to modify the cognitive structure of the receiver. Rather, the effect stems from the repeated exposure of the receiver to information about individuals who are located far way, whom the receiver knows are located far away, and yet who appear to be readily accessible and present on a Facebook user's screen (computer, smartphone, tablet, etc.), giving the perception of proximity. Implications are drawn for theory within intergroup relations, international communication and social networking influence.

Attitudes and Views on Working Mothers-Selected Findings in Asia and Europe

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Full abstract: Filipinos traditionally view men as the "pillar" of the home and women as its "light". Simply put, Filipinos see the men as providers for their family by earning the money that his household needs, while women are in charge of taking care of the household and their children's needs. These traditional roles, however, are being left behind by women – out of necessity – due to the growing inequality in income and wealth distribution, as well as the ever-changing nature of society. This paper will focus on findings of surveys done by Social Weather Stations (SWS), a non-stock, non-profit research institution based in the Philippines. Since 1991, SWS has been annually implementing the International Social Survey Programme (ISSP) module in its national surveys, with the module on family and gender roles being implemented in 1994, 2002 and 2012. Findings in the Philippines are compared with fellow Asian ISSP member countries such as China, India, Japan, Taiwan and South Korea – these were previously discussed in an earlier research paper. To supplement the earlier research and for a broader comparison, this paper will also look at findings in selected European ISSP member countries like France, Germany, Great Britain, Italy and Spain. In particular, this will look at how Filipino society views and accepts the multitude of roles portrayed by Filipino working mothers through time. In addition, the survey findings will show if these views and attitudes are changing or are being reinforced in relation to traditional gender roles.

A Social Psychological Model and its Mathematical Implementation for Predicting Toyota's Reputation from Toyota Tweets

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Full abstract: The analysis in this abstract begins with the O1-S-O2-R model from social psychology (Markus and Zajonc, 1985; Handbook of social psychology 1, 137–230). Here, O1 is the initial orientation or state of a person, S is an informational stimulus, O2 is the secondary orientation that determines how a person will process the incoming information to give a reaction R. This model is applied to time trends of surveys about Toyota's reputation and of Tweets about this carmaker. The survey data from 2009 to 2012 for Toyota's reputation were obtained from the BrandIndex division of the survey firm YouGov. Toyota is interesting because of the large drop in reputation at the beginning of 2010 following media reports of accidents, automobile recalls, and other bad news. Time trends of the contents of Toyota Tweets were obtained from the commercial company General Sentiment. The O1-S-O2-R model specifies that different stimuli lead to different effects in different subpopulations of the total population. Toyota Tweets were hypothesized to come from the subpopulation that is the Toyota issue public actively interested in this automaker. Tweets rose rapidly with new Toyota information and then declined as precipitously once new information ceased to arrive. The time trends of Tweets diverged from those from the BrandIndex survey data because survey responses did not respond to the stimulus of new information. Instead, the stimulus for survey responses was survey questions which led to the expression of remembered rather than newly learned information. Since memory has persistence, opinion should and did change slower than Tweets. Furthermore, all broadly disseminated information is likely to move in synchrony due to intermedia agenda setting so Tweets should have been able to represent the important information influencing the public. Therefore, Tweets were used as the stimulus in an O1-S-O2-R model to predict opinion change. The model was implemented using ideodynamic equations (Fan and Cook, 2003;Journal of Mathematical Sociology 27, 1–23) to predict the time trends of Toyota's reputation with R-squared values of 0.7 to 0.8. Therefore, Tweets and surveys measured different aspects of the population with Tweets able to predict opinions quantitatively but not vice versa.

What Societies Produce Public Confidence in the Courts? An Approach to European Comparative Analysis

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Full abstract: In recent years, major European surveys have shown that criminal courts tend to be one of the worst actors justice system valued by citizens. Additionally, data reveal significant variations in the levels of public confidence in the courts depending on the country surveyed. The aim of this study is to make progress in the knowledge of those factors that are behind such inter-country variations. Using data from the 5th Edition of the European Social Survey (2010-2011), the relationships between levels of public confidence in the criminal courts of twenty-five European countries and various socio-political factors are analyzed. The results demonstrate that distrust is strongly related to citizens' perceptions of corruption in state institutions and weak rule of law. The sense of security also has been shown to positively impact public confidence, while other components of the effectiveness of the judicial system have not shown significant effects.

Race and Perceived Discrimination in Comparative Perspective: Brazil, South Africa, and the United States

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Full abstract: Discriminatory attitudes are still a pervasive problem in contemporary multi-racial societies. Researchers, especially social psychologists, have been addressing the issue and pointing out the complex effects that the perception of discrimination have on people's lives. Most of this research, however, has focused on the United States, being comparative research on the field scarce. This paper aims to contribute to this debate presenting comparative evidence of how different racial dynamics may result in different perceptions of racial discrimination. I analyze data collected in Belo Horizonte, Brazil, Cape Town, South Africa, and Detroit, the United States in 2004-5 to address the following questions: How does race affect perceptions of discrimination in different societies? Do individuals self-identified as members of different racial categories have different perceptions of unfair treatment and racial discrimination? Are those differences consistent across different societies? Is race the only relevant predictor or socioeconomic position and intergroup contact also influence on perceptions of discrimination? Results show that the effect of race varies both depending on the form of perceived discrimination and also across different societies. These three countries have experienced different racial dynamics and systems of racial classification, and the effect of race on perceived discrimination reflects their historical contexts.

Election Stakeholder Management in the Philippines: Understanding the Electorate and Maximizing Campaign Strategy in the New Media Age

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Full abstract: In the Digital Age, information about candidates and political parties is now more spontaneous and accessible to the electorate. This has been further magnified by technological developments that made possible the immediate transmittal and multiple distribution of any type of information particularly through the internet (Terranova 2004). This phenomenon in the information age creates a knowledge-based and informed electorate making it easier for voter's to understand candidates and a candidate's job to inform voters easier as well. Mobilization is also an integral ingredient in winning elections. Candidates in recent elections have extensively utilized the internet to rally their cause, not only intended to protect their strongly affiliated voters but also to attract the undecided voters and fortify their hold on vulnerable voters as well. In fact, voters who obtain information about candidates in the internet are more likely to vote which accentuates its mobilizing potential particularly among younger voters (Tolbert 2001). Further, improved access to the internet will increases political participation mustering those traditionally less likely to participate to engage and reinforce those already involved (Winneg 2010). As we progress in the New Media Age, the face of running for office in recent years has changed. As a result of, the general voting public is becoming more outspoken and more political issues are weighed in choosing a candidate. As the complexity of the voting behaviour of the electorate increases, the volatility of voter commitment becomes a challenge thus, there's a need to understand voters more deeply to ensure success in elections. This paper aims to introduce a new metric we called Political TRI*M Performance Index which intends to further understand voting behaviour and manage voter's growing volatility. It's currently utilized by some candidates in ASEAN countries to monitor their campaign progress and serve as vital input in crafting a strategic campaign to attract new voters and increase voter retention. CYCLE IN MANAGING ELECTION CAMPAIGNS There are three important stages that should be considered in managing an election campaign. The first stage is "measuring" in which we try to quantify the voter commitment to a candidate and assess of their performance. The second is "managing" where recommendations for strategic planning and political marketing come in as vital inputs in a campaign strategy. The last stage is "monitoring" to track performance and evaluate progress of a campaign. In the first stage, this is where the common elements such as voting preference, awareness, trust ratings, performance and conversion rate are quantified to determine "winnability" in elections. It is in this stage that the Political TRI*M Performance Index of a candidate should be measured to determine how healthy is the current campaign and serve as a counter check to the traditional metrics. POLITICAL TRI*M PERFORMANCE INDEX The performance index is a single number that measures the level of voter commitment and retention of candidates. The idea behind the index is to have an overall measure of perceived candidate performance during the campaign period that takes five relevant voter dimensions into account: • Satisfaction: Perceived ability of a candidate to perform the role • Recommendation: Recommending a candidate to a third person • Preference: Likelihood to vote for a candidate • Advantage: Perceived advantages of a candidate in relation to other candidates • Trust: Perceived honesty and integrity of a candidate CONCLUSIONS In the age of information and growing volatility of voters, it is not enough to ascertain a candidate's current performance by only focusing on traditional election survey metrics in which in some instances, can be deceiving and misleading. The Political TRI*M Performance Index is an equally important measure which provides additional insights about how healthy is the current campaign strategy of a candidate. Further, it assists candidates to manage the vulnerability of voters to prevent "shocks" during the campaign that may affect a candidate's "winnability" come Election Day.

Cross-National Polling and the Globalization of Political Culture

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Full abstract: Cross-national opinion polls, such as the Gallup World Poll and the World Values Survey, are part of a growing global infrastructure for collecting and disseminating data on the opinions and preferences of people throughout the world. The expanding reach of the polling industry and the increasing volume and quality of comparative economic and social data offer the potential for both established and emerging democracies to shift their political cultures away from a focus on national tradition or ethnic identity to an outlook based more on comparison with other nations. This presentation looks at the growth of worldwide information networks and examines the evidence for an emergent global or comparative outlook among ordinary citizens. Available evidence in the U.S. suggests that while views on American exceptionalism are shifting and educational systems are effectively pushing to foster global outlooks, news reporting in the U.S. is moving in the opposite direction. As an example, a review of public opinion data on the recent debate over health insurance shows the extent to which Americans and people in other nations think about this issue in a cross-national or comparative perspective.

Inside the Classroom: A 5-year Review of Public Opinion Syllabi

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Full abstract: Few scholars and practitioners alike would fail to admit today that substantive technological advancements along with updated methodological considerations have profoundly influenced the field of public opinion. While a plethora of specific qualitative and quantitative inquiries have certainly acknowledged this evident reality, no empirical investigation known to date reviewed how public opinion courses from different departments are taught at the U.S. university level. In an attempt to fill the gap in this area of research, this project thus features a syllabus study, a common research approach to identify educational trends in specific fields (Dewald, 2003; Dinkelman, 2010; Shirkey, 2011; Smith et al., 2012). An online keyword search facilitated the determination of a convenience sample of public opinion syllabi from U.S. universities for academic semesters spanning over five years (Fall 2008 to Spring 2013). Each collected syllabus containing "public opinion" in the course title served as the main unit of analysis. The proposed inquiry first demanded coders to concentrate on descriptive details pertaining to each course. They identified the institution of instruction (i.e., name and location), the course level (i.e., undergraduate, graduate), the department housing the course (e.g., Political Science, Communication, etc.), the course title, and the instructor (i.e., professional rank). Coders then proceeded to evaluate the content of the syllabus. They calculated how many course sessions were spent on specific topics (e.g., survey/polling, media, political behavior and voting, political polarization, etc.) and examined the nature of assignments. The coders reviewed the required course reading materials including the books, chapters, peer-reviewed articles, and other materials, as well as whether the class examined the AAPOR Code of Ethics. Finally, coders use this information to determine whether the course approached public opinion from a theoretical or methodological approach. In agreement with content analysis literature, intercoder reliability is presented with two indices, first the percentage of agreement and secondly with Scott's Pi. Concluding remarks facilitate a discussion on the state of university-level public opinion education in U.S. universities. Results will broaden our understanding of curriculum standards, core concepts and topics, as well as our understanding of the level and the nature of content presented in public opinion courses. Furthermore, examination of course reading materials and assignments provide information about the educational utility of public opinion research.

Potential Effects of Media Coverage on Volatility: Conversion or Crystallization?

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Full abstract: In the last decades electoral volatility is on the rise in many Western democracies. Earlier studies on this phenomenon mainly focused on socio-structural explanations. Exposure to media coverage as an explanation for electoral volatility has yet been understudied. At the same time the minimal effects debate is reopened by discussing the impact of news media on public opinion in a changing media environment (Bennet & Iyengar, 2008; Holbert, et al., 2010). We follow the argument of Shehata and Strömbäck (2013) that although traditional media might have lost their influence on the aggregated level of public opinion due to media- and audience fragmentation, they might still influence public opinion on the individual level. Therefore in this paper we study individual-level volatility and focus on various potential effects of media exposure on vote switching. Most research on voter behavior, assuming minimal media effects, focused on intended persuasive effects of campaigns. Consequently, usually only conversion from one party to another due to campaign news exposure is regarded as an effect. However, one of the earliest studies on the role of media in voter behavior (Lazarsfeld, et al., 1965) points to another potential effect: crystallization – when a voter's latent support for a party changes into an actual vote in response to campaign information. In this respect crystallized voters can be regarded as persuaded volatile voters too. Accordingly we do not only examine the effect on conversion volatility, but include crystallization volatility as well. Focusing on the effect of media content on campaign volatility in a broad sense, this study goes beyond the prevailing notion of limited campaign effects. Moreover it builds further on recent research by studying

media in an extensive way by focusing on several aspects of media content, such as issue coverage and poll coverage. The effect of media content on both types of volatility may however depend on various individual differences, such as age and political sophistication. We use a three-wave panel dataset to assess changes in vote intentions (N=774). Individualized media use patterns are obtained by differentiating between exposure to different media outlets. Since we look at the impact of media use as well as media content, we link these panel data to an extensive content analysis of campaign news of nine television programs and six newspapers during the Dutch 2012 elections. In this way we are able to assess the impact of media use and media content on individual-level volatility. The results show that media content indeed has a different effect on conversion than on crystallization and that these effects depend on individual differences. Whereas news about polls leads to conversion for the youngest and oldest voters, it has a negative effect on crystallization for the highly political sophisticated. Contrarily, issue news dampens conversion and crystallization for younger voters, while older and highly sophisticated voters crystallize their party preference in response to issue news. These results suggest that we should not focus on across-the-board effects on vote switching, but instead look at which media content has what effect for whom.

Three Methodological Propositions: In the Design and Analysis of Global and Regional Surveys

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Full abstract: This paper will address three methodological issues concerning global and regional surveys. All three issues are raised to address the theme of WAPOR 2014, namely EXTENSIBLE PUBLIC OPINION. Thus the ideas presented in this paper are by way of placing methodological proposals or propositions for deliberation and debate, before they take shape for practical implementation. The first methodological proposition is to develop a Research Design for a Global Panel of Households to monitor attitudes and behavior on public health issues. It is a subject which the authors have been discussing as a collaborative effort between public health researchers and international opinion polling researchers. The concept underlying the proposition is to identify 20,000 representative households across 200 countries of the world and monitor their public health attitudes on periodic intervals with a view to study long term shifts. But in addition to using the panel for studying long term patterns, the panel could also be used to develop Early Warning Systems against globally potent Pandemics. The authors will present more than one Replicated sets of 1000 census blocks, chosen randomly from an experimentally designed global census database. The findings from this panel would then be compared pattern of discussions on the social media, segmented by relevant segmentation of Netizans'. The second methodological proposition concerns the development of standardized cross-national demographic classifications for analyzing multi-country Global and Regional surveys. The authors explain the need to harmonize demographic classifications as, that is highly desirable for creating cross-national demographic segments and to analyze them as a category parallel to national averages. The third methodological proposition concerns the harmonization of Weighting Procedures in order to give averages at a global or regional level. The current practice of aggregating cross-national survey data seems to be seriously flawed. The paper will discuss proposals for specifying the 'universe' represented by any cross-national database, and will list a set of ideas for developing weighting schemes to gross up multi-country national data to produce global or regional averages, as the case may be. The purpose of the paper is exploratory in the spirit of initiating discussion on new strategies and frameworks for analysis of multi-country surveys.

Life in Transition: A Pre and post evaluation of the impact of the economic crisis on social and political attitudes across 28 countries of Central and Eastern Europe and Central Asia

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Full abstract: Over the years, WAPOR has had little focus on Central and Eastern Europe and Central Asia. This large region, stretching from the Ukraine and ex-Yugoslavia in the west, via Armenia and Kazakhstan to Mongolia in the east, went through a major phase of transition in the decade prior to 2008. Economically, socially and politically there were substantial changes in the wake of the collapse of communism and the USSR. But beyond the statistics on GDP, exports and employment are the real lives of people in these countries. The European Bank for Reconstruction and Development (EBRD) and the World Bank conducted the first "Life in Transition survey" (LiTS) in 2006 across 28 countries of the EBRD's operations.

This found that, despite the cumulative economic growth of 40% across the region since 2000, there remained low levels of life satisfaction, only moderate support for democracy and the market economy, and considerable distrust in institutions. Nonetheless, there was widespread optimism for the future. In late 2010 the Ipsos Social Research Institute was commissioned to undertake a follow-up study, in an altogether different context; in Latvia, for example, economic "growth" stood at minus 18% between the two LiTS waves. This research project was daunting in its complexity: around 39,000 hour-long face-to-face interviews were conducted in-home based on random sampling across some of the world's most difficult countries, in terms of social research experience and infrastructure. We believe this is a fine example of the kind of cross-national research which lies at the heart of WAPOR's heritage. LiTS 2 is recognised as one of the most authoritative surveys ever undertaken across the region, and our paper will explain the steps undertaken to overcome the major methodological and practical challenges. Among the topics we propose to cover which we believe would be of interest to WAPOR members are: attitudes and values; governance and perceptions of public services; corruption and trust; political participation; and gender differences in social integration. The ability to measure trends pre- and post- financial crisis provides rich insight into changes in public opinion: we found, for example, that the preference for democracy fell most in more democratic countries. LiTS 2 extended fieldwork to cover five European Union member states plus Turkey, and we will draw out some of the key findings from these comparators. In addition, the 2010 study revised and improved the baseline questionnaire to cover a range of new topics, including climate change and the impact of the economic crisis. Taken together, the two round of LiTS contain a huge wealth of comparative data about economic and social life, as well as inter-group relations, across this vast region. Given our Association's name and role/remit, we believe this paper would make a worthy contribution to shedding light on an area which has hitherto received very limited attention from WAPOR. Taken together, the two rounds f LiTS

Improving Survey Data Quality in the Post Data Collection Process: A New Approach

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Full abstract: Responsive survey design is now an accepted and well-documented component of the data collection process. This design acknowledges that unanticipated events regularly occur and, that in today's low response rate environment, more extraordinary measures are needed to fulfill the scientific objectives of the original survey design. Therefore, interviewer activities are more closely monitored than ever before; their distribution of work between interviewing, screening, and administrative duties is constantly under review; and the entire data collection process is predicated on maintaining a staff which is flexible enough to respond to field conditions in order to maximize respondent contacts and increase response rates. Now it is time to take the lessons learned from the responsive design model in the data collection process and apply them further down the survey life cycle. This presentation will focus on the concept of "responsive data processing". By this I mean that we treat the post data collection process in the same way as we now treat the planning and conduct of field operations. Just as principal investigators review the data coming in from the field and make adjustments to rework existing questions or formulate new ones and as survey managers follow sampling strategies and constantly review interviewer assignments to maximize response rates, so too data managers and processors should review and, where appropriate, correct erroneous data values. Responsive data processing happens while field operations are ongoing. This allows survey administrators to report systematic errors back to the field to prevent reoccurrences in future interviews. The more common use of Computer-Assisted Interviewing (CAI) software in survey data collection efforts encourages a systematic approach to a responsive data processing design. This approach, involving both human and machine interaction, permits completed interviews to be carefully examined as soon as they are collected; identifies problematic cases; determines resolutions; and, most importantly, applies data edits directly in the CAI software. These data editing and cleaning operations reduce errors and improve the efficiency of subsequent programs to create derived variables and imputed values. The final output is reviewed and programs are modified accordingly to catch problematic cases. The presentation will describe the steps necessary to implement such a continuous data processing system and the implications it would have on data quality and data dissemination.

Holistic Approach to Quality Management in Multi-Country Research

Gysen, Sara (sara.gysen@gfk.com), Kim De Cuyper, Christine Tresignie

Full abstract: Data quality assurance in research projects has evolved into an all-pervasive project management philosophy. Today, next to the mere application of sound methodology, it also encompasses aspects as data validation, data storage and adherence to privacy regulations as well as timeliness and transparency. It is no longer a mere reactive endeavour as it aims to anticipate problems regarding data quality. When considering data quality assurance, multi-country surveys demand a different approach than single country surveys as they add further complex challenges to data quality. In this paper, we propose a holistic approach to quality management within a multi-country survey. While adapting the multiple stages in building a cross-national study, two main goals seem contradictory to uphold. First, we aim at designing a standardised survey to obtain equivalent and comparable results. Second, we aim at a contextualised survey, taking into account country-specific sensitivities to arrive at valid results. Research project managers should therefore continually strive for the optimal balance between highly standardised and uniform procedures on the one hand and local contextualisation on the other hand. We use a 34 country social study we recently conducted as a case study to present the holistic approach to data quality which is key throughout the multi-country research we undertake at GfK Belgium. All stages of building a multi-country survey are explained with the aid of examples from the case study. More specific, stages within the general set-up (questionnaire design, sampling, scripting and software, briefing), the field execution (progress monitoring, data validation) and the pre-analysis (back-checks) are considered.

Ensuring Consistency in the Approach to the Sampling and Weighting Design in International Face to Face Surveys

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Full abstract: The obvious complexity of undertaking international survey projects is often not being able to separate clearly the substantial differences between responses in different countries from all country-specific design and implementation factors which may have affected the demonstrated inter-country difference. The methodological research into international surveys focuses on the questionnaire design and adequate translation and adaptation of the questionnaire, whereas the adequacy and direct translatability of sampling and fieldwork procedures receive less attention, despite their capacity to have a huge impact on the substance and interpretation of data. We will synthesize and present the key factors in sample design and fieldwork implementation which need to be taken into account in order to limit the impact of background noise factors on the survey data. We will analyse the key factors of international comparable sample and weighting design: uniformity in survey population definition, inclusiveness and comparability of sampling frames, the type of PSUs to be used in the sample design, the individual and household based samples, random selection of respondent in the household, controlling the knowledge of probability of selection at each stage, probability and non-response weighting. Considering that our international surveys have relied on work on thousands of interviewers, we will review the role of uniformity of fieldwork procedures in achieving high quality results. The critical fieldwork procedures include treatment of repeat visits, following random walk procedures, following the procedures for random selection of respondent inside the household, and quality control. The analysis is based on the experience of designing and running Life in Transition II survey for EBRD in 34 countries of Western and Eastern Europe, Asia and 3 countries of Middle East and North Africa, and Women's Well-Being and Security in Europe Violence Against Women in 28 countries of EU. Both surveys were face-to-face in-house surveys, comprising a total of 87,000 interviews. The conclusions will help determine key factors in estimating the extent of comparability of survey designs, and ignore insignificant ones.

Intercultural Variation in Extreme Response Style

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Full abstract: Multi-national surveys face a number of problems in designing data collection instruments and interpreting the data, one is developing internationally comparable scale questions. In questionnaire design, apart from the complex area of ensuring complete equivalence of translations between languages, another big area of ensuring the consistency is the sub-cultural differences in response styles. The existing literature suggests that the relative cross-cultural stability and invari-

ance of adequately translated questions cannot be relied upon.In particular, we will focus on two response styles: Extreme Response Style (ERS) is a systematic tendency to select extreme options on rating scale questions, and Acquiescence Response Style (ARS) is a systematic tendency to agree rather than disagree with the offered statements. While there have been several studies on the respondent-level ERS, and analysis have shown differences by socio-cultural division, such as urban-rural or ethnic background, the majority of studies have focused on national datasets. The existing few international surveys report findings either from a limited number of countries or specific audiences, such as college students. Research practice suggests that scale question results show consistent differences in different cultures, with some evidence showing that a. the proportion of respondents using the extreme points of 7 and 11 item scales vary substantially between countries, and b. responses in some countries tend to be more prone to acquiescence than others. We aim to test these hypotheses by placing a set of questions on an international online omnibus survey (Global Advisor by Ipsos MORI), which covers between 500 and 1,000 respondens in each of 24 countries where it operates. Using split-sample, randomly selected half of the sample will be asked several questions with opening offer of dichotomic choice (Yes/No or Agree/Disagree), and then offered to place their response on the scale of 1 to 5, or -1 to -5, respectively. The other half will be offered mirrored statements. The scope of analysis will be limited to bipolar 11 point fully labelled scale questions. The difference between proportions of Agree responses to each question will indicate the ARS tendency, whereas the comparison of proportion of extreme responses (5 and -5) will be used as an indicator of ERS. The results will be compared between countries.

