



NEXT ANNUAL CONFERENCE: Austin, Texas, USA - 10-12 May 2016



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Auditorium Ástor Piazzolla
Wed 8:30 AM
Plenary Session 1:

The Networked Public Sphere and the Structure of Public Opinion
Session Chair: Michael Traugott | mtrau@umich.edu (University of Michigan and Institute for Social Research, ISR|USA)
AAPOR2025: Implications for Global Public Opinion Research and the Decade to Come - Michael Link (The Nielsen Company and President, American Association for Public Opinion Research)
Traces of Public Sentiment in the Networked Public Sphere: Examples and Opportunities - Dhavan Shah (Maier-Bascom Professor at the University of Wisconsin-Madison and Director of the Mass Communication Research Center)

B-1 3 Wed 10:30 AM

Theorising and Measuring Public Opinion in an Era of Social Networks and Data Wealth Session Chair: Hernando Rojas | hrojas@wisc.edu Big Data and Public Sentiment: Using Computational Approaches Dhavan Shah (Maier-Bascom Professor at the University of Wisconsin-Madison and Director of the Mass Communication Research Center) The Networked Public Sphere and the Structure of Public Opinion Lewis Friedland (UW-Madison) Egocentric publics & opinion Hernando Rojas (University of Wisconsin-Madison) Political Engagement 2.0 - Politicians in Social Media as Catalysts of Citizens Involvement Carlos Muñiz (Universidad Autónoma de Nuevo León)

B-2 2 Wed 10:30 AM

Consumer Culture and Market Movements Session Chair: Paula Magariños | pm@sotomagarinos.com.ar Globalization and Free Market: Views From Around the World Vanesa Berenstein (GlobeScan Inc.), Constanza Cilley (Voices Research & Consultancy) Evolving as Technology Evolves Mercedes Ruiz Barrio (TNS Gallup Argentina), Antonio Gómez Attitudes, Beliefs and Public Mood: How Purchasing Strategies Adapt to a Changing Environment Paula Magariños (Soto - Magariños / UBA / UNA) User Research Methods Applied by Private Companies: Multiple Case Study ([uploads/3/7/6/6/37666309/b2_-_user_research_methods_applied_by_private_companies_multiple_case_study_-_cristina_nardin_zabotto.pdf](#)) Study Cristina Zabotto (Federal University of São Carlos), Flavia Ciaccia (Federal University of São Carlos), Claudia Santos (Federal University of São Carlos), Henrique Galante, Ana Silva, Benedito Benze. The Acceptance of Market Economics: A Cross-National Comparison Using the World Values Survey Jon Miller (University of Michigan), Ronald Inglehart (University of Michigan, USA)

B-3 4 Wed 10:30 AM

Perspectives on Democracy: Evidence from the AmericasBarometer 2014 Session Chair: Elizabeth Zechmeister | liz.zechmeister@vanderbilt.edu Marijuana Legalization in the Americas ([uploads/3/7/6/6/37666309/b3_-_respondent_driven_sample_study_of_marijuana_consumers_in_montevideo_-_fernanda_boidi.pdf](#)) Fernanda Boidi (Insights Research and Consulting) Security, Policy Priorities, and Democracy in the Americas Elizabeth Zechmeister (Dept. of Political Science, Vanderbilt University) Individual and Contextual Determinants of Subnational Vote in Argentina Germán Lodola (Universidad Torcuato Di Tella) The Determinants of Public Support for Militarizing Domestic Security: Evidence from the AmericasBarometer Orlando Pérez (Millersville University)

B-4 8 Wed 10:30 AM

Gender and Sexual Identity Session Chair: Miguel Ángel Torhton Granados | mtorhton@gwmail.gwu.edu Democracy, Political Rights and Gender Quotas: A Study of Brazilian, Bolivian and Argentinean Laws Polianna Pereira dos Santos (Universidade Federal de Minas Gerais), Júlia Rocha de Barcelos (Universidade Federal de Minas Gerais), Sâmya Nagle (Universidade Federal do Piauí) The effect of religion, democracy and economic development on individual determinants of negative attitudes towards homosexuality: a comparative analysis Ariel Azar (Pontificia Universidad Católica de Chile), Cristian Valenzuela (Universidad de Chile), Fiorella Santis (Pontificia Universidad Católica de Chile) Gender Gap in Mexican Presidential Elections Miguel Angel Torhton Granados (The George Washington University) Bridging Semantic and Network Analysis in SNS: the Case of the Hashtag #vamosfalarsobreaborto (let's talk about abortion) in an Ego Network on Twitter Diogenes Lycariao (Pos-Graduation Program on Communication / Fluminense Federal University|UFF), Marcelo Alves (Pos-Graduation Program on Communication of Fluminense Federal University|UFF)

B-5 6 Wed 10:30 AM

Media, Public Opinion and New Social Networks Session Chair: Demian Trilling | d.c.trilling@uva.nl Viral news: How to

predict news sharing based on article characteristics Damian Irilling (University of Amsterdam), Petro Iolochko (University of Amsterdam), Björn Burscher (Amsterdam School of University of Amsterdam). The effects of incivility, and audience- and media-centric factors on perceptions of bias in science news Sara Yeo (University of Utah), Leona Su (University of Wisconsin–Madison), Dietram Scheufele (University of Wisconsin–Madison), Dominique Brassard (University of Wisconsin–Madison), Michael Xenos. Hostile Media and Political Expression Offline and Online Diego Mazorra Correa (Universidad Externado de Colombia), Paola Ríos (Universidad Externado de Colombia), Hernando Rojas (University of Wisconsin–Madison) Media Coverage and the Short-Term Dynamics of Candidate Popularity Mona Krewel (University of Mannheim), Julia Partheymüller (University of Mannheim)

B-6 7 Wed 10:30 AM

New Social Networks, Deliberation and Public Opinion Session Chair: Miguel Oliva | moliva@untref.edu.ar Investigating the Role of Organic Political Discussion on Partisan Stereotypes Jaime Settle (College of William & Mary), Taylor Feenstra (University of California, San Diego) "Public opinion leaderships analysis using methods of social network analysis (/uploads/3/7/6/6/37666309/b6_-public_opinion_leaderships_analysis_using_methods_of_social_-_miguel_oliva.ppt)" Miguel Oliva (Universidad Nacional de Tres de Febrero) The socials impact of the internet use by adolescents and adults in Sao Paulo city Julia Rosin (Universidade Federal do ABC), Isadora Castanhedi (Universidade Federal do ABC), Claudio Pentead (Universidade Federal do ABC) "A Study of Mediatization Process of the Brazilian Judiciary" (Universidade de Campinas) Unicamp Grazielle Albuquerque Online Influence? Social Media Use, Opinion Leadership, and Political Persuasion Brian Weeks (University of Vienna, Department of Communication), Gil de Zuñiga (University of Vienna),

C-1 8 Wed 1:30 PM

Policy and Public Opinion Session Chair: Dominique Brossard | dbrossard@wisc.edu A First Approach Towards a Social Cohesion Index for Old Urban Housing Projects Adrián Villegas (Gabinete de Comunicación Estratégica / ITAM), Carlos Zedillo (INFONAVIT), Pablo Tavera (Gabinete de Comunicación Estratégica|ITAM), Eduardo Lastra y Lastra (INFONAVIT), María Merino (ITAM), Delfino Vargas (UNAM), Joel Sánchez (INFONAVIT Public Opinion of Emerging and Established Science: How Publics Assess the Risks and Benefits of Controversial Issues Dominique Brossard (University of Wisconsin–Madison), Sara K. Yeo (University of Utah), Michael A. Cacciatore (University of Georgia), Heather Akin (University of Wisconsin–Madison), Dietram A. Scheufele (University of Wisconsin–Madison), Michael A. Xenos (University of Wisconsin–Madison), Distracted Driving And Preventative Programs: Pre- and PostCampaign Survey Of Public Opinion Related to Behaviors And Deterrents Coy Callison (Texas Tech University), Shawna White (Texas Tech University), Matthew VanDyke (Texas Tech University) Findability Aspects in Family Farming Digital Information Environments (/uploads/3/7/6/6/37666309/fullpaper.pdf) Fernando de Assis Rodrigues (São Paulo State University), Elaine Parra Affonso (São Paulo State University), Fernando Luiz Vechiato (São Paulo State University), Silvana Aparecida Borsetti Gregório Vidotti (São Paulo State University), Ricardo César Gonçalves Sant'Ana (São Paulo State University), Climate Change and Message Framing: Understanding Behavior Porismita Borah (Washington State University)

