



**2018 WAPOR-ASIA Annual Conference
New Era of Public Opinion Research in Asia**

Sponsored by
World Association for Public Opinion Research, Asia Chapter (WAPOR-ASIA)
Taiwan Institute for Governance and Communications Research (TIGCR)
Election Study Center (ESC), National Chengchi University

May 24-26, 2018
Howard Civil Service International House
Taipei, Taiwan

(Final Program)

Thursday, May 24, 2018

2:00 pm to 5:00 pm

WAPOR-ASIA Council Meeting
Room 201

Friday, May 25, 2018

SURVEY METHODOLOGY: TRADITION VERSUS INNOVATION

8:30 am to 9:00 am

REGISTRATION
Room 101

9:00 am to 9:15 am

OPENING REMARK
Robert CHUNG, President of WAPOR-ASIA
Jibum KIM, WAPOR Council Member

9:15 am to 10:15 am

**KEYNOTE SPEECH : ON THE BIG AND THE SMALL OF OPINION POLLS:
BEYOND 'JUST ANOTHER REGIONAL CHAPTER'**
Moderator:
Robert CHUNG, The University of Hong Kong; President of WAPOR-ASIA
Speaker:
Chi HUANG, National Chengchi University, Chair Professor of Political Science

10:15 am to 10:45 am

Break

10:45 am to 12:00 nn	<p>PANEL I: IMPROVEMENT OF TRADITIONAL SURVEY METHODOLOGY</p> <p>Chair: Yashwant DESHMUKH, CVOTER Foundation, India; Vice President of WAPOR-ASIA</p> <p>Presentations:</p> <p><u><i>Public Attitudes toward Surveys and Personal Data: Evidence from an In-person Survey of Taiwan</i></u> Ruoh-Rong YU, Academia Sinica, Taiwan</p> <p><u><i>Attitudes toward Surveys and Survey Cooperation</i></u> Jibum KIM, Sungkyunkwan University, Korea Sori KIM, Sungkyunkwan University, Korea Chaemin HYUN, Sungkyunkwan University, Korea Jae-Mahn SHIM, Korea University, Korea</p> <p><u><i>Data Quality of the Taiwan's Election and Democratization Study: Examination of Retest and Interviewer Assessment</i></u> Kuang-Hui CHEN, National Chung Cheng University, Taiwan Tsung-Wei LIU, National Chung Cheng University, Taiwan Chi-Lin TSIA, National Chengchi University, Taiwan</p> <p><u><i>Respondents' Manifestations of Extraversion in Survey Interviews: Their Relationships with the Extreme Response Style and Attitude Strength</i></u> Meng-Li YANG, Academia Sinica, Taiwan</p>
12:00 nn to 1:00 pm	Lunch
1:00 pm to 2:15 pm	<p>PANEL II: INNOVATION ON MEASURING OPINION</p> <p>Chair: Jibum KIM, Sungkyunkwan University, Korea</p> <p>Presentations:</p> <p><u><i>Young Respondents Wanted: Report on Parallel Surveys Using CATI and Cell Phone Application</i></u> Pei-shan LIAO, Academia Sinica, Taiwan Ya-hui YANG, Fu Jen Catholic University, Taiwan Chin-yen HSIAO, Fu Jen Catholic University, Taiwan</p> <p><u><i>America's Image</i></u> Holli A. SEMETKO, Emory University, USA Anup KUMAR, Cleveland State University, USA Yao SUN, University of Pennsylvania, USA Siqi ZHENG, Emory University, USA Emanuel CASTRO, Emory University, USA Mariejose MARTINEZ, Case Western Reserve University School of Law, USA Matthew GOLDMAN, Emory University, USA Jihyun HWANG, Emory University, USA Julia BITTENCOURT, Emory University, USA</p>

	<p>Zhenhyang (Lisa) ZHONG, Emory University, USA (with Kate ZHANG, Seung-Yeon KANG, Lucas RICHARD-CARVAJAL, Juan Pablo SABILLON, Elaine DAI)</p> <p><i>Malaysian Image of America's Two Presidents</i> Syed Arabi IDID, International Islamic University Malaysia, Malaysia</p> <p><i>Conducting Exit Polls during the May 2016 Philippine National Elections</i> Linda Luz B. Guerrero, Social Weather Stations, the Philippines Vladimir Joseph V. LICUDINE, Social Weather Stations, the Philippines Gerardo A. SANDOVAL, Social Weather Stations, the Philippines</p>
2:15 pm to 2:45 pm	Break
2:45 pm to 4:00 pm	<p>PANEL III: PUBLIC OPINION AND ISSUE CLEAVAGES</p> <p>Chair: Ching-Hsing YU, National Chengchi University, Taiwan</p> <p>Presentations:</p> <p><i>Trends of Public Support Concerning Nuclear Energy in Taiwan (2009-2017)</i> Mei-Ling Hsu, National Chengchi University, Taiwan Tsung-Jen SHIH, National Chengchi University, Taiwan Yie-Jing YANG, Shih Shin University, Taiwan</p> <p><i>The Surveys on the Japanese National Character: Project History and Future Prospects</i> Yoo-Sung PARK, The Institute of Statistical Mathematics, Japan Tadahiko MAEDA, The Institute of Statistical Mathematics, Japan</p> <p><i>Presidential? What Filipinos Think of Pres. Duterte's Public Cursing, Rants and Jokes</i> Vladimir Joseph V. LICUDINE, Social Weather Stations, the Philippines Christian Michael ENTOMA, Social Weather Stations, the Philippines Sheena SABIO, Social Weather Stations, the Philippines</p> <p><i>Imaginary War With China: Is The 1992 Consensus an Essential Element in Promoting Peace Across Taiwan Strait?</i> Chia-Hung TSIA, National Chengchi University, Taiwan Dennis WENG, Sam Houston University, USA</p>
4:00 pm to 4:15 pm	Break
4:15 pm to 5:45 pm	<p>PANEL IV: DISCUSSION ON FREEDOM TO PUBLISH OPINION POLLS</p> <p>Robert CHUNG, WAPOR-ASIA representative of Hong Kong Yashwant DESHMUKH, WAPOR-ASIA representative of India Jibum KIM, WAPOR-ASIA representative of Korea Syed Arabi IDID, WAPOR-ASIA representative of Malaysia Gerardo A. SANDOVAL, WAPOR-ASIA representative of the Philippines Eric YU, WAPOR-ASIA representative of Taiwan</p>
6:00 pm to 8:00 pm	Conference Dinner

