

## 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), 2013-2014 <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.

# The University of Michigan

to all who may read these letters, Greetings:

Hereby it is certified that upon the recommendation of

The Honorable W. Karkham School of Graduate Studies

The Regents of The University of Michigan have conferred upon

**Jesús Alejandro Moreno Alvarez**

in recognition of the satisfactory fulfillment of the prescribed requirements the degree of

**Doctor of Philosophy**

(Political Science)

with all the rights, privileges, and honors thereto pertaining here and elsewhere.



Dated at Ann Arbor, Michigan this nineteenth day of August, nineteen hundred and ninety-seven

*Joe P. Ellinger*  
President

*Robert R. Palmer*  
Secretary

# WAPOR NEWSLETTER

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

December 2014

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Germany, Dr. Thomas Petersen  
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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 67<sup>th</sup> 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)

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## Letter from the President

Dear WAPOR members,

Thank you for giving me the honor to serve as President of the Association during these two years. It has been a great experience. The Council members reported at the business meeting during the annual conference in Nice, that WAPOR is in very good shape. This is very encouraging, as we continue promoting the goals established by our constitution, and as we take further steps assisting public opinion research in different regions of the world.

As President, I enjoyed and learned a lot from the multiple activities of the WAPOR community, and from our collaboration with AAPOR and ESOMAR. I am very grateful to the WAPOR Council members and to our Executive Coordinator for all their support, time, and commitment.

I also deeply felt the sad moments of loss. Most recently, Hans Zetterberg, a Past President of WAPOR, passed away on November 28th, at the age of 87. You can read more in tribute to Hans on page 3.

As my term comes to an end, let me share with you that Mike Traugott has agreed to re-join Council, this time as Secretary Treasurer. As you all know, Claire Durand is leaving that position, as she was elected Vice President and President Elect in the last elections. I wish them and our incoming President, Patricia Moy, the best of all experiences in leading WAPOR. I look forward to support them in my role as Past President.

Please mark your 2015 calendars with our activities, including the regional conference in Doha (March) and our annual conference in Buenos Aires (June).

Thank you very much!

Alejandro Moreno



Alejandro Moreno,  
WAPOR President

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## Election Results

The WAPOR elections for 2014 wrapped up last November. Voting was done online for the third consecutive year and participation continues to improve. The final totals indicate that 38.32% of eligible voters took the time to make their choices for Vice President/President-Elect and Chair of the Professional Standards Committee.



Claire Durand, of the University of Montreal, was elected VP/President Elect for the 2015/2016 term.

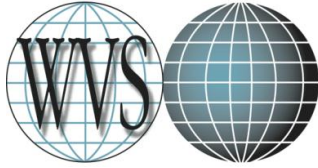
Due to Professor Durand's election as VP, her position as Secretary/Treasurer was



vacated. Alejandro Moreno appointed Michael Traugott (past WAPOR President) as the Secretary/Treasurer for 2015. He will serve in this capacity until the normal election cycle this fall when two new candidates will stand for election.

Timothy Johnson, of the University of Illinois at Chicago, was elected as Chair of the Professional Standards Committee. .





The WORLD VALUES SURVEY ASSOCIATION  
[www.worldvaluessurvey.org](http://www.worldvaluessurvey.org)

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

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<b>PRESIDENT</b> Christian W. Haerpfer University of Aberdeen Aberdeen United Kingdom <a href="mailto:c.w.haerpfer@abdn.ac.uk">c.w.haerpfer@abdn.ac.uk</a>	<b>VICE-PRESIDENT</b> <b>TREASURER</b> Alejandro Moreno Instituto Tecnológico Autónomo de México <a href="mailto:amoren@itam.mx">amoren@itam.mx</a>	<b>VICE-PRESIDENT</b> Christian Welzel Leuphana University Lueneburg Germany <a href="mailto:cwelzel@gmail.com">cwelzel@gmail.com</a>	<b>SECRETARY GENERAL</b> Bi Puranen Institute for Future Studies Stockholm - Sweden <a href="mailto:bi@bikupan.se">bi@bikupan.se</a>	<b>ARCHIVE</b> Jaime Díez-Medrano ASEP JDS Systems Madrid - Spain <a href="mailto:jdiezmed@jdsurvey.net">jdiezmed@jdsurvey.net</a>
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Address: World Values Survey Association • Tegnérsgatan 15 • 11140 Stockholm • Sweden

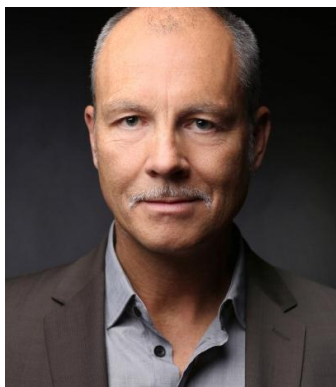
## VICE-PRESIDENT & TREASURER: ALEJANRO MORENO



**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 Lueneburg, 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](http://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).