C-2 2 Wed 1:30 PM

The Americas and the World: Public Opinion and Foreign Policy in Latin America Session Chair: Gerardo Maldonado | gerardo.maldonado@cide.edu How Deep Is Your Love (For Globalization)? Survey Experiment Evidence from Mexico, Colombia, and Ecuador David Crow (Centro de Investigación y Docencia Económicas, CIDE) Testing the Mood Theory in Chile: Do Chileans Really Care about Foreign Policy? Miguel Angel López Varas (Instituto de Estudios Internacionales, Universidad de Chile) Attitudes toward the United States in Latin America: Evidence of Anti-Americanism? Gerardo Maldonado (Centro de Investigación y Docencia Económicas|CIDE)

C-3 4 Wed 1:30 PM

Methodology: Experimental Survey Research Session Chair: Noelia Carioli | waporba2015@gmail.com What Is a Just Pension? A Factorial Survey Approach Juan Castillo (Pontificia Universidad Católica de Chile) Francisco Olivos (Pontificia Universidad Católica de Chile), Ariel Azar (Pontificia Universidad Católica de Chile) Measuring the Cognitive Bias of Factorial Survey in Developing Countries Francisco Olivos (Pontificia Universidad Católica de Chile) Interviewer Effects in the Arab World: Evidence from Qatar (/uploads/3/7/6/6/37666309/c3_-interviewer_effects_in_the_arab_world_evidence_from_qatar_-_justin_gengler_jill_wittrock.pdf) Justin Gengler (Qatar University), Jill Wittrock (University of Michigan) The Treatment of Observation: How Surveys Affect Survey-Takers in Over-Researched Populations (/uploads/3/7/6/6/37666309/c3_-the_treatment_of_observation_how_surveys_affect_survey-takers_in_over-researched_populations_-_jonathan_forney.pdf) Jonathan Forney (Forcier Consulting) Understanding the Reasons behind Group Polarization in Deliberative Polling (/uploads/3/7/6/6/37666309/c3_-understanding_the_reasons_behind_group_polarization_in_deliberative_polling_-_shawn_tuteja.pptx) Shawn Tuteja (Stanford University)

C-4 6 Wed 1:30 PM

News, Media and Agenda Setting Session Chair: Paul Capriotti | paul.capriotti@urv.cat Economy vs. Public Safety as 'Problematic Country'. A Comparative Analysis of Argentina and Uruguay (/uploads/3/7/6/6/37666309/c4_-economy_vs_public_safety_as_problematic_country_a_comparative_analysis_of_argentina_and_uruguay_from_objective_and_subjective_indicators_-_emiliano_cardona.docx) From Objective and Subjective Indicators Emiliano Cardona (Universidad de la República) The Assumptions of the Agenda Setting Theory in the New Media Environment Natalia Aruguete (Universidad Nacional de Quilmes) Measuring Media Reputation: Exploring New Ways of Analysis of Companies in the Mass Media Vicente Paul Capriotti Peri (University Rovira Virgili) Acting in Concert for Strengthening the Public Sphere: Traditional Media and the Public as Combined Actors of Media Accountability in Brazil, Argentina, and Uruguay Mariella Bastian (TU Dortmund University)

C-5 7 Wed 1:30 PM

News, Media and Journalism Session Chair: Andrés Scherman | andres.scherman@udp.cl Media Ownership and Democracy: Effects of the New Audiovisual Media Law Media Coverage in Argentina Mariana De Maio (University of Florida) The Use of Opt In SMS Panels to Track Audience Data Max Richman (GeoPoll), William Bell (BBG), Roxana Elliott (GeoPoll) Hans Bredow Institut: Experience in Research Public Opinion and the Current Digital Media Consumption in Germany Neusa Pressler (Universidade da Amazônia), Jan-Hinrik Schmidt (Hans-Bredow-Institut) Why Studying Journalism? A Quantitative Analysis of the Motivations of Journalism Students in Chile and Their Interest in Public Affairs Andrés Scherman (Universidad Diego Portales), Claudia Mellado (Pontificia Universidad Católica de Valparaíso) Social Media in Egyptian Newspapers: New Opportunity or Credibility (/uploads/3/7/6/6/37666309/c5_-social_media_in_egyptian_newspapers_-_hania_farouk_saleh.pptx) Threat Hania Farouk Saleh (Faculty of Mass Communication, Cairo university)

C-6 3 Wed 1:30 PM

Policy, Public Opinion and Subjective Well Being Session Chair: Bernardo Mackenna | bmackenn@uc.cl Respondent Driven Sample Study of Mariuana Consumers in Montevideo Maria Fernanda Roidi Insights Research and Consulting /

Green Sample Study of Mangrove Consumers in Montevideo, Uruguay (Invited Paper) (Invited Research and Consulting / LAPOP), José Miguel Cruz (Florida International University), Rosario Queirolo (Universidad Católica del Uruguay) Questionnaire Design for the Analysis of the Dropout at a Public University in Argentina ([/uploads/3/7/6/3/7666309/c6_-](#)

[_questionnaire_design_for_the_analysis_of_the_dropout_at_a_public_university_in_argentina_-monica_giuliano.pptx](#))

Mónica Giuliano (Universidad Nacional de La Matanza), Silvia Pérez (Universidad Nacional de La Matanza. Departamento de Ingeniería e Investigaciones tecnológicas), Osvaldo Spositto (Universidad Nacional de La Matanza. Departamento de Ingeniería e Investigaciones tecnológicas), Myrian Gil (Universidad Nacional de La Matanza. Departamento de Ingeniería e Investigaciones tecnológicas), Mabel Agüero (Universidad Nacional de La Matanza. Departamento de Ingeniería e Investigaciones tecnológicas), Is Life Satisfaction the Same for Everyone? The Conditional and Social Nature of Subjective Well-Being Bernardo Mackenna Cox (Pontifical Catholic University of Chile), Magdalena Browne (Pontifical Catholic University of Chile, Sociology Department) The Economics of Life Satisfaction: How National and Individual Income Impact Self-Reported Well-Being Over Time Katie Simmons (Pew Research Center), Jill Carle (Pew Research Center), Richard Wike (Pew Research Center)

D-1 3 Wed 3:30 PM

Discussions on our Industry Session Chair: Mariano Torcal | mariano.torcal@upf.edu AAPOR's Transparency Initiative: Overview and Report of Progress Timothy Johnson (University of Illinois at Chicago), Trevor Tompson (NORC) Applying Quality Standards to the Conceptualization, Implementation, and Interpretation of Qualitative Public Opinion Research Paul J. Lavrakas (Independent Consultant), Margaret Roller (Roller Marketing Research) Discussions on our industry Alejandro Catterberg (Poliarquia)

D-2 4 Wed 3:30 PM

Methodology: Sampling ("Traditional" and New Issues) Session Chair: Robert Tortora | robert.tortora@icfi.com Estimating Percentages or Proportions in the Presents of Undercoverage Robert Tortora (ICF International) Select All That Apply Lessons in Text-Message Surveys Roxana Elliott (GeoPoll), Max Richman (GeoPoll), Erik Johnson (GeoPoll) Comparing Response Quality across Multiple Web Sample Sources LinChiat Chang (LinChiat Chang, Ph.D.), Karan Shah (Research Fidelity, Inc.) Mobile Research in Emerging Markets: Taking the Step into the World of Probability Sampling Ansie Lombaard (TNS), Max Richman (GeoPoll)

D-3 2 Wed 3:30 PM

New Social Networks, Campaigns and Elections Session Chair: Carlos Muñoz | carmunizmuriel@gmail.com Analysis of political Engagement 2.0 Developed by Political Candidates Through Facebook in the Context of an Electoral Campaign Carlos Muñoz (Universidad Autónoma de Nuevo León), José Luis Dader (Universidad Complutense de Madrid), Alondra Salazar (Universidad Autónoma de Nuevo León), Nilda Alonzo (Universidad Autónoma de Nuevo León), Olga Aimee Güel (Universidad Autónoma de Nuevo León), Mary Carmen Martínez (Universidad Autónoma de Nuevo León) Winning Twitter, but Losing the Election: Media Campaign Lessons from California's Prop 29 Miao Feng (University of Illinois at Chicago), Glen Szczypka (University of Illinois at Chicago), Sherry Emery (University of Illinois at Chicago) Campaign Social Networks: Closing the Digital Divide Israel Waismel-Manor (University of Haifa), Jaime Settle (College of William & Mary), Amir Schreiber (University of Haifa) Campaign Online: A Study of Brazilian Elections on Facebook Claudio Penteado (UFABC) Federal University of ABC, Denise Goya (Universidade Federal do ABC), Giuliana Fiacadori (Universidade Federal do ABC) Public Opinion on Cyberspace: Public Debate on Twitter in Brazilian Election 2014 ([/uploads/3/7/6/3/7666309/d3_-](#) [_public_opinion_on_cyberspace_public_debate_on_twitter_in_brazilian_election_2014_-_claudio_penteado.pdf](#)) Fabrício França (Universidade Federal do ABC – UFABC), Claudio Penteado (Universidade Federal do ABC – UFABC) and João Guerballi (Universidade Federal do ABC – UFABC).