Polling and Geo Spatial Predictive Mapping: Linking Old with New

Heald, Johnny (jheald@orb-international.com), Alex Dunmire

Full abstract: We are collecting opinion data is some of the toughest environments - Somalia, Syria, Iran etc. All of it political/social and thereby sensitive information. But sometimes there are restrictions on where we can go. However, by collecting GPS coordinates at the PSU level and working on conjunction Digital Globe and their five satellites, we have been able to use their signature analyst product to predict where extremist activity is likely to occur. Overcoming the challenges of polling in these environments is i hope an interesting talk in itself. But the use of geospatial analysis not only is opinion polls but also in the aid sector (where we have clearly shown the effectiveness of multi million dollar DFID/USAID funded projects) adds another dimension

Global Attitudes on Immigration: Explained by Demography and Geography

Heald, Johnny (jheald@opinion.co.uk), Marita Carballo

Full abstract: Public Opinion on Migration across nations is a perfect subject for cross-national surveys. Our paper will investigate findings from a global survey in 65 countries which explored favorability and opposition to the value of Immigrant Work force. This survey was conducted by WIN-Gallup International Association in 2013 and its data is accessible to the authors of this paper. In contrast with some of the other papers on our panel, we discover that Nationality (Geography) is a better predictor of attitudes on Immigrant work force than Demographic groups across nations. But there are qualifications, and the paper will explore these qualifications. Our database is highly suitable for this investigation. It is sufficiently large (over 60,000 respondents) as well as spread over a range of LABOUR SENDING (India, Pakistan, Philippines, Indonesia, Mexico and several others) and LABOUR RECEIVING countries (UK, France, Germany, USA, Canada, Switzerland, Sweden, to name a few). To pursue the Conference theme of EXTENSIBLE PUBLIC OPINION we will include a Methodological section proposing, for further research, the fusing of SOCIAL MEDIA CONVERSATIONS ON IMMIGRANT WORK FORCE with national, regional and global survey data on the same subject. Our Paper will identify key themes and diction on the subject which could help computer-assisted search for analyzing conversations on the social media.

How and Why Opinions become Public. The Social Conditions of a Public Opinion

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Full abstract: Sociologists are sometimes suspicious toward the very notion of "Public Opinion", as Pierre Bourdieu in his famous and challenging 1973 article

"L'opinion publique n'existe pas". But rather than suspecting political scientists of intellectual fraud or naivety, we sociologists would better try to evidence the conditions under which the very notion of "public opinion" meets actual implementations, and the various forms it may take. In this paper, I would like to articulate the notion of "public opinion" with that of "value judgment", in order to rebuild this issue according to the sociology of values. In such a perspective, "public opinion" has to be considered as one of the possible occurrences inside the whole spectrum of value judgments. This spectrum starts with the silence of who does not even possess any opinion on a given topic (or does not feel legitimate enough to express it) to a quite opposite kind of silence: the silence of the expert who refuses to consider his/her advice as a mere "personal opinion", and accepts to express a judgment provided that it would not be treated as an "opinion". In between, we find several steps leading to "public opinion": the injunction to "opinate" as a way to enhance one's social importance or place in society by expressing one's "personal opinion"; the art critic's value judgment, standing between personal opinion and expertise; the journalist's discourse, cleft between a professional deontology which fosters "objectivity" and an internal hierarchy which tends to promote personal opinions… In the perspective of a "comprehensive sociology", this paper should make explicit the inner tensions which inhabit the public expression of an opinion, and, consequently, the axiological and hierarchical conditions under which something like a "public opinion" may have a chance to become not only a mere social construction, as Bourdieu stated, but also an actual social fact. Nathalie Heinich is senior researcher in sociology at the CNRS (Centre National de la Recherche Scientifique), inside the EHESS (Ecole des Hautes Etudes en Sciences Sociales), Paris. After having published a great number of scientific papers and books on the sociology of arts, she is now re-orienting her research toward a comprehensive sociology of values.

Asking Sensitive Questions in Online Surveys Using Indirect Techniques: An Experimental Validation of RRT Including the Crosswise Model

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Full abstract: Social desirability and the fear of negative consequences often deter a considerable share of survey respondents from responding truthfully to sensitive questions. For instance, self-reports of norm-breaking behavior such as non-voting, tax evasion or cheating are subject to considerable misreporting. Thus, resulting prevalence estimates are inaccurate. Even though online surveys seem to be somewhat less prone to misreporting than less anonymous survey modes it remains at a substantial level. Indirect techniques for surveying sensitive questions such as the Randomized Response Technique (RRT, Warner 1965) and the recent Crosswise Model (Yu, Tian, and Tang 2008), a RRT variation, are intended to mitigate misreporting by providing complete concealment of individual answers. However, it is far from clear whether these indirect techniques actually produce more valid measurements than standard direct questioning. In order to evaluate the validity of self-reports based on various indirect techniques we carried out an online experiment in which respondents' self-reports of norm-breaking behavior were compared to observed behavior. 6'451 participants recruited via Amazon Mechanical Turk played an incentivized dice game inspired by Fischbacher and Heusi (2008) in which they could cheat, i.e. they could illegitimately claim a bonus payment. Shortly after the game, the respondents were surveyed whether they cheated or not using either direct questioning or one of several RRT variants. The resulting prevalence rates where then validated with the observed (true) behavior in the dice game. Unlike most other evaluation studies of indirect questioning techniques, our study relies on a true validation criterion and detects not only false-negative measurements (under-reporting) but also false-positives (over-reporting). We compare results of our validation for several RRT variants including the recent Crosswise Model. Problems with the various sensitive questioning techniques are discussed.

How Stable is the Measurement of the Inglehart Human Value Orientation? Various Survey Conditions and Their Impact on the Results from the German GSS

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Full abstract: Objective: Inglehart's human value orientations are the most widely used comprehensive value measurement. We examine the intra-individual consistency of responses to the satisficing perspective. Methods: Data came from the German General Social Survey (GGSS) 2010 and the module of the ISSP (environment III), which were carried out in the framework of the GGSS. Consistency between two measures and differences in their associations under control of in-

terviewer and respondent burden characteristics, and mode were assessed using ordered probit and OLS regression. Results: The intra-individual consistency is influenced by age, education, gender and political interest. However, the effects are rather small but significant. Conclusion: Human value orientations are relative stable. Mode causes an effect. Nevertheless the measure by interview and self-completion can be safely bombined.

Social Media: The Newest Frontier in Opinion Research

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Full abstract: In the study of opinions, attitudes and behaviors, survey researchers are accustomed to actively seeking data from study participants, but this can be costly, time-consuming, and burdensome for respondents. Also, depending on the analytic goals, active collection may not yield the most accurate information. There are situations when the benefits to passively analyzing existing, or secondary, data outweigh those of collecting new, or primary, data. Users of social media platforms such as Twitter or Facebook can become research participants when the posts or Tweets that they share publicly are analyzed by researchers. Transactions can be stored, compiled, and aggregated for use by those looking to understand search behavior on particular topics. One of the main benefits of using secondary data is they typically require no additional interaction between the researcher and "respondent" or "study participant" and therefore is free of respondent burden and from influence of the interviewer and researcher. Another attractive feature of secondary and social media data is they are often available at no, or a low cost. The only cost for gigabytes of organic data is the storage space and staff time necessary for processing and querying from analysts and programmers. Importantly, because these contributions are public, it is often assumed that participants do not need to be notified about their inclusion in a study, but there are legal and ethical considerations that must be addressed in this new world of research. Based on findings from AAPOR's Task Force on Emerging Technologies and Public Opinion Research, this presentation provides examples of passive analysis of social media data to supplement or as an alternative to survey research, highlighting the topics, methods, and ethical considerations that accompany this growing area of research.

Asian Family Values Meet the Tide of Globalization: Opinions on Nurturing family values among Children in Asia

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Full abstract: This paper is based on a multi-country survey in 8 East Asian nations, namely China, Japan, Korea, Taiwan, Hong Kong, Singapore and Vietnam. The survey was conducted by the author and his Asia Barometer colleagues during 2013. The focus of the study is on Asian family values. The respondents in the survey were asked to choose two from among twelve items of norms and values which are considered desirable for children in Asia. The paper analyzes the pattern of cross-national differences among each of the eight nations. In order to carry out experimentation in the spirit of WAPOR 2014 theme, EXTENSIBLE PUBLIC OPINION, the paper will develop cross-national demographic classifications and analyze the merged data of all 8 nations to see the extent to which cross-national demographic segments bear similarities in their attitudes to globalization and globalized values. It will address a common analytical theme of this panel, namely, does demography explain opinions more than geography, and should we pay greater attention to analyze Beneath Aerages and Beyond Nations.

A Critical Review of Perception Based and Fact Based Peace Indicators and Indexes

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Full abstract: The fact based Global Peace Index (GPI) annually rank orders 162 nation states in order of their 'peacefulness' using UN and Economist Intelligence Unit (EIU) data. In 2013 the least peaceful state at 162 on this list was Afghanistan while the US came in at the 99th position. However, using a perception based question WIN Gallup International ranked the US at the top of their list of nation states that were 'the greatest threat to peace in the world today' from a sample of 65 nation states in their 2013 End of Year (EoY) survey. In addition to being fact based and perceptions based a number of other elements contribute to these very different kinds of outcomes including, for example, the definitions of peace being tested and the associated questions being asked/addressed, the nation states being sampled, the demographics of the samples, the rational for the analysis and the availability of the relevant data. Critically, on this final point the World Bank 2011

World Development Report (WDR) on Conflict, Security and Development notes that they were frequently only able to collect the data they required for conflict analysis using perception based surveys as fact based data was often unavailable. For the establishment of the UN Post-2015 Development Agenda and Millennium Development Goals (MDGs) the UN note that 'Without peace, there can be no development' so finding the right indicators to monitor the Peace MDGs is of central importance to these objectives. This is particularly true for the Peacebuilding and Statebuilding Goals (PSGs) being established to monitor the G7+ New Deal for fragile states.   With all these points in mind this paper reviews the fact based Global Peace Index, Positive Peace Index and Global Terrorism Index alongside the available perceptions based indicators including the Gallup World Poll, WIN Gallup International End of Year (EoY) surveys, Transparency International Corruption Perceptions Index and peace polls People's Peace Index (PPI) pilots as well as the hybrid fact and perceptions based indicators proposed to monitor the G7+ New Deal fragile states. These indicators and indexes are also examined in terms of their efficacy to monitor conditions of peace and violence in the context of violence as noted in the reports of the International Crisis Group (ICG). Quite simply are they asking the right questions? Given the demographics of conflicts which can, on the one hand, be the focus of minority ethnic/religious groups within states while, on the other hand, also be the focus of trans-national ethnic/religious groups between and across states it is concluded that perceptions based indicators and indexes are required to effectively monitor and track these kinds of violence for both the MDGs and PSGs. Additionally, these indicators need to monitor the most sensitive issues central to an understanding of violence (corruption, discrimination, injustice, state violence and terrorism, etc.) in order to be effective. Anything less, it is concluded, will prejudice the value of such research and the associated investments made by the international community.

Social Change and Political Unrest: The Case of Egypt in the Regional Context of MENA

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Full abstract: Egypt has experienced an astonishing series of political events in the last three years: a dictator's fall, military rule, an Islamist president, a military coup, and referendum on a new constitution in January, 2014. Our paper will address concerns related to the conference themes of measurement issues and designs and sampling issues and designs in the context of public opinion research in Egypt. It follows the principal author's presentation at the WAPOR Conference in Boston in 2013 which focused on problems, concepts and designs. Now we have data, conclusions and recommendations, based on two unique surveys in Egypt, sponsored by D3. Can public opinion research provide insights into these developments? We believe that the events of the summer 2013 underlined the rising significance of public opinion in post-Mubarak Egypt. Even as Egypt's political transition has taken sharp and sometimes unexpected turns, we believe that perceptions of public opinion has continually informed the decisions of Egypt's political and military leadership, both before and after July 3rd. Public opinion research can provide insights into the views of Egyptian leaders as well as those of the population. Our conclusions are based on two unique surveys. The first was carried out face to face, during the last quarter of 2013, among a national probability sample of 2500 Egyptian households. In addition to their views on national affairs, it measured a wide range of demographics, household characteristics, and ownership of household goods including mobile and landline phones. The second survey was conducted in two waves, one before the coup in end of June, 2013 and the other after coup in early July, 2013. Each of the two waves comprised a sample of around 500 Egyptians, who were interviewed on the telephone (CATI). The paper will discuss opinions before and after the coup. In keeping with the Conference theme of experimentation with different measurement modes, and research design, we will discuss the methodological implications of fact to face and CATI as interviewing modes in countries facing political unrest. Our paper will present findings from our Egyptian surveys, and compare them with research findings on political unrest in other countries in the Arab region, notably Tunisia, Libya and Syria. We will also discuss an EXTENDED research design to accommodate public opinion of Netizens (social media users) as available through social media conversations. This last part would be in the spirit of beginning a discourse inspired by the Conference theme of EXTENSIBLE PUBLIC OPINION beyond STANDARD Research designs and Measurement methods.

The Impact of Personality on Citizens' Probability to Vote

Johann, David (david.johann@univie.ac.at), Markus Steinbrecher, Kathrin Thomas

Full abstract: In how far is a person's personality linked to the probability that they will turn out in an election? This paper gives an insight to this important question. Using high quality public opinion data the paper addresses the impact of the Big 5 OCEAN model of personality traits on citizens' probability to vote (PTV) in Austria. Previous research established that there are 3 key reasons why people turn out: 1) political interest (cost-benefits), 2) civic duty and 3) simple opinion expression, where interest and duty are viewed as the core drivers of PTV. However, the question why some people are more interested in politics, have a stronger sense of civic duty or feel a more urgent need to express their opinion is still unclear. Previous research has addressed the topic using simpler models of personality traits. This paper employs more sophisticated indicators of personality traits: The Big 5 OCEAN model of personality traits. Thereby, it looks at a country with generally high turnout and contributes another insightful and interesting case study to the field. The analysis is based on representative and high quality data collected by the Austrian National Election Study 2013. The paper empirically tests whether personality has a direct impact on citizen's PTV as well as whether it has a conditioning effect through the key motives for turning out. The results show that there is indeed a direct effect of personality on PTV as well as a direct effect of personality traits on the core reasons why people vote, but no conditioning effect on PTV, captured by an interaction between personality and the core motives, is found.

Reasons to Believe: Comparing the Influence of Reliance and Gratifications on Credibility of Social Networks

Johnson, Tom (tom.johnson@austin.utexas.edu), Barbara Kaye

Full abstract: In their study of the media's role in the 1996 presidential election, political scientists Kenneth Dautrich and Thomas Hartley (1999) found that media use was such a strongly ingrained habit that consumers would stick with a medium even though they did not trust the information they were receiving. The researchers questioned why users would rely on media that they did not trust. But Dautrich and Harley asked this question during an election year when the Internet was just emerging as a political news and information source.   Almost 20 years later Dautrich and Hartley's question could be asked about social media such as blogs, social network sites and Twitter. Social media are becoming a part of everyday life and are increasingly relied on for news and information (Smith, 2013). Yet studies find that SNS and Twitter are not considered very credible (Johnson & Kaye, in press). Why would people use social media if they do not perceive them as credible? Studies of blogs provide some insight. Blog researchers have discovered that reliance influences credibility ratings such that the less users rely on a medium, the less credible it is judged. Further, the effect of reliance is especially strong on newer information sources such as blogs (Johnson & Kaye, 2004, 2009). Motivations for using blogs also predict their credibility ratings. Users are attracted to blogs for reasons unique to the source, such as anti-traditional media bias, thus motivations to use blogs may cloud users' judgments of credibility. Users may not believe everything they read on blogs but continue to frequent them because they get other gratifications for doing so like helping to sway legislators or supporting a particular cause (Kaye, 2010).   In today's digital world the question of why people use media they do not perceive as credible is perhaps important as it was in 1996. The proliferation and quick adoption of social media have dramatically opened access to content and content providers. In the early days of the Internet, news consumers relied lightly on a few online sources, but mainly used traditional media. Now millions of websites, blogs, social media sites and YouTube videos, and billions of Tweets collide in cyberspace. Even skeptics may be drawn to a social medium time and time again even though they do not think it very credible because it is easier than trying to wade through millions of other venues looking for information that may be more believable. This study, then, investigates the connections among perceptions of credibility, reliance on social media, and motivations for using social media. More importantly, this study compares how well credibility of online sources is predicted by reliance on these sources and motivations for going online after controlling for political and demographic measures. Results are based on a survey that was completed by Amazon Mechanical Turk panelists during the two weeks before and after the 2012 presidential election.   References Dautrich, K., & Hartley, T. H. (1999). How the news media fail American voters: Causes, consequences and remedies. New York: Columbia University Press. Johnson T. J., & Kaye, B. K. (2004). Wag the blog: How reliance on traditional media and the Internet influence credibility perceptions of weblogs among blog users. Journalism & Mass Communication Quarterly, 81(3), 622-642.   Johnson, T. J., & Kaye, B. K. (2009). In blog we trust? Deciphering credibility of components of the Internet among politically interested internet users. Computers in Human Behavior, 25, 175-182. Johnson, T. J., & Kaye, B. K. (in press). Credibility of social network sites for political information

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A Gravity Model for Optimizing Random Samples for Populations with Low Incidence

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Full abstract: National, ethnic, cultural and other minorities have gathered increasing interest across Europe during the last decade or two. This is true from a social science as well as political and social perspective. Part if the social science interest does of course directly relate to political, social and religious opinions and attitudes of minorities. However, proper random samples for said minorities are hard to come by. Classical sampling procedures with screening mechanisms are extremely expensive; alternatives like snow ball or time location sampling do produce samples that are not random but heavily biased. They may be helpful for exploratory analyses, but not for representative studies. Standard inferential procedures cannot be applied to those non-random samples. Our paper proposed a sampling procedure for populations with low incidence based on a gravity model. The model is especially useful if two characteristics of the distribution of a minority hold. 1) There is a known and limited territory in which the minority lives, and 2) the minority density is not evenly distributed across this territory and the actual distribution is not known. Our model region being the borderland between Denmark and Germany, where there are German and respectively Danish minorities at either side of the border. Our model uses the distances between a potential residential site of minority members and a meaningful reference location, the center of gravity (the Danish-German border in our example). In addition, there are other characteristics of the potential residential sites like the number of minority organizations in a location, enrolment in and number of minority schools (if present), the density of names that can be related to the minority under scrutiny etc. The model treats these characteristics as increasing the attractiveness of a location as a residential site for members of the minority. Given these parameters we estimate the density of the minority population to be expected in the different locations. This information allows us to derive local sample sizes that reflect the density of the minority population properly, thus reducing the cost of data collection and sampling bias t the same time. We demonstrate empirically with data from the Danish-German border region, that the probability of minority members of being included in a sample will be proportional to its relative share in the population and thus not biased. In addition, bootstrapping simulations show that our gravity technique creates unbiased samples.

Priming the Economy

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Full abstract: Priming theory's implementation in media literature suggests that citizens evaluate politicians according to the performance of leaders on issues that are on top of their minds when they formulate their evaluation. Most of the research on priming has been drawn in the basis that news media put emphasis on an issue, something that enhances the accessibility of thoughts and evaluations about this certain issue and consequently, this issue becomes more relevant when it comes to construct overall evaluations or voting behaviour. Many studies have confirmed these results (Iyengar & Kinder, 1987; Pan & Kosicki, 1997), while some have not (Lenz, 2006; Malhotra & Krosnick, 2007). Hetherington (1996), in a classic study of priming effects, argued that while overall assessments about George Bush Senior's presidency were based on the Gulf war handling in 1991, in 1992 they were based on economic handling because of media priming on economy. The moderating effect of political sophistication on the aforementioned relationship is a prominent and controversial theme in the priming literature. Some researchers have argued that respondents with high levels of political sophistication show higher resistance towards priming (Iyengar & Kinder, 1987; Krosnick & Kinder, 1990), while other studies showed that higher levels of political sophistication enhance priming (Miller & Krosnick, 2000). To add more to the ambiguity about different levels of moderation and priming effects, Togeby (2007) showed that for some issues, respondents with high levels of political sophistication showed enhanced media priming effects

while for other issues sophisticated respondents resisted priming effects. In this research, we are interested in the issue of economy and how change in economic evaluations of the government influences change in overall governmental evaluations according to economic news exposure. The priming theory is tested in a change model, using an integration of a two-wave panel survey (N=1287) and a parallel content analysis in Denmark. While many non-experimental designs tap exposure by asking about the level of general exposure on certain issues (Malhotra & Krosnick, 2007; Althaus & Kim, 2006) or did not use exposure questions at all (Togeby, 2007), for this study we used self-reported media exposure measures for the 8 most prominent media outlets (Broadsheet and tabloid newspapers, private and public broadcasters as well as their online editions). These measures were merged with the content analysis results regarding the visibility of economy in the outlets. In addition, the impact of sophistication in the aforementioned relationship is measured using a moderated mediation. A more relevant for the nature of the study issue-specific measure of sophistication (economic sophistication) is tested in this model. Results suggest that priming effects do occur. The relationship between exposure to economic news and overall governmental evaluations was mediated by evaluations of the government's economic performance. The priming effects were stronger for the less sophisticated respondents on economic affairs. Implications of these results are further discussed.

Framing as a Condition of Agenda-Setting Process

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Full abstract: The paper connects the framing theory, and the agenda-setting theory, which was first introduced in the beginning of the seventies by McCombs and Shaw in the revolutionary "Chapel Hill" study [McCombs 2004]. The framing theory concept appeared in the work of Goffman [1974], and summarization of all references was proceeded by Robert Entman [1993]. Both theories are used in various scientific fields. However, the paper focuses only on the field of media effect and public opinion particularly. The connection of agenda setting and framing was proposed by McCombs and Shaw: „Agenda-setting is a theory of the transfer of salience, both the salience of objects and the salience of their attributes" [1993: 62]. Salience of the attributes means how the news items are presented in media text, thus how the issues are framed. This approach proposed by McCombs and Shaw was criticized [cf. Scheufele 2000]. The paper is based on the latest effort to link the agenda setting theory and framing [Kalvas et al. 2012]. The authors use the cognitive dissonance theory [Festinger (1957) 1962] with connection to the memory-based model of information processing [Iyengar, Kinder 1987] supporting their hypothesis: „Framing makes the condition of agenda-setting process" [Kalvas et al. 2012: 7]. If something makes dissonance in one's mind about some issue, there is a tendency to collect more information about the issue. In consequence, if questioned about the most important problem, it recalls the most frequent problem in one's mind [ibid.]. We share this proposition and therefore we execute the empirical test on several other issues to prove it. The empirical test is carried out by the means of the twelve-wave panel data – combined survey and content analysis – it covers time span from March to June 2008. Our detailed content analysis monitors frames used in the news items. The data are linked to three topics mostly mentioned by respondents as the most important contemporary issues. Particularly, a health-care reform, child abuse and US military radar base. We use this combined dataset for analysis of frame impact on process of public agenda-setting. We use the classic quantitative content analysis that is the most widespread way to measure the media agenda. The survey data measure, wave by wave, personal agenda of respondents in a classic way by most important problem question formulated by George Gallup [Dearing, Rogers 1996].

Spiral of Silence in an Online and an Offline Environment

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Full abstract: The spiral of silence theory is a well-known phenomenon, which helps us to form a picture of the process of public opinion shaping. In our research, we examine the theory spiral of silence in online and offline environments. We use experiment as a method for this investigation, we are about repeating it second time for control purposes. Advantages of the experiment are a stronger control through randomization, flexibility and an ability to add a large number of control variables. The aim of the research is therefore to verify the functioning of spiral of silence by comparing chatting on the Internet with focus group discussion. Survey questionnaire is also a part of the experiment and asks about subjective rating of willingness to speak out, and about four selected controversial issues. As an example of online environment we use communication on the internet chat and as

an example of offline environment we use communication among respondents in focus group. If the spiral of silence theory functions in the same way in online and offline environments, we will have easier and faster method of data collection. In each experiment participated between 42-48 respondents. Anonymity is guaranteed during experiment because we use identification numbers for all respondents. These identification numbers are hidden and known only to the number holder. Number holders communicate with administrators only via their numbers. Main research questions are: (1) How do conversations differ in these two environments? (2) How do respondents describe their subjective rating of willingness to speak out in the survey questionnaire to be compared with real expression in the online and offline environments? We apply the methods of logistic regression, factor analysis, correlation and structural modeling for our analysis (we calculate all in program STATA 12). We have carried out yet only one experiment and second we will make in March 2014. In this first we divided respondents into four groups and everyone respondent had to complete questionnaires, speak in a moderated focus group and chat on the internet. This research design was used only for half respondents. The other half completed the questionnaire first, then chatted on the computer and then discussed face to face. With this design we are able to check the influence of the order of environments. Every respondent were paid for participating. Results suggest that the online environment is very different from the offline one (we can´t substitute communication face to face with internet discussion), but respondents can say exactly in the questionnaire, how much they are willing to talk face to face.

