

The Globalization of Surveys

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WAPOR 2015

Early Development - I

- 1935-36: Modern Polling starts in USA - Gallup, Roper, Crossley
- 1937: British Institute of Public Opinion (Gallup) established
- 1939: American and British Gallup ask parallel questions
- 1946: Central City Conference on Public Opinion Research held
- Follow-up Second International Conference on Public Opinion Research held and AAPOR and WAPOR founded

Early Development -II

- 1947 – Conference of European Public Opinion Institutes (ESOMAR)
- 1947 – Organizing Meeting of the International Association of Public Opinion (Gallup)

Other Early Contributors

- Governments: Sicily/French Resistance/
Strategic Bombing Surveys; setting up public
opinion in Germany and Japan
- Social Scientists: How Nations See Each Other
(1948-49) William Buchanan and Hadley
Cantril
- UN/UNESCO

Three Stages of the Development of Cross-national Survey Research

- First (1930s-1972) : 1) relatively small number studies covering a limited number of countries, 2) directed by small group of researchers, 3) conducted on one-time, topic-specific basis
- Second (1973-2002): 1) more studies with more countries, 2) more collaborative, and 3) sustained (established series – Eurobarometer, ISSP, WVS)
- Third (2002+): 1) part of social-science infrastructure (ESS), 2) institutionalization

International Standards

- ISO Standards for Market, Opinion, and Social Research
- WAPOR and ESOMAR Guidelines and Codes
- OECD International Guidelines for Opinion Surveys
- CSDI Cross-Cultural Survey Guidelines

CSES, Global Barometers, ISSP, and WVS:

- Covered: 65.3% of the world's countries
- Undercovered:
- Low GNP per capita
- Very small countries, especially islands (e.g. San Marino, Fiji, Kiribati, Barbados, Dominica)
- Authoritarian countries (e.g. Myanmar, North Korea, Uzbekistan)
- Unstable/Violent countries (e.g. Afghanistan, Democratic Republic of the Congo, Somalia, South Sudan)

Gallup World Poll

- Covered 78.7% of countries (2002-2012)
- 2006-07=113.35, 2008-10=122, 2011-2012=145
- Undercovered: Very small, authoritarian, and unstable (violent) countries
- Regional coverage
- Oceania and Pacific Islands 13.2%
- Latin America + Caribbean 32.8%
- Africa 55.3%
- Europe 72.9%
- Asia 77.8%
- Rest of North America 100.0%

Non-Countries

- Colonies/Dependencies (e.g. Bermuda, Falklands, St. Martin)
- Overseas departments/areas (e.g. Greenland, French Guiana)
- Contested territories/breakaway regions (e.g. Northern Cyprus, Western Sahara, Transnistria, South Ossetia)
- Exceptions (Puerto Rico, Palestine)

WAPOR's Freedom to Publish Opinion Poll Results

- 2012 – 85 countries/jurisdictions
- Limitations
 - Pre-election black out periods 46%
 - Content restriction 14% + 9% uncertain
 - Little progress from 2002-2012 – 13 countries increased pre-election poll embargoes and 11 reduced their embargoes

- In 1987 to mark the 50th anniversary of *Public Opinion Quarterly* (POQ), Robert Worcester (1987) wrote the following on the “internationalization” of survey research...
- In another 50 years someone may be asked by the editor of POQ to look back on 100 years of public opinion research and will perhaps chronicle the development of public opinion research in what we now know as the Third World to First World standards; the true World Poll dream of George Gallup and Jean Stoetzel as a regular tool of guidance for world organizations in the way the Euro-Barometer provides input to the EEC and its member countries; developments in technology and polling methodologies to extend the usefulness, timeliness, and accuracy of poll findings; the ‘cinematographic poll’ providing a moving picture of public opinion on an ongoing basis; developments in question wording techniques, sampling, analysis, and reporting; and, hopefully, the defeat of efforts, well-meaning or not, to limit the taking and publication of well-founded expert public opinion polls.

- We are now about halfway to that 50-year mark and have generally made progress along these lines. But much work still remains especially in the methodological advances that are needed to ensure functional equivalence and high data quality in cross-national surveys.