Saturday, May 26 2018

CROSS-NATION COMPARISONS

8:30 am to 9:00 am

Registration

PANEL V: COMPARATIVE PUBLIC OPINION RESEARCH

Chair:

Syed Arabi IDID, International Islamic University Malaysia, Malaysia

Presentations:

Leaders, Issues & Electoral Alliances

Anup KUMAR, Cleveland State University, USA

Taberez Ahmed NEYAZI, National University of Singapore, Singapore

Holli A. SEMETKO, Emory University, USA

Mohan DUTTA, National University of Singapore, Singapore

Kazuya NAKAMIZO, Kyoto University, Japan

9:00 am to 10:15 am

Dependence on Government: Comparison of Filipinos with Spaniards, Americans and Japanese

Gerardo A. SANDOVAL, Social Weather Stations, the Philippines

Iremae D. LABUCAY, Social Weather Stations, the Philippines

Linda Luz B. GUERRERO, Social Weather Stations, the Philippines

Evolution of local identities in Hong Kong and Taiwan

Edward TAI, The University of Hong Kong, Hong Kong

Jeremiah LAI, The University of Hong Kong, Hong Kong

Citizenship Norm and Political Participation: A Cross-Country Analysis

Eric Chen-hua YU, National Chengchi University, Taiwan

Ting-wei WENG, Stony Brook University, USA

10:15 am to 10:45 am

Break

PANEL VI: PUBLIC OPINION ON GOVERNANCE AND ELECTION

Chair:

Linda Luz B. GUERRERO, Social Weather Stations, the Philippines

Presentations:

Using Blockchain to Capture Public Opinion

Angus CHIU, Civic Data (Hong Kong), Hong Kong

Mapping the 2018 Malaysian verdict through the AII (Anti-Incumbency Index)

Yashwant DESHMUKH, CVOTER Foundation, India

Shiv SEHGAL, CPSR, India

Tracking public perception on Inflation and its relationship with approval ratings on Governance and political popularity

Shalinder MAHAJAN, CVOTER Foundation, India

Manu SHARMA, CVOTER Foundation, India

10:45 am to 11:45 pm

11:45 pm to 12:00 pm	Concluding Remark Robert CHUNG , President of WAPOR-ASIA
12:00 pm to 1:00 pm	Lunch
1:00 pm to 3:00 pm	WAPOR-ASIA Annual Business Meeting

Conference Chairman: Ching-hsing YU
Coordinator: Eric YU
Assistant: Annabella Lin

Participants

Area	Scholar	Institute
Hong Kong	Robert CHUNG	The University of Hong Kong
	Edward TAI	The University of Hong Kong
	Jeremiah LAI	The University of Hong Kong
	Winnie LEE	The University of Hong Kong
	Angus CHIU	Civic Data (Hong Kong)
India	Yashwant DESHMUKH	CVOTER Foundation
	Shalinder MAHAJAN	CVOTER Foundation
	Jitendra KUMAR	Green Peace
	Shiv SEHGAI	CPSR
Japan	Yoosung PARK	The Institute of Statistical Mathematics
	Tadahiko MAEDA	The Institute of Statistical Mathematics
Korea	Jibum KIM	Sungkyunkwan University
	Sori KIM	Sungkyunkwan University
	Chaemin HYUN	Sungkyunkwan University
Malaysia	Syed Arabi IDID	International Islamic University Malaysia
Taiwan	Ruoh-Rong YU	Center for Survey Research, RCHSS, Academia Sinica
	Meng-Li YANG	Center for Survey Research, RCHSS Academia Sinica
	Pei-Shan LIAO	Center for Survey Research, RCHSS, Academia Sinica
	Mei-Ling HSU	Department of Journalism, National Chengchi University
	Tsung-Jen SHIH	International Master's Program in International Communication Studies, National Chengchi University
	Kuang-Hui CHEN	National Chung Cheng University
	Chia-Hung TSAI	Election Study Center, National Chengchi University
	Ching-Hsin YU	Election Study Center, National Chengchi University
	Lu-Huei CHEN	Election Study Center, National Chengchi University
	Su-Feng CHENG	Election Study Center, National Chengchi University
	Eric Chen-Hua YU	Election Study Center, National Chengchi University
	Chi HUANG	Election Study Center, National Chengchi University
The Philippines	Linda Luz B. GUERRERO	Social Weather Stations
	Gerardo A. SANDOVAL	Social Weather Stations
	Vladymir Joseph V. LICUDINE	Social Weather Stations
USA	Holli A. SEMETKO	Emory University