D-4 8 Wed 3:30 PM

Elections and Political Campaigns Session Chair: Thomas Zerback | thomas.zerback@ifkw.lmu.de Effects of Election Campaigns on the Democratic Process: An Approximation From the Concept of Political Efficacy in Chile Alberto Pedro López-Hermida Russo (Universidad de los Andes, Chile), Pedro Fierro Zamora Who's Ahead? Accuracy and Origins of Poll Recall During an Election Campaign Thomas Zerback (Department of Communication Studies and Media Research, Ludwig-Maximilians-University, Munich), Carsten Reinemann (Ludwig-Maximilians-University, Munich; Department of Communication Studies and Media Research) Agenda Setting, Framing, Political Opinion and Voting Intention in the Context of the Political Campaign in Order to Elect the Mayor of Lima (2014) ([/uploads/3/7/6/3/7666309/d4_-](#) [_agenda_setting_framing_political_opinion_and_voting_intention_-_jorge_luis_acevedo.pdf](#)) Jorge Luis Acevedo (Pontificia Universidad Católica del Perú) Marina Silva's Unique Trajectory as a Candidate for President of Brazil: The Hope for a New Politics ([/uploads/3/7/6/3/7666309/d4_-](#) [_marina_silva's_unique_trajectory_as_a_candidate_for_president_of_brazil_the_hope_for_a_new_politics_-](#) [_camila_passarelli.pdf](#)) Camila Passarelli (IBOPE Inteligência Pesquisa e Consultoria Ltda.)

D-5 7 Wed 3:30 PM

Research on Violence Session Chair: Sebastián Valenzuela | savalenz@uc.cl Public unitiveness: From Concepts to Indicators. The Case of Victimization Surveys Alejandra Otamendi (University of Buenos Aires) In Absence of Justice: Public Opinion on Diminishing Justice and Lynching in Bolivia Vivian Schwarz-Blum (Ciudadanía, Comunidad de Estudios Sociales y Acción Pública) Mexico under Siege: The Effects of Violence on Perceptions of Democracy and Human Rights Sergio Wals (University of Nebraska), Dona-Gene Barton (University of Nebraska), Courtney Hillebrecht (University of Nebraska) Morbidity and broadcasting of factual violence: A Discourse Analysis Concepción Fernandez Villanueva (Universidad Complutense), Juan Carlos Revilla (Universidad Complutense), Roberto Dominguez (Universidad Rey Juan Carlos), Celeste Davila (Universidad Complutense), Elena Ayllon (Universidad Complutense), Media Effects on Public Opinion About Crime Over Time and Across Individuals: Television, Fear and Perceptions of Criminality in Chile (2001–2012) Sebastián Valenzuela (Pontificia Universidad Católica de Chile), Magdalena Browne (Pontifical Catholic University of Chile, Sociology Department)

D-6 6 Wed 3:30 PM

News, Media and Agenda Setting Session Chair: Anna Hofmann | anna.hofmann@dw.de The Global News Agenda: A Content Analysis of International TV Channels Anna Hofmann (Deutsche Welle), Olaf Jandura (U of Duesseldorf), Kerstin Weisbach (Deutsche Welle), Bettina Binder (Deutsche Welle) Audience's Perspective on Natural Disasters: A Qualitative Study on People's Media Use and Perceptions Before and After an Earthquake and a Massive Wildfire Teresa Correa (Universidad Diego Portales), Arturo Arriagada (Universidad Diego Portales), Andrés Scherman (Universidad Diego Portales) Packing and Unpacking the Bag of Words: Introducing a Toolkit for Inductive Automated Frame Analysis Damian Trilling (University of Amsterdam), Jeroen Jonkman A pathway to Political Participation from Social Media: Institutional Confidence on Private Sector as a Mediator Ho Young Yoon (University of Wisconsin–Madison), Hernando Rojas (University of Wisconsin–Madison) Information Seeking, Exposure, and Sharing in the Emerging Media Environment: Definitional Considerations and Methodological Pitfalls and Challenges Ganna Kostygina (University of Illinois at Chicago), Sherry Emery (University of Illinois at Chicago)

Thur 8:30 AM

Plenary Session 2: Elections in Latin America Session Chair: Helio Gastaldi | helio.gastaldi@iboointeligencia.com (IBOPE Inteligência Pesquisa e Consultoria Ltda.) Marcia Cavallari (IBOPE Inteligência Pesquisa e Consultoria Ltda.), Eduardo Fidanza (Poliarquia Consultores), José Luis Galvez (Equipos MORI, Bolivia), Ignacio Zuasnabar (Equipos MORI, Uruguay)

F-1

Auditorium 3
Thur 10:30 AM

Campaigns, Voting and Digital Disruption: Comparing Contexts Panel Chair: Patricia Moy | pmoy@u.washington.edu (University of Washington) Uncertainty and the 2013 UK General Election Campaign Jon Mellon (University of Oxford) Who Changes Her / His Mind? Analysis of Panel Data During Presidential Campaigns in Mexico Alejandro Moreno (ITAM) When Voting is no Longer Mandatory: Chile 2013 Marta Lagos (Latinobarómetro) The 2014 India Election Study (IES): Campaigning and Influence Holli Semetko (Emory University)

F-2 2 Thur 10:30 AM

Global Indices of Opinions and Perceptions: Reflections on Indices Developed During 1945-2015 ([uploads/3/7/6/6/37666309/f2_-global_indices_of_opinions_and_perceptions_reflections_on_indices_developed_during_1945-2015_introduction_and_an_overview_-_dr_ijaz_shafi_gilani_and_professor_takashi_inogouchi.pptx](#)) Session Chairs: Dr. Ijaz Shafi Gilani | gilani@gallup.com.pk & Professor Takashi Inoguchi Perceptions of Freedom: Metrics and Discourse Eugene Kritski (GlobeScan Inc) Case study on Justide: Index on Justice produced by World Justice Program Joel Martinez Case study on governance: Annual Index of Corruption Perception ([uploads/3/7/6/6/37666309/f2_-perceptions_of_corruption_index.pptx](#)) produced by Transparency International. Marita Carballo (President, Voices! Research and Consultancy), Yashwant Deshmukh (Managing Director, Team CVoter), Zubair Khan (Assistant Professor, Gomal University) Case Study on Economy: Consumer Confidence Index. ([uploads/3/7/6/6/37666309/f2_-case_study_on_economy_consumer_confidence_index_-_umar_taj.pptx](#)) Bilal Gilani (Executive Director Gallup Pakistan), Umar Taj (Consultant, Gallup Pakistan) Case Study on Public Health: Vaccine Confidence Index (VCI): A recent Index based on Perceptions about effectiveness and advisability of large scale National Vaccination program ([uploads/3/7/6/6/37666309/f2_-vaccine_confidence_index_-_dr_sara_gilani_johnny_heald.pptx](#)) Johnny Heald (Managing Director ORB, UK) Commentator: Katie Simmons | ksimmons@pewresearch.org (Pew Research Center)

