‘What’s Past is Prologue’: The Origin, Development, and Forming of Cross-national, Survey Research

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Diffusion of an Innovation

Megatrends

– Globalization
– Democratization
  • Decolonization

Major Historical Events

– World War II
– Post-bellum Collective Multilateralism
– Spread and Collapse of Communism
Cross-National, Survey Research Firsts 1936-1948

- 1936 – British Institute of Public Opinion founded.
- 1937 – Public Opinion Quarterly started.
- 1/28/1938 – Gallup international data published.
- 7/1938 – POQ publishes international data.
- 7/21/1939 – Coordinated international data reported.
- Spring, 1942 – POQ direct, identical cross-national comparisons
- 1948 – Time magazine Where Stands Freedom study
- 1948 – UNESCO Tensions Project/Buchanan and Cantril
## Early Gallup Affiliates

<table>
<thead>
<tr>
<th>Country</th>
<th>Year Founded/ First Poll</th>
<th>Organization (Acronym)</th>
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<tbody>
<tr>
<td><strong>Loxwood Group</strong></td>
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<tr>
<td>United States</td>
<td>1935/1935</td>
<td>American Institute for Public Opinion (AIPO)</td>
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<td>United Kingdom</td>
<td>1936/1937</td>
<td>British Institute for Public Opinion (BIPO)</td>
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<td>France</td>
<td>1938/1938-39</td>
<td>Institut Francais d’Opinion Publique (IFOP)</td>
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<td>Australia</td>
<td>1941/1941</td>
<td>Australian Public Opinion Poll (APOP)</td>
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<td>Canada</td>
<td>1941/1941</td>
<td>Canadian Institute for Public Opinion (CIPO)</td>
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<tr>
<td>Brazil</td>
<td>1942/1946?</td>
<td>Instituto Brasileriro de Opiniao Publica (IBOPE)</td>
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<tr>
<td>Sweden</td>
<td>1942/1942</td>
<td>Svenska Gallup Institutet (SGI)</td>
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<tr>
<td>Denmark</td>
<td>1943?/1945</td>
<td>Dansk Gallup Institutet (DGI)</td>
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<tr>
<td>The Netherlands</td>
<td>1945/1945</td>
<td>Nederlands Instituut voor de Publieke Opinie (NIPO)</td>
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<tr>
<td>Finland</td>
<td>1945/1945</td>
<td>Suomen Gallup Osakeyhtio</td>
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<td>Norway</td>
<td>1945/1945</td>
<td>Norsk Gallup Institutt (NGI)</td>
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<tr>
<td><strong>Other Early Gallup Affiliates (Not Part of Original Loxwood Group)</strong></td>
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<tr>
<td>Switzerland</td>
<td>1944/1944</td>
<td>Institut Suisse d’Opinion Publique (ISOP)</td>
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<tr>
<td>Germany (West)</td>
<td>1945/1948</td>
<td>EMNID: Institut fuer Markforschung und Marktermittlung</td>
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<td></td>
<td></td>
<td>(Erforschungder Oeffentlichen Meinung, Markforschung, Nachrichten,</td>
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<td></td>
<td></td>
<td>Informationtonen, Diesnsleistungen)</td>
</tr>
<tr>
<td>Italy</td>
<td>1946/1946</td>
<td>DOXA, Istituto per la Ricerche Statistiche e d’Analisi dell Opinione Pubblica</td>
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<tr>
<td>Austria</td>
<td>1949/1949</td>
<td>Oesterreichisches Gallup Institut</td>
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?=the most questionable dates
List of 9 Important Survey Research Conferences, 1946-1949

Central City Conference on Public Opinion Research, Central City, Colorado, July 29-31, 1946

Conference on State and Local Polls, Princeton, New Jersey, December 2-6, 1946

Conference of European Public Opinion Institutes, Paris, January 28-30, 1947

Organizing Meeting of the International Association of Public Opinion (Gallup) Institutes, Loxwood Hall, Sussex, May 11-18, 1947

Second International Conference on Public Opinion Research, Williamstown, Massachusetts, September 2-5, 1947


Second International Congress of Public Opinion, Amsterdam, September 15-17, 1948


International Conference on Public Opinion Research, Paris, September 7-9, 1949 [First Joint WAPOR/ESOMAR meeting]
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Three Stages of Development of Cross-national Research

Stage 1: 1930s-1973

– A small number of studies covering a limited range of countries
– Directed by a small group of researchers
– Conducted on a one-time, topic-specific basis

- Civic Culture (1959-60), Patterns of Human Concerns (1957-1963), Political Participation and Equality Study (1966-71)
Stage 2: 1973-2002
- More studies, more countries
- More collaborative
- Sustained
  - Eurobarometer 1973+
  - EVS/WVS, ISSP, CSES, Global Barometers
Stage 3: 2002+

- Still more studies and wider coverage of countries
- Part of social-science infrastructure
- Increased centralized support
- Increased methodological rigor and tools
  - European Social Survey 2002+
  - International Workshop on Comparative Survey Design and Implementation (CSDI) 2002+
  - International Conference on Survey Methods in Multinational, Multiregional, and Multicultural Contexts (3MC) 2008
## Synthesis

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<thead>
<tr>
<th>Past</th>
<th>Prologue</th>
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<tr>
<td>• Functional Equivalence</td>
<td>FE+TSE</td>
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<tr>
<td>• Collaboration</td>
<td>Project Management/Coordination</td>
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<td>• Multi-level/Country-level</td>
<td>ML-MS Approach</td>
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<tr>
<td>• Old Big Data</td>
<td>OBD + New Big Data</td>
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<tr>
<td>• 3MC 2008</td>
<td>3MC 2016</td>
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Whereof what’s past is prologue, what to come
In yours and my discharge.