



World Association for Public Opinion Research
Regional Seminar in Hong Kong
"Public Opinion: East Meets West"
December 8-10, 2005

PROGRAMME SCHEDULE

Date: 8-10 December 2005

Organizers: World Association for Public Opinion Research (WAPOR) and Public Opinion Programme, the University of Hong Kong (HKUPOP)

Co-organizers: Civic Exchange, SynergetNet, Hong Kong Policy Research Institute
Corporate Sponsor: National Democratic Institute for International Affairs

8 December 2005 (Thursday) -- Pre-conference Seminar for Journalists in Hong Kong

Venue: Wang Gungwu Lecture Theatre at the University of Hong Kong
Registration: Prior registration required

Fee: No extra charge for main conference presenters and participants, fully sponsored by National Democratic Institute for International Affairs

- 11:00-14:00** **Registration for participants of the main conference at hotels and university lodging**
- 14:00-14:30** **Registration for participants of Pre-conference Seminar**
Venue: Foyer, Wang Gungwu Lecture Theatre
- 14:30-16:30** **Pre-conference Seminar for Journalists in Hong Kong**
Theme: "20 Questions a Journalist Should Ask About Poll Results"*
Presented by Dr Evans Witt, original author
Moderated by Dr Robert Chung, Director of HKUPOP
Venue: Wang Gungwu Lecture Theatre
**Original version available at <http://www.ncpp.org/qajsa.htm>. A Chinese version translated by HKUPOP will be dispatched during the seminar. Simultaneous interpretation provided at the seminar.*
- 16:30-17:30** **Press Conference**
Theme: To explain the role of WAPOR and the objectives of the Hong Kong Conference
Led by Dr Esteban López-Escobar, President of WAPOR
Venue: Wang Gungwu Lecture Theatre
Simultaneous interpretation provided at the seminar.
- 17:30-19:00** **Break**



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19:00-21:30 **Dinner Talk: "Public Opinion and Public Policies in Hong Kong"**
Presented by Ms Christine Loh, Chief Executive Officer of Civic Exchange
Venue: Joseph's at the Graduate Restaurant – Western cuisine served in buffet style

9 December 2005 (Friday) – Sessions 1-4

8:30-9:30 **Registration**
Venue: Foyer, Wang Gungwu Lecture Theatre

9:30-11:00 **Opening Ceremony and Session 1**
Opening Address by Dr Esteban López-Escobar, President of WAPOR
Keynote Speech "Developing Codes of Professional Ethics and Practices for Public Opinion Research" by Dr Kathleen A. Frankovic, Past President of the WAPOR
Keynote Speech "Who's Afraid of Election Polls? Normative and Empirical Arguments for the Freedom of Pre-Election Surveys" by Dr Wolfgang Donsbach, Editor of International Journal of Public Opinion Research (IJPOR)
Venue: Wang Gungwu Lecture Theatre

11:00-11:15 **Tea Break**

11:15-12:45 **Parallel Sessions 2A, 2B, 2C, 2D**

Presenter(s)	Title of paper
Room A: Opinion Polling and Democratic Development: Experience from Different Countries (I)	
<i>Robert T.Y. CHUNG, the University of Hong Kong (Hong Kong)</i>	<i>Chair and discussant</i>
Mahar MANGAHAS, Social Weather Stations (Philippines)	Election Survey Freedom in the Philippines
Francesca BOMBOKO, BERCI (Democratic Republic of Congo)	The Development and the Status of Public Opinion Poll in Democratic Republic of Congo
Alejandro Moreno ALVAREZ*, Instituto Tecnológico Autónomo de México (Mexico)	Public opinion polls and democratic development in Mexico

* *Papers presented in absentia*



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Parallel Sessions 2A, 2B, 2C, 2D (Continued)