F-3 7 Thur 10:30 AM

Electoral Behavior / Polls and Elections in Latin America Session Chair: Belen Amadeo | belenamadeo@gmail.com The "Shifts to the Left" in Argentina and Uruguay: Presidential Campaigns since 2003 Belen Amadeo (Universidad de Buenos Aires), Luis Eduardo González (Universidad de Montevideo and CIFRA) The Latin American Voter: Comparative Analysis of Electoral Behavior in Four Latin American Countries David Sulmont (Pontificia Universidad Católica del Perú) Presidential Election in Brazil in 2014 – A Comprehensive and Detailed Overview of a Spectacular Event ([uploads/3/7/6/6/37666309/f3_-presidential_election_in_brazil_in_2014_-_a_comprehensive_and_detailed_overview_of_a_spectacular_event_-_helio_gastaldi.pdf](#)) Helio Gastaldi (IBOPE Inteligência Pesquisa e Consultoria Ltda.), Matheu Santos (IBOPE Inteligência Pesquisa e Consultoria Ltda.), Fabio Gomes (IBOPE Inteligência Pesquisa e Consultoria Ltda.) and Camila Camargo (IBOPE Inteligência Pesquisa e Consultoria Ltda.) The Geography of the Vote in the Brazilian Presidential Elections ([uploads/3/7/6/6/37666309/f4_-the_geography_of_the_vote_in_brazils_presidential_elections_-_wapor_68th_paper.pdf](#)) Márcia Cavallari Nunes (IBOPE Inteligência Pesquisa e Consultoria Ltda.), José Roberto Toledo (O Estado de S.Paulo)

F-4 6 Thur 10:30 AM

Elections, Voting Behavior and New Social Networks Session Chair: Matthew Cruse | mcruse@ifes.org "Fear the Fan:" How #Fangate Talk on Twitter Impacted Florida's 2014 Gubernatorial Campaigns ([uploads/3/7/6/6/37666309/f4_-fear_the_fan_the_role_of_fangate_talk_on_twitter_during_florida's_2014_gubernatorial_campaigns_-_summer_harlow.pptx](#)) Summer Harlow (Florida State University), Patrick Merle (Florida State University) Extracting Public Opinion in Nigeria via Social Media Sentiment Analysis Matthew Cruse (International Foundation for Electoral Systems) Brazilian Elections in the Social Media: Reviewing and Systematizing the Results of the Main Researches ([uploads/3/7/6/6/37666309/f4_-brazilian_elections_in_social_media_-_icaro_sousa.pdf](#)) Ícaro Sousa (Universidade Federal do Ceará/UFC) Talking with and about Politicians on Twitter: An Analysis of Tweets Containing @-Mentions of Candidates in the Brazilian Presidential Elections Mariella Bastian (TU Dortmund), Debora Maria Moura Medeiros (Free University of Berlin), Damian Trilling (University of Amsterdam) Shades of Gray of the Blank Ballot on Twitter during the Colombian Elections in 2014 Silvia Montana (Universidad Externado de Colombia), Cesar Ariza (Universidad Jorge Tadeo Lozano)

F-5 3 Thur 10:30 AM

Political Culture: Democracy / Human Rights Session Chair: Gabriela Catterberg | gcatterberg@gmail.com Party-Voter Divorce: Emotions and Trust behind Linkage Breakdown Federica Sanchez Staniak (Pontificia Universidad Católica de Chile) The Civic and Civil Participation: Toward a Conceptual Model of School Citizenship Daniel Miranda (Pontificia Universidad Católica de Chile), Juan Carlos Castillo (Pontificia Universidad Católica de Chile), Andrés SandovalHernandez (Data Processing and Research Center) Changes in the Perception and Justification of Income Inequality in Chile: Evidence From a Panel Survey Juan Castillo (Pontificia Universidad Católica de Chile), Ariel Azar (Pontificia Universidad Católica de Chile), Matías Placencia (Pontificia Universidad Católica de Chile), Esteban Muñoz (Pontificia Universidad Católica de Chile) Anti-Corporate Sentiment in Korea: Trend and Determinants Joon Han (Yonsei University), Won Chung (Yonsei University)

F-6 4 Thur 10:30 AM

Political Culture: Participation / Deliberative Democracy Session Chair: Carolina Segovia | carolina.segovia@udp.cl Trust in Government New Media Platforms Hong Chen (East China Normal University), Mingzhe Li (East China Normal University), Guangjia Zheng (East China Normal University), Cong Liu (Shanghai Jiao Tong University) Internal, External and Government Political Efficacy: Advancing Efficacy Effects on News Use, Discussion, and Political Participation Homero Gil de Zúñiga (University of Vienna), Alberto Ardèvol-Abreu (University of Vienna), Trevor Diehl (University of Vienna) The Prism of the Public Sphere: The COP15 Coverage by the Brazilian Media System Diogenes Lycariao (Post-Graduation Program on Communication / Fluminense Federal University/UFF) Antal Wozniak (University of Mannheim) What Means to Be a "Good Citizen"? Citizen's Opinion in Chile, 2005-2014 Carolina Segovia (Universidad Diego Portales)

F-7 8 Thur 10:30 AM

Policy and Public Opinion Session chair: Hansi Roberto Simón Muciño | hirosmo@hotmail.com Public Opinion in the Implementation of Public Policies with Subjective Well Being Profile: ECOBICI Program – Mexico City ([/uploads/3/7/6/37666309/f7_-_public_opinion_in_the_implementation_of_public_policies_subjective_well-being_profile_ecobici_program_-_mexico_city_-_hansi_roberto_simon_mucio.docx](#)) Hansi Roberto Simón Muciño (Benemérita Universidad Autónoma de Puebla), Lizeth Sánchez (Benemérita Universidad Autónoma de Puebla) Mapping and Understanding Perceptions about the Family Stipend Based Upon a Mixed Methods Approach André Jacomo (Universidade de Brasília), Fernando Michelotti (Universidade Federal do Rio Grande do Sul), Pedro Mundim (Universidade Federal de Goiás) Public Opinion and Parent-Centered Anti-Poverty Programs in the US and Latin America Brian Duff (University of New England) The Conflict of the 'Racial Democracy myth' in the Attitudes towards Affirmative Action Policies in Brazil – A Group Conflict Approach ([/uploads/3/7/6/37666309/f7_-_the_conflict_of_the_'racial_democracy_myth'_in_the_attitudes_towards_affirmative_action_policies_in_brazil_-_a_group_conflict_approach_-_robert_vidigal.pdf](#)) Robert Vidigal (Universidade de Brasília), Nathália Porto (Universidade Federal de Minas Gerais)

G-1 9 Thur 1:30 PM

State, International Relations and Political Culture Session chair: Henrique Castro | hcocastro@gmail.com International organizations in the perceptions of Latin American societies: political culture and institutions Sonia Ranincheski (Universidade Federal do Rio Grande do Sul) Political Values, Human Development and Statism in Latin America Daniel Capistrano (INEP – Instituto Nacional de Estudos e Pesquisas Educacionais Anísio Teixeira) Foreign Policy and Society: a political culture approach Henrique Castro (Universidade Federal do Rio Grande do Sul) Mindful Gap: Do Perceptions of Citizen Participation Narrow the Gap Between the Public's Views of a Foreign Country and Its People? David Tully (U.S. Department of State), Laura Silver (University of Pennsylvania) Aggregated measures of social sentiments for Russia Marina Krasilnikova (Levada Center)

G-2 7 Thur 1:30 PM

Electoral Behavior / Polls and Elections in Latin America Session Chair: Lucas Klobovs | lucasklobovs@yahoo.com.ar Voting Turnout, Composition of the Electorate and Prospects of Compulsory Voting in Colombia José Fernando Florez Ruiz (Universidad Externado de Colombia) Independent Voters in Latin America Gustavo Miguel Meixueiro Nájera (Organismo Público Electoral del Estado de Oaxaca), Aron Baca Nakakawa, Miguel Angel Torhton Granados (The George Washington University) I Am Enjoying Life, I Am Tired of Voting. An Exploratory Study on the Brazilian Elderly Absent Voters Patrícia Conde (IBOPE Inteligência Pesquisa e Consultoria Ltda., ESPM), Tânia Almeida (IBOPE Inteligência Pesquisa e Consultoria Ltda.) Democracy and Information: the Null Vote and It's Misconception in Brazil Polianna Pereira dos Santos (Universidade Federal de Minas Gerais) Júlia Rocha de Barcelos (Universidade Federal de Minas Gerais), Adriana Campos Silva (Universidade Federal de Minas Gerais) The Presidential Election in Argentina in 2011 and Expectations Facing 2015 ([/uploads/3/7/6/37666309/g2_-_la_elección_a_presidente_de_argentina_en_2011_y_expectativas_de_cara_a_2015_-_lucas_klobovs.pdf](#)) Lucas Klobovs (Poliarquía Consultores)