Thai Youth's Intention to Drink: Alcohol Advertising on Television vs. Social Network

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Full abstract: Background: Youths nowadays are living at the forefront of technology and on-line environment. Previous studies indicated that alcohol advertising influences Thai youths' drinking. Objectives: This cross-sectional survey explores source and frequency of alcohol advertisement exposure, and the association with intention to drink in adolescents. Methods: Participants were national sample of 2565 fourth to twelfth graders and vocational students year 1-3 (age range from 8-22 years with mean of 13.9 years) from 12 provinces across regions. Data were collect in December 2013. Exposure to alcohol advertisements was measured with two self-reported questionnaires that assessed source and frequency. Intention to drink alcohol was assessed using 2 items 1) for the next one year and 2) when move up to the next level either junior high/high school/or college (score 2-6). Results: Finding revealed low level of drinking intention (mean 2.85, SD 1.08). Majority sources for alcohol advertisement were through TV (87.5%), Internet (76.2%), Facebook (55.4%), and Blogs (53.3%). The frequency of daily exposure with alcohol advertisement of each source ranges from TV (45.8%), Facebook (27.7%), internet (23.4%), Line (17.1%), instagram (10.4%), Twitter (9.3%), Socialcam (8.1%), and Blogs (7.6%). Regression analysis indicated significant effects of TV (β = .11), internet (β = .09), and Facebook (β = .10) on intention to drinking and account for 5.7%, p < .001 (F = 19.25, df 8,2552).

An Analysis of Item Nonresponse in Korea

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Full abstract: Little is known about which questions are more likely to lead to item nonresponse in non-Western countries. Based on about 2,000 question items asked in the Korean General Social Survey, we identified high item nonresponse questions, such as 2nd choice questions about sports (29%), prediction for the presidential election (21%), desirable types of unions (16%), and usefulness of internet (14%). In terms of high nonresponse items (sports, politics, internet, union), in general, old people and women are more likely to provide Don't Know/Refused answers, and higher income is less likely to provide Don't Know/Refused. Seemingly, these items are associated with respondents' lack of knowledge or interest, and do not necessarily reflect the sensitivity of questions. Unlike the high nonresponse of one-item income question in the United States, the percentage of household income relatively low (4.4%). The sensitive question may be country-specific. Data collectors may need to separate "don't know" and "refused" categories to better understand the cause of higher rates of missing items, and to develop better questions for higher item-missing questions.

Religious Affiliation, Religious Participation, and Life Satisfaction among Old People in Korea

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Full abstract: Since most research on the connection between religion and life satisfaction among old people has focused on Western religion in Western countries, whether its relationship is present in another context is uncertain. Using the Social Statistics Survey conducted by the Korean National Statistical Office in 2003 (N=8,155), we examine whether religious affiliation, such as Buddhism, Protestantism, or Catholicism, and religious participation matter for general life satisfaction of the Korean elderly. Korean women are more religious than Korean men. For men, 52% have no affiliation, 26% are Buddhist, 16% Protestant, and 6% Catholic, whereas women are 29% no affiliation, 39% Buddhist, 23% Protestant, and 9% Catholic. Based on religious affiliation and religious participation, we categorized seven groups: active and non-active Buddhists, active and non-active Protestants, active and non-active Catholics, and religious nones. For men, controlling socio-demographic factors, those who have no religion are less likely to be satisfied than Protestants who are active church attendees but they are not significantly different from those who are affiliated with other religious group. For women, active Buddhists, active and non-active Protestants, and active Catholics are more likely to be satisfied than religious nones but non-active Buddhists and non-active Catholics are not significantly different from religious nones. The results emphasize the importance of considering both religious affiliation and religious participation for the study of life satisfaction, and that the association between religion and life satisfaction should be further explored in different cultural contexts.

Using Two-Wave Dual Frame RDD Telephone Pre-election Poll in the 2012 Korean Presidential Election

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Full abstract: The outcome of the presidential election is predicted with a small margin of error by the pre-election polls before the election. However, the poll estimates can vary, due to events or media coverage during the campaign. For example, the surprising move of the candidates or unexpectedly withdraw of their candidacy may affect people's opinion on whom the plan to vote for. Thus, the powerful way to incorporate such dynamic elements in the polls would be necessary, and the panel design interviewing the same individuals at different points in time would be useful for the purpose, since it provides direct evidence of changes in attitude or behavior or decision or awareness of voters. We conducted a pre-election panel study with a national random sample of respondents before and after official campaign period in the 2012 Korean presidential election. This study utilizes the dual frame RDD design of both landline and cell phone numbers to eliminate the coverage bias due to cell-only populations. This design uses list-assisted RDD sampling based on 100-banks of phone numbers for a landline sample as well as RDD sampling based on 10,000 banks for a cell phone sample. The weight variables were developed to avoid the overlap and overrepresentation problem in the dual frame RDD designs. We present the AAPOR (WAPOR) response rates in the landline, cell, and dual frames at two different points in time. The demographic distributions of respondents in each wave are compared with those of population of voters. To assess the validity of this study we measure how well poll estimates in the two waves match actual election outcomes. We take a look at how sudden departure of a candidate to be a strong rival affected people's decision during the campaign. We also present the level of public awareness of the leading candidates' policies in the election. In addition, we show the evidence that the voter turnout, which had an impact on the presidential election result, was highly influenced by campaign activities (including encouraging others to vote or talking with family) of some age groups. These findings will encourage the use of dual frame telephone panel surveys in a pre-election study.

Media Discourse and Trust in the Rule of Law in the Netherlands 1993-2012

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Full abstract: The current paper asks how media discourse with regard to the rule of law developed over a twenty-year period, and how this affected trust in the rule of law among citizens. A core element of the "rule of law" is that also the government should obey to the law. The related Dutch term "rechtsstaat" refers to a constitution that guarantees both civil rights and a division of powers between legislative, executive and judiciary powers. Data come from (1) an automated semantic

network analysis (including sentiment analysis) of news in national newspapers (from 1993 onwards), regional newspapers, television news (from 2005 onwards), popular websites (from 2009 onwards) and twitter (2012) (n=2.9 million analyzed news items). The research uses a novel top-down approach, starting from an ontology of political institutions (legislative, executive, judiciary, lawyers, solicitors, prosecutors, their branches and their representatives) and issues that relate to the rule of law (e.g. the constitution, laws, various types of crime, prosecution, jurisdiction, enforcement) with thousands of entries. This approach allows for systematic longitudinal comparisons, as well as for precise comparisons between different media with respect to a variety of actors and issues. (2) public opinion surveys (SCP quarterly surveys on civil perspectives; in addition IntomartGfK election panel surveys 2012) to measure atitudes towards the judiciary, the government, and parliament. Results 1. The results of the semantic network analysis show that the media attributed a soft approach on crime to the executive and the judiciary in the 1990s. After 9/11 terrorists and muslim fundamentalists become associated with serious criminal attacks. According to media coverage the prosecutor ("Openbaar Ministerie" in Dutch) becomes the leading actor in the fight against crime. From 2009 onwards media coverage is dominated by the question whether anti-muslim politician Geert Wilders should be prosecuted because of his negative statements about the Islam. Media discourse took a different shape only after Wilders was discharged from further prosecution in June 2011. During the last years new themes came to dominate media discourse (e.g. the prosecution of pedophilia, cyber crime and cyber espionage). 2. Public Opinion data show that citizens with a high trust in the rule of law often believe indeed that the most important historical events in Dutch history had to do with the Dutch constitution, (e.g. Unie van Utrecht, Thorbecke, woman suffrage). The data show that trust in the rule of law increased especially after Geert Wilders was discharged after a judicial trial of many years because of his extreme statements about the Islam. 3. The longitudinal media effect analysis shows that trust in the rule of law was especially diminished after news about interference of the judiciary in the political process, and by a lousy approach of the judiciary towards crime. The study shows that public opinion research and opinion mining of media coverage can be extended from the level of opinions about specific politicians, parties, firms or products to the level of opinions about the political and judicial system as a whole. The study shows effects of a variety of news topics and news frames on trust in the rule of law.

Survey Data Harmonization: The Issue of Data and Documentation Quality in Cross-National Surveys

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Full abstract: Many social phenomena bare the imprint of regional and global social, economic, demographic and political processes, and therefore should be studied in a comparative framework. While researchers conducting cross-national studies have a variety of options available to them, cross-national datasets are rarely, if ever, integrated to allow for more comprehensive research designs. For example, there is a wide gulf between well-sampled parts of the world (United States, Europe, Canada, Australia and Japan, among others) and regions like Africa or the Middle East, where data collection presents unique challenges. Even within the European context, the East-West divide makes country coverage very unequal. This poses a serious limitation to comparative research. We argue that the answer is not more surveys, but better integration of existing surveys. Essentially, it is easy to compare Germany to France, but much harder to compare Germany to Brazil. However, this requires the ex-post harmonization of multiple datasets, work fraught with numerous challenges. In this presentation, we will introduce the project "Democratic Values and Protest Behavior: Data Harmonization, Measurement Comparability, and Multi-Level Modeling in Cross-National Perspective" which seeks to produce a dataset of world political attitudes and participation by performing ex-post harmonization of data drawn from 14 cross-national survey projects from 1983-2012, supplemented by a linked dataset of country-level variables. This proves to be challenging given the significant differences in design and implementation of survey projects and variation from country to country over time. In this presentation, we discuss this issue of data quality. Data quality assessment is an important, although often neglected element of any data analysis, and especially in data harmonization projects, where the quality of data and documentation varies considerably between individual surveys. Assuming that well documented surveys tend to offer high data quality, we assessed the quality of surveys based on information provided in survey documentation, specifically questionnaire pre-testing, translation method, sampling, response rates and presence of fieldwork control. Additionally, we take into account item non-response to selected questions, as well as the use of comparable measures of education, income, and occupation to

gauge suitability for cross-national research. We use the resulting variation in survey quality to make decisions about which survey waves to include in the harmonized dataset. Additionally, we discuss the idea of incorporating quality measures into substantive analyses, as well as the potential for standardization of survey documentation and the survey process itself.

Extending the Fundaments of Public Opinion: A Study on the Determinants of Understanding Complex Media Content

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Full abstract: Understanding media messages is a necessary prerequisite for a rational way of public opinion formation. The question of what and how information is cognitively represented in peoples' minds is central in the process of understanding. Nevertheless, little is known about this part of information processing. Our qualitative study strives to deepen the fundament of public opinion research by identifying the factors that influence what information we gain through media exposure. Theoretical insights into the understanding of media content are rare. However, research on text comprehension identified different comprehensibility factors, e.g., structure and coherence of the text, involvement and motivation during exposure, prior knowledge or interest of the recipient. However, previous studies analysed these determinants isolated from each other, and thus the validity of the resulting models is limited. Generally, there is a lack of integrated approaches which can explain the understanding of media content (Kercher 2013; van Dijk/Kintsch 1983). This led us to the following research question: Which characteristics of media content, the recipient and the situation determine what we understand from media coverage? Method To gain insight into the understanding of media content, we conducted three focus groups (19 participants in sum) and compared their perspectives. As issue-related factors are important for comprehension tasks, we narrowed our focus on the understanding of economic media coverage, because the economy is highly relevant for the people as citizens and consumers, but, simultaneously, the content is extraordinary complex (Goddard 1998). The participants were selected by two criteria: The amount of economic knowledge and the routine they have with processing complex messages. The interpretation followed the idea of theoretical coding (Strauss/Corbin 1996).   Results The primary result of our study is an integrated model which incorporates specific configurations of media content as well as recipient and situation factors to describe the understanding of media coverage for different recipients. Generally, our analysis reveals that the comprehension process comprises of a cognitive and a motivational component: The cognitive part of understanding is determined by the perceived fitting of the individual knowledge with the text composition (e.g., length of sentences, coherence). The motivational component describes the individual willingness to cope with comprehension obstacles and is influenced by the recipients' interest, the situation and the motivational incentives of the article (e.g., pictures, analogies to the recipients' life). When readers have difficulties to capture the textual input during the comprehension process cognitively—i.e., the text is too ambitious with respect to the knowledge—there must be a compensatory motivational incentive (e.g., involvement generating presentation). If the motivational component cannot balance the cognitive component, the comprehension process is not successful. While this seems quite obvious for recipients with little economic knowledge, it seems also true for experts: Although these recipients have no problems with the cognitive capture and they are motivated to expose, they would read an article only cursory and gain only little information when it doesn't arouse interest or is poor in quality.

Consumer Confidence in Transition and Emerging Economies: Macroeconomic Effects

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Full abstract: Growing role of private consumers and citizens is a new macroeconomic and social factor for the countries on transition from planed and totalitarian to market and democratic economies and societies. Those processes, which are underway for more than two decades in post soviet countries, are frequently considered to be parallel and complimentary. The case of Russia demonstrates that the development of private market style consumer behavior may anticipate the social progress. Development of public opinion research instruments in Russia gave way to consumer confidence measurements well established in developed economies for long years. The paper examines the interaction between subjective opinions of private consumers and their actual consumer behavior on macroeconomic level. Subjective indicators are included into macroeconomic demand models for private

savings and service and commodity consumption. Model estimates confirm meaningful and significant influence of consumer sentiments on their actual behavior on macroeconomic level. A special analysis is devoted to the structural trends in consumer behavior of Russian citizens. The inheritances of Russia version planed economy' consumer practices still determine attitudes and opinions, consumer choice of Russia people. Accompanied by the intensive process of personal income concentration it results in deceleration of consumer behavior structure development in compliance with private income growths in contemporary market conditions in Russia. As well as it restrain social structure development in terms of western style democratic society. The specific position and social role of Russian middle class is discussed on this basis.

Coverage Error in Mobile Web Surveys Across European Countries

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Full abstract: In recent years, mobile Web surveys are increasingly gaining in importance in survey research due to the continuing increase of mobile phone penetration rates in most European countries. Considering Eurobarometer data of 2013 about 90 percent of the European population reported to have an own mobile phone. Of course not every mobile phone allows access to the mobile Web and not all users of smartphones are in fact capable to use this feature. Nevertheless, mobile Web access increased from 33 percent in 2009 to 49 percent in 2013 which signifies a promising development for survey researchers. In particular, the possible use of samples consisting of randomly generated mobile phone numbers is a key advantage as compared to traditional landline Internet surveys that depend on the availability of e-mail addresses which are difficult to access and cannot be generated at random. However, coverage error is a major threat to mobile Web surveys due to the fact that coverage is not yet universal and certain subgroups of the target population may not have access to the mobile Web or are at least underrepresented. Thus, the mere penetration of mobile Web devices is not a proper indicator of whether or not mobile Web surveys are suitable in a country. In this study coverage bias for mobile Web surveys arising from non-coverage or underrepresentation of certain socio-demographic groups in the sampling frame are examined. Using Eurobarometer data from 2009 to 2013 across 27 European countries analyses reveal differences in the estimated size and direction of the coverage bias for socio-demographic variables and substantive survey variables in the mobile Web population. The direction and size of the bias of mobile Web surveys is compared with the respective bias existing in landline Internet surveys and in telephone surveys using mobile phones. Additional multi-level analyses including time and country-level socio-economic variables refer to changes in the coverage biases occurring over time and across countries.

Gender, Work and Family: The Situation in the Philippines

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Full abstract: Using three waves of data from the International Social Survey Programme (ISSP) survey modules on Work Orientations, and on Family, Work and Gender Roles, the paper will explore the current situation and the changing trends on how the work-family nexus is structured by gender in the Philippines. It is nearly two decades since the Fourth World Conference on Women was held in Beijing in 1995. This landmark international agreement on women's rights aimed to achieve gender equality and the empowerment and advancement of women. In particular, the Beijing Declaration document called for "equal rights, opportunities and access to resources, equal sharing of responsibilities for the family by men and women, and a harmonious partnership between them are critical to their well-being and that of their families as well as to the consolidation of democracy". Equality among men and women in work-family dimension, therefore, is essential tin advancing women to be more involved in public and private life, and thus have empowered role role in society. At the macro-level, Filipino women have gained greater equality with Filipino men than its Southeast Asian neighbors. The Philippines was one of the first countries in Asia to have recognized the important role of women as an essential component in nation-building. There are laws enacted laws and policies instituted to ensure the empowerment of women. The Philippines has had two women Presidents, a woman Chief Justice of the Supreme Court, and women in high-level elected positions. Women have much access as men to establish their own businesses. But what happens when men and women go home from work? Despite the increasing role of women in the public sphere, the Philippines remains a conservative, largely Catholic, patriarchal society that puts the importance of the family. The paper will involve two levels of analysis, first at the

country level, and secondly at the cross-country level. The cross-country dimension of the analysis will allow for comparison on the status of the gendered aspect of work-family nexus with selected developing countries as well as developed countries. The paper will first examine the gender differences in the domestic division of labor, traditionally the women's domain as "homemakers". Then the paper will examine the possible impacts of gendered domestic division of labor on the work sphere, as measured by potential work-family conflict, and attitudes/behavior on female employment over the life-cycle. The paper will then examine the possible linkages of domestic division of labor and well-being of couples, including satisfaction with family life, happiness and satisfaction with life. Using the data from ISSP surveys will allow the paper to examine the trends in gender, work and family in the Philippines within the context of the changes in the Philippine economic conditions across three decades and the accompanying socio-cultural changes it brought. The paper will use the ISSP survey data gathered by Social Weather Stations, a non-stock, non-profit social research organization in the Philippines.

Who "Really" Eats Healthy? Comparing Real and Falsified Survey Data

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Full abstract: Face-to-face interviews are still an important mode of data collection in surveys. The interviewer plays a central role in face-to-face surveys with a non-negligible positive impact, since they help for example that survey questions are correctly understood. On the other hand, data falsification by the interviewer can seriously contaminate the data quality. Therefore it is essential to avoid falsification, or, inasmuch as data falsification cannot be excluded, at least to identify falsified data. The crucial question for identification of falsified survey data is to know how falsified and real data differ. We analysed differences between real and falsified data using theory-driven multivariate analyses. Our dependent variable is healthy food consumption. Our explaining variables follow the theory of planned behaviour, organised in the dimensions intention, attitude, subjective norm, and perceived behavioural control. Additionally we include socio-demographic factors. Our database consists of two datasets: In an experimental study interviewers conducted real face-to-face interviews. In a next step the interviewers fabricated survey data in the lab so that a data set of N = 710 falsified interviews corresponding to each of the N = 710 real interviews were obtained. We use both datasets for calculating multivariate causal analyses and compare the results. We found that the explained variance in regression analyses is higher when the data are falsified. Next, there are more expected significant effects of independent variables in the falsified data than in the real dataset: Variables describing perceived behavioural control, for example, had a significant effect in the falsified data, but not in the real data. We assume that interviewers who falsify survey data apply their everyday experience for inventing consistent false cases whereas real interviewees act and respond more inconsistently due to, for example, a possible inconsistence between their true opinions and behaviour.

Deliberate or Not Deliberate? Analysis of Cooperation and Drop-Out Rates in Deliberative Activities in Hong Kong

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Full abstract: According to some theorists, "rational ignorance" constrains conventional opinion surveys in the quality of opinions collected in respect of complicated issues because the public has little reason to invest time and effort in acquiring information or coming to a considered judgment. Conventional opinion surveys therefore only offer a snapshot of uneducated public opinion. Deliberative Polling (DP) is a technique designed to overcome the defects of conventional opinion surveys by resorting to educated and rational deliberations among group of people drawn randomly from the general public. The group is taken as a microcosm of society at large, having educated by the organizers through listening to expert panel discussions, reading up a set of balanced information provided by the organizers, and engaging in rational discussions in small groups. In Hong Kong, after the researchers introduced the concept and techniques of deliberation in various academic workshops in 2009, this method of collecting public opinion has gradually found its way into the public domain in various forms like Deliberative Forums (DFs), Deliberative Meetings (DMs), and miniature experimental DPs. Many of these activities have been widely covered by media. Recently, this form of opinion collection has taken on a new course, as some constitutional reformers in Hong Kong advocated the use of deliberative meetings in engaging public in their civil disobedience movement, called "Occupy Central with Love and Peace"

(OCLP). This expands the concept of deliberation to cover not just scientific opinion collection but also proactive opinion expression and civil engagement. However, in whichever form these deliberative activities takes, one critical factor of success is people's willingness to participate. In scientific opinion surveys, the measurement of cooperation or response rate is critical to the appraisal of the data collection process. Likewise, in deliberative activities, especially those starting from random sampling of the general public, target respondents' willingness to participate, and their final turnout rate at these activities, are important measurements of the conceptual validity and practical values of these exercises. According to the researchers' experience since 2009 in Hong Kong, such cooperation rates are affected by a large number of factors like the topic of deliberation, the duration of the event, location of the venue, on which day of the week the event is held, the weather, the caliber of the panel speakers, the amount of monetary incentives provided for participants, and obviously the demographic profile of respondents in terms of gender, age, and social class. This paper treats these factors as independent variables of participation, cooperation and dropout rates at various stages of subject recruitment as intermediate variables, and final turnout rate as the dependent variable. Multivariate analyses will be performed in order to tease out the key factors of participation versus attrition, over tens of thousands of contacts accumulated over the years. Shall a model be derived using these analyses, the value of DP and other deliberative activities could be appraised under a new light.

Filipino Attitudes Toward Gay Marriages

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Full abstract: In June 2013, local media reported a survey done by US-based Pew Research Center that ranks the Philippines among the most gay-friendly in the world. In the report entitled "The Global Divide on Homosexuality", only 17 countries had majorities that agreed with the statement that homosexuality should be accepted by the society, with the Philippines ranking 10th among the 17 countries. Filipino gay rights groups, however, were not impressed with the survey, which they believe are based on the perception of accepted stereotypes of gays. They mentioned that once a gay is outside of the accepted stereotypes, that is where they encounter rejection. The paper will delve into the acceptability of making consenting gay adults legal or not and the perceived effect on the Philippine society once same sex union is legalized, all of which will be included in the forthcoming SWS nationwide survey to be conducted in February 2014.

Beyond Surveys: Multimode Capabilities of Mobile Devices to Enhance (or Replace) Traditional Surveys

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Full abstract: While much of the research to date on the use of mobile technologies for data collection has focused on administering surveys via mobile devices, there are a wide array of applications and features available on these devices which can augment and, in some cases, even replace survey data. In many respects, smartphones and tablets can be viewed as "multimode" platforms, in the sense that they facilitate more than one form of data collection. This presentation, derived from work conducted by the AAPOR Task Force on Emerging Technologies and Public Opinion Research, examines five key technologies on mobile devices that are currently in use by researchers to extend or replace certain aspects of survey data collection: (1) location/geopositioning, allowing researchers to identify where a respondent is (or has been) and trace the routes they took (rather than rely solely on self-reported information); (2) Barcodes/QR Codes, which are becoming increasingly common ways of directing respondents to web-based study information; (3) static and dynamic visual media, which can provide researchers with more contextual data about what a respondent has seen or experienced; (4) Bluetooth-enabled devices, which facilitate collection of a wide range of information via specialty devices linked wirelessly to a mobile device for data transmission; and (5) data collection applications or apps, which provide a user-friendly interface and infrastructure for combining multiple elements in more complex or longer-term studies. These new specialized tools also have their own "rules," many of which are constantly evolving. These new technologies may work well with some sets of respondents, but not as well with others. The benefits and challenges for those who study public opinion are explored.

Political Knowledge in France

Luskin, Robert (rluskin@mail.utexas.edu), Bruno Cautrès

Full abstract: Differences in political institutions, political culture, and survey instrumentation make cross-national comparisons treacherous, but efforts of this sort suggest that no mass public anywhere is particularly well informed by anything like elite standards but that the distribution of political knowledge does to some degree vary cross-nationally. Politics is simply more polarized, harder-fought, and a more integral part of the warp and woof of everyday life in some democratic countries than others. Where it is, political knowledge figures to have higher (if still low) mean, higher (if still low) variance, and lower (if still high) skew. One country notably fitting this description, at least as a matter of casual impression, is France. Stereotypically, the French tend to argue, passionately (as in the phrase "les passions françaises") about many things, politics certainly included. French politics may have become somewhat less polarized than it used to be, what with the global withering-away of Marxist ideology, but this is still a country whose citizens cannot even agree that its founding event, the French Revolution, was basically a good thing. It is still a country where you can tell people's politics by the newspapers they read; where despite the emergence of such newer policy dimensions as cultural liberalismconservatism, immigration, the environment, and European integration, the "ideological" terms "left" and "right" are widely used; and where the extreme right, in the form of Marine Le Pen's Front National, has run relatively strong. Ironically, from Bourdieu's likely frame of reference, public opinion may "exist" more in France than in many other countries. This paper examines the distribution of political knowledge in France through the lenses of the French National Election Studies of 1995 and 2007. In particular, we examine the French public's knowledge of the locations of the presidential candidates and political parties on the gauche-droite (left-right) dimension—invaluable for aligning one's vote with one's values and interests. Since converting placements of parties or candidates into knowledge items requires a number of operational decisions, in which the best option is not always obvious, we consider these options and the somewhat varying impressions of political knowledge they leave. The analysis, we hope, will make both substantive and methodological contributions—to both our understanding of French mass politics and the more question how best to measure political knowledge.

