

Konrad-Adenauer-Stiftung e.V.  
MEDIA PROGRAMME ASIA

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34 Bukit Pasoh Rd.  
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## "POLITICAL POLLING IN ASIA-PACIFIC"

January 25 – 26, 2012

Singapore

### Programme (for local participants)

(as per Jan 16, 2012)

In some Asia-Pacific countries, such as Singapore political polling remains a somewhat immature science, but one that is slowly developing. In others, such as Malaysia, Thailand and the Philippines it has developed into an integral - and often controversial - segment of the political fabric. Australia and New Zealand have taken political polling to even more sophisticated levels.

The authors of the publication 'Political Polling in Asia-Pacific' will present their work; and debate and discuss various aspects of polling in interaction with the audience. Topics include the impact of polling on the society and the political establishment; the use of emerging technologies as valuable tools for pollsters and researchers, and how social media change the public opinion building process.

#### Jan 25

**Venue: Hotel Parkroyal at Beach Road (Room: Plaza Ballroom 3), 7500A Beach Road, Singapore**

08:30 am Registration of participants

09:00 am **Welcome Address:**

- Benjamin Hill Detenber, Head, Wee Kim Wee School of Communication and Information at Nanyang Technological University (NTU), Singapore

**Opening Address:**

- Paul Linnarz, Director, Media Programme Asia at Konrad-Adenauer-Stiftung (KAS), Singapore



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09:30 am

**Session 1: “Importance of Political Polls in Political Communication”**

- Dr. Wolfgang Donsbach, Director and Professor, Department of Media and Communication at Technische Universität Dresden, Germany

(followed by Q&A)

11:00 am

**Coffee Break**

11:30 am

**Session 2: “How Polls Are Shaping the Political Process”**

- Alastair Carthew, Principal, phuketpublicrelations.com, Thailand

(followed by Q&A)

12:30 pm

**Lunch Break**

02:00 pm

**Session 3: “Focus Groups: Myth or Reality?”**

- Stephen Mills, Principal of UMR research, Australia/New Zealand

(followed by Q&A)

03:30 pm

**Coffee Break**

04:00 pm

**Session 4: “Is Asia-Pacific Ready for Online Political Polling?”**

- N.N.

(followed by Q&A)

05:00 pm

**End of first conference day**

07:00 pm

**Dinner (by invitation only)**

**Jan 26**



Wee Kim Wee School of Communication and Information

08:30 am

Registration of participants (new participants only)

09:00 am

**Opening remarks:**

- Paul Linnarz, Director, Media Programme Asia at Konrad-Adenauer-Stiftung (KAS), Singapore



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09:15 am

### **Session 5: “Media and Its Relationship to Polling Institutions”**

- Alastair Carthew, Principal, phuketpublicrelations.com, Thailand

(followed by Q&A)

10:15 am

### **Coffee Break**

10:30 am

### **Session 6: “Predicting Elections with Social Media: Opportunities and Challenges”**

- Marko Skoric, Assistant Professor, Division of Communication Research, Wee Kim Wee School of Communication and Information at NTU, Singapore

(followed by Q&A)

11:30 am

### **Session 7: “Emerging Technologies in the Polling Business”**

- David Black, Managing Director and Owner of Blackbox Research, Singapore

(followed by Q&A)

12:30 pm

### **Lunch Break**

02:00 pm

### **Session 8: “Do Public Opinion Processes Change Through Social Media?”**

- Philip Behnke, Communications & Public Relations consultant, Singapore

(followed by Q&A)

03:30 pm

### **Coffee Break**

04:00 pm

### **Session 9: “Practices and Challenges in Political Poll Design”**

- Dr. Noppadon Kannika, Director, ABAC Poll Research Center at Assumption University, Thailand

(followed by Q&A)

05:30 pm

### **Closing Session: “Singapore Maturing? Polls and Politics in Singapore”**

- Dr. Kirpal Singh, Director, Wee Kim Wee Centre at Singapore Management University (SMU)

06:00 pm

### **Closing of conference**



Wee Kim Wee School of Communication and Information



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