G-3 4 Thur 1:30 PM

Public opinion and health policy Session Chair: Fiona Chew | cmrfchew@syrr.edu "But I, as the state, what I do is...". Analysis of the Arguments Used by Chilean Deputies, to Justify their Positions on the Subject of Assisted Reproductive Technologies Yanko Pavicevic (Universidad Diego Portales), Matías Salces (CEPAL) A Question of Interpretation: Attribution of Responsibility in the German Health System. Farina Dobrick (Dresden University of Technology), Doreen Reifegerste (Friedrich-Schiller-University of Jena, Institut of communication research) Social Media and Public Health: Amount and Themes of Targeted Tobacco Product Marketing on Twitter Ganna Kostygina (University of Illinois at Chicago), Hy Tran (UIC), Glen Szczypka (University of Illinois at Chicago), Steven Binns (University of Illinois at Chicago), Sherry Emery (University of Illinois at Chicago), Can E-Health Literacy Bridge the Healthcare Divide in the United States? Fiona Chew (Syracuse University)

G-4
Auditorium 3
Thur 1:30 PM

Political Culture: Values Session Chair: Matías Bargsted | mbargsted@uc.cl A Generational Perspective on Public Opinion Expression: Testing the "Impressionable Years" Hypothesis with Willingness to Self-Censor in Chile Andrés Scherman (Universidad Diego Portales), Nicole Etchegaray (Universidad Diego Portales), Sebastián Valenzuela (Pontificia Universidad Católica de Chile) Political Accountability, Legislative Linkage and Electoral Reform: the Evidence from the Barometer of Social Capital and the proposal of a Mixed Electoral System for Colombia ([/uploads/3/7/6/37666309/g4_-_political_accountability_legislative_linkage_and_electoral_reform_-_the_evidence_from_the_barometer_of_social_capital_and_the_proposal_-_john_sudarsky.ppt](#)) John Sudarsky (Corporación para el Control Social, Contral), Diana García (Contral) Evolution of Political Disaffection in Post Authoritarian Chile. An Age-Period-Cohort Perspective Matías Bargsted (Pontificia Universidad Católica de Chile), Francisco Olivos (Pontificia Universidad Católica de Chile) Political Reform in Brazil – Is that What the Country Really Wants? ([/uploads/3/7/6/37666309/g4_-_political_reform_in_brazil_-_is_that_what_the_country_really_wants_-_mauricio_garcia.pdf](#)) Mauricio García (IBOPE Inteligência Pesquisa e Consultoria Ltda.), Helio Gastaldi (IBOPE Inteligência Pesquisa e Consultoria Ltda.) Religious Change in Latin America And Among U.S. Hispanics: Can We Expect Greater Polarization on Social and Political Issues? Neha Sahgal (Pew Research Center), Juan Carlos Donoso (Pew Research Center) y Steve Schwarzer (Pew Research Center). El mismo será presentado por Katie Simmons.

G-5 8 Thur 1:30 PM

Public Opinion: Theory and History Session Chair: Tamas Bodor | tbodor@uwsp.edu The Origins of the Greek Polling History Zacharoula Antoniou (Independent Researcher) The Beginning of Public Opinion Polls in Lithuania in 1989-1993: Methodological Peculiarities Vladas Gaidys (Lithuanian Social Research Centre) Opinion Formation and Change in Groups: Is It Group Ties or Issues That Matters? Paulina Tabery (Institute of Sociology of the Czech Academy of Sciences), Jiri Vinopal (Institute of Sociology of the Czech Academy of Sciences), Martin Buchtik (Institute of Sociology of the Czech Academy of Sciences) Incongruity with Perceived Climate of Opinion or Locus of Opinion: What is the Key Independent Variable of the Spiral of Silence Theory? Tamas Bodor (University of Wisconsin|Stevens Point) Toward a Critical and Complex Research of Public Opinion in Chile Pablo Cottet (University of Chile/Universidad de Chile), Marcelo Astorga (University of Chile), Guillermo Cumsille (University of Chile), Carolina Gainza (Diego Portales University), Chiara Saéz (University of Chile), Emilio Venegas (University of Chile).

G-6 6 Thur 1:30 PM

Elections, Voting Behavior and New Social Networks Session Chair: Arthur Ituassu | ituassu@puc-rio.br From Tweets to Votes: A three-Country Comparative MultiDimensional Approach in Understanding Citizens' Political Preferences Saifuddin Ahmed (University of California, Davis), Kokil Iridka (Nanyang Technological University, Singapore), Marko

José Juan (University of Cambridge, Davis), Rosh Jorani (Nanyang Technological University, Singapore), Marko Skoric (City University of Hong Kong, Hong Kong S.A.R.) Conventional Deliberation Versus Internet Deliberation: Panel Study Before and after an Electoral Process in Lima Sandro Macassi Lavander (Pontificia Universidad Católica del Perú) Nudging the E-vote: a Behavioral-Experimental Analysis of Impact of Voting Choice Architectures Jose Vila (LINEEX-ERICES / University of Valencia) Federico Torres (Instituto Tecnológico de Costa Rica | Escuela de Administración de Empresas), Mariel Fornoni (Universidad Nacional de Mar del Plata | Management & Fit), Yolanda Gomez (LINEEX | University of Valencia) Public Salience in Twitter Brazil: An Analysis of #Eleições2014 ([/uploads/3/7/6/6/37666309/g6-_public_salience_in_twitter_brazil_-_arthur_ituassu.pptx](#)) Arthur Ituassu (Pontifical Catholic University of Rio de Janeiro), Sérgio Lifschitz (Pontifical Catholic University of Rio de Janeiro), Letícia Capone (Pontifical Catholic University of Rio de Janeiro), Caroline Pecoraro (Pontifical Catholic University of Rio de Janeiro), Maria B. Vaz (Pontifical Catholic University of Rio de Janeiro),

H-1 4 Thur 3:30 PM

Political Culture: Values Across Time and Countries Session Chair: Miguel Basáñez | mbasanez@gmail.com Changes in Family Behaviors, Attitudes, and Values across Time and Countries Tom W. Smith (NORC at the University of Chicago), Jaesok Son (NORC) Values, Social Identities and Civic Engagement Rengin Firat (University of Lyon), Steven Hitlin (University of Iowa), Hye Won Kwon (University of Iowa) The Origins of Religiosity: A Cross-National Analysis Using the World Values Survey Jon Miller (University of Michigan, USA), Ronald Inglehart (University of Michigan, USA) Ideological Preferences and Evolution of the Religious Cleavage and in Contemporary Chile, 1998-2014. Matías Bargsted (Pontificia Universidad Católica de Chile), Nicolás De La Cerda (Pontificia Universidad Católica de Chile) The Three Key Values of Development: Trust, Hard-Work and Dissent. Contrasts between Latin and Anglo America Miguel Basáñez (Truett University)

H-2

Auditorium 3

Thur 3:30 PM

Methodology: How to Ask Panel chair: Juan Piovani (UNLP/CONICET) | jpiovani@unibo.edu.ar It's All About Them. Race and Ethnicity in the Americas ([/uploads/3/7/6/6/37666309/h2_-_it's_all_about_them_race_and_ethnicity_in_the_americas_-_claire_durand_yves-emmanuel-massé-françois-luis-patricio-pena-ibarra-michael-smith.pdf](#)) Claire Durand (Université de Montréal), Yves-Emmanuel Massé-François (Université de Montréal), Luis Patricio Pena Ibarra (Université de Montréal), Michael Smith (McGill University) Party and Ideological Cueing in issue Voting in Spain Mariano Torcal (Universitat Pompeu Fabra/University of Denver), Sergio Martini (U. Pompeu Fabra), Luis Orriols (U. Carlos III Madrid) Public Attitudes towards Possible Use of Administrative Records to Supplement the U.S. 2020 Census Jessica Holzberg (U.S. Census Bureau), Jennifer Childs (U.S. Census Bureau), Casey Eggleston (U.S. Census Bureau), Ryan King (U.S. Census Bureau)

