

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

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Second International Conference on Survey
Methods in Multinational, Multiregional and
Multicultural Contexts (3MC 2016)

July, 2016

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

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

?=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

Third International Conference on Public Opinion Research, Eagles Mere, Pennsylvania, September 12-15, 1948

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

Fourth Annual Conference on Public Opinion Research (AAPOR), Ithaca, NY, June 19-22, 1949

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

Past

- Functional Equivalence
- Collaboration
- Multi-level/Country-level
- Old Big Data
- 3MC 2008

Prologue

- FE+TSE
- Project Management/
Coordination
- ML-MS Approach
- OBD + New Big Data
- 3MC 2016

Whereof **what's past is prologue**, what to come
In yours and my discharge.