Room B: Expression of Public Opinion Beyond Opinion Polling (I)	
<i>Patricia MOY, University of Washington (USA)</i>	<i>Chair and discussant</i>
Kimberly DOWNING, University of Cincinnati (USA)	Using Focus Group Discussions to Understand U.S. Public Perceptions of China
CAI Jing, Fudan University (Mainland China)	Rumor: Public Opinion in the Shadow
Christina Yuqiong ZHOU	An Analysis of Ten Opinion Leaders of Qiangguo Forum
Room C: The Interplay between Politics and Public Opinion in China: Top-down and Bottom-up Processes	
<i>W.F. TANG, University of Pittsburgh (USA)</i>	<i>Chair and discussant</i>
Daniela STOCKMANN, University of Michigan (USA)	The New Chinese Media and Public Opinion: Adaptation of a Propaganda Machine or Instrument for Political Change
Liyong REN, University of Pittsburgh (USA)	Government and Polling: Can Opinion Polls Influence Policy-making in China?
Room D: The Role of the Media in Shaping Public Opinion	
David BOTTOMLEY, Asia Marketing Research (Hong Kong)	<i>Chair and discussant</i>
Floyd CIRULI, Ciruli Associates (USA)	Losing Control of the Agenda: Mainstream Media on the Defensive
Laura Jing Jing TONG, City University of Hong Kong (Hong Kong)	AIDS Through The Eyes of Media: A Comparative Analysis of AIDS Coverage in U.S. and Chinese Newspaper, 2001-2004
Vincent P. WONG, Chad H. TENDLER, Ellen P. CHAN, & Elaine Y. H. WONG, APCO Asia (Hong Kong)	New Dynamics in Media Coverage and Public Support among Hong Kong Government Officials

12:45-14:00

Lunch

Venue: Joseph's Restaurant at the Graduate House - Set lunch



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14:00-15:30 Parallel Sessions 3A, 3B, 3C

Presenter(s)	Title of paper
Room A: Opinion Polling and Democratic Development: Experience from Different Countries (II)	
<i>Christine LOH, Civic Exchange (Hong Kong)</i>	<i>Chair and Discussant</i>
Mariko TANIGAKI, University of Tokyo (Japan)	The Development of Public Opinion Polls in Hong Kong: Its Impact on the Territory's Further Democratization
Lars WILLNAT, George Washington University (USA)	Media Use and Political Participation in Hong Kong, Malaysia, and Indonesia
BI Yantao, Hainan University (Mainland China)	Struggles over Controlling Public Opinion in China: A Case Study of Hainan Jinhai Issue
Room B: Expression of Public Opinion Beyond Opinion Polling (II)	
<i>Robert T.Y. CHUNG, the University of Hong Kong (Hong Kong)</i>	<i>Chair and discussant</i>
LI Beiduo*, Shandong University (Mainland China)	Public Opinion on the Internet and the Democratic Process in Mainland China
ZHAO Shan*, Communication University, Beijing, (Mainland China)	Network Public Opinion and the Development of Democratic Politics
ZHOU Hengyu* and ZHAO Jing*, Tsinghua University (Mainland China)	Frame Confluence and Archetype Deposition in the Media Public Opinion
Room C: Mapping Attitudes and Values	
<i>Esteban LOPEZ-ESCOBAR, University of Navarra, Pamplona (Spain)</i>	<i>Chair and discussant</i>
Orlando J. PEREZ, Central Michigan University (USA)	Does Corruption affect Democratic Values?: Analysis of Results from the Latin American Public Opinion Project (LAPOP)
W.F. TANG, University of Pittsburgh (USA)	Trust and Democracy in China
Nhu-Ngoc T. ONG*, University of California, Irvine (USA)	Attitudes Towards Democracy Among Asian Generations

* Papers presented in absentia

15:30-15:45 Tea Break



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15:45-17:15 Parallel Sessions 4A, 4B, 4C

Presenter(s)	Title of paper
Room A: Opinion Polling and Democratic Development: Experience from Different Countries (III)	
<i>Evans WITT (USA)</i>	<i>Chair and discussant</i>
Linda GUERRERO and Mahar MANGAHAS, Social Weather Stations (Philippines)	Historical Development of Public Opinion Polling in the Philippines
Yashwant DESHMUKH*, Cvoter Foundation (India)	Paper on the Indian Experience
Joseph THAVARAIA and Pradeep PEIRIS, Social Indicator (Sri Lanka)	History of Polling in Sri Lanka
Room B: Development of Opinion Polling in Taiwan	
<i>Robert T.Y. CHUNG, the University of Hong Kong (Hong Kong)</i>	<i>Chair and discussant</i>
T.C. CHOU*, United Daily News (Taiwan)	Development of Media Polls in Taiwan
YU Ching-hsin*, National Chengchi University (Taiwan)	Academic Polling in Taiwan
WANG Yeh-Diing*, TVBS (Taiwan)	Exit Polls in Taiwan
Room C: The AsiaBarometer as an Instrument of Gauging Where Asia is Heading	
<i>Takashi INOBUCHI, Zen-U Lucian HOTT (Japan)</i>	<i>Chair</i>
<i>Daniel C. TSANG, University of California, Irvine (USA)</i>	<i>Discussant</i>
Shigeto SONODA, Waseda University (Japan)	Emerging Urban New Middle Class and "East Asian Community": An Analysis of AsiaBarometer 2004 and Its Implications
Kazufumi MANABE, Kwansei Gakuin University (Japan)	Data Analysis of the AsiaBarometer Survey: Methodological Discussions and Exploratory Data Analyses
Shiro HARADA, The University of Tokyo (Japan)	Cambodia in AsiaBarometer2004: Description and Interpretation of Its Uniqueness
Lydia Yu JOSE*, Ateneo de Manila University (Philippines)	Filipino and Japanese Satisfaction with the Democratic System

* Papers presented in absentia

17:15-19:00 Break and travel to Causeway Bay by shuttle bus

19:00-21:30 Dinner
Venue: Hak Ka Hut, Causeway Bay – Chinese cuisine, served in set menu style.



