

CURRICULUM VITAE

DR. ALEJANDRO MORENO

Nombre completo: Jesús Alejandro Moreno Álvarez

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

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

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

Presidente de la World Association for Public Opinion Research (WAPOR), 2013-2016 <http://wapor.org>

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

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

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

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

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

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

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

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

LIBROS

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

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

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

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

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

LIBROS COMO COAUTOR O COORDINADOR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

► **ABOUT**

- [WAPOR Code of Ethics](#)
- [History](#)
- [Leadership](#)
- [Constitution](#)
- [Elections](#)

► **JOIN WAPOR**

- [CONFERENCES](#)
- [PUBLICATIONS](#)
- [AWARDS](#)
- [RESOURCES](#)

[Home](#) » [History](#)

History

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

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

[Past Conferences](#)

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

Archives

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

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



WAPOR NEWSLETTER

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

December 2014

Executive Council (2014)

President

Dr. Alejandro Moreno, Mexico

Past President

Dr. Tom W. Smith, USA

Vice President & President-Elect

Dr. Patricia Moy, USA

Secretary-Treasurer

Prof. Claire Durand, Canada

Liaison Committee Chair

Prof. Robert TY Chung, Hong Kong

Publications Chair

Mr. Trevor Tompson, USA

Professional Standards

Committee Chair

Dr. Anne Niedermann, Germany

General Secretary

Prof. Dr. Allan L. McCutcheon, USA

Conference Committee Chair

Prof. Patricia Moy, USA

Media Relations Committee Chair

Ms. Jennifer Agiesta, USA

Membership Committee Chair

Prof. Dominique Joye, Switzerland

ESOMAR Liaison

Dr. Frits Spangenberg, Netherlands

IJPOR Managing Co-Editors

Prof. Lilach Nir, Israel

Prof. Hernando Rojas, USA

Historian

Dr. Kathleen A. Frankovic, USA

National Representatives

Argentina, Ms. Maria Braun

Australia, Prof. Murray Goot

Belgium, Prof. Jaak Billiet

Brazil, Ms. Helcimara Telles

Chile, Ms. Marta Lagos

Colombia, Mr. Hernando Rojas

Costa Rica, Dr. Carlos F. Denton

Czech Republic, Dr. Hynek Jerabek

Egypt, Prof. Ragia Kandil

Germany, Dr. Thomas Petersen

Hong Kong, Prof. Robert Chung

India, Mr. Prakash Nijhara

Italy, Ms. Maria Francesca Romano

Japan, Prof. Etsushi Tanifuji

Korea, Prof. Sung Kyum Cho

Mexico, Mr. Pablo Paras

Netherlands, Mr. Jeroen Slot

Norway, Prof. Ottar Hellevik

Philippines, Mr. Gerardo A. Sandoval

Poland, Dr. Krzysztof Zagórski

Qatar, Dr. Darwish Alemadi

Russia, Ms. Marina Krasilnikova

Singapore, Prof. Weiyu Zhang

Switzerland, Prof. Dominique Joye

UK, Mr. Nick Moon

USA, Dr. Mark Schulman

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

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

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

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

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

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

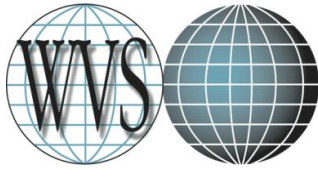
Congratulations are in order for the winners of the prestigious prizes presented at the WAPOR Awards Banquet. The **Naomi C. Turner** prize is given for the best paper presented by a student at the annual conference. This year's paper was entitled, "Illusions of Knowledge: How the Media Makes us Capable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

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

(Conference continued on page 5)

In this issue:

Annual Conference: Nice, France.....1	VI Latin America.....4	Calls for Papers.....10-12
President's Letter.....2	Dinerman Citation.....7	Crossley Center.....13
In Memoriam.....3	Qatar Regional Conference.....9	Scottish Independence Referendum.....14
	Annual Conference.....10	AAPOR/JISAM.....16



The WORLD VALUES SURVEY ASSOCIATION
www.worldvaluessurvey.org

WORLD VALUES SURVEY RESEARCH TEAM
EXECUTIVE COMMITTEE AND
SCIENTIFIC ADVISORY COMMITTEE
PRINCIPAL INVESTIGATORS AND AUTHORIZED
REPRESENTATIVES

PRESIDENT Christian W. Haerpfer University of Aberdeen Aberdeen United Kingdom c.w.haerpfer@abdn.ac.uk	VICE-PRESIDENT TREASURER Alejandro Moreno Instituto Tecnológico Autónomo de México amoren@itam.mx	VICE-PRESIDENT Christian Welzel Leuphana University Lueneburg Germany cwelzel@gmail.com	SECRETARY GENERAL Bi Puranen Institute for Future Studies Stockholm - Sweden bi@bikupan.se	ARCHIVE Jaime Díez-Medrano ASEP JDS Systems Madrid - Spain jdiezmed@jdsurvey.net
---	--	--	---	---

Administrative Secretary: Kseniya Kizilova • email: kseniya.kizilova@abdn.ac.uk • web: www.worldvaluessurvey.org
Address: World Values Survey Association • Tegnérsgatan 15 • 11140 Stockholm • Sweden

VICE-PRESIDENT & TREASURER: ALEJANDRO MORENO



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

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

VICE-PRESIDENT: CHRISTIAN WELZEL



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

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



World Research Codes and Guidelines

ESOMAR/WAPOR GUIDELINE ON OPINION POLLS AND PUBLISHED SURVEYS

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

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

8.4.4 Mixed modes

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

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

9 PROJECT TEAM

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