Cross-National Deliberation: Lessons from Two Pan-European Deliberative Polls

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Full abstract: There have now been two more pan-European Deliberative Polls (DPs): Tomorrow's Europe in 2007 Europolis in 2009. A random sample from all 27 member states (as the count then was) spent a weekend discussing policy issues in small groups and questioning policy experts and policy makers. The participants were interviewed before and after. The two DPs shared some topics, notably climate change and immigration, as well as some questionnaire items. They also shared the topic of immigration and some questionnaire items with a regional DP in Torino, Italy. One major difference, however, between the two transnational DPs and all others is that the small groups contained participants from multiple countries. (The discussions involved simultaneous interpretation.) Normally, the small groups are randomly assigned and thus far more attitudinally and demographically heterogeneous than most people's discussion partners in real life. Here each group also contains up to five different nationalities (the most our simultaneous interpretation could handle)—an additional, and possibly even more counterfactual layer of heterogeneity. This study aims to look, for the first time, at the distinctive contributions made by extending the "public sphere" across national boundaries. Focusing on immigration and climate change, we consider the effects on learning, policy attitude change, policy attitude polarization, attitudes toward other groups and countries, and national (versus European) identities. We use the data from both the Tomorrow's Europe and the Europolis DPs.

Problems and Developments in Data Analysis of Cross-National Comparative Surveys

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Full abstract: The issues addressed in this paper are methodological in nature, and deal with ISSP Religion Module Surveys (1998 and 2008) and Comparative Surveys on Values and Religiosity conducted in Japan and Germany by myself (2007 and 2008). There have been numerous discussions on the problems of cross-national

surveys. So far, I have investigated these problems by focusing on "survey equivalence," "translation of survey questions," "the expression of response scale" and "survey sampling." In this paper, after examining the problems associated with the "data analysis" of cross-national surveys, and defining them using ten methodological dichotomies on various devices of data analyses, I propose the new strategies to solve these methodological problems. The ten methodological dichotomies on various devices of data analyses are as follows: 1. Cross-national vs. cross-regional/societal/cultural 2. Frequency distribution vs. its meaning 3. Denomination vs. faith 4. Quantitative vs. qualitative 5. Question item vs. dimension 6. Description vs. analysis 7. Looking at the "trees" vs. looking at the "forest" 8. Causal law vs. structural law 9. Confirmation of hypothesis vs. exploration of hypothesis 10. Measurement model vs. causal model

Are Opinion Leaders Multipliers? – On the Part Played by Opinion Leaders in the Formation of Public Opinion

Mangold, Frank (frank.mangold@uni-hohenheim.de), Michael Schenk

Full abstract: Theoretical Background: Given the Columbia school's original findings (e.g. Lazarsfeld et al. 1944; Katz/Lazarsfeld 1955), it has traditionally been presumed that opinion leaders exert personal influence by transmitting information obtained from mass media. Yet, follow-up studies (e.g. Deutschmann/Danielson 1960; Greenberg 1964) have rejected the two-step flow hypothesis, since ideas only rarely flowed from mass media to the opinion leaders and from them to the less active sections of the population. Moreover, some findings have indicated that not all opinion leaders are particularly active and articulate about the issues (e.g. Booth/Babchuck 1972). Therefore, considerable disagreement exists on the question of to what degree opinion leaders play the role of a multiplier in the formation of public opinion. Methods & Measures: The paper's purpose is to reassess the part opinion leaders play in the process of public opinion formation. A theory-based typology that distinguishes opinion leaders according to the functions they perform is introduced and empirically tested. Analyses rely on data of a large-scale study representative for the German population aged 14 and above. These data combine standard survey results on respondents' knowledge, media usage, demographics, status etc. with results from social network analysis on their personal communication networks. A random sample of 10'100 respondents was drawn. Response rate was 70.3 percent. Interviews were conducted as computer-assisted personal interviews. Opinion leadership was measured using the King and Summers (1970) scale which showed good reliability. Opinion leadership was further measured by a number of relational measures adopted from Katz and Lazarsfeld's (1955) snowball methodology. Validity checks are conducted by examining the correspondence between the survey responses and the structures of the respondents' communication networks. Differences in the functions performed by opinion leaders are assessed by confirmatory latent class analysis which provides a powerful way to test typologies (McCutcheon 1987, 2002). Their underlying causes are investigated by multinomial logistic regression analysis. Empirical Results: Results show that considerable variation exists among opinion leaders in terms of the functions they fulfill in the process of public opinion formation. Four major conclusions are derived: (1) In line with traditional premises, transmitting (supplementary) information is an important function performed by opinion leaders. Yet, a considerable proportion of about 40 percent of the opinion leaders is not particularly active in discussing the issues and only occasionally provides followers with new information. This is attributable to the specifics of their types and levels of knowledge and media usage. (2) Due to the emergence of online media, the two-step flow hypothesis has regained practical significance. (3) Even though opinion leadership is traditionally assumed to be equally distributed across status groups, opinions leaders located at different status levels considerably differ in terms of the functions they perform. (4) Focus on opinion leaders has distracted attention from the part played by other important multipliers in the formation of public opinion.

Media Exposure and Personal Communication Networks as Moderators of Economic Crises' Individual Outcomes

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Full abstract: Research Goals: Given the current economic crisis' urgency and ambivalence, its societal and political impacts have been an issue of substantial controversy both in mass media and everyday conversations. However, even though considerable economic research has been devoted to the crisis' macro outcomes, only few studies have dealt with its effects on citizens' personal lives. These have not been sufficient to describe the social and communicative mechanisms through

which economic phenomena transpire from the macro to the micro level. In particular, presumably important moderators such as media exposure as well as intra- and intergroup relations have largely been neglected. Therefore, the paper addresses how individuals utilize mass media and personal communications in coping with economic downturns. Its purpose is twofold. On the one hand, a deeper understanding of the interplay between mass communication and interpersonal communication and its effects on economic phenomena's individual outcomes is provided. On the other hand, the paper demonstrates how combining methods of social network and multi-level analysis can help to overcome theoretical discrepancies regarding the interplay of mass media and personal communications. Methods & Measures: The paper relies on data of a large-scale study representative for the population of Germany aged 14 and above. These data combine standard survey results on respondents' economic situations, media usage, demographics, status etc. with results from social network analysis on their personal communication networks. A random sample of 10'100 respondents was drawn. Response rate was 70.3 percent. Interviews were conducted as computer-assisted personal interviews. A multi-level latent-variable framework based on structural equation modeling is applied. The antecedents and effects of mass communication and personal conversations on economic issues are detected by combining methods of mediation analysis and compositional effect analysis. Results: Empirical results show that media exposure and interpersonal conversations have substantial effects on economic crises' individual outcomes. Four major conclusions are derived: (1) Individuals benefit from media usage and personal conversations in coping with economic crises. (2) In line with the assumptions of knowledge gap research, personal conversations and mass communication strengthen the unequal distribution of economic resources further in the direction of high status groups and, hence, increase economic inequality. This is attributable to qualitative rather than quantitative differences between high- and low-status persons' media uses and interpersonal communication behaviors. (3) The collective knowledge held in personal communication networks plays a more important part in the transpiration of economic downturns than has previously been assumed. (4) Mass communication and interpersonal communication are essentially multi-level phenomena which depend both on individuals' dispositions and the structures of their social environments. Therefore, standard survey studies have yielded incoherent findings on their interplay.

Assessing "Correct Voting": A Study Based on a Simulation of Municipal Elections in Italy

Mantovani, Debora (d.mantovani@unibo.it), Giancarlo Gasperoni

Full abstract: The proposed paper presents findings drawn from a national research project entitled "Electoral Choice: Voters' Heuristic Strategies and Information Processing". The project aims to identify the strategies that Italian voters enact in order to combine political information originating from exposure to election campaigns and information processed during social interaction, in the wider context of the Italian political system. Recently new fields of research have focused on socio-cognitive factors that affect voting choices and information search processes enacted to formulate judgments via cognitive shortcuts (or "heuristics"). In particular, this project extends the scope of the innovative voting decision model developed by Richard R. Lau and David P. Redlawsk and adapts it to the Italian context. The voting decision model is implemented via a "dynamic information board" simulating election campaigns tailored to observe information research strategies in which voters engage. This technique employs a controlled-environment, on-line simulation, endeavouring to reproduce a complex, realistic environment, in which the information that the voter can access changes over time. This paper, in particular, focuses on the comparison of different approaches to operationalization of the so-called "correct vote", i.e., the voting behaviour in which voters would engage if they operated under conditions of full information or, in other words, if voters were able to access everything there was to learn about the competing candidates. Such "correct" voting may be typically determined via voters' party identification and/or orientation on specific political issues and knowledge of the candidates' party affiliation and/or actual positions on those issues; obviously, correct voting expectations implies the (not entirely realistic) assumption that voters seek out extensive information about candidates' stands and behave accordingly. The study allows one to ascertain voters' stances, their actual information search strategies, and the degree of convergence between voters and candidates. It is thus possible to relate the quality of the final voting decision to the divergence between the decision itself and the "correct" vote. The data-base comprises information drawn from a simulation of a municipal election involving several hundred Italian voters. References Lau, Richard R. and David P. Redlawsk (2006), How Voters Decide: In-

formation Processing During an Election Campaign, London, Cambridge University Press. Lau, Richard R., David J, Andersen, and David P. Redlawsk (2008), An Exploration of Correct Voting in Recent U.S. Presidential Elections, "American Journal of Political Science", 52, pp. 395-411. Lau, Richard R. and David P. Redlawsk (1997), Voting Correctly, "American Political Science Review", 91, 3, pp. 585-598.

Applying the Social Media Tracking and Analysis System to Social Science Research

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Full abstract: The Social Media Tracking and Analysis System (SMTAS) enables monitoring and analysis of more than 20 different social media platforms. This system allows researchers to track social media by keywords, location, social media influence, complex time designs, volume of tweets, and other attributes included in social media data. SMTAS capacity includes: primary tracking allowing researchers to acquire posts mentioning specific keywords/phrases and can restrict posts to specific geo-coordinates on some social media platforms; secondary tracking monitoring users from an event location, and continuing tracking mobility of users before and after the event; and panel tracking for content analysis of posts on a topic before and after an event. SMTAS also is capable of specialized tracking where the posts are dynamically collected according to geo-coordinates, for example, posts along a hurricane path. Researchers create tracking "rules", along with collection parameters such as time period and the number of posts to collect. To date, research using SMTAS has primarily focused on Twitter, given the tendency of most Twitter users to tweet publicly. SMTAS currently has the capability to track any such tweet in real-time (firehose connection) along with the ability to track tweets historically since 2006. SMTAS has demonstrated validity in approximating the geographic distribution of the hispanic population in the U.S. SMTAS constructed a map of Spanish-language Tweets in the United States using filtered data from the Twitter firehose. We filtered tweets that were in Spanish, had geo-locator information, and were located in the contiguous 48 states. These data (n ≈ 100,000) were used to construct a dot-density map of the United Stateswhich was then overlaid on a map of the Hispanic population from the 2010 U.S. Census. The combined map demonstrated strong correlation between Spanish-language tweets and Hispanic geographic distribution. A second study examining responses to Superstorm Sandy monitored more than 4.5 million Tweets and ~400,000 images of the storm and its aftermath. SMTAS results demonstrated the volume of organic social media responses and their resilience in the face of storm events and power failures. The system also tracked public sentiment concerning relief agencies and political leaders. A third ongoing study is examining electronic cigarette related content on social media. These products are most often used by young adults, a population that is also active on social media. We are collecting tweets based on keywords linked to electronic cigarettes and investigating the geographic distribution of tweets, the proportion of tweets that are organic versus commercial, and balance of sentiment in these tweets.This technique can monitor social media trends to describe and understand the effects of changing Federal, state, and local policies on electronic cigarettes attitudes and behaviors; and may be helpful in differentiating between organic and manufactured word-of-mouth public opinion. In summary, SMTAS is a valid and promising social science research tool able to identify population characteristics, capture public opinion, as well as inform sentiment analysis and other data mining from currently popular social media channels.

The Impact of Social Networks in the Political Opinion in Mexico. Are They a Reliable Tool for Approaching Public Opinion?

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Full abstract: Talking about "social media", is talking about the set of increasingly effective tools to create and disseminate information, which have become essential to a high percentage of the population, whom to be informed, do not appeal to reading the newspaper, or radio, or TV. Social networks are virtual spaces of interaction wherein human relationships of all kinds are established, groups, affiliations are created, and shared interests of all type, including component aimed at awareness and social criticism is present; so that is the case, that the information flow is not much lower than in other media. The networks are used as sources of information, as well as for broader advertising campaigns and political. The resources used in traditional political campaigns have been proven effective, but they do not impact the new sectors of the population, referring to both socio- economic strata,

and generational. It is essential the use of the new technologies, but resistance to change is strong, showing the so -called "digital gape" in Mexico, that refers not only to the lack of internet access and other technologies suffered by the poorest sectors of the population, but also those belonging to the generations that simply are not interested in such technologies, also becoming a "generation gap". The importance of considering the importance of social networks in the new politic campaigns is reflected in real cases, both public servants and public personalities who ruin their career for the misuse of these, as in the opposite case, in which proper management of these networks can favor the candidate in question.

Electoral Evolution: The Transformation of Party Support in Mexico, 1994-2012

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Full abstract: After seventy years of a dominant party rule that lasted for most of the 20th Century, Mexico has developed a genuinely competitive multi-party system. During the process, partisan orientations, ideological affinities, and the nature electoral coalitions have been transformed in contrasting ways. On one hand, some old patterns of electoral support have prevailed: older, less educated, and more rural voters continue to be a natural niche for the old ruling party. On the other hand, profound processes of realignment, increased political polarization, and value change have re-shaped much of the electoral arena and partisan support, especially among younger voters. In this paper I use survey data gathered between 1994 (prior to the ruling party's electoral defeat in 2000) and 2012 (when a plurality voted that same party back to power) to document and analyze the political transformation of Mexico's electorate and party system. I rely on four major national exit polls conducted during presidential elections, dozens of quarterly national polls that keep track of partisan orientations, and the Mexican components of international studies such as the World Values Survey (WVS) and the Comparative National Elections Project (CNEP). Based on several thousands of interviews, these surveys not only show how long-term and short-term factors influence Mexicans' vote choices, but, more importantly, how the electorate has evolved over time, learned about political parties and leaders, and what implications this has on democratic politics in Mexico. Based on the Mexican experience, I also discuss the patterns of party competition, institutionalization, and democratic consolidation comparatively, considering other new democracies from Latin America, East Central Europe, and the post-Communist world.

Social Media Platform Touchpoints Across the Survey Lifecycle

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Full abstract: Social media platforms have proliferated in recent years with a rapid increase in adoption and use by both members of the general public and specific subpopulations. Much attention has been given to the use of passive monitoring of social media data as a supplement or alternative to survey data collection, but there are several techniques to actively use social media to identify, locate, and collect data from study participants. In the design phase of the survey lifecycle, social media has been used to inform questionnaire design, allowing researchers new insights into the survey topics and populations of interest. In testing and preparing for data collection, social media has been used for targeted recruitment of respondents for cognitive interviews, focus groups, or surveys themselves using non-probability sampling methods. In longitudinal studies, social media has been used to actively locate or stay in touch with sample members through outreach and engagement efforts. Finally, data from social media and web-based systems have been used as both a supplement and proxy for survey data by "scraping" websites for information on people's self-reported characteristics, behaviors, opinions, and interests. This presentation, based on work conducted by the AAPOR Task Force on Emerging Technologies in Public Opinion Research, discusses the active use of social media throughout the survey lifecycle, including thoughts and considerations for the future on the role of social media in public opinion research future as this area of research evolves.

Quality of Education Data Collected in Surveys in Europe: Comparing LFS, SILC, ISSP, EVS and ESS

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Full abstract: This paper assesses and discusses the lack of consistency in educational attainment statistics across surveys. From earlier work on this topic (Schneider, 2009; Kieffer 2010) we know that inconsistencies in the distribution of edu-

cation coded in the International Standard Classification of Education (ISCED) exist across time and surveys. This paper presents an update on this issue using more recent data and adding surveys which have not yet been compared with other data sources with respect to their education coding consistency. Duncan's Dissimilarity Index (Duncan & Duncan, 1955) will be used for comparing the education distributions per country, year and survey. Given the recent changes in education coding in the ISSP and ESS, it is assumed that discrepancies between official and those academic surveys have decreased. However, since there is no clear guidance on how to harmonise survey data in ISCED 97, it is assumed that the degree of consistency between surveys, especially between official and academic surveys, is still low. Potential reasons for such inconsistencies such as nonresponse, social desirability, processing error, deliberate deviations from official coding rules as well as the need for standards and documentation concerning the bridging from country-specific education categories to cross-national ones will be discussed.

Evaluation of Pretesting Recommendations – Do Pretest Recommendations Based on Cognitive Interviews Improve the Original Items?

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Full abstract: Conducting pretests before going into the field with a survey has become an established approach to ensure that empirical results represent what the underlying concepts of a phenomenon claim to determine (Converse & Presser 1986). Cognitive interviewing is an active pretesting method that aims to gain insights into the cognitive processes underlying survey responding (Beatty & Willis, 2007; Willis 2005). When answering a question respondents have to interpret the question, search their memory for relevant information, generate judgments, and edit their responses to fit the presented answer categories (cf. Tourangeau, Rips, & Rasinski, 2000). By recognizing which problems exist within the answering process, researchers are in the position to formulate better – more accurate – questions. These findings do not only contribute to an easier understanding of questions by the respondents, but also support data quality by reducing measurement error. To obtain reliable and valid results it is crucial to make sure that indicators measure what is intended to be measured. Conducting cognitive interviews to learn more about respondents' understanding and interpretation of the questions can lead to a revision of the original items. Unfortunately, little is known about the realized benefits from this revision (DeMaio et al. 1998; Beatty et al. 2006). Therefore, I examine various recommendations based on different item sets. The selected items are part of different pretests conducted for the ISSP (International Social Survey Programme) and the BiB (Federal Institute for Population Research).Thus results of the first round of cognitive interviews, testing the original items, and the results of the second round, testing the revised items, are compared to find out whether they differ and, if so, which version is better. Item improvement is evaluated by question comprehensibility, the extent of cognitive burden while answering and the amount of non-valid answers.

Redesigning of the Population Census Questionnaire through Eye-tracking Data

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Full abstract: In the Census of Korea, traditionally, data has been collected through face-to-face interviewing, but the proportion of self-administered interviewing has been rapidly increasing since 2010. However, the questionnaire design for face-to-face interviewing is still used as that of self-administered interviewing. According to research, the visual features of a questionnaire also influence a respondent's answers just as much as wording and it is particularly important to self-administered survey. This study examined the more pragmatic design to utilize in self-administered interviewing using eye-tracking method. Eye-tracking is especially useful in exploring how changes in the visual design of a questionnaire may improve respondents' attention when they read survey questions. This paper included two kinds of test: the change of overall layout and the change of question type. The layout of demographic section was redesigned from gird format to sequential format. And, for the item of children ever born alive, it was asked with open-ended question in the original version, but we proposed combination of closed-ended and open-ended type. The test was conducted in the usability lab equipped with a Tobii X-120 eye-tracking device and software. Respondents were recruited through a homepage and by word of mouth and paid about $30 to participate. Total 39 participants were selected and randomly assigned to a control and test group. There were 21 female and 18 male participants with an average age of 34. Most of them have finished university. In addition, average computer competence was 3.0 on a scale of 1 (lowest) to 5 (highest). We found out positive evidences that the revised sequential format was usable. It is concluded that the response pattern was consistent among participants, and the error rate was low. Also, the response time to the first item was short and the satisfaction score to the content was high. For the test of question type, response time was significantly decreased by reducing gaze time looking at the other item in the revised version. However, overall, the statistical power was insufficient as with most laboratory research. Thus, future rounds of testing are needed to undertake larger numbers of participants to validate of the result. Young Shil Park (Statistics Korea)

Mexican E-Politics

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Full abstract: The 2008 Obama presidential campaign made extensive use of the internet and social media (Cogburn & Espinoza-Vasquez, 2011; Gibson, 2010; Robertson et al., 2010). More recently, micro blogging services (e.g., Twitter) and social network sites (e.g., Facebook) are believed to have the potential to increase political participation (Stieglitz & Dang-Xuan, 2013). Politicians now incorporate some forms of online social media campaigning based on the idea it may shape the outcome of elections (Rheingold, 2008; Shah et al., 2007; Towner, 2012). Farrell (2011) argues that Internet may affect politics in three ways: disturbing the processes through which voters interact with those similar to themselves, affecting the transaction costs of collective action, and modifying preference revelation. In Mexico little attention has been given to the different sources of information, heuristic (Lupia & McCubbins, 1998; Popkin, 1991; Sniderman et al., 1991), that different generations used to inform of the political issues that shape their opinions, attitudes, perceptions and that influence the nature of political behaviour and vote choice. This investigation suggests that depending on the source of information -- whether traditional media or social media -- citizens with greater skills to process political information will evaluate the political parties differently; therefore, their decision to vote is influenced by the source of information. The new technological tools have an important effect on citizens' vote choice; these new tools have an opposite effect of what is presented with the traditional source of communication. To develop the analysis through the document, a latent variable related to citizens' cognitive mobility is constructed – understood as the skill to process political information -- (Inglehart, 1970; Dalton, 1984, 2000 and 2007; for the case of Mexico; Temkin, et al., 2008; Cisneros, 2012) from observed variables (subjective income, education and interest in politics). This document focuses of the effect that cognitive mobility has on political behaviour (to vote or not) and the influence that these variables have on the decision of which political party to vote for. This essay also investigates the influence that the traditional tools of communication (radio, television and newspapers) and new technological tools (social networks: Twitter, Facebook, YouTube) have on vote choice. Then, this document explores the implications of birth cohort for political participation and the impact these distinct forms of information (traditional or social media) have on each generation's political behaviour. This research uses the data published by Latinobarometro from 2000 to 2010. The cognitive mobility variables are generated using exploratory and confirmatory factor analysis, and then we will test the hypotheses using logit (bootstrapping and semi parametric regression models) and multilogit models. For the analysis of different generations multigroup logit models are used. EFA, CFA; logit; multinomial logit and multigroup logit were estimated using M-Plus version 7 and the bootstrapping and semi parametric models were estimated using R version 3.01.

Methodological challenges of Mexican public opinion. The case of the structural reforms of the president Enrique Peña Nieto

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Full abstract: When the society is more critical and better informed, it makes the interviewers face to new methodological challenges. These challenges must create tools that capture the flexible nature of public opinion, and that with the expansive use of new technologies, improve the catchment of the multidimensionality of such opinions. Mexican society is no stranger to this demand. The interviewer will face to define and modernize the methodologies for the best understanding of the changing public opinion in atypical social contexts. To this extent, define the sampling design, the forms of measurement and the catchment tool, become fundamental steps of the research process and subsequent decision making. To illustrate some of these various scenarios that the Mexican pollster guild faces,

this paper makes a study of public opinion on the recent structural reforms presented by the President Enrique Peña Nieto. When the Mexican candidate took the presidency, the expectations were huge. The President was not only recognized, but also he had an excellent review despite the wear caused by the campaign. However in the last year, Peña Nieto has received severe criticism on human rights and, in particular, with regard to structural reforms proposed in energy, education, financial and electoral, matters among others. Changes in public policy, which were suggested in such reforms, have promoted contrasting views in the population. This study discovered that skepticism is widespread feeling among Mexicans. This result is due to two possible scenarios that force the interviewer to define better methodological strategies for subsequent decision making in political communication. First, the lack of tax culture has multiple effects on public opinion. People do not know and/or do not understand which the reforms' goals are. It should be noted, however, that their widespread rejection decreases as the ultimate goals of such reforms is reported. It is the first point that the framing of the questions plays an essential role in the investigation. Second, social and geo -political context of the population defines the demoscopic work. When we are looking for information of public opinion on certain issues, it is necessary that the researcher knows the previously pre - conditions of the society under study. It is at this point that the type of measurement and data collection stars the basic role of decision making. Without doubt, political communication plays a central role in the formation of public opinion. To this extent, the decision makers' information has to be governed by statistical standards of reliability and robustness. Different socio- political scenarios will require that the investigator, not only predefines the scope of his study, but also builds tools according to information to be captured and the context in which it does. The methodology improvement process gives to the pollster guild an important role in the democratic life of the country.

