



# Asia Conference on Public Opinion Research 2012

November 27-29, 2012

University of the Thai Chamber of Commerce, Bangkok

Boromrajonani College of Nursing Saraburi, Saraburi THAILAND

**Co-organized by**

Asian Network for Public Opinion Research (ANPOR)

ASEAN Media and Communication Research and Studies Center (AMSAR)

Academy of Public Enterprise Policy, Business and Regulation (APaR),

The University of the Thai Chamber of Commerce

Boromrajonani College of Nursing Saraburi (BCNS), Praboromarajchanok Institute,

Ministry of Public Health

# Program

**26 NOVEMBER 2012**

ARRIVAL RECEPTION DRINK (AT VIC3 HOTEL, HOSTED BY AMSAR, UTCC)

**27 November 2012 (Hosted by APaR,TCC)**

09.00 – 09.10	Greeting by Dean, School of Communication
09.10 – 09.30	"Who is Who? Public Opinion Research in Thailand" by AMSAR, UTCC
09.30 – 10.30	<b>Round Table Discussion : Trend in Public Opinion Research</b> Moderator: Associate Professor, Dr. Sudharma Yoo-naidhamma, Dean, School of Law, UTCC
10.30 – 10.45	<b>Welcome Speech by Associate Professor, Dr. Saowanee Thairungroj</b> President of the University of the Thai Chamber of Commerce
10.45 – 11.00	Coffee Break
11.00 – 12.00	<b>Country Presentation I</b> <b>- Moderator : Assistant Prof. Dr. Jantima Kheokao</b> <b>" The Infrastructure of Public Opinion Research in Japan"</b> By: Dr. Kubota Yuichi, University of Niigata Prefecture, Japan <b>"The Infrastructure of Public Opinion Research in China,"</b> By: Dr. Zhou Baohua, Media and Public Opinion Research Center of Fudan University (FMORC) <b>"The Infrastructure of Public Opinion Research in Korea"</b> By: Professor, Dr.Sung Kyum Cho, Chungnam National University, Korea

12.00 – 14.00	Lunch
14.00 – 15.00	<p><b>Country Presentation II</b></p> <p>– Moderator: Dr. Seiji Fujii</p> <p><b>" Public Opinion Research in Malaysia"</b></p> <p>By: Syed Arabi Idid, International Islamic University, Malaysia</p> <p><b>"Opinion Polling in Hong Kong"</b></p> <p>By: Winnie Lee, Public Opinion Program, the University of Hong Kong</p> <p><b>"Deliberative Polling in Macao: Experience Sharing"</b></p> <p>By: Dr. Angus Weng Hin Cheong, Macao Polling Research Association</p>
15.00 – 15.15	Coffee Break
15.15 – 16.15	<p><b>Country Presentation III</b></p> <p>- Moderator: Dr. Shuanglong Li</p> <p><b>"Social Weather Monitoring in the Philippines"</b></p> <p>By: Geraldo Sandoval, Social Weather Station</p> <p><b>"The Role of Opinion Polls in Taiwan’s Elections"</b></p> <p>By: Eric Chenhua YU, Election Study Center, National Chengchi University (ESC-NCCU)</p> <p><b>"Public Opinion Research and Thailand’s Health System"</b></p> <p>By: Dr. Sasitorn Yingrengreung, Boromrajonani College of Nursing Saraburi (BCNS)</p> <p><b>"The Case of Public Opinion Research on Thai Teens' Alcohol Use"</b></p> <p>By: Dr. Tassanee Krirkgulthorn Boromrajonani College of Nursing Saraburi (BCNS)</p>
16.15 – 18.00	<p><b>ANPOR Business Meeting I</b></p> <p>- Moderator : Professor, Dr.Sung Kyum Cho</p>
18.30	Dinner

<b>28 November 2012 (Hosted by BCNS)</b>	
08:30	Pick up from the lobby at Vic 3
09.30 – 10.30	Media Visit (Thai PBS)
10:30 – 11.45	Leave Bangkok to Saraburi
11.45 – 13.00	Lunch at Kiew Un Hotel, Saraburi
13.00 – 15.00	<b>ANPOR Business Meeting II (Continued)</b>
15.00 – 15.15	Coffee break
15:15 – 17.15	<b>ANPOR Seminar “Cross country surveys in Asian countries”</b> Presenters: Professor, Dr. Takashi Inoguchi/ Dr. Ock Tae Kim Moderator: Dr. Robert Chung
17.15 – 18.30	<b>Visit Thai-Yuen Cultural Center, explore Thai massage, herbal, art &amp; craft products by the Pasak River</b> Welcome Speech and Token to the participants by the BCNS's Director
18:30 – 21.00	Khantoke- (northern style) dinner, and Loy Krathong (Water festival)
21:00 – 22.30	Leave Saraburi to Bangkok

<b>29 November 2012</b>
Departure