H-3 6 Thur 3:30 PM

New Social Networks and the Formation of Public Opinion Session Chair: Yuki Ogawa | y.ogawa0414@gmail.com Chinese Internet Users' Communication Behaviors in Public Events? A Survey on Internet Users from 36 Cities Yungeng Xie (Shanghai Jiao Tong University), Cong Liu (Shanghai Jiao Tong University), Qui Qiao (Shanghai Jiao Tong University), Xuyang Zhang (Shanghai Jiao Tong University), Jing Li (Shanghai Jiao Tong University), Estimating Media Partisanship from Twitter data: A case in Japan Yuki Ogawa (Rissho University), Tetsuro Kobayashi (National Institute of Informatics), Hitoshi Yamamoto (Rissho University), Takahisa Suzuki (The Graduate University for Advanced Studies) Play as life: Collective Nostalgia, Identity, and Cultural Resistance of China's 80's Generation in Networked Society Lin Shi (Tsinghua University) The Faces of Public Opinion in Post-Modern Society / A Semiological Analysis of the New Formation and Judgment Manifestation ([/uploads/3/7/6/6/37666309/h3_-_the_faces_of_public_opinion_in_post-modern_society_-_roberto-ramos-fernanda-lopes-de-freitas.docx](#)) Roberto Ramos (Pontificia Universidade Católica do Rio Grande do Sul), Fernanda Lopes de Freitas (Pontificia Universidade Católica do Rio Grande do Sul)

H-4 7 Thur 3:30 PM

Content Analysis Session Chair: María Jimena Rodríguez | rodriguez@mbc-mori.com.ar Satirical News and Online Comments: An Approach to Actualidad Panamericana Website Andrés Yepes The Voices of the Digital Divide: A Deconstruction of the Discourse Within Information Technology ([/uploads/3/7/6/6/37666309/h4_-_the-voices_of_the_digital_divide_-_berrio-zapata-santana.pdf](#)) Cristian Berrio Zapata (Universidade Estadual Paulista UNESP), Ricardo Cesar Gonçalves Sant'Ana (Universidade Estadual Paulista UNESP) Views from Asia: Content Analysis of Papers Presented in the ANPOR Annual Conferences ([/uploads/3/7/6/6/37666309/h4_-_views_from_asia_content_analysis_of_papers_presented_in_the_anpor-annual-conferences_-_jantima-kheokao.pdf](#)) Jantima Kheokao (University of the Thai Chamber of Commerce) The IMF and the International Financial Crisis: a Review of the "World Economic Outlook" Reports Ana Feldman (Universidad Nacional Arturo Jauretche) Terrorists or Pilgrims: A Comparison of Attributes of Chinese Muslims ([/uploads/3/7/6/6/37666309/h4_-_terrorists_or_pilgrims_a-comparison_of_attributes_of_chinese-muslims_in_the_world_press-_mariam-alkazemi.pptx](#)) in the World Press Mariam Alkazemi (University of Florida), Wayne Wanta (University of Florida), Hongxia Wei (Minzu University of China)

H-5 8 Thur 3:30 PM

Electoral Behavior /Polls and Elections Session Chair: Patrick Fournier | patrick.fournier@umontreal.ca Sow the Wind, Reap the Whirlwind? Mobilization Cascades in Direct Democratic Initiatives ([/uploads/3/7/6/6/37666309/h5_-_sow_the_wind_reap_the_whirlwind_-_kovic.pdf](#)) Marko Kovic (University of Zurich) Who Will Win? Examining the Origins of Party-Related Public Opinion Perceptions and Electoral Expectations Thomas Zerback (Department of Communication Studies and Media Research, Ludwig-Maximilians-University, Munich), Carsten Reinemann (Ludwig-Maximilians-University, Munich; Department of Communication Studies and Media Research) Information Effects, Institutions, and Election Outcomes Patrick Fournier (Université de Montréal), Blake Andrew (Concordia University) How Does the Perceived Integrity of Elections Affect Voter Turnout in Nigeria, Tunisia and Ukraine? Rola Abdullatif (International Foundation for Electoral Systems), Rakesh Sharma (IFES)

H-6 9 Thur 3:30 PM

Political Participation, Social Capital and New Social Networks Session Chair: Matthew Emery | memery@ifes.org Social Media Use in Ukraine: Opening Space for Greater Public Participation or Ending Traditional Participatory Methods? Matthew Emery (International Foundation for Electoral Systems), Rola Abdul-Latif (International Foundation for Electoral Systems) The Nuances of the Effect of Facebook on the Chilean Protests Matías Valderrama (Pontificia Universidad Católica de Chile) The Impact of Online Media Mobilization on the Offline Political Participation: A Case Study of Egyptian Revolutions Nermeen Khedr (Faculty of Mass Communication)Cairo University) The Facebook and its Political Use: The Action of a Social Movement Leader and Civil Society Leader in the Network Ligia De Lima (Fundação Universidade Federal do ABC), Claudio Pentead (UFABC)Universidade Federal do ABC) Egocentric Publics, Extremism and Political Participation Hernando Rojas (University of Wisconsin – Madison), David Coppini (University of Wisconsin –

Madison), Kwansik Mun (University of Wisconsin – Madison) y Helen Cho (University of Wisconsin – Madison) Does the internet produce sophisticated political citizens? The construction of a youth's political culture in the South of Brazil ([/uploads/3/7/6/6/37666309/h6-_does_the_internet_produce_sophisticated_political_citizens_the_construction_of_a_youth's_political_culture_in_the_south_of_brazil_-césar_marcello_baquero_jacome.pdf](#)) César Marcello Baquero Jacome (Universidade Federal do Rio Grande do Sul), Jennifer Morais (Universidade Federal do Rio Grande do Sul)

Auditorium Ástor Piazzolla
Fri 8:30 AM

Plenary session 3: Polls, Elections and the Media Session Chair: Kathleen Frankovic | kathy.frankovic@gmail.com (Independent Consultant, Former Election and Polling Consultant for CBS News) Manuel Mora y Araujo (Mora y Araujo Comunicación Institucional), Sir Robert Worcester (Ipsos MORI), Alejandro Moreno (Reforma and ITAM), Luis Eduardo González (CIFRA, Uruguay), Floyd Ciruli (Ciruli Associates and Crossley Center, University of Denver, USA), Marjorie Connelly (Senior Fellow at the AP-NORC Center and retired New York Times polling editor)

J-1 7 Fri 10:30 AM

The Globalization of Survey Research / Comparative Studies Session Chair: Tom W. Smith | smitht@norc.uchicago.edu The Internet and Generalized Functions of the Public Sphere: A Comparative Perspective ([/uploads/3/7/6/6/37666309/j1-_internet_and_generalized_functions_of_the_public_sphere_-_kovic_&_rauchfleisch.pdf](#)) Marko Kovic (University of Zurich), Adrian Rauchfleisch (University of Zurich) Public Opinion, Leading or Lagging Indicator? An Analysis of End of the Year Polls Ricardo Manuel Hermelo (Voices Research and Consultancy), Constanza Cilley (Voices Research & Consultancy) Voluntary Associations, Social Inequality, and Participatory Democracy: A Comparative Study on ISSP Countries Seokho Kim (Seoul National University), Joon Han (Yonsei University), Dukjin Chang (Seoul National University), Yoonsuk Lee (University of Seoul), Ock Tae Kim (Korean National Open University), The Globalization of Survey Research Tom W. Smith (NORC at the University of Chicago)

J-2 2 Fri 10:30 AM

Changing Values in a Globalized World Session Chair: Marita Carballo | marita@maritacarballo.com.ar Our Future is in Their Hands Frits Spangenberg (Motivation International B.V.) Revising Political Trust: The Post-Financial Crisis Trends Gabriela Catterberg (Universidad de Buenos Aires), Alejandro Moreno (ITAM) The Meaning of Religion in Relation to This-Worldly Issues: A Comparative Catalina Romero (Doctora en Sociología de Iowa State University de EEUU, Decana de la Pontificia Universidad Católica de Perú) Entre la persistencia y el cambio: Valores uruguayos entre 1996 y 2011 Ignacio Zuasnabar (Equipos MORI, Uruguay) The Happiness of Nations Marita Carballo (Voices Consultancy) Discussant Frederick Turner (Professor Emeritus of Political Science, University of Connecticut)