Cross-national Survey Research: Technological Trends in Quality Monitoring

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Full abstract: This presentation will discuss evolving developments in data collection quality control and quality monitoring in cross-national survey research and the challenges and opportunities brought about by the diffusion of affordable technology to developing and transitional countries. Over the past several years, data collection technologies that have been widely used in the United States are increasingly being adapted and used in new contexts. This transfer of technology is facilitating new approaches to quality control in these contexts, including the collection of rich paradata, as well as other innovative applications. In addition to immediate access to the survey and process data (including call records), self-administered modes such as ACASI are being used in very diverse contexts, as are the use of digital recordings, global positioning systems (GPS), areal photography, digital photography and fingerprinting, among other examples. But with these innovations come new challenges. This presentation will trace these developments with examples from large scale surveys in China, Ghana, the Kingdom of Saudi Arabia and Nepal and will delineate some of the lessons learned from such implementations. Specifically, we will discuss: 1. Adapting quality control approaches to country contexts and traditions; 2. Revising or improving instrumentation and software across countries; 3. Building survey capacity and training approaches; 4. Adapting to country-specific equipment and systems; and 5. Handling administrative and logistical challenges.

Political Homophily and the Influence of Social Network Use on the Perception of Poll Results

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Full abstract: For several years now, researchers have been intensively debating the question of whether, or to what extent, the emergence of social networking might influence opinion formation patterns among the population. One plausible assumption in this context is the notion that people who make intensive use of social networks tend to find their own opinions confirmed on the Internet more frequently than people who inform themselves solely via the traditional mass media. By actively searching for information that confirms their own position and by looking for like-minded persons with whom they can converse online, intensive social networkers may be more susceptible to the phenomenon of "looking-glass perception" when it comes to how they perceive the climate of opinion. Since their own opinions are confirmed disproportionately often via their social networking

contacts, their perception of the climate of opinion becomes further and further removed from reality. In order to test this hypothesis, we need some way to measure "objective" reality, that is, the actual climate of opinion. One possible indicator for this „objective" reality are the results of representative surveys. Since opinion polls reflect the actual distribution of opinions among the population—by and large—it seems reasonable to assume that intensive social networkers ought to perceive polling results that are not in line with their own opinion as less believable than persons who rely on the traditional mass media as their main source of information. Beak Jeong and Rhee tested and confirmed this hypothesis within the framework of a study completed prior to the Korean parliamentary election of 2012. An attempt to replicate the investigation in conjunction with the German parliamentary election of 2013, however, was not successful. Although the German study did indicate that increased homophily does in fact increase the tendency towards looking-glass perception, it also found—contrary to our assumptions—that intensive use of social networks does not necessarily go hand in hand with increased homophily, or at least not in Germany. The proposed paper will present both studies and discuss the possible reasons for the conflicting results.

Gender Gap in Health Care: A Canada-US Comparison

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Full abstract: There is evidence that the gender gap in health care is much stronger in the US than in Canada. But this evidence is incomplete, based on an impressionist patchwork of results that are difficult to assess comparatively. This paper aims to fill this research gap by building a multivariate model to explain the differences in gender gap with respect to attitudes toward health care in Canada and in the US. The data come from a detailed survey recently administered to 7,000 Canadian and American respondents. The analysis will involve three dependent variables reflecting each the occurrence of a gender gap in distinct aspects of public perceptions of health care: respondent' satisfaction with their own health care system; their impressions of the health care system of the neighbouring country; their opinions regarding health care reform. We will focus on four types of control variables: socio-economic characteristics (income, education, region); ideological and political attitudes (partisan ID, left-right ideology, individualism); values and attitudes toward health care (respective role of the public and private sectors, health care as a national symbol), and current or past experience with the health care system and expectations about future performance.

How Research Responders Talk About us Behind our Backs

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Full abstract: As researchers, we have first-hand experience with the atrocities committed during the survey design process. We know which parts suck and which parts are great. We even like to think we know what our responders love and hate about the surveys we write. And naturally, since we've probably asked them a few times before, perhaps in a 5 question survey review, we do have some idea of what our responders are thinking. But we also know the difference between results obtained from 3 binary questions and those obtained from a 60 minute (gasp!) survey. It's the difference between dripping bits of hamburger on a cracked Styrofoam tray and Steak Tartare complete with whole eggs, onions, capers, anchovies and mustard. And of course, we know the differences in results obtained by asking someone their opinion and quietly observing their reactions. In this multi-mode project, we conducted a social listening study of hundreds of thousands of opinions from sites like Twitter, Facebook, Blogspot, as well as a confirmation survey with 1000 research participants. Our goal was to better understand the pains and delights that responders experience during the research process such that improvements to the survey process can take place in the right spots. Social media verbatims and survey responses were analyzed in cooperation to provide insight into the following areas: 1) Finding data: Given that the social media space is overwhelmed with fake surveys and spam, how do responders find legitimate companies? 2) Invitations: Can responders tell the difference between real and fake invitations and companies? 3) Research length: How long of a survey or focus group is too long and do responders really care? 4) Mobile devices: How do responders feel about participating in research on their mobile vs desktop? 5) Types: Do responders know about the different types of research? Are they interested in one more than the other, e.g., focus groups vs eyetracking vs communities? 6) Screening: Do responders know what screening is and why it happens? 7) Incentives: What types of incentives are preferred? How much is enough or not enough? 8) Topics: What topics do people like to participate in? 9) Overall quality: What do responders want from us? How

do they want us to treat them better? Audience members will learn • What causes a potential research participant to trust a company • The key stress points that research participants communicate to their friends and colleagues • The key delight points that research participants experience and share with others • How research participants want the research experience to be improved

The Role of Interpersonal Political Communication in the Process of Media Effects

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Full abstract: The groundbreaking People's Choice Study led to the conclusions that (1) interpersonal communication is used more intensively for political information than mass communication and (2) that its effects on voting decisions are stronger. In the meantime, mass media have replaced political conversation as citizens' most important political information source. However, the stronger persuasive power is still attributed to interpersonal communication. Though, interpersonal communication would only hinder persuasion effects of media coverage if interpersonal and mass communication usually diverged. Vice versa, it can be assumed, that interpersonal communication enforces persuasion effects of mass media, if interpersonal and mass communication were usually consonant. The following paper addresses this issue. The research question is if interpersonal communication enforces or hinders effects of media coverage on political opinions, attitudes and behavior. Based on the social psychological theory of shared reality a theoretical model of interactions between effects of interpersonal communication and effects of mass communication was developed and tested empirically. According to the theoretical model enforcing effects of interpersonal communication are due to a high accordance of used and referred media contents as well as to affirmative responses to media references by conversational partners. Hindering effects are due to a high dissonance of used and referred media contents or to dismissive responses to media references by others. To what extent media contents are modified within political conversations depends on their functions. If someone aims to brief a conversational partner on facts, for example, he or she will presumably modify the referred media contents less than someone who aims to convince a conversational partner of a certain view on an issue and therefore exploits only particular arguments of the media coverage. In turn, the functions of media contents depend on characteristics of media coverage, characteristics of the conversational partners, and of the group as a whole. The empirical study was a combination of a non-participant and hidden field observation of political talk and a following survey of the observed conversational partners. In summer 2012 137 groups consisting of 370 conversational partners were observed and interviewed face-to-face afterwards. Both substudies were quantitative and highly structured by a coding scheme, respectively a questionnaire. The study was conducted in public space, e.g. in cafes or trains, as well as in observers' families. The study supplies interesting information on people's political conversation behavior in their natural surroundings. Examples are the amount of political conversations and media references within them: About every tenth conversation is about politics and nearly all conversational partners refer to media coverage when talking about political issues. Another important finding is that in the age of the Internet, people still do refer to television news in the first place when they talk about politics. Concerning our main research question the study found that people mostly refer to mass media for briefing their fellows on facts. In contrast, persuasion attempts build an exception. Thus, indirect media effects by interpersonal communication are more likely than hindered media effects.

Public Opinion Formation Online: Which Factors Trigger Online Discussions? An Analysis Based on News Value Theory

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Full abstract: So this article is based not only in the meetings of NDE, but also in the authors' practice teaching experience. Higher education in Social Communication in Brazil dates back to 1940 with the first journalism courses. In contemporary times, it appears that the Media has an interdisciplinary profile holding some professions around the media services industry. Training professionals in Media is structured into three cognitive blocks: 1. Occupational concepts that mark the identity of the academic field grounded in mass communication and media systems in the structure of 2. The media processes that shape the production, dissemination and evaluation of cultural goods corresponding to each occupational segment (journalism , advertising and public relations), 3.Cultural contents that give meaning to the implicit messages in symbolic goods constructed and disseminated by the media service industries (MELO , 2003, p. 61) .

Chasing the Big Picture with the help of Big Data

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Full abstract: These three dimensions that make up the curriculum of the Social Communication courses emerges the need of media and public opinion theory and practical knowledge. Therefore, the starting point of this research under the NDE UNAMA is to recognize the German public opinion theory that has emerged in the field of media courses in the early 1980s in Brazil . Walter Benjamin, Theodor Adorno, Herbert Marcuse, Jürgen Habermas, Niklas Luhmann and Elisabeth Noelle-Neumann exercised key role in the field of communication studies and mass media, and the world, they promoted reflection and media concepts and aesthetics. The Frankfurt School is also required for the formation and understanding of the construction in communication field reading. Throughout these studies , most contributions came from German authors , citing only a few publications : Friedrich Kittler (1943-2011) - " The Story of the media " (2010), Siegfried Zielinski - " Archaeology of the Media" (2006), Sybille Krämer - Berechenbare Vernunft (1991) and Norbert Bolz - Theorie der neuen Medien (1990) .

The Special Case of Switzerland: Swiss Politicians on Twitter

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Full abstract: Theory Social media, and Twitter as the most prominent micro-blogging platform, has changed political communication and spurred the mediatization of politics (Thimm et al., 2012) with its new possibilities of politician-citizen interaction. Through being able to communicate with citizens directly without having to overcome the gatekeeping functions of traditional mass media, Twitter makes it possible for politicians to try and influence public opinion directly as well as to monitor public opinion more thoroughly (Conway et al., 2013). Most of the studies concerning Twitter in political communication deal with the use of Twitter during electoral campaigns in the US and Europe (e.g. Graham et al., 2013; Lassen & Brown, 2011). They show, however, that politicians mainly use Twitter as an unidirectional way of disseminating information and that online campaigning on Twitter is more done in larger population states and by promising candidates with adequate resources (Goldbeck et al., 2010). Switzerland is an interesting case for the analysis of Twitter in political communication as the party system is very fragmented and politicians have fewer resources because they are often not full-time politicians. Also, the different linguistic regions as well as the small size of the country raise the question as to whether Twitter is actually perceived by politicians as a way to potentially influence public opinion in Switzerland. Our study therefore analyzes to what extent Swiss politicians use Twitter and with whom they interact via Twitter. Method In a first step, all members of the Swiss Federal Assembly with a Twitter account (n=81) were identified. In a second step, all Tweets (n=40'026) ever written by these politicians until November 2013 were analyzed with social network analysis (Scott, 1992). The accounts of users that are mentioned in a reply message or are being followed by politicians were also identified. Results Especially young politicians show a high activity on Twitter. Furthermore, parties with low resources are overrepresented on Twitter compared to their actual size in the Federal Assembly. A third of all messages are replies to other users. In a friendship relation network, party clusters can be identified and liberal politicians are the most central (Betweeness Centrality) actors, connecting the left and right wing parties. Politicians on Twitter are most active during parliamentary sessions or ballots but not during their own electoral campaigns. The networks of communication amongst politicians clearly depict the linguistic regions of Switzerland. Politicians mostly follow journalists, official media channels, and local politicians. When analyzing the replies to other actors, politicians primarily communicate with local politicians, citizens, and journalists. Conclusion The results clearly mirror the specific factors of the Swiss political system with its militia system, multi-party parliament, and different linguistic regions. Young politicians with few resources are overrepresented on Twitter. Concerning the communication, Twitter seems to serve as platform to extend public opinion in Switzerland. On the one hand, politicians use Twitter as a professional channel to follow and directly communicate with journalists and other professional actors. On the other hand, politicians also use Twitter to directly communicate with citizens.

Communicative or Democratic Deficit? The Influence of Traditional and Digital Media Usage on Support for Democracy in the EU

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Full abstract: In trying to account for lagging support for the European Union, researchers have argued that the decline might in part be explained by a "democratic deficit": the structure of the EU institutions in general and, connected to this, the perceived weakness of the European Parliament in particular, which results in limited accountability and responsiveness, and manifest doubt about the EU's democratic system. This development has also been linked to declining turnout in elections for the European in Parliament, which may be a symptom of discontent and a crisis of legitimacy for the EU. Karp and associates (2003), though, contend that the EU's democratic deficit be more of a matter of perception than reality. Rather than suffering from de facto democratic shortcomings, the EU might actually be suffering from a "communication deficit" that might be grounded in a lack of knowledge about the workings of the EU and a perception bias of its actual performances and outcomes. Likewise, European citizens with higher knowledge about EU institutions typically show stronger support for their values and their actions. Following this idea, increased media communication as well as public debate could increase knowledge of the EU and its perceived legitimacy. In studying this communication deficit on public satisfaction with democracy, researchers mainly focused on structural explanations, such as confidence in institutions, economic benefits and political knowledge, but downplayed the possible influence of mass communication. A handful of recent studies have more directly explored whether declining support for democracy in the European Union is a result of a communication deficit. However, most of these studies focus on the traditional media, and many of them look at the nature of EU coverage rather than its effects on support for democracy in the Union. Furthermore, those studies examining effects of traditional media on European attitudes primarily look at general measures of media use despite results suggesting that general media use is a weaker predictor of political attitudes than ones that center on specific content such as using media for information on European political matters. Moreover, news consumers are increasingly moving away from traditional sources and exploring alternate online venues for information. In our study, which is based on the 2011 Eurobarometer data, we thus not only include traditional media measures (e.g. television, the press and radio), but also several online sources, including institutional and official websites (government websites), information websites (e.g. newspaper sites), online social networks, blogs, and video hosting websites. Designed as a partial replication of the Karp et al. (2003) study, we explore factors that explain support for democracy in the European Union and investigate how media use for political information about Europe hold the potential to influence democratic satisfaction.

How Can We Prevent Speeding in Web Surveys?

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Full abstract: Web surveys become more and more popular but they also have some drawbacks. Since it is a self-completed mode, it is difficult to make sure that respondents are reading carefully the questions, understanding their meaning, and making the efforts to come up with the best answer possible. In practice, we have observed that the speed of answers is usually very quick in web surveys, so quick in some cases that it is simply not possible that respondents took the time to answer correctly. This is problematic because it can affect the quality of the data. In this presentation, we want to discuss how to prevent speeding in web surveys. Several strategies can be thought of: 1) sensibilize the respondents to the importance of them completing the survey seriously 2) threaten them that if we detect that they are not answering seriously they will get some kind of punishment and 3) force them to slow down. We will discuss several ways of implementing these different strategies. For instance, the sensibilization can be done by using a specific introduction or by asking the respondents to sign a commitment statement. The treat can be that they won't receive the incentives associated with the given survey or that they won't be invited to participate in the next survey. The respondents can be forced to slow down by programming a minimum time that they have to spend on each page or by using a system in which the text appears only little by little on the webpage. After having presented several of these options in more details, we will present results from various experiments in line with the different strategies.

Participation in General Elections and Socio-Political Integration in Four Post-Socialist Countries

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Full abstract: The paper investigates mechanisms influencing political participation expressed by voting at the general national elections. In order to explore the role of broad socio-political integration in voting behavior, four explanatory mechanisms are considered at individual level: two indicators are developed representing political affiliations (institutional trust and political efficacy) and two indicators intend to reflect on social integration and social capital (interpersonal trust and social isolation). The research question is investigated in four formerly socialist countries with common historical and socio-political roots but still representing characteristically different cases for political behavior: Hungary, Poland, Slovenia and Slovakia. The analysis is carried out on the pooled file derived from the ESS data and taken from those rounds where these four countries have fielded the survey. Participation in the general elections, the dependent variable, is measured by 'voting in the last election' reported by the respondent. Since this is a 'yes/no' type of variable, logistic regression is the major analytical method in the paper and the probability of not voting is predicted. The explanatory indicators are prepared by using principal component analysis and involve political distrust (no trust in parliament, legal system, parties); having negative attitudes towards politics (uninterested, finding it too complicated); not trusting other people generally; and being socially excluded (low frequency of attending social activities, meetings other people). It is expected that the impact of political distrust and inefficacy on non-participation is mediated by social distrust and social isolation. Gender, age and level of education serve as control variables. Analysis is partly run on the individual country data, partly on a pooled file where interaction terms are added to test the variation of effect of the main predictors by demographics, countries and time (survey rounds). Data reveal that voter turnout is the lowest in Poland and the highest in Hungary. Political distrust and inefficacy have stronger impact on participation as compared to the other two explanatory measures. While both institutional distrust and political inefficiency increased the probability of abstention, the expected role of the other two explanatory mechanisms related to social integration in affecting voting at the general elections found only partial confirmation. The demographic features contribute markedly to the role of the explanatory mechanisms. Country differences are limited, though Hungary and Poland deviate quite a bit. Hungary stands out with a strong effect of political inefficacy and a moderate effect of institutional distrust, while interpersonal distrust has an independent impact on abstention only in Poland. Similarly, social isolation also has the strongest influence on not voting in Poland. Slovenia and Slovakia take a place in between Hungary and Poland in terms of the influence of socio-political mechanisms on voting. Temporal variation does not appear according to the data but this can be explained by the fact that ESS covers a relatively short period from 2002 onwards.

The 2014 European Parliamentary Election: Why did Mainstream Parties Ignore the Rise of Euro-skepticism?

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Full abstract: The European parliamentary election in 2014 promises to boost the electoral fortunes of Euro-skeptic parties to historically new levels. EU-opponents like UKIP in Great Britain, Geert Wilder's PVV in the Netherlands, and United Poland provide voters with a clear anti-EU choice. While many of these parties have existed for some time, they often lingered in obscurity. However, the worst economic crisis since the Great Depression, which began to unfold in Europe in 2008, may propel them to hitherto unknown electoral success in May 2014. This paper examines the reasons for their (likely) success, paying particular attention to the question of why Europe's mainstream parties have done so little to restrict the electoral appeal of Euro-skeptic parties. There are plenty of reasons why major parties on the center-left and center-right should be concerned about the electoral prospect of EU-skeptic parties. Most importantly, students of public opinion document a precipitous decline in support for the EU as the economic crisis prompts citizens to distrust the way the EU handles the economic problems. Even more worrisome, publics actually withdraw their support for European integration as an ideal. While significant segments of publics in some countries like the UK have always been skeptical of European integration, especially regarding the transfer of national sovereignty to the EU, most publics supported the goal of further integration before the onset of the economic malaise. However, this is changing rapidly as publics in troubled economies in mostly South-Western Europe object to austerity programs designed by a Germany-led coalition; and by citizens in more affluent nations who become concerned that their countries may have to foot the bill for financial bailout packages. How do mainstream political parties at the center-left and center-right respond to these developments? On one hand, they clearly have incentives to address voters' concerns. For example, during the 2013 Federal election campaign in Germany, the majority of voters indicated that European integration is a top problem. One would expect, therefore, that parties take note and respond to the decline in integration support. On the other hand, initial analyses suggest that German parties did little to assuage the growing anti-EU sentiments as they remained staunchly in favor of integration. We note a similar policy stability

in other countries like the Netherlands where the mainstream left and right face challenges from the extreme right (PVV) and the socialist left (SP). Why do mainstream parties appear to respond so sluggishly to this challenge? And what are the consequences of this lack of responsiveness for the representation of citizens' preferences on European integration? This paper will examine these issues in the context of the 2014 European parliamentary election.

What's the Impact of Coverage Error in CATI Surveys? The Italian Case

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Full abstract: In some European countries, including Italy, survey organizations use the Directory of Landline Phone Numbers as sampling frame to survey the general population (Häder and al. 2012). The use of this sampling frame is problematic when (i) it excludes a relevant component of the target population and (ii) the variable(s) of interest is distributed differently between respondents who are excluded from or included in the sampling frame. In Italy, with the only exceptions of Callegaro's work (2004 and 2008), there is very little interest in this topic. Little is known, for example, on the extent to which coverage error occurs and its impact on survey estimates, although in 2011 only 50% of households are included in the sampling frame (e. g., the directory of landline phone numbers). We believe a clear understanding of the nature of coverage error is urgently needed (households may be excluded from the sampling frame for different reasons) to develop appropriate strategies to tackle the coverage problem. The overall aim of the paper is to evaluate the impact of coverage error on the accuracy of the survey estimates and, should evidence for bias arise, to discuss possible strategies to correct for it. We first describe changes over time in the pattern of coverage error by focusing on three groups of Italian households (household included in the sampling frame, households excluded from the sampling frame because they do not have a telephone and households excluded from the sampling frame because their telephone number is unlisted). We then explore whether there are any differences in these groups in their socio-economic characteristics, including indicators of general trust and, for a selection of survey items, investigate the impact of coverage error on bias. We use the 2007-2012 Multiscopo survey ("Aspetti della vita quotidiana") run by the Italian Statistical Institute and perform bivariate and multivariate models (binomial and multinomial regressions). Preliminary analysis has shown that (i) coverage error is increasing over time, (ii) respondents excluded from the sampling frame are different from those who are included, (iii) coverage bias arise on most of the survey item considered.

Compelling Associations for Addressing Drug Abuse and 'War on Drugs' in the U.S.: Public Opinion and Agenda-Setting Effects

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Full abstract: Drawing upon two theoretical concepts regarding agenda-setting theory□compelling arguments and the Network Agenda-Setting Model (NAS) □, we propose a new concept, compelling association, which hypothesizes that the association of different attributes affects the public salience of the object that possesses those attributes. The concept compelling argument links the two levels of agenda-setting theory and suggests that, by emphasizing an attribute of an object, news media can raise the salience of the object itself in the public's mind. The NAS model □the third level of agenda-setting theory□ proposes that the salience of the network relationship among different objects or attributes can be transferred from the media to the public agenda. Combining these two concepts, our study of compelling association examines how the centrality of an attribute □how 'connected' the attribute is□ in the media agenda influences the public salience of the object. Based on the content analysis of news stories about drug abuse in The New York Times and public opinion measured by Gallup polls, our study suggests that degree centrality serves as another measurement, in addition to frequency, to understand why some attributes become compelling and others don't. Results showed that the more central a drugs-related attribute was located on the media map □ i.e., the more connections the attribute had with other attributes□ the more people considered drugs as the most important issue facing the country. We therefore argue that it was not only the number of times an attribute was mentioned in the stories but also the associations among attributes that helped increase the public salience of the issue. The second part of our study explores particular pairs of attributes emphasized in the news stories. Our concept of compelling associations suggests that certain pairs of attributes can help set the public agenda of the issue more

efficiently. In addition, we argue that whether the association between two attributes is explicit or implicit makes a difference in the public's perceived importance of the issue. We found that some pairs became compelling only when they were explicitly associated, i.e. people gave more attention to a certain issue when some of its attributes were explicitly connected. These findings suggest that people use media structures to focus their attention on certain issues, and the effect of these structures is stronger when they are explicitly associated in the news stories. This study aims to understand how the public agenda is set by linking the three levels of the agenda-setting theory, and by so, we believe the study has made at least two theoretical contributions: first, the "degree centrality" as an alternative measurement to determine compelling arguments, and second, the compelling association concept to understand how media frames can affect the public salience of an issue.

Crisis Communication Research in Middle East & North Africa (MENA): Normalizing Crisis in Coercive Settings

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Full abstract: Abstract The waves of popular protest sweeping contemporary Middle East & North Africa (MENA) since 2011 are inadequately explained by public discontent of their economic hardship, political oppression and social inequalities. Attention to the gendered dynamics of poverty, income gaps, unemployment and illiteracy as well as the gender relations, yields a revised understanding of protests and movements. MENA has fallen into disarray with continuous negative human development indications that range from being the lowest personal income in the world, declining productivity, poor scientific c research, decreasing school enrolment, and high illiteracy, and with lagging health conditions behind comparable nations (Bayat, 2008). The unfortunate state of social development in the region is coupled with poor political governance. Authoritarian regimes ranging from Iran, Syria, Egypt, Jordan, Tunisia and Morocco continue frustrate any demands for democracy and the rule of law, while (religious) opposition movements prompt that espouse equally undemocratic, exclusive, and often violent measures that destabilized ramifications of this seeming social and political stagnation, which tamed the region with an intense "era of crises" (Lerbinger 1997). Though there is an increasingly fragmented public spheres in MENA, minimal attention given to explaining the chauvinism & hostility, as well as drastic changes in the communication model from subservient and deferential one into a confrontational one (Bennett, 2003). To serve that goal, the research draws on original quantitative and qualitative research, as well as broader national & regional-levels data and literature on crisis communication in MENA.

