

POLITICAL OPINION POLLING

Also edited by Robert M. Worcester

CONSUMER MARKET RESEARCH HANDBOOK
(with John Downham)

POLITICAL COMMUNICATIONS *(with Martin Harrop)*

POLITICAL OPINION POLLING

An International Review

Edited by

ROBERT M. WORCESTER

President

World Association for

Public Opinion Research



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Notes on the Contributors

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Joined McNair Anderson in 1952 and is now its chairman. He holds a B.Econ. degree from the University of Sydney, where he graduated with honours in statistics, and an M.Sc. from Columbia University, New York, majoring in marketing. He is a fellow of the Market Research Society of Australia, and a member of the Executive of the Constitutional Association of Australia and various professional bodies. At McNair Anderson one of his responsibilities is the organisation of Australian public opinion polls, which are published by the *Herald* and *Weekly Times* Group.

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Born in Trieste, Italy, he began his academic career as an assistant lecturer in economics, but has subsequently devoted himself to applied statistics, writing several books and over two hundred scientific papers on demography, economics and social statistics. From 1931 to 1969 he was professor of statistics at the University of Trieste (where he served also as dean of the Department of Economics and Business Administration). In 1961 he was appointed professor at the University of Rome. In 1946 he founded the Institute for Statistical Research and Public Opinion Analysis in Milan (DOXA), of which he is still managing director. He is a member of the Accademia dei Lincei, of the International Institute of Statistics and of other learned societies, and an honorary member of ESOMAR.

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Director of the Training School at the Institute of Statistical Mathematics in Tokyo since 1966. He graduated with a B.Sc. in mathematics at the University of Hokkaido in 1947. He has been a member of staff at the Institute of Statistical Mathematics since 1949 and has also held the posts of part-time lecturer in sociology at the University of Tokyo and in political science at the University of Waseda, and that of visiting professor at the University of Paris V (René Descartes). He has written or contributed to numerous books, articles, reports and surveys published in Japanese, English and French. He currently serves as member-at-large on the Council of the World Association for Public Opinion Research.

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Director of the Netherlands Institute of Public Opinion (NIPO) which he co-founded with Wim J. de Jonge in 1945. He is also a founding member of ESOMAR and of the Dutch Association of Market Researchers, and a former president of the World Association for Public Opinion Research; and is currently on the board of directors of the Gallup Organization Inc., USA, and of FISA A.G., Switzerland. He has published a number of articles in Europe and the USA and is the author of *Measuring Advertising Results for Marketing* (Amsterdam: Samsom, 1972), published in Dutch. He is the winner (1981) of the Helen Dinnerman Award of WAPOR for his contribution to the methodology of public opinion research.

Juan Antonio Giner

Professor of public opinion at the School of Journalism, University of Navarra (Pamplona, Spain). Since 1979 he has been editor-in-chief of *Nuestro Tiempo*, a monthly current affairs magazine published by EUNSA, the University of Navarra Press. A native of Barcelona, Dr Giner received a B.A. in Law from the University of Barcelona in 1970, a B.A. in journalism from the Official School of Journalism in Madrid in 1975, a Ph.D. in law from the University of Navarra in 1978 and an M.A. in journalism from the University of Navarra in 1980. He was a Ford Foundation post-doctoral fellow and visiting scholar at the Graduate School of Journalism, Columbia University, New York, in 1978-9. He is a member of the board of editors of *Investigación y Marketing*, the journal of the Spanish Association of Market and Opinion Studies (AEDEMO), as well as a member of WAPOR, the American Association of Public Opinion Research (AAPOR) and AEDEMO. He has also been a regular contributor to *La Vanguardia* and *El país*. His doctoral thesis, 'Legal and ethical regulation of public opinion polls', is currently being prepared for publication. Since October 1981 he has been the Vice-Dean of the School of Journalism. He is co-author with Kenneth Maxwell of *Press and the Rebirth of Iberian Democracy* (Westport, Connecticut: Greenwood Press, 1982).

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