J-3
Auditorium 3
Fri 10:30 AM

Magna Carta Session Chair: Robert Worcester | rmworcester@yahoo.com Cross-Cultural Stability in Support for Human Rights ([/uploads/3/7/6/6/37666309/j3_-_cross-cultural_stability_in_support_for_human_rights_-_sabrina_de_regdt.docx](#)) Sabrina De Regt (Utrecht University) Rights Against Rights: Freedom of Religion or Equality Between Men and Women? ([/uploads/3/7/6/6/37666309/j3_-_rights_against_rights_freedom_of_religion_or_equality_between_men_and_women_-_xavier_brabant.pdf](#)) Xavier Brabant (Université de Montréal) The Magna Carta: Alive but not Well ([/uploads/3/7/6/6/37666309/j3_-_magna_carta_alive_but_not_well_-_doug_miller.pdf](#)) Douglas Miller (GlobeScan Foundation) The Tale of Two Regions: The Fragile Idea of a Sovereign Society Tamas Bodor (University of Wisconsin|Stevens Point), Károly Varga (Simmelweis Egyetem) Crisis of Western Democracy? Examining New Trends in Public Opinion Data Roberto Foa (Harvard University), Yascha Mounk (Harvard University)

J-4 5 1:30 PM

Argentina: Elecciones, voto y formación de alianzas Session Chair: Lucas Klobovs | lucasklobovs@yahoo.com.ar Herramientas de investigación aplicadas en focus groups para el abordaje y la exploración de los determinantes emocionales que influyen en la elección de los votantes Ángeles Calandrini (UNTREF), Alejandrina Chichizola (Pensamiento Lateral Consultores) ¿Por qué y cuándo los líderes políticos favorecen o eluden la competencia intrapartidaria? Análisis subnacional comparado en la Argentina de la post-reforma electoral Natán Skigin (UNTREF) Las Alianzas en los Tiempos de las PASO Sabina Pérez (UNTREF) El Síndrome de Ápate. Comportamiento electoral y candidaturas presidenciales en Argentina 2009–2015. ([/uploads/3/7/6/6/37666309/j4_-_el_síndrome_de_ápate_-_patricio_talavera.pdf](#)) Un análisis desde la Provincia de Buenos Aires Patricio Talavera (UNTREF)

J-5 3 Fri 10:30 AM

International Studies / Political Conflicts / Immigration Session Chair: Rueyling Tzeng|rtzeng@sinica.edu.tw Is National Identity an Obstacle to the Acceptance of Foreign Immigrants as Kookmin (Korean Citizen)? Seokho Kim (Seoul National University), Joon Han (Yonsei University), Dukjin Chang (Seoul National University), Yoonsuk Lee (University of Seoul), Ock Tae Kim (Korean National Open University), European Immigration Classism: Attitudes toward 'Good' and 'Bad' Immigrants ([/uploads/3/7/6/6/37666309/j5_-_european_immigration_classism_attitudes_toward_'good'_and_'bad'_immigrants_-_rueyling_tzeng.pptx](#)) Rueyling Tzeng (Institute of European and American Studies / Academia Sinica, Taiwan) Is Globalization Americanization? Egyptian Elites Perceptions Of Anti-Americanization ([/uploads/3/7/6/6/37666309/is_globalization_americanization_____2007_____.pptwapor.ppt](#)) Nermeen Khedr (Faculty of Mass Communication|Cairo University) Sample Designs for Monitoring and Tracking Conflict in Global, Regional, Transnational, National and Local Contexts ([/uploads/3/7/6/6/37666309/j5_-_sample_designs_for_monitoring_and_tracking_conflict_in_global_regional_transnational_national_and_local_context_-_collin_irwin.pdf](#)) Colin Irwin (University of Liverpool) "The immigration issue in Mexican public opinion: How does they see us? how do we see them?" Francisco Abundis, José Alberto Vera y Diana Penagos (Parametría)

J-6 4 Fri 10:30 AM

International Studies / Political Conflicts / Foreign Policies Session Chair: Floyd Ciruli | fciruli@aol.com Time Heals All Wounds? Perceptions in the Chilean Public Opinion of the Maritime Controversy between Bolivia and Chile, 2006-2014 Bernardo Mackenna Cox (Pontifical Catholic University of Chile), Pilar Wiegand (Pontifical Catholic University of Chile, Sociology Department) Structural Variables Also Matter. A New Approach to Explain International Political Knowledge ([/uploads/3/7/6/6/37666309/j6_-_structural_variables_also_matter_-_fernando_mouron_matheus_soldi_hardt.pdf](#)) Fernando Mouron (University of São Paulo), Matheus Soldi Hardt (IRI-USP) Cuba Diplomatic Relations With U.S. Benefit from a Moment of Change in U.S. Foreign Policies Floyd Ciruli (Ciruli Associates) Public Opinion in Russia: Understanding Russians' Increasingly Negative Attitudes Toward the West Trevor Tompson (NORC at the University of Chicago), David Sterrett (NORC at the University of Chicago), Jennifer Benz (NORC at the University of Chicago) Balance of Power and

K-2 2 Fri 1:30 AM

Electoral Behavior in Third-Wave Democracies with Fluid Party Systems: Evidence from Latin America Session Chair: Carlos Gervasoni | cgervasoni@utdt.edu Incumbency and the Territorial Redistribution of the Vote: Evidence from Argentina, Brazil and El Salvador Carlos Gervasoni (Universidad Torcuato Di Tella) New Explorations on Class Voting in Argentina (/uploads/3/7/6/6/37666309/k2_-new_explorations_on_class_voting_in_argentina_-jorge_raúl_jorrat.docx) Jorge Raúl Jorrat (Investigador del Conicet, Instituto Gino Germani, UBA) Do Political Identities Matter? The Effect of the Party-Political Labels in the Polls Based on a Survey Experiment in Argentina Ignacio Ramírez (Ibarómetro), Guido Moscoso (Ibarómetro) Economy, Context and Elections in Argentina María Laura Tagina (Universidad Nacional de San Martín)

J-4 6 Fri 1:30 AM

Argentina: Elecciones, voto y formación de alianzas Session Chair: Lucas Klobovs | lucasklobovs@yahoo.com.ar

Herramientas de investigación aplicadas en focus groups para el abordaje y la exploración de los determinantes emocionales que influyen en la elección de los votantes Ángeles Calandriní (UNTREF), Alejandrina Chichizola (Pensamiento Lateral Consultores) ¿Por qué y cuándo los líderes políticos favorecen o eluden la competencia intra-partidaria? Análisis subnacional comparado en la Argentina de la post-reforma electoral Natán Skigin (UNTREF) Las Alianzas en los Tiempos de las PASO Sabina Pérez (UNTREF) El Síndrome de Ápate. Comportamiento electoral y candidaturas presidenciales en Argentina 2009–2015. Un análisis desde la Provincia de Buenos Aires Patricio Talavera (UNTREF)

K-3 3 Fri 1:30 AM

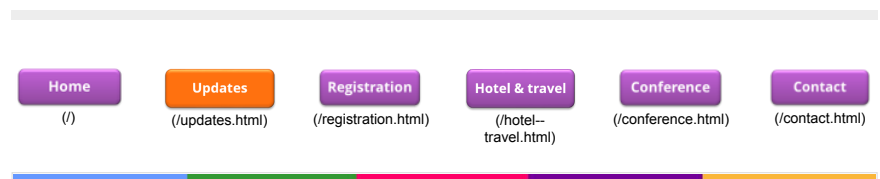
20 años de Latinobarómetro. Cultura política y democracia en América Latina en perspectiva comparada Session Chairs: Marta Lagos|mlagos@latinobarometro.org & Ignacio Zuasnabar|ignaciozuasnabar@gmail.com Bolivia José Luis Gálvez (Latinobarómetro) Brasil Marcia Cavallari (Latinobarómetro) Chile Pablo Valenzuela (Latinobarómetro) Paraguay Ignacio Zuasnabar / Eva Pernin / Fernanda Souza / Inés Fynn (Latinobarómetro) Uruguay Ignacio Zuasnabar / Eva Pernin / Fernanda Souza / Inés Fynn (Latinobarómetro)