Narrating Climate Change Crisis: Social Imaginaries & Harsh Realities in Africa

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Full abstract: Climate change is an urgent global and local crisis with no doubt and the response to it must immediate and collective to be inspiring unity, ingenuity, and a willingness to sacrifice, especially when it comes to vulnerable regions like Africa (Saleh, 2012). It is thus not surprisingly to refer that the "dangerous climate change" has entered the lexicon of environmental science and policy as the ultimate objective of global climate management (Hulme, 2004). This research is about narrating political climate change in Africa with an attempt to explain the social imaginary of the eco-crisis and the means to handle it. This research argues that one of the reasons for the poor performance of African journalism is the difficult conditions under which African journalists' work, which has affected their reporting. Underpaid, poorly trained and working under both political and commercial pressures, many African journalists suffer from the devaluing of their profession, which has left them vulnerable and isolated. This is particularly relevant within its complex nature of the eco crisis and its fire ball impacts more severely felt by poor people and poor countries, which are more vulnerable because of their high dependence on natural resources, and their limited capacity to cope with climate variability and extremes. This research aims to explore the structural and functional challenges to narrating climate change in Africa, in particular in this historical juncture. It is also pertinent to consider the influence of social theoretical ideas about ecological citizenship on how the political narrative of climate change symbols and the staging of interdependency crises can sustain regional awareness and public responses, by examining a sample of African press at this critical moment.

Mode Effects in Measures of Subjective Well-Being – Implications for Cross-Survey Comparisons

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Full abstract: The past decade has seen a growing interest in alternatives to traditional measures of economic prosperity and societal progress. Of these, indicators of subjective well-being (SWB) as markers of the quality of life in different parts of the world have proved particularly popular. Increasing demand for data that permit meaningful cross-national comparisons has led to the inclusion of such measures in a number of large-scale comparative studies, including, most recently, the European Commission's Statistics on Income and Living Conditions (SILC). These developments have given rise to extensive debate surrounding the methodology of SWB measurement, focused primarily on which dimensions of the construct should be prioritized, and the optimal design of questionnaire items. By comparison, comparatively little attention has been paid to the question of how non-sampling errors in surveys (notably, nonresponse and measurement error) affect the quality of SWB estimates (and cross-national comparisons based on them), and how non-sampling errors in turn, may be influenced by features of the survey design. A crucial element of survey design is the mode of data collection, which is known to affect both response propensity, and the answers respondents give to questions, making it difficult to compare estimates across surveys conducted in different modes. In this paper, we use data from a mode comparison experiment embedded within a survey on wellbeing in Switzerland, to investigate the extent to which estimates are affected by mode-specific nonresponse and measurement error (specifically, social desirability bias). We compare estimates by mode of data collection (while controlling for selection biases using socio-demographic data available from the sampling frame), and by level and type of fieldwork effort used to follow-up nonrespondents to draw conclusions about the extent to which the results of the survey are affected by confounded mode effects. We discuss the implications of our findings for research and policy-making that are reliant on surveys measuring SWB, in particular those that use a mix of modes, either within or between participating countries.

Weighting Dual-Frame Telephone Surveys in Case of Nonresponse

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Full abstract: Recent developments in Germany show a declining number of households that can be contacted via landline, while the number of households that rely solely on mobile connections increases steadily. Thus, a survey that draws its sample only from a landline frame will tend to produce biased results, caused by undercoverage. Furthermore, it can be assumed that the socio-demographic characteristics of mobile-only households differ from those of households that can be sampled via landline. Using dual frame samples drawn from both the landline and the mobile frame might be an appropriate solution to deal with the issue of insufficient frame-coverage for nationwide surveys. To study the benefits of these dual frame telephone surveys, GESIS, the Leibniz Institute for Social Sciences, and the Dresden University of Technology conducted two nationwide surveys, CELLA 1 (Cell-Phone and Landline) and CELLA 2, in 2007/2008 and in 2010/2011. The latter survey realised 1500 landline and 1507 mobile interviews. One of the challenges that had to be addressed was the problem of unequal inclusion probabilities of individuals that were sampled in either frame. Furthermore, it is not clear if the usage of multiple frames eliminates the nonresponse bias, whose causes may be independent from the frame that is applied. For example, one problem that is routinely encountered when conducting surveys like these is the finding that more educated persons are more likely to respond to a survey. Based on these assumptions, we introduced a design weighting based on Horvitz-Thompson-estimation and used GREG-estimation to adjust for nonresponse. This weighting approach is now commonly employed for dual frame surveys in Germany. However, frame-independent factors do not cover all the causes of nonresponse in dual frame surveys. The results of CELLA 2 show different response rates for both samples. This may suggest that, apart from socio-demographic factors, there still exist other factors that cause nonresponse and are dependent on the frame that is applied. Based on these considerations, this paper aims to introduce a weighting approach that takes device-specific factors into account and remains compatible with the findings of the CELLA Studies.

What's the Ideal Body Shape? Results from 14 ISSP Countries

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Full abstract: Using data from the 2007 Sports and Leisure Module of the International Social Survey Programme (ISSP), the paper compares opinions in 14 countries on what are the ideal body shapes of a man and a woman. In particular, the paper will look at the gender differences on perceived ideal body shapes. Previous studies show that while women tend to achieve a thin-ideal body shape, men strive to achieve that "six pack" muscular figure. Conversely, men's ideal of a woman's body would be thinner than what women would prefer, while women would prefer a less muscular body shape than what the men would prefer. In addition, the paper will also examine possible cultural differences on perceived ideal body shapes. The 14 countries will be clustered according to their geographical locations, and the paper will compare and contrast perceived ideal body shapes among the countries. There are six European countries: Austria, Bulgaria, France, Hungary, Ireland, and Slovak Republic. Three countries are from Central/Southern America: Dominican Republic, Mexico and Uruguay. Three countries are from Asia-Pacific region: New Zealand, Philippines and South Korea.

Immigration Issue Salience in the European Parliament Elections

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Full abstract: After having reviewed the relevant literature, I endeavor to introduce a unified theory of issue voting. Within this theory I attempt to include at an initial stage issue salience, as it plays a vital role in issue voting. This paper will focus on finding to which extend the importance of immigration as an issue can influence and explain vote choice. It is an attempt to evaluate the importance of the immigration issue as a whole on choosing for a party in the European Parliament elections. Being aware of the measurement issues arising for issue salience, I am going to use the European Election Study for the 2009 European Parliament (EP) elections. This dataset includes all the required variables to apply my model. My expectations are to find evidence of the link between immigration issue salience and vote choice in the EP elections of 2009, which would instigate a further research into former EP elections and a comparison among them. In order to analyze the data and produce comprehensible results, I am using Multilevel Modeling. Multilevel Modeling is the mainstream approach to models including more than one levels and has been used by many scholars to study EP elections. By attending the conference, I hope to get more suggestions on other possible approaches of my research. My main interest focuses on the issue of immigration and the way it affects voting behaviour across Europe. Although, immigration to Europe is not a new phenomenon it remains a salient issue across the European Union (Geddes 2000, p.1). Despite that fact, no effort has been made to find the extent to which the immigration issue can account for vote choice in the EP elections. Through my paper I will try to draw attention to the issue of immigration and the way it affects individual level behaviour in the context of EP Elections.

Media, Democracy and Self-Censorship

Scherman, Andrés (andres.scherman@udp.cl), Nicolle Etchegaray

Full abstract: Creating moments for political deliberation is critical for democratic systems. Collective deliberation promotes citizen participation and allows citizens to be part of public decisions, particularly when people are not satisfied with simply delegating sovereignty to their representatives (Delli Carpini et al., 2004). To foster political deliberation, it is necessary a free public debate that goes beyond safeguards against official censorship and coercion. Moreover, individuals must be able to express their opinions with no fear and self-censorship. During the 1980s and 1990s several Latin American countries ended dictatorial governments (Argentina, Brazil, Uruguay, Paraguay and Chile) and began reconstructing democracy. In the case of Chile, the end of the dictatorship in 1990 allowed the reconstitution of public debate after 17 years of censorship and other forms of coercion. Two decades after the return to democracy, obstacles still exist in this area, but is remarkable the presence of different levels of self-censorship among various sectors of the population. This research seeks to establish the main factors associated with self-censorship, understood as refuse to provide the own opinion in front of an audience perceived like not agree with that opinion (Hayes and Shanahan, 2005). The research focuses its analysis on how processes of socialization and media coverage can affect levels of self-censorship. This study uses a probabilistic face-to-face survey conducted in 2011 with a sample of 1,737 participants in the three largest cities of Chile. Research shows that schooling has an impact in self censorship. Individuals who attended schools with authoritarian practices were

more likely to self censor and less likely to express dissenting opinions. By contrast, socialization inside the family was shown to not have a significant impact. With respect to the effect of media on self-censorship, the analysis revealed that there is a correlation between self censorship and the consumption of news in open TV. Although this finding merit further analysis, our preliminary hypothesis is that increased access to information generates awareness about the range of public opinions on a specific topic. In turn, this awareness may inhibit expressing opinions that may be in contradiction with diverging views. Age is also a factor in self censorship. Younger people experience less self censorship. This is because the individuals that grew up in a democratic country, after 1990, are less constrained to express their opinions and argue. A result we consider important to highlight because is no evidence that age is a factor in self-censorship in other studies in Latin America (e.g. Rojas, 2006, in Colombia). Finally, self censorship is more prevalent among lower socio economic classes and is lower in people with high interest in politics.

Surveys Conducted on Mobile Devices: What's New and What Has Not Changed?

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Full abstract: The widespread availability and rapid adoption of mobile devices (primarily smartphones and tablets) has broadened both the opportunities and the challenges for collecting opinion, attitude and behavioral information. It has also changed the ways in which people acquire information and behave. From a measurement perspective, the mobile world is a messy one, with differential coverage and usage across populations and various platforms. Our current state of knowledge about the dynamics of mobile surveys is less advanced than is needed for a complete theory of mobile data collection. Additionally, the fact that mobile adoption rates and the mobile experience are changing so quickly makes it challenging to know how a finding from three years ago would apply today, even in the very same population, much less a different population. In the face of these challenges, extensive development and testing of mobile surveys have been underway for the past several years. Much of this initial work has focused on determining whether and how classic mode effects, question response option effects, and nonresponse effects observed in other modes replicate on mobile devices with smaller screen size, different information displays, and different respondent navigation and response behaviors. From this growing body of knowledge, researchers are able to identify some findings that appear stable and those which require further or continued investigation. This presentation, which draws upon the work of the AAPOR Task Force on Emerging Technologies and Public Opinion Research, discusses what is currently know about the conduct of surveys on mobile devices, the unique challenges this mode presents, and the areas that appear most fruitful for future research.

Do Respondents Use a Virtual Midpoint if there is No True Midpoint? Effects of Left-right Scale Design in a Cross-national Perspective

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Full abstract: Left-right self-placement on a uni-dimensional scale is one of the standard questions in many social and political surveys to measure respondents' ideological orientation in a minimalist way. Although the left-right scale is a standard question, the design of the scale is not standardized across surveys. One aspect of scale design is the offer of a midpoint. This paper is about design effects on central left-right scale placement in a cross-national context. How do respondents answer if there is no true midpoint? Do respondents who want to express a political meaningful middle position, in the case of a 10-point scale, use scale middle categories as a substitute for a true midpoint? Offering a midpoint is much debated among political and survey researchers and quite often, a midpoint serves as a hidden "don't know" or a missing attitude. Does non-response increase when non-attitudes cannot be expressed by choosing the neutral midpoint to hide non-response? If middle categories in the 10-point scale work as substitute for a true midpoint in the 11-point scale, non-response will not differ. Methodological research using a German SOEP experiment found that the 10-point and the 11-point scale are similar in non-response and perform well with regard to reliability but that the 11-point scale seems to work better than the 10-point scale in terms of substantive analyses. Are these German findings robust across countries? We tested the effects in a split-half experiment where either a 10-point scale or an 11-point scale was asked in an experimental online survey fielded in Canada, Denmark, Germany, Hungary, Spain, and the U.S. Preliminary results seem to confirm the idea that respondents who are

in favor of choosing a scale middle find a virtual center in the 10-point left-right scale and non-response does not show significant differences between 10-point and 11-point scale.

Lost in Translation? Exploring the Comprehension–Validity Tradeoff in Public Opinion Polling

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Full abstract: A fundamental task faced by survey researchers is to field survey questions that are as clear and unambiguous as possible in order to promote shared understanding between researcher and respondent. This talk considers the possibility that in modern public opinion polling, the pursuit of question comprehensibility often involves a tradeoff with the equally important pursuit of question validity more often than is widely acknowledged. After highlighting how a number of modern political issues are commonly referred to by alternative terms in public discourse (e.g., "Obamacare" vs. "Affordable Care Act"; "Global Warming" vs. "Climate Change"), it is suggested that survey researchers are likely to incorporate the more colloquial term into survey questions in order to enhance comprehension among the public ("Obamacare"), while simultaneously utilizing the more formal term in professional correspondences such as academic journals and press releases ("Affordable Care Act"). Though seemingly innocuous, potential consequences of the tendency to utilize divergent terminology when interfacing with different audiences are examined in light of recent evidence from split-ballot survey experiments suggesting that these subtle wording differences can significantly shape audiences' self-reported beliefs and opinions regarding these highly politicized topics. Thus, it is suggested that many opinion surveys—upon closer inspection—may not measure the attitudes they purport to, an understandable consequence of the quest for clarity in communication that nevertheless raises important challenges regarding question validity for the field to consider. Implications for framing theory, as well as more practical considerations for survey design and the public dissemination of survey data, will be discussed.

Political Polarization in Chilean Public Opinion

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Full abstract: The recent 2013 Chilean presidential election was characterized, during the campaign, as one with high levels of political polarization. According to political commentators, the polarization of presidential candidates' programs was in part due to an increased level of political polarization in public opinion. On the other hand, recent research on Political Science and Public Opinion has focused on the questions about how much polarization can be observed in the political process, particularly related to preferences expressed by voters in the United States (see, for example, Hetherington and Weiler 2009; McCarty, Poole and Rosenthal 2008; Abramovitz 2010). In this context, this paper attempts to describe and evaluates the level of polarization in Chilean public opinion. In particular, we focused on (i) the overall description of political polarization and how it has changed in the last 10 years; (ii) an analysis of which areas of public policies show higher levels of polarization and which ones are characterized by consensus; and (iii) what are the individual determinants of political polarization in Chile. To carry out this research we use public opinion surveys from 2005 to 2013, carried out by Universidad Diego Portales. These annual surveys are carried out face-to-face, to a sample of about 1,200 people, which is probabilistic and representative of the national urban population. These surveys are particularly apt for this paper since they include questions regarding a wide range of public policy issues.

Don't Believe Anything you Hear and Only Half of What you See: Media Images of Stereotypes of US Latinos

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Full abstract: Negative affect toward out-group members is facilitated through attachment to stereotypic beliefs about members of the group (though the causal mechanism remains a matter of disagreement). Moreover, those images are reinforced through popular discourse (Chavez 2001; Santa Ana 2010, 2013). While it is reasonable to expect that repeated exposure to negative messages regarding Latinos, and particularly immigrants, would be associated with holding those views, it is less clear what the causal direction would be. That is, do Fox News and talk radio cause anti-immigrant and anti-Latino affect, or do those holding such views ex ante choose to tune in? To answer this, we conducted an innovative on-line experi-

ment with 3000 non-Latino subjects separated into 10 groups of 300, including a control and a placebo group. The remaining eight groups were exposed to one written, audio, video news, or video entertainment message, each stimulus lasting approximately one minute. Four groups received positive messages and four negative, regarding Latinos or Hispanics in the US. All 3000 respondents then received an extensive battery of items measuring attitudes and beliefs about Latinos and affect towards them. The results show significant treatment effects in both directions, suggesting that media messaging and portrayals do have the potential to exacerbate and ameliorate stereotypic images of Latino Americans. However, there were differential impacts across media, suggesting that some platforms have greater or lesser effects on Americans' beliefs than others. We offer some thoughts as to what this might mean for the information environment and its overall effect on the long-term prospects of Hispanic Americans.

Bad Sample, Bad Conclusions: How American Exit Polls Misrepresent Minority Vote

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Full abstract: Exit polls for US elections have drawn considerable attention and controversy, particularly in the era of media pooling. A national consortium of broadcast networks and major news dailies contribute to a shared data collection effort, and while interpretations and predictions can vary across news outlets, the data on which they are based are identical. The National Exit Pool, however, displays a number of methodological quirks that make it particularly unsuited to claims about geographically maldistributed subpopulations. In a purely "probability proportionate to size" selection method for precincts, in expectation, these sub-populations are represented accurately. However, the clustered nature of the resulting samples means that the smaller the sub-population (and the more segregated from the majority population), the greater the confidence bands around the eventual estimates. But examination of the NEP data from the last four national elections suggests that the selection method deviates in important ways from PPS. Moreover, the over-reliance on English-language surveys among linguistic minority populations creates a conservative and upper socio-economic skew among resulting minority—particularly Latino—sub-populations. The result is often a significant misinterpretation of the resulting data with respect to the intentions, issue preferences, and vote choice of these populations. We demonstrate this effect in two ways. First, we compare NEP state-level and national samples with two comparison sets, the Current Population Survey's November supplement which is the official government estimate of electorate composition, and data from Latino Decisions' Election Eve polling with post-election validation. We show, in nearly all instances, that the exit poll method of precinct selection and interview language causes significant variation from known population characteristics, almost exclusively in one direction. Second, using Ecological Regression and Ecological Inference on precinct level voter data, we show that estimates drawn from Latino Decisions' Election Eve methodology are significantly and starkly more consistent with actual votes cast at the precinct level when compared with exit poll data. We conclude by considering how these repeated misses on minority preferences and views have disadvantaged those groups in the post-election policy-making arena.

Measuring Political Ideology in China: Public Opinion toward Economic Reform and Political Liberalization

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Full abstract: Political scientists and political psychologists have studied citizens' political belief systems in Western democracies for long, but scant scholarly attention has been paid to the topic in authoritarian regimes, China in particular. There are several possible explanations. First, it is sometimes assumed that due to political pressure, Chinese people will practice self-censorship and avoid expressing their true thoughts toward politics. Second, political belief is a muddy concept to deal with. Measurement scales based on left and right ideological difference and on issues related to abortion, gun control, and gay marriage frequently used in Western societies hardly apply to Chinese politics. Third, survey data collection on sensitive political topics in China could face a pile of barriers set up by government agencies. To take up the above-mentioned challenges, this study aims to explore people's political ideology in Mainland China. The data came from a nationwide representative sample survey conducted in 2010 following a multi-stage cluster sampling procedure. The dataset contains 37,279 complete interviews from 31 provinces. The response rates were at 62% and 69% for cities and rural areas respectively. We conceptualized political ideology in China with two dimensions: views

toward economic reform and views toward political liberalization. The Chinese economic reform started in 1978 has brought huge economic achievements as well as many social problems to China. Meanwhile, political reform lagged behind. The ideological status quo is at least challenged by two streams of thoughts. Some calls for political reform through grassroots participation in politics whereas others suggest rolling back the economic reform to cure social inequality. We argue attitude toward economic and political reforms is the key to measuring political belief system in China. At the operationalization level, six Likert scale statements were used to capture the two dimensions, including "economic reform requires further marketization," "planned economy is better than market economy," "the government should not interfere with the market," "political reform needs grassroots participation," "news media should guard against government's abuse of power," and "the government should have the power to censor speeches that could undermine social harmony." Overall, we ask three questions. First, what is the dimensional structure of people's political beliefs based on our measurement scales? Does people's view toward economic reform relate to their view toward political reform? Second, how do Chinese people look at economic and political reforms in China? In other words, what is the dominant public opinion concerning the future of the country? And finally, to what extent does political ideology vary across demographic groups and geographic areas? In particular, we focus our attention on three factors: age, socio-economic status, and rural-urban difference. We predict that younger generations, people with higher socio-economic status, and people from urban areas tend to adopt a more liberal view toward economic and political reform in China. Social and theoretical implication of our findings will be discussed.

Pro- and Anti-Americanism in Sub-Saharan Africa

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Full abstract: Do theories developed to explain widespread anti-Americanism in some regions generalize to countries where pro-Americanism is the norm? Anti-Americanism has intensified in most places in the world, yet sentiments remain relatively benign in sub-Saharan Africa. Drawing upon the 2007 Pew Global Attitudes Project data, we compare survey responses from 10 sub-Saharan African countries with 26 developing countries in other regions to determine why Africans are more pro-American than others. Specifically, we explore four potential factors drawn from the literature on anti-Americanism that may contribute to American favorability. First, we examine the role played by political sophistication, or familiarity with and knowledge about the political world. Second, we explore the role that personal contact with the U.S. plays in generating pro-American sentiment. Third, we test how support for policies of international engagement, including pro-market orientation and favorable opinions of international aid affect favorable opinions of the U.S.. Finally, we investigate how admiration of the domestic U.S. model affects sentiments. Given the reservoir of positive opinion toward the U.S. that we note in sub-Saharan Africa, we argue that are two potential explanations for the relative pro-Americanism found in the region. First, the four predictors of attitudes toward America discussed above may be differently related to pro-Americanism in Africa than they are in the rest of the developing world. Second, Africans may display more of these traits or hold these attitudes more strongly than individuals in other developing countries. We thus build a series of multilevel models to test these two potential explanations. The evidence indicates that personal contacts with individuals in the U.S., approval of U.S. foreign policies, and admiration for the American model all generate goodwill in Africa. Notably, these individual-level drivers of approval in Africa are quite similar to those in other parts of the developing world. We are left to conclude that Africans are relatively favorable toward the U.S. because more Africans than non-Africans possess characteristics that encourage pro-American sentiments. We conclude with a discussion of the potential implications for U.S. soft power in the region, noting that since 2007, Chinese involvement in Africa has increased dramatically. While we offer cautionary notes for the U.S., given that its image benefits from trade, foreign companies, and development assistance—all things which China has increased in recent years—we do find that drives of pro-American sentiment and pro-Chinese sentiment are distinct from one another. We also note that America is currently benefiting from its image as a beacon of freedom in Africa. All told, we argue that Africa, with its favorable opinions of freedom, free markets, aid, and trade offers a "fertile ground" for American influence. While factors driving pro-Americanism may be similar worldwide, the high levels of these factors displayed by sub-Saharan Africans suggests that U.S. may continue to experience a positive image in the region for many years to come.

Public Attitudes towards Gay Rights and Homosexuality in Comparative and Temporal Perspective

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Full abstract: Across most countries there has been increased acceptance of homosexuality and support for gay rights, but the trends are far from universal. While views on the morality and social acceptance of homosexuality have generally grown and people in most countries in Europe report more gay friends, evaluations of the extent of anti-gay discrimination in Europe are less positive and rather mixed. Support is highest in the countries of Northwest Europe (especially the Netherlands and Scandinavia) and more secular countries and lower in ex-Socialist countries, Moslem and Eastern Orthodox countries, and in developing countries with lower per capita income levels and lower scores on the human development index.

Quantitative Agent Based Model of an Internet Discussion Forum

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Full abstract: Modeling of opinion dynamics using concepts from physics and computer simulations has a long history. There are numerous models designed to cover various aspects of individual and group influences and opinion changing psychological mechanisms, such as the voter model, the social influence model, the Sznajd models and its variants and the whole class of bounded confidence models. These approaches have uncovered many interesting regularities in opinion dynamics of groups and social networks. Unfortunately most of these models are simplified to the extent that makes it difficult to treat them as more than rough, qualitative descriptions of real social environments. The natural next step in the development of opinion change simulations is, therefore, to build models that would remain simple enough in their assumptions and parameters to remain understandable, yet would have the capability to explain real-world situations. This work is an attempt in this direction. It is based on two foundations: - an agent based communication model, designed to reproduce the actual user behavior via a few intuitively understandable parameters (such as the probability of reading and writing a comment, probability of entering into a quarrel with another user, etc.); - a `microscopic' model of individual opinion dynamics based on a nonlinear interplay of information available and emotions. The two models are combined together, with the goal of reconstructing as closely as possible the data gathered in a real forum. This data contains a detailed analysis of the properties of an Internet political discussion forum, including the social network statistics and extensive classification of the user political sympathies, types of comments and emotions expressed. The agent based model reconstructs the statistical properties of the forum: the user connections, their activity measured by the number of comments, the number and the size distribution of quarrels between users, the size of the giant connected component of the network formed by the comments. At the same time the model reproduces reasonably well the `soft' aspects of the forum: the distribution of political views (opinions) of the users, the emotional tone of the posts and the inferred emotions of their authors. The studied forum has allowed to model the effects of the way the discussions are conducted and perceived by the users. During the observed period, there were two separate versions of the forum, differing in the user interface. In particular, the difference in the easiness of forming dialogues between pairs of users (one version of the GUI had a simple `reply to' button, the other had not) resulted in dramatic differences in the number of such exchanges and in the size of the giant connected component. Moreover, these differences were correlated with statistically significant changes in the emotional character of the comments. The model has reasonably well reproduced the distribution of comments supporting the Polish political parties as well as the implied intent with which forum comments were posted. It is, therefore, an effort into bringing the opinion dynamics models closer to quantitative descriptions of social environments.