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10 December 2005 (Saturday) – Sessions 5-6

8:30-9:30

Registration

Venue: Foyer, Wang Gungwu Lecture Theatre

9:30-11:00

Session 5: Special Panel Session on World Trade Organization from the Perspective of International Public Opinion

Led by an international panel of speakers who would present findings from Czech Republic, Congo, Hong Kong, India, Macau, Mexico, Philippines, Russia, Sri Lanka and USA.

Discussants: Mr Lum Kwok Choi, Communications Manager, Oxfam Hong Kong; and Ms Madeleine Slavick, Editor, Oxfam Hong Kong

Venue: Wang Gungwu Lecture Theatre

Simultaneous interpretation provided at the seminar. Members of the press will also be invited.

11:00-11:15

Tea Break

11:15-12:45

Parallel Sessions 6A, 6B, 6C

Presenter(s)	Title of paper
Room A: National, Regional and Global Issues (I)	
<i>Esteban LOPEZ-ESCOBAR, University of Navarra, Pamplona (Spain)</i>	<i>Chair and discussant</i>
Christian Michael C. ENTOMA, Social Weather Stations (Philippines)	Filipino Attitudes Towards Women's Participation in Governance
Daniel C. TSANG, University of California, Irvine (USA)	Public Opinion Data Archiving and Sharing in Asia
Gerardo SANDOVAL, Vladymir Joseph LICUDINE, and Aileen Rachelle RABAGO, Social Weather Stations (Philippines)	SWS Telephone Surveys During the Estrada Administration
Joseph THAVARJA and Pradeep PEIRIS, Social Indicator (Sri Lanka)	The Lanka 'Post Conflict Voter' Unveiled – Some Reflections on Opinion Polling of the Sri Lanka Voter in a Crucial Election



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Parallel Sessions 6A, 6B, 6C (Continued)

Room B: National, Regional and Global Issues (II)	
<i>Kathleen A. FRANKOVIC, CBS News (USA)</i>	<i>Chair and discussant</i>
David R. JONES and Monika L. MCDERMOTT, University of Connecticut (USA)	Public Opinion Toward Congress – A Causal Examination
Vladymir Joseph LICUDINE, Social Weather Stations (Philippines)	Opinion of Muslim Filipinos on the U.S. Led War Against Global Terrorism
John CLARK* and Ainura HOESSEL*, Gongos and Associates (USA)	Role of Corruption in Development
Room C: Media, Academia, and Opinion Polling in Hong Kong (Round-table Discussion)	
<i>Robert T.Y. CHUNG, the University of Hong Kong (Hong Kong)</i>	<i>Chair and discussant</i>
David BOTTOMLEY, Asia Marketing Research (Hong Kong)	History of Opinion Polling in Hong Kong
Francis L.F. LEE, City University of Hong Kong (Hong Kong)	How Media Handles Opinion Polls in Hong Kong
Michael DEGOLYER, Baptist University (Hong Kong)	Opinion Polling and Public Policy in Hong Kong
Peter WELDON, Asia Marketing Research (Hong Kong)	Opinion Polling and Market Research in Hong Kong

* *Papers presented in absentia*

12:45-14:30

Goodbye Lunch

Venue: Kam Boat Chinese Cuisine Restaurant – Dim Sum lunch

The following abstracts were also received, although no presentation was made:	
Jie ZHANG, Peking University (Mainland China)	How to Secure "Opinion Safety" in the 21st Century
Charlotte REINISCH, University of Zurich (Switzerland)	Media Polls in Non-election Years and From a Comparative Perspective
Qianfang XIA, Wuhan University (Mainland China)	Media and Social Conflicts in China Today: A study of 13 Mainstream Newspapers' Coverage on Social Conflict Issues During 1995-2005
Angus, Weng Hin CHEONG, University of Macau (Macau)	The Development and Status of Public Opinion Polling in Macao: A Technical Review
Kai-yan CHOI, Shantou University (Mainland China)	In Search of Civil Society in China: The Self of Media Professional in Guangdong