Fieldwork Effort, Response Rate and the Distribution of Survey outcomes: A Multi-Level Meta-Analysis

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Full abstract: As fieldwork agencies devote ever greater resources to mitigate falling response rates in face-to-face interview surveys, the need to better understand the relationship between level of effort, response rate, and nonresponse bias grows ever more pressing. In this study we assess how response rates and outcome distributions change over the number of calls made to a household. Our approach is comprehensive rather than selective: we analyse change in the response distribution over repeated calls for over 500 survey variables, across four different major surveys in the UK. The four surveys cover different topic areas and have response rates which vary between 54% and 76%. Comparisons are made for both unweighted and post-stratified estimates. We code each question on a number of different attribute dimensions to produce a broad typology of question types and then analyse nonresponse bias (defined as the difference between the point estimate at call n and the final response distribution for the full sample) within a multi-level meta-analytic framework, where estimates of bias are nested within calls and within questions, and questions are nested within surveys. This approach enables us to model how estimated bias varies systematically as a function of call number (fieldwork effort), question type, and survey topic as well as interactions between these characteristics. In addition to contributing to our understanding of how fieldwork effort is related to nonresponse bias, our study also includes an assessment of the cost-effectiveness of additional fieldwork effort at different points in the fieldwork cycle.

Adjust Survey Response Distributions Using Multiple Imputation: A Simulation with External Validation

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Full abstract: One commonly acknowledged challenges in polls or surveys is item non-response, i.e., a significant proportion of respondents conceal their preferences about particular questions. This paper presents how multiple imputation (MI) techniques are applied to the reconstruction of vote choice distribution in telephone survey samples. Given previous studies about using this method in adjusting vote share information drawn from pre-election survey/poll data, this paper gives more attention to external validity of this method. Using a telephone survey dataset collected in Taiwan early 2013, the authors take two steps to study the utilities of this method. First, they randomly take out a proportion of values in a variable with few or no missing values to examine the assumption of missingness patterns. Then the follow up survey responses are compared against the "guesses" generated by MI. This paper reports and concludes the utility of applying MI to point-estimation adjustment.

The Three Levels of Public Opinion: The Role of Inter-group Differences in Opinion Formation and Change

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Full abstract: Current thinking about public opinion is very closely linked to mass surveys and opinion polls. There is another stream of thought that considers public opinion as a social process arising from inter-personal communication. In general, most models of the public opinion process highlight three levels: the individual, group and societal. Although individual attitudes are cognitive in origin, an individual's social context is also crucial for opinion formation and change. Group pressures, constraints and communications patterns are known to have a major influence on attitudes and opinions of members. Group structure can also filter the impact of society-level communication transmitted through the media. Therefore, inter-group differences should have an important impact on the dynamics of public opinion. In this paper, we examine how opinion is formed at the group level and how inter-group characteristics such as size, type, degree of cohesion, communication patterns, type of opinion leadership, education, age, standard of living change the public opinion process. Specifically, groups with different characteristics should vary systematically in their involvement in public opinion at the societal level. Differential involvement by groups will be observed at the level of the issue in terms of level of interest, discussion intensity and sophistication of attitudes. To model the process of opinion formation and change at the group level, we use data from two waves of a panel survey consisting of about 200 primary and secondary groups where the mean group size is 4 respondents. In each wave, the communication ties, frequency of discussion on specific issues and integration to the societal level were measured for each group. These data facilitate modelling inter-group differences and differential contributions to overall public opinion at the societal level.

The Gallup Experiments in the 2013 Gubernatorial Elections in New Jersey and Virginia

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Full abstract: Gallup encountered an estimation problem in the 2012 presidential election when its final estimate suggested Mitt Romney would win the election by a small margin. After Barack Obama won re-election easily, Gallup undertook a thor-

ough review of their polling procedures by consulting team. They identified four main explanations for the problems they experienced: 1) likely voter estimation, 2) regional controls on the phone sample, 3) measuring and weighting for race/ethnicity, and 4) the use of listed landline vs. RDD phone sample. These results were presented in the Gallup 2012 Presidential Election Polling Review, available on the Gallup web site, and changes in their field procedures. There was only a limited ability to review Likely Voter Modeling ex post facto or to consider alternative models. Furthermore, there was a need for a campaign context to evaluate such models, which made us think of collecting data in available statewide contests. As a result, we designed a variety of experiments to field in the 2013 gubernatorial elections in New Jersey and Virginia, linked to a graduate course in the Program in Survey Methods Program at Michigan. These experiments focused on several elements of survey design as well as instrumentation. Gallup collected these data for internal use and not for dissemination through the media. This paper will report on the main results of the likely voter modeling experiments.

Two Different Debates? Investigating the Relationship Between a Political Debate on TV and Simultaneous Comments on Twitter

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Full abstract: While watching political content on TV, more and more people simultaneously voice their opinion on Twitter. Their comments have shown to reflect the structure of the debate. As this provides interesting insights in public opinion, the proposed paper looks at the German elections in 2013 and addresses the question: Which aspects highlighted by the two German candidates for chancellor during the TV debate were taken over in the parallel #tvduell discussion on Twitter? Analyzing political discussions on Twitter, a number of studies which claimed to predict election outcomes have received heavy criticism: In an extensive review, Gayo-Avello (2013) concludes that most approaches perform unsatisfactory, but he sees potential and advises further development of Twitter-based predictions. With regard to TV-debates, drawing on the large body of literature on the concept of framing, one can expect that the candidates will try to strategically highlight some aspects of the issue. The central is: Do the Twitter users accept these frames and use them as well, or do they establish their own frames? To investigate this, we collected N=120.558 tweets with the hashtag #tvduell which were send during the debate on September 1, 2013. Transcripts of the TV debate were retrieved. Both datasets were preprocessed for stopword removal, stemming, and identification of parts of speech. Results indicate that there seems to be a clear relationship between words mentioned in the debate and words mentioned on Twitter. The frequency of the word used on TV increases the frequency on Twitter. However, the relationship is not linear. Mentioning a word only once does not help, and at one point, the effect wears of. We found the following equation to explain 12,2% of the variance: $\ln(1+count\_twitter) = .017 * (\ln(1+count\_tv)^{-2} - 73.215) + (3.357 * (\ln(\ln(1+count\_tv)) + 2146) - 2.999$. Candidates can make direct use of this to associate themselves with a topic: Words used by Merkel were more often used together with her name than with Steinbruecks and vice versa. However, a deeper inspection shows a cleavage between the top topics discussed on Twitter and the debates. Successful are: (a) everything that is funny and (b) faux pas and unfortunate choice of words. A prime example of the first category are jokes about Merkel's necklace, while the second categories consists of sarcastic tweets referring Merkel's use of the word "trust". We conclude that while candidates in a TV debate have the potential to strategically associate themselves with a topic in the Twitter debate, it is more important to watch out for faux pas and unintended funny incidents, as associations with negative aspects seems to be much more influential.

Issue Framing Effects in VAAs: A Field Experiment

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Full abstract: During electoral campaigns in many countries, Voting Advice Applications (VAAs) play an increasingly important role. There is a great and increasing demand for VAAs; they are consulted by millions of people across Europe and in other countries (Garzia & Marschall, 2012). Users of these web applications fill out their agreement to a list of policy statements; these answers are used to calculate the agreement between the user and political parties. The VAA then presents an overview of the user's individual match with each party; this is the so-called 'voting advice'. This approach of assisting citizens in making their vote choice assumes that users are not informed well enough about the policy positions of parties, but

that they do have an opinion on the important political issues (Anderson & Fossen, 2014). However, since the seminal work by Converse (1964), many studies found that significant numbers of people in fact do not have opinions towards political issues, or are not even aware of the issues at all. Particularly those who have less interest in or involvement with an issue are often prone to report non-attitudes (Saris & Sniderman, 2004; Somin, 2006). This might raise concerns about the extent to which the formulation of policy statements affects how users answer them. When people have to report opinions towards issues without actually having crystallized opinions towards them, they will make use of information shortcuts (general values, impressions, stereotypes). The heuristics available for these particular policy issues at that particular moment are limited to their own knowledge and the formulation of the statements. From public opinion literature, it is a well-known fact that the precise presentation and framing of a dilemma can strongly affect the opinions people express towards the issue (Tourangeau, Rips & Rasinski, 2000; Sniderman & Theriault, 2004). We will therefore study to what extent users of VAAs are affected by the framing of issues, and test our hypothesis that less sophisticated citizens are more likely to be affected, because they have less information readily available and therefore have to rely more on the information provided (Zaller, 1992). Up to now, nothing is known about potential biases these effect introduce in VAAs. During the election campaign for municipality elections in a large Dutch city, we study the effects of issue framing in a field experiment using an actual and well-known VAA. The policy statements VAA users have to indicate their opinions to, are presented along with a heading explaining the policy theme. In different versions of the statement list, we provide different headings, so that a user either sees a 'left-wing' heading (e.g., "social policy", "nature & environment") or a 'right-wing' heading (e.g., "mobility", "finance"). By randomly assigning users to either of the versions, we can test the effect of framing statements. The findings have important implications as voting advices are calculated based on users' answers to these statements, and the advices by VAAs are demonstrated to have effects on vote choice (e.g., Wall, Krouwel & Vitiello, 2012).

Designing a Sampling Frame for the Multilevel Analysis of Children's Well-Being in a Resource Limited Environment

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Full abstract: Almost 20 years after the end of Apartheid, the well-being of South African children is still in a precarious state. Despite being a "middle-income" country, 26.3% of South African households (which contain 60% of the nation's children) report incomes under $2226 USD per annum. Additionally, by the end of 2011, South Africa had more adults and children (5.6 million) living with HIV/AIDS than any other country in the world. Recent estimates suggest that 21% of all children 2-18 years of age have lost one or both parents and that 49% of all orphans are estimated to have lost parents due to AIDS-related mortality. There is strong evidence to suggest that under such challenging environmental conditions, child development suffers. In his ecological systems theory, the developmental psychologist, Bronfenbrenner, highlighted the interaction between an individual and their environmental systems in human development. Families, neighbourhoods, communities, and society at large are all examples of ecosystems which dynamically influence (and are influenced by) the individual. Within this paradigm, research design and analysis therefore, needs to take into account the multiple environmental contexts at play, in order to capture the influence of environment on human development. This paper presents the novel methodology designed to ensure variations at household, near-neighbour and community level were captured in a study of children's well-being in a rural district of South Africa. Desk review, community ethnography, transect walks, school principal interviews, transport route and GIS mapping were among the techniques used to construct a rigours and robust sampling frame. The methodology was assessed using interclass correlations and produced significant variation at the community level, for example, approximately 11% of the variation in child injury and illness is attributable to differences in community, (⍴ = .105), while no additional variation is explained at the near-neighbour level. We concluded that by combining a wide array of tools and methodological approaches, it was possible to construct a sampling frame which captured the rich diversity of contextual influences within the target population.

Sufragio Efectivo, Sin Reelecci□n? Public Support for Legislative Reelection in an Emerging Democracy

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Full abstract: This paper delves into the foundations of public support for consecutive terms legislative reelection in Mexico. Using multi-level analyses, we shed light onto both contextual and individual level factors that explain variations in support for this key democratic institution, which has been absent in Mexican politics since the early 1930s. Recently, however, the Mexican Congress reversed this constitutional prohibition on legislators to run for office in consecutive terms. Consecutive reelection is a key democratic institution designed to enable legislators' accountability and responsiveness to their constituents. The absence of this crucial mechanism in a fragile regime cast a shadow of pessimism upon the prospects of democratic consolidation in Mexico. Furthermore, a sizeable portion of the Mexican public remains strongly opposed to the concept of reelection. Given that in most democracies consecutive reelection is not only in place but also is taken for granted, we know very little about which factors account for variance in individual preferences about legislative reelection. Mexico's institutional arrangement offers a unique opportunity to tackle on this interesting question. The Mexican public's preferences on the issue of reelection remain virtually unexplored in scholarly work. This project aims to fill in this gap. This study also provides important insights regarding the extent to which public support for new democratic regimes is a necessary condition for consolidation.

Are Current Measures of Attitudes Toward Gender Rolls Still Adequately? Social Structural Developments and Their Influence on These Measures

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Full abstract: Many gender role items used in national and international omnibus surveys (e.g. General Social Survey, World Value Survey or European Social Survey) were developed in the 1970ies. With these items respondents evaluate for instance the division of labor between men and women and the consequences of employment for family or children. Since the 1970ies, many changes in social structure took place that have an effect on how we should measure attitudes toward gender roles. Among these developments are increased female labor force participation, an increase in women's educational level, and an increasingly postponed or even cancelled family formation. Such developments affect the interpretation of items. Applying a meta-analysis of the items, I will study how the developments are taken into consideration in omnibus surveys. Firstly, my analysis shows that the role of men is disregarded in surveys. That is, we learn little about attitudes toward men as fathers or partners from the surveys. However, to assess attitudes toward the role of women, more information about attitudes toward the role of men is necessary. Secondly, the present gender role items give us an insight in how people view the traditional division of labor with male breadwinners and housewives and caring mothers. However, these items disregard attitudes toward more egalitarian models of division of labor in the family. Information about how respondents evaluate a more egalitarian and meanwhile more widespread model with the man working full-time and the woman working part-time are missing. Finally, almost all items leave a lot space for interpretation by not specifically defining relevant aspects like the age of children under which respondents evaluate female employment or the male bread winner model. Using data conducted in pretests for the German General Social Survey in 2011, I show preliminary results for attitudes toward the role of men and the egalitarian division of labor. My results show further that defining different circumstances like the age of children or the number of working hours influences attitudes of respondents. In addition, if we compare items that refer to comparable roles of men and women we find that respondents evaluate these comparable roles for men and women differently.

Use Response Latency to Detect Survey Satisficing: An Analysis of Straight-Lining Response

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Full abstract: Evaluating measurement error to ensure response quality has been a continuing concern of survey researchers. The extent of measurement error crucially depends on the accuracy of the response people give on each survey item. Krosnick's "satisficing" theory indicates satisficing may lead respondents to employ a variety of response strategies in order to conserve time and energy to simply provide a satisfactory response. One phenomenon of satisficing is known as straight-lining, when respondents strategically select the identical response options for a set of items using the same scale so as to complete the survey more quickly. However, the variability of response behaviors makes it difficult for researchers to know whether the respondent straight-lining is due to satisficing or optimizing, that is, when respondents thoughtfully consider and still respond with a set of identical responses. Using response latency – the amount of time taken to provide a survey response—with the web component paradata from the Gallup Panel (n=11,813), we examine the plausibility of these satisficing views regarding the straight-line responses. Specifically we focus on two questions: (1) Do respondents who straight-line spend similar amounts of time as those who give inconsistent responses, and (2) Do respondents who straight-line speed up in the grid questions in the later part of the survey? To maintain consistency in question complexity, we include grid questions that appear on the same screen and also have consistent question formats. Preliminary analysis suggests a complex pattern of satisficing and optimizing among respondents as they respond to grid questions with the same response for the entire set of items. Interestingly, at the beginning of the survey, respondents who straight-lined (7%) indicate nonsignificant difference in response time compared with respondents who did not straight-line. As the survey progresses, however, respondents providing straight-line responses increases to 16%, and they spend significantly less time responding. This indicates that respondents' tendency to employ satisficing strategy through the use of "straight-line" responses increases at the later part of the survey.

Discussion with Public or Opinion Leaders: The Impact of Opinion Leader and Public Endorsement on Selective Attention and Interactivity Behavior

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Full abstract: People retweet or comment on information in social media, and such circulation of information reaches message sender or wider public and contributes to the discussion process. Social media provides more choices and freedom to communicate with others. However, whether they actively approaching to wider public or contributing to conversation with active individual users are two different interactive behaviors. Furthermore, the selective interaction behavior is associated with stability of discussion process. Previous studies concern about individual's replying behavior, but little is done in discussion the driven-forces in determining the selective interactivity behavior. We propose two research questions: 1) is their selective interaction behavior among social media users and 2) how would their selective interaction behavior influenced by their perception of popularity and notability of information.   We examine into two interaction behaviors: selectively communicate with targets towards popularity or notability via broadcasting information, and interpersonal communication behavior by participating in discussion in individual thread. We conceptualize as two kinds of interactivity behavior: direct interactivity or indirect interactivity. Direct interactivity is defined as people communicate or discuss the information with one or more specific targets. On the other hand, indirect interactivity is defined as individuals' broadcasting information to public without the intention in communicating with other members in discussion network. Two driven-forces are proposed: popularity from public or significance from active opinion leaders. Bandwagon effect proposes that people tend to follow what is popular in media while the opinion leader are active hub in discussion network and very likely to be attractions to individuals' attention due to their network positions and significant individual styles (Himelboim, 2008). By contrast, popular opinions are vague of source yet widely known.   We carry out a survey to address research questions. First, direct interactivity is measured by people's intention in sparking conversation with opinion leaders and specific social media users, while indirect interactivity is measured by people's intention retweeting message without a particular users. Survey will be carried out to measure individuals' interactivity behavior intention. The sample size is 500 people in Mainland China who use social media. And survey contains scale to detect people's perception of active leaders in online social network considering their identity and network structure. Perception of popular information is measured by their responses to social endorsement indicator. Hierarchical linear modeling will be built to exam the model with two blocks: popularity and notability.   The study is part of first author's PhD dissertation and the entire study will shed some light on how does such selective interactivity behavior escalates or hampers quality of discussion within online social network.

Geographic Effects on Political Knowledge: A Multilevel Analysis of Chinese Media M\arket

Wang, Tianjiao (tj.w.009@gmail.com), Fei Shen, Ye Lu

Full abstract: News media use is believed to contribute to citizens' political learning. However, the amount of useful information audiences could get from the media is contingent upon features of media markets. Little scholarly attention has been paid to studying the role of macro media environment factors' influence on people's political knowledge. Focusing on features of market is especially important for places where geographical variation of media markets is prominent. In China, although news on air is in large quantity, it is censored severely in the process of news production and dissemination. So, from a multi-level perspective, the information environment in such an authoritarian country is supposed to lead to negative impacts on news supply and individuals' political knowledge. In addition, educational achievement is linked to individuals' political learning. People from a high-education-level city is believed to be more likely discussing politics deliberately; their reference groups in the "marketplace of ideas" are those with high levels of education, which would further motivate them in seeking and disseminating political information. We tested the aforementioned hypotheses using multi-level modeling. Influence of news supply and literacy at the provincial level were used to predict political learning at the individual level. We combined a nationwide survey data and annual statistics from National Bureau of Statistics of China. The survey data came from a nationwide representative sample survey conducted in 2010 following a multi-stage cluster sampling procedure. The dataset contains 37,279 complete interviews from 31 provinces. The results suggest that increased supply of mass media news on provincial market does not necessarily facilitate individual learning of political knowledge, and that large proportion of people with college education, in China, unexpectedly decreases the gain of political knowledge from mass media use. The limitations and implications are discussed.

Illusions of Knowledge. How the Media Make the Public Feel Capable to Participate in Politics

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Full abstract: In democratic societies the mass media are perceived as crucial for citizens' capability to participate in political decision-making. Ideally, the mass media should provide relevant facts regarding political issues and hence enable the public to forge informed opinions regarding these issues. However, research shows that recipients rarely acquire knowledge from the news. We argue that mass media may still 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). Political efficacy may be promoted by acquiring factual knowledge yet it can also result from the experience of successfully processing (i.e., understanding) information. Specifically, we assume that comprehensible news items regarding a political issue can convey a sense of competence. Simply put, they can make recipients believe that they understand the issue and that they are capable of judging it, without actually teaching them anything. H1,2,3: After reading a comprehensible news article about a political issue, recipients feel more secure regarding their own knowledge (H1: subjective knowledge) and capability to from an opinion regarding this issue (subjective capacity for political judgment; H2: directly; H3: indirectly through subjective knowledge). We expect these effects to be differential as a function of recipients' style of information processing. People who are more motivated to process information may be more affected by the comprehensibility of a news item. H4,5,6: The effect of the comprehensibility of a news item on subjective knowledge (H4) and subjective capacity for political judgment (H5: direct; H6: indirect) is moderated by recipients' Need for Cognition (NFC). Method We conducted an online experiment with 82 participants (50% female; 25.7 years on average). Half of them were presented a news article (less comprehensible) about the Eurozone crisis referring to several international organizations by their short forms (e.g., ECB) and naming financial instruments by their technical terms (e.g., T-Bills). The comprehensible version used the full names of the organizations and technical terms were replaced by short explanations. Neither version transported more or less factual information as was confirmed by a short test at the end of the questionnaire. After the article was presented we established our participants' subjective knowledge (α=0.86) and capacity for political judgment (α=0.89) regarding the Eurozone crisis. Results The comprehensibility of our news item did not uniformly influence subjective knowledge or capacity for political judgment. Rather, NFC significantly moderated the impact of comprehensibility on both outcomes (moderated direct effect on subjective knowledge: b=0.9, p<0.01; moderated total effect on subjective capacity for political judgment: b=0.7, p=0.01; moderated indirect effect on subjective capacity for political judgment mediated through subjective knowledge: b=0.6, LLCI=0.2, ULCI=1.1). The interaction shows that for subjects with high

NFC the comprehensible version of the article strongly promotes their subjective knowledge and their subjective capability for political judgment. For subjects with low NFC comprehensibility actually impairs both outcomes.

Media Power, Public Opinion, and Ministerial Resignations in Germany. A Longitudinal Analysis of Structural Changes in Public Political Communication Since 1949

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Full abstract: Since 1949, 60 out of 478 German federal ministers have resigned. 91 more were involved in discussions concerning their potential resignation but eventually stayed in office. Thus, almost one third of all federal ministers were at least once publicly considered to be resignation candidates. 13 percent of all did in fact resign. These can be categorized into four groups: 19 push resignations in which public pressure forced the minister to step down, 20 pull resignations because the minister took on a different job outside the cabinet, 11 protest resignations because the minister did no longer agree with the chancellor's policies, and 10 resignations caused by other reasons. Push resignations are the most interesting cases because the minister does not make a sovereign decision on his own to leave office. Instead, he is forced to do so. But who decides whether the minister will have to leave office or remain, if not the minister himself or the chancellor? The thesis is that a combination of media reporting, published opinion and public opinion makes the final decision. If that decision is in favor of resignation, the minister in question will have been pushed out of office because of too great a public pressure. Remarkably, two thirds of all push resignations have occurred only after 1984 when private broadcasting was introduced in Germany, significantly altering the country's media landscape. This is what makes the issue of resignations worthy of attention from a communication scientist's point of view: What is the content of resignation reporting and published opinion on possible ministerial resignations and what is its effect on the actual political decision for changes in the cabinet? The following three research questions guide the study: First, who are the actors and what are the structures, contents and dynamics of public communication on the possible resignation of a minister? Second, how has public communication on ministerial resignations developed since 1949? Third, does public communication in resignation discussions have an impact on the decision (and its timing) to resign or not to resign? The focus lies on the 19 push resignations that have occurred since 1949. Altogether 1,450 articles are coded on an article and statement level. These are articles that were published by the leading German quality newspapers and the leading daily tabloid in the four weeks preceding the 19 resignation dates. In a second step, the content analysis data is related to the weekly approval ratings of the ministers in question as reported by two German opinion research institutes. The presentation will demonstrate that from the mid-1980s on the news reporting and commenting on possible ministerial resignations has changed significantly, revealing a more aggressive and one-sided reporting in favor of resignations that stands in considerable contrast to prior reporting and has stronger effects on the ministers' public approval ratings.

The Disappearance of the 'Pocket-Book Voter'? The Relationship between Economic Confidence and Party Support in Modern Britain

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Full abstract: In many countries, Britain included, it is generally assumed that governments can expect to benefit in popularity from good economic performance. The current British Conservative-led government, elected in 2010 and having firmly established in the public mind that the previous Labour government was mainly to blame for the impact of the global economic crisis on Britain, expected its best hope of re-election to rest on convincing the public that a recovery was under way. However, in practice there has been almost no correlation since the election between movements in economic indicators or the public's economic optimism and their voting intentions: there has now been considerable improvement in the official figures and a sharp rise in public optimism, but Conservative support has flatlined. This is in line with our previously reported findings (Worcester, Mortimore & Gill, 2012) that, in a range of democracies across the world since the start of the current global recession, public perceptions of national economic performance have not been a good guide to election outcomes. Yet there is still a close relationship at individual level between economic perceptions and voting intentions: Conservatives are significantly more likely to be optimistic than Labour support-

ers. Moreover, when Labour was in power it was Labour's supporters that were more optimistic. Using data from Ipsos MORI's monthly polls, stretching back to encompass the previous change of government in 1997, we explore the dynamics of the relationship between voting intention and economic optimism. How does it evolve as optimism increases but net party loyalties remain unchanged? What is happening when the polarity of the relationship 'flips' as a new government takes office? How is the relationship modified by other characteristics likely to be related to economic perceptions, such as socio-economic status, age and region, and by the impact of political events which may be expected to increase or decrease the salience of economic issues as drivers of voting behaviour? We also explore how stable these factors have proved over time, and discuss the implications for governmental hopes of re-election.

An Analysis on Key Nodes in Micro-blog Communication and its Influencing Factors — An Empirical Study on Popular Micro-blog Posts in 30 Key Network Public Opinion Cases

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Full abstract: Abstract key nodes in Micro-blog communication play a critical role in determining the amount and trend of information. This article focused on 7584 micro-blog posts of 30 Key Network Public Opinion Cases between 2011 and 2012, and revealed the 2158 key nods and the corresponding influential factors. Results showed that there were different key nods with varying impact. The top 9 popular key node IDs (0.41%) were commented and forwarded up to the 20% amount of total number of comments and forwards. the result indicated that the speed of report time on public events by key nods, the types of key nods and characteristics of posts significantly influence the amounts of comments and forwards. In contrast, number of fans have little impact on the amount of micro-blog's comments and forwards. It is suggested that we should highly pay attention to the role of key nodes of micro-blog communication, especially the core key nods and guide the public opinion of by the key nods. Xie Yungeng , Professor & Doctoral Supervisor , Institute of Arts and Humanities, Shanghai Jiao Tong University ,Shanghai ,China. Rongting, A doctoral candidate, Institute of Arts and Humanities, Shanghai Jiao Tong University ,Shanghai ,China.

Forecasting in Low Information Elections: Evaluating an Election Forecasting Model Which Aggregates Across Countries to Other Approaches

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Full abstract: Forecasting elections have been the "bread and butter" of pollsters and political scientists alike. The models they have employed vary considerably due to taste and circumstances. Models range from single polls to the averaging of many polls to the use of "fundamentals" models which predict future elections based on past ones using political and economic factors. More recently, forecasting models have started to combine poll averaging with 'fundamentals models". The use of such combinatorial approaches came into their own during the 2012 Presidential elections. Indeed, Nate Silver and other forecasters were able to predict the final election outcome quite precisely both for the popular vote as well as electoral-college. That said, to what extent can the US experience can be applied to other electoral contexts? Specifically, the US 2012 elections included about 600 polls conducted by 57 different polling firms during 2012. And forecasters had access to 16 elections since the advent of regular polling in the US in 1948. The US, in other words, is a high information electoral environment with a large N size to work with. In contrast, in most other countries, especially in emerging markets, very few polls are conducted during the electoral cycle—typically no more than a half dozen polling firms conducting around 40 polls during the electoral cycle. Additionally, many emerging markets do not have a large sample of democratic elections as re-democratization for many is no older than a few decades. This is a weakness which frustrates the robust forecasting of elections in such low information contexts. One possible solution with the N size issue is to aggregate across elections and countries. This definitely reduces the problem of N size but presents a new problem: can elections across countries be compared? Is it not like comparing apples to oranges? Our paper has four objectives. First, we will review the literature on electoral forecasting looking at both poll averaging and "fundamentals" approaches. Second, we will present and examine a forecasting model which aggregates 178 elections across 35 countries. Third, we will compare our forecasting model with other approaches. In particular, we will assess model performance across 20 different elections in the last 5 years. For this exercise, we

will analyze only elections in presidential systems. Lastly, we will discuss different approaches to combing our model to others with the objective of making predictions more robust.

The Effects of Consent Forms on the Likelihood of Cooperation and Data Quality: Evidence from an Experiment Survey in Taiwan

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Full abstract: Since 2013, social surveys in Taiwan have been requested to be reviewed by the institutional review board (IRB). In addition, the Personal Data Protection Act of Taiwan has come into force in October 2012. Both the ethical institution and the legal enforcement require more stringent informed consent practices in implementing surveys. To understand whether the forms of informed consent affect the willingness to participate in surveys and the data quality of completed questionnaires, the author conducted an experimental survey to analyze the effects. The population of the face-to-face survey is the adult individuals who resided in Taipei, which is the largest city in Taiwan. The randomly sampled individuals were randomly assignment to three groups. Each respondent, when contacted by the interviewer during the field period, was provided with an informed consent statement. For one group of respondents, signed consent is required. For another group of respondents, only a check on the "agree to be interviewed" box is needed to indicate consent. As to the other group, neither signature nor any other mark is needed. To analyze whether the consent form affect the respondent's likelihood to cooperate, this study used the random-effects and fixed-effects models to control for possible influence of interviewers. Concerning the effects of consent form on the quality of completed questionnaires, both subject measures (e.g., evaluation provided by interviewer) and objective measures (e.g., "don't know" or "refusal" answers to sensitive questions) were adopted as indicators of data quality. Both the random-effects and fixed-effects models were used as the analytical tools. The findings and implications were discussed in the study.

Complementary Distribution of Public Opinion Fields and Effective Capture of the Real Public Opinion Poll Methods Study from the View of Public Opinion Ecology in China

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Full abstract: Complementary distributive pattern of the realistic public opinion field is based on globalization as well as Chinese Characteristics. The interaction of public opinion, media opinion, web public opinion and international opinion has built the public opinion ecology, which contains complex stimulated factors for the formation of major issues. Hence, public opinion researchers should take serious consideration on such unique environment and social ecology to effectively conduct polls. In addition, we select the scientific methods based on the value orientation of the survey topic and sensitivity of political culture. This paper argues that the traditional phone survey and interview in household are more efficient than any other methods in major livelihood issues. Discourse of mainstream political ideology has more accurate and adequate expression in the field of public opinion. Media content analysis can achieve the desired survey goals and effects more efficiently. As for specific ways of expressing sensitive issues and topics, the network media platform building is an important public opinion field, which can be found through big data mining more effectively. However, the majority of the high public awareness and general politically charged topics, different survey methods can be effectively confirmed, supported and explained the relationship. Poll China Research Center has achieved pretty good research impact on public opinion in the practices. Researchers integrate traditional research methods, content analysis method and the web big data analysis method into unique multiplexing method to capture vital information from different topics. For example, the topics of China political system reform and the Nobel Peace Prize to Chinese dissident, Xiaobo Liu are using CATI technique; The Eighteenth National Congress communication-effect research combined audience survey with big data analysis; China national image survey combined national survey method with media content analysis. All the applied methods respond well to the needs of survey targets. In practice, of course, such survey methods do have a couple of difficulties and confusion that applied in public opinion domain. Two reasons are as follows: firstly, the boundary of different public opinion field is not very clear; secondly, how to make a poll method perfectly adapt to its survey topic. All in all, further exploration is required in the practice of public opinion polls and we ought to seek effective theories basis for the polls.

Does Internet Promote Political Participation in Transformational China?

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Full abstract: The theories of Internet-access and political efficacy provide effective observation window when we analyse political participation (especially voting behavior). With the development of Internet technology and China's village semi-election, it's increasingly important to examine the causal relationship between Internet-access and political participation. Using Asian Barometer Survey (2008, China) data and relevant data, the author found that there were no direct causal relationships between Internet use and voting in China. People, especially youth, who spend more time online do not participate in offline politics more frequently. That is, Internet-access itself does not guarantee anything. The analysis also showed that higher attention to political news caused higher political participation and political efficacy at county level. We must also stress that these results cannot be generalized to all people (at least those younger than the legal voting age). Therefore, it might be easier to affect (low levels of) political participation through the Internet. It also can not catch the window of political opportunity structure. The conclusions from this study have important implications for the development of the Internet as well as other information and communication technologies in the totalism political system and should be studied in further depth. However, the results suggest that the Internet has no direct causal effect on political participation, but it does not explain the indirect relationship among Internet-access, interest in political news, and political participation. We think the reasons of this are its own limitation of voting, measurement problems of research perceptions, macro context of economic development and heterogeneity of China.

Estimating the Effects of Nonresponses in Online Panels Through Imputation

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Full abstract: Since the early stages of public opinion research, nonresponse has been identified as an important threat to the degree to which our sample can represent the population we are interested in. However, the nonresponse rate becomes a concern only when it introduces error or bias into survey results. One way to estimate nonresponse bias is through imputation. Online panels, which maintain a pool of respondents who are invited to participate in research through electronic means, face unique opportunities as well as challenges with regards to nonresponses and their imputations. Using data from a nation-wide online panel, this paper hypothesizes that nonresponse bias may exist due to the common causes shared between response propensity and opinion placements. After testifying the common causes, imputations are made to estimate the missing values. Lastly, the differences between observed distributions on variables of interest and imputed distributions are made to show the scope of nonresponse biases. This paper finds that nonresponse biases may exist in online panels. First, the theoretical model of nonresponse bias was supported because the common-cause pattern was found in the dataset. In other words, response propensity and opinion items that are of interest appeared to share common causes including mostly demographic variables. Second, imputation analyses show that although most of the differences between imputed and measured opinions do not indicate serious biases, there were few cases in which the differences seemed to be critical.

Citizen Support for a Government's Smoking Policies and Trust in the Government

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Full abstract: This paper investigates the relationship between citizen support for a government's smoking policies and citizen trust in the government. Citizen support is divided into specific support for the anti-smoking measures taken by the government vs. legitimacy support for the procedure that the government has taken to derive the anti-smoking measures. Trust in the government is further broken into four dimensions, namely, righteousness, financial efficiency, trustworthiness, and altruism. A random-digit-dial telephone survey of Singapore citizens and permanent residents, age 21 years and older, was conducted with 2,081 respondents. Simple bi-correlations indicate that both specific and legitimacy support are positively correlated with each dimension of citizen trust in government. Further analyses using multiple linear regressions, however, show that after controlling for demographics and smoking-relevant variables, legitimacy support has positive coefficients in all four models whereas specific support is only positively related to the righteousness

dimension of trust. The implications of this study are two: First, citizen support for policies has the potential to influence trust in the government and vice versa. Second, the support for policy measures is less important than the support for legitimate procedure when it comes to explaining trust in the government. These empirical findings call for a proceduralist approach to policy-making in order to build citizen trust in the government.

How Subjective Well-Being and Sense of Social Justice Affect the Public's Cognition and Estimation of Political Events: An Empirical Study Based on A Nationwide Public Opinion Survey

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Full abstract: With the development of new media and enhancement of democratic consciousness, political attention and participation of people in mainland China has been heightening. Besides, due to the growing wealth gap and acute social contradictions in the period of social transformation that China is going through currently, the cognition and estimation of people from different classes towards social issues is becoming increasingly more divided. Among the many factors responsible for the divided opinions, subjective well-being and sense of social justice play an important role. Subjective well-being is people's evaluation of their own life while sense of social justice reflects their evaluation of the whole society. Based on a nationwide public opinion survey, this paper examines and discusses how subjective well-being and sense of social justice affect the public's cognition and estimation of political and social issues. The Central Committee plenary sessions held on a regular basis by the ruling party the Communist Party of China (CPC) are of great political significance and always draw people's attention nationwide. During those sessions, new Party leaders are elected and new policies concerning China's development and reform are formulated. The Third Plenary Session of 18th CPC Central Committee was completed on November 12, 2013 in Beijing. Reform measures of five fields were proposed, involving a number of the nation's fundamental policies, reform issues, livelihood issues and hotly discussed social issues. The public paid great attention to this meeting and different social sectors had showed different attention, attitudes and estimation towards it. Together with other seven universities in China, and with CATI system (Computer Assisted Telephone Interviewing system), Media and Public Opinion Research Center of Fudan University conducted a nationwide public opinion survey about the Third Plenary Session of 18th CPC Central Committee. In this survey, 2518 people were interviewed on the phone by random sampling. Based on the result of this survey, this study analyzes how subjective well-being and sense of social justice affect the public's cognition and estimation of social and political issues.

Mapping Public Opinion Research in the New Media Environment: An Analysis of Six Leading SSCI Journals 2000-2013

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Full abstract: The rise of new media technologies, especially Internet and social media, has brought far-reaching challenges to conceptualization and operationalization of long-standing public opinion research. Most noticeable issues include, but are not limited to, the appropriateness of classic public opinion theories (e.g., spiral of silence) in the computer-mediated environment, the mutual influences between online and offline opinions, the representativeness of opinions expressed in the new media (e.g., social media like Facebook and Twitter) to the general public, and the opportunities as well as challenges in collecting and analyzing opinion "big data" (i.e., massive online opinions). These explorations have produced fruitful academic outputs theoretically and empirically. Given that most of the theoretical syntheses or textbooks of public opinion research, such as Vincent Price's Public Opinion and WAPOR-past-presidents-edited The SAGE Handbook of Public Opinion Research (Donsbach & Traugott [Eds.], 2008), are focused on the traditional media environment, it deserves academic efforts to map and summarize the current developments and trends of public opinion research in the new media environment. So in this paper, the authors use content analysis method to examine the development of public opinion research in six most relevant SSCI journal articles since 2000. The journals include the two focused on public opinion——Public Opinion Quarterly, and International Journal of Public Opinion Research, and four focused on new media——New Media and Society, Journal of Computer-Mediated Communication, Cyberpsychology, Behavior and Social Networking and Information, Communication and Society. The central themes, the theoretical frameworks, the research methods, the specific new medium, and the country involved are the five major variables to be analyzed. Here are the research questions: 1) What are the

central themes of public opinion research in the new media environment? 2) Which theories on public opinion have been proposed, proved, denied or developed in this new environment? 3) Which methods have been more or less used in public opinion research? 4) Which specific new media have been more or less studied in related to public opinion? 5) Which countries have been more or less involved in public opinion research and are there any differences in terms of research focus and results among various social contexts? All public opinion research articles related to new media published in these journals from 2000 to 2013 are being coded. We will map the major themes of public opinion research in the new media environment, explore whether classic theories have been proved, denied or developed, whether new theories on public opinion have been proposed, and which are the most mentioned theories. We hypothesize that most of research are quantitative and the approach of data mining on online opinion is rising. Last, we expect to see the diversity of the societies involved in research articles. Besides content analysis, the authors will use background literatures to better evaluate the trends of public opinion research in the recent fourteen years. The future directions of public opinion research will also be suggested in this paper.

Convinced or Nominal Centrists in Comparative Perspective: Who are the Respondents Choosing the Center of the Left-Right Self-Placement Scale?

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Full abstract: The left-right self-placement is one of the most frequently used measures of ideological self-assessment in empirical political science research. However, the respondents' understanding of "left" and "right" is only rarely tested. Recent research with the 2008 German General Social Survey (ALLBUS) data has shown that a considerable amount of respondents who place themselves on the left-right scale do not answer if probing about the meaning of "left" and "right". While this might question the validity of the left-right scale at a first glance, there are several reasons for non-response in the open-ended question. One reason is related to the scale design, i.e. that respondents are not offered an explicit "can't choose" category in the left-right scale which then might result in "forced" placement on the left-right scale. Methodological research has demonstrated that respondents without opinion but forced to answer mostly choose the middle scale values. In a web survey based on a quota sample from an online access panel in six countries (Canada, Denmark, Germany, Hungary, Spain, and USA) we have tested whether the findings from ALLBUS 2008 – that respondents place themselves on the scale without answering the probing questions – can be replicated in comparative perspectives, too. Our results seem to confirm the idea that respondents who choose the center of the left-right scale in the standard format are a mixture of nominal centrists and convinced centrists. A refusal to answer the open-ended question seems to help disentangling nominal centrists in some countries but not consistently in all countries. The decision which design to choose is a trade-off between increased non-response and over-reported attitudes. Although an explicit "can't choose" option does not always increase data quality, for the left right scale in some countries it may do so. In Europe, for example, offering a "can't choose" response option as a permitted category for uninformed or non-ideological respondents seems to reduce nominal centrists and offer clearer results in substantive analyses of the left-right scale.
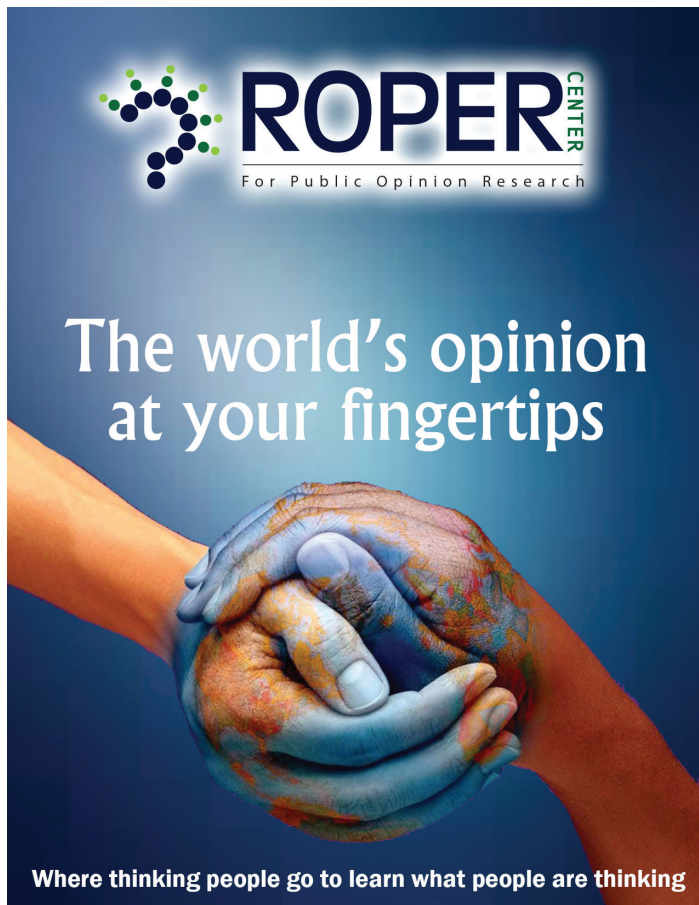
UPCOMING WAPOR CONFERENCES AND SEMINARS

WAPOR Regional Seminar
7-9 March 2015
Doha, Qatar

WAPOR 68th Annual Conference
16-19 June 2015
Buenos Aires, Argentina

WAPOR 69th Annual Conference
10-12 May 2016
Austin, Texas, USA

The call for participation for Doha, Qatar can be found on the following pages.

The call for participation for the 68th Annual Conference will be announced soon.

Appendix A: Major ideas from which authors made selections for their papers

Label	Description
Method: Pre-interview	Survey methodology: Pre-interview including sample design, modes, etc.
Method: Interview	Survey methodology: Interview including questionnaires, translations, etc.
Method: Post-interview	Survey methodology: Post-interview including weighting, etc.
Non-survey: Solicited	Non-survey solicited information including experiments, diaries, etc.
Non-survey: Voluntary	Volunteered information from individuals including social media, etc.
Media, journalism	Mass media, journalism, etc.
Opinion formation	Effects on opinion from external sources including the media, etc.
Use of opinion	Effects of opinion on other factors including governance, elections, etc.
Cross-cultural	Cross-cultural analyses
Qualitative	Qualitiative analysis
Quantitative	Quantitative analysis
Elections, candidates	Elections including candidate preference, etc.
Democracy, autocracy	Governance including democracy, autocracy, etc.
Political process	Political processes including approvals of office holders, etc.
Foreign affairs	Foreign affairs
Values: Religion, etc.	Values related concepts including religious values, etc.
Health	Health related concepts
Environment	Concepts related to the environment
Economy, etc.	Concepts related to the economy including finance, marketing, etc.
Gender, race, etc.	Subpopulations including gender, race, minorities, etc.
Opinion theory	Public opinion theory
North American	North America from the United State and north
Latin America	Latin America from Mexico through all of South America
Europe	Europe
Middle East	Middle East
Africa	Sub-Saharan Africa
Asia	Asia
Conflict	Conflict extending from demonstrations to armed conflict

WAPOR Regional Conference
7–9 March 2015
Doha, Qatar

Call for Participation
Submission Deadline:
September 25, 2014, 23:59 GMT

The World Association for Public Opinion Research (WAPOR) will hold a regional conference on 7-9 March, 2015 in Doha, Qatar. The conference will be hosted by the Social and Economic Survey Research Institute (SESRI; http://sesri.qu.edu.qa/) at Qatar University.

Conference Theme: Innovation in Public Opinion Research

The field of public opinion research is experiencing a period of rapid growth through a series of innovations. Theoretical advances incorporate concepts like emotion and sentiment in the terminology of public opinion research and investigate the linkages between them and policy preferences and attitudes. The resources of big data are increasingly used to infer public opinion without any direct contact with respondents in the traditional sense of sampling individuals and contacting them for an interview. Moreover, technologies like smartphones have been added to the repertoire of data-collection methods, raising important questions about sample representativeness and coverage bias given the higher proportion of volunteer respondents and those who have access to the latest technologies.

These innovations in theory, methods, and technologies for data collection and analysis highlight major research questions about the interpretation of mode differences observed when data, ostensibly on the same topic, are collected through different technologies and modes. One of the most significant innovations is the widespread dissemination of public opinion data in areas where citizens are not accustomed to receiving such information regularly. Consequently, the interpretive framework that encompasses citizens' reading and understanding of what their fellow citizens are thinking is nascent and limited, hence adding a new meaning to the concept of an "informed" citizenry.

Against this backdrop, WAPOR welcomes abstracts and panel proposals related to the conference theme, including but not restricted to the following topics:

• Innovations in methods, including the impact of technology on data collection

• Mixed-mode research in theory and practice

• Nontraditional and experimental sampling methodologies

• Cross-cultural research and concept equivalence in translation

• The impact and future of "big data," social media and the Internet

• Interviewer effects

• Regional topical issues (such as labor markets and migration, and female participation in the labor force)

- Theoretical issues in the measurement of emotion and sentiment

- Social capital, democratization and public opinion

- Theories of public opinion as applied to regional issues and concerns

- Transformation of inchoate concepts into measurement variables

- New interpretive frameworks

Submission Instructions

Important Due Dates:

Submission deadline: September 25, 2014, 23:59 GMT
Submission decisions: October 23, 2014
Complete papers following APA formatting guidelines: February 20, 2015

Submissions to this conference can be of two types: individual submissions and panel submissions.

All submissions should be made by email to: sesri.events@qu.edu.qa

- All submissions should include contact information for a primary contact person, including name, institutional affiliation, country, email address, and telephone number.

- Paper submissions should include a title, a list of authors with their institutional affiliations, and an abstract of 500 words or less. Sets of accepted papers that share a theme will be scheduled to be presented as part of a panel. Papers with more individualized topics will be scheduled for presentation during a poster session.

- Panel submissions should include a title and abstract of 500 words or less for the panel topic, describing the issues to be addressed and their importance. The aforementioned submission information (title, authors and affiliations, and abstract) should also be provided for each of 4 to 5 papers proposed for inclusion in the panel. Panels related to the conference theme are especially encouraged.

- The same author's name may appear on a maximum of two submissions.

Note to early-career researchers (research professionals employed for five years or less at the time of the conference) and student authors (who are enrolled in an undergraduate or graduate program at the time of the conference): If all authors on a paper submission are early-career researchers and student authors, the paper can be submitted for consideration for the 2015 WAPOR Doha Conference Student/Early-Career Researcher Paper Competition. When submitting the paper, please identify it as eligible for the competition and provide the name and email address of a faculty mentor, if appropriate. The faculty mentor will be asked to send an email of 25 words or less endorsing the paper when the full paper is submitted.

CONTACT: If you have questions, please email SESRI (sesri.events@qu.edu.qa) and/or the WAPOR Executive Coordinator Renae Reis (renae@wapor.org).

Please feel free to distribute this information to colleagues who may be interested.

About the Conference Venue

Doha, Qatar is a vibrant multicultural city that offers visitors myriad opportunities to enjoy the arts, local heritage, nature, sports, shopping, and culinary experiences. Doha is a hub that also allows visitors to travel easily to other locations in the region.

Within Qatar University, the national university of Qatar, empirical social science research is centered in its Social and Economic Survey Research Institute (SESRI). Established in 2008 in collaboration with the University of Michigan, SESRI has rapidly become one of the leading survey research institutions in the Arab world, deploying state-of-the-art methods for studies within Qatar and in other countries in the Arab Gulf region. It has organized a number of international conferences that have brought together researchers from Europe, North and South America, and South and Southeast Asia.

SESRI

معهد البحوث الاجتماعية والاقتصادية المسحية
The Social & Economic Survey Research Institute

Pressing Questions, Reliable Answers
Pioneering Public Opinion Research in Qatar

The Social and Economic Survey Research Institute (SESRI) is a leading research center in Qatar that aims to contribute to the development of society by providing innovative and high-quality public opinion and other social survey data.

SESRI's researchers conduct leading-edge studies on a number of issues that impact Qatar and the region, including:

- Labor and employment
- Consumer Confidence
- Shifts in Social Values
- Education
- Health and Family Structure
- Survey Methodology

Locally, SESRI works with academic centers, government entities, and private sector institutions. SESRI also collaborates with regional and international universities and is a member of the World Values Survey Network.

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