K-1

Auditorium 3

Fri 1:30 PM

Estimation Errors in Recent Pre-Elections Polls Session Chair: Michael Traugott | mtrau@umich.edu Accuracy of Pre-Election and Exit Polls: A Global Concern Trevor Tompson (Associated on Press-NORC Center for Public Affairs Research) The Arabs are Coming, the Likudniks are Coming: Pollsters Failure in the 2015 Israeli Elections Israel Waismel-Manor (University of Haifa) Using the British Election Study to Understand the Great Polling Miss Jon Mellon (Nuffield College, University of Oxford) Estimating the 'No' Vote in Scotland Claire Durand (University of Montreal) In the 2015 British general election, the polls have a lot to answer for... Robert Worcester (Ipsos MORI)



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Findability aspects in family farming digital information environments

Fernando de Assis Rodrigues, M.S.¹

Elaine Parra Affonso, M.S.²

Fernando Luiz Vechiato, Dr.³

Silvana Aparecida Borsetti Gregório Vidotti, Dr.⁴

Ricardo César Gonçalves Sant'Ana, Dr.⁵

ABSTRACT

Family Farming is attracting interests of multiples actors of society and comprises a set of several rural activities that are managed and operated by a family and predominantly dependent from family hand labor. In Brazil this kind of activity has an important role in food production, representing 84% of all rural establishments. Linked with the relevance of the subject, there is a growing interest that Information and Communication Technologies (ICT) permeates these areas, amplifying access to information by farmers and bringing benefits to rural practices and increasing their competitive factor. This interest is observed through actions promoted by institutions such as governments, NGOs, private institutions and universities. Concomitantly, the Pro-Rectorate of University Extension from São Paulo State University has several outreach projects in this subject on its rolls and, among them, the extension project Digital Skills for Family Agriculture (CoDAF), with a purpose to provide alternatives to mitigate factors that difficult access to information by family farmers. However, the use of ICT, associated with a low educational profile of brazilians farmers, promotes not only concerns with aspects such as the access to content available on websites builded for this kind of public, but also raises questions like how information is available; and the way its users find the information contained therein. To Morville (2005), this kind of 'ease' of a user to find information about something or someone in a particular environment is called findability. Vechiato and Vidotti (2014) proposed a findability evaluation model to information environments with recommendations that should be considered in the strategy, the development and the maintenance of these environments, to achieve a better level of

¹ Doctorate student and Master in Information Science at UNESP – Univ Estadual Paulista. Member of Novas Tecnologias em Informação research group (GPNTI) and Competências Digitais para Agricultura Familiar (CoDAF) project. fernando@elleth.org

² Doctorate student at UNESP – Univ Estadual Paulista. Master in Computer Science. Member of Novas Tecnologias em Informação research group (GPNTI) and Competências Digitais para Agricultura Familiar (CoDAF) project. Assistant-Professor at Faculdade de Tecnologia (FATEC), Presidente Prudente – Centro Paula Souza (CEETEPS) - São Paulo State - Brazil. elaineaffonso@marilia.unesp.br

³ Associate Professor on Department of Information Science at the Federal University of Rio Grande do Norte (UFRN). Doctor in Information Science UNESP – Univ Estadual Paulista. vechiato2004@yahoo.com.br

⁴ Assistant-Professor Doctor at UNESP – Univ Estadual Paulista, Faculty of Philosophy and Science - FFC - Marília Campus, Department of Information Science. vidotti@marilia.unesp.br

⁵ Assistant-Professor Doctor at UNESP – Univ Estadual Paulista. Coordinator of Competências Digitais para Agricultura Familiar (CoDAF) project. Doctor in Information Science at São Paulo State University ricardosantana@marilia.unesp.br

findability of information by the public. In this scenario, the objective of this work was to identify points of attention related to the findability of information on websites with a set of users that includes family farmers. The universe of this research was bordered on the structure and all content available through CoDAF website in December'14. This paper carried out an exploratory analysis, identifying elements on website and on their source code that enables to validate recommendations settled on findability evaluation model, towards to a better findability of information in CoDAF website. The exploratory analysis was divided into five steps, namely: i) storage of log of users' activities, ii) navigation structure, iii) contents layout, iv) presentation of content on mobile devices, and v) metadata. On all steps, the collected data from website was used to observe all the findability recommendations, and then results were divided into ten categories. The results determined that only four categories partially fulfilled findability recommendations. The conclusion results on a systematically observation strategy that concentrates five aspects that need to be considered in Family Farming websites: a) a generalization of the information contained in items on navigation structures; b) concerns about visual hierarchy navigation structures with sub-levels; c) minimizing a use of different structures in layouts content; d) aspects related to user's participation improvement on information available; e) use of descriptive metadata.

Keywords: Information and Communications Technology. Information Findability. Family Farming. Information Science

INTRODUCTION

Family farming is a theme that is attracting the interest of various sectors of society. According to the Food and Agriculture Organization of the United Nations - the FAO - family farming includes

[...] all family-based agricultural activities, and it is linked to several areas of rural development. Family farming is a means of organizing agricultural, forestry, fisheries, pastoral and aquaculture production which is managed and operated by a family and predominantly reliant on family labour, including both women's and men's. (Food and Agriculture organization, 2014, p. 1)

In Brazil, family farming is composed of more than 4 (four) million establishments, representing approximately 84% (eighty four percent) of the total establishments in this sector, occupying a total area of 80,25 million (eighty thousand two-hundred and twenty-five) hectares (Instituto Brasileiro de Geografia e Estatística, 2006).

Therefore, family farming has a prominent role in food production and the maintenance of this chain of production is important for meeting the needs of the modern day society. In 2013, the FAO formalized that 2014 would be celebrated as the year of Family Farming throughout the world, where efforts would be made to give greater attention to the issue in attempt to

[...] to reposition family farming at the centre of agricultural, environmental and social policies in the national agendas by

identifying gaps and opportunities to promote a shift towards a more equal and balanced development. (Food and agriculture organization, 2014, p. 1)

Associated to the relevance of this theme, there is also a growing interest from the states and Non-Profit Government Organizations (NGO), private institutions of academia used so that Information and Communication Technologies (ICT) permeate these spaces - and this process triggered actions which seek to somehow encourage the introduction of practices and knowledge for the use of ICT in rural communities. These actions are directed to the formulation of programs and rural extension policies that establish not only programs and awareness workshops benefiting the use of ICT, but also awareness for the amount of data and information available throughout the web (Bisi, et. al., 2013; Yusop et al., 2013).

The use of ICT is increasingly being inserted in the universe of rural activities as a competitive factor. In other words, the use of technological tools can help contribute and amplify the access to important information, both for the development and improvement of agricultural activities, as much as the formation of networks for the exchange of experiences (Assad and Panetti, 2009).

In these scenario, arose in 2012 the university extension project Competências Digitais para Agricultura Familiar (CoDAF) with the objective to provide alternatives that minimize the factors that hinder the access to information through family farmers, for example, the lack of capacity and familiarity with ICT and information systems that exist today (CoDAF, 2014a).

To assist with the process of communication with the stakeholders, the CoDAF has a website that acts as a point of reference, with the role to promote:

[...] courses and activities developed by the project, beyond the dissemination of important information and content for family farmers, such as information on government support programs, family farming advantages and its principal characteristics. (CoDAF, 2014a, p. 1)

However, the use of ICT associated with the profile of the factors involved in family farming promotes concerns not only in relation to the access of content available on the CoDAF project extension website, but also raises questions of how information is available; and the way its users find the information.

The ease in finding information from anywhere and at any moment, about something or someone, from any location of time is called, *findability*, or in the portuguese language¹ known as ‘encontrabilidade’ (Landshoff, 2011; Marcos, 2007; Vechiato and Vidotti, 2014).

The findability of information in digital information environments occurs from the information search through navigation mechanisms (offered by the website itself) or by research strategies in an outside search engine website. However, the findability study goes beyond the navigation and search tools of these systems, analyzing

[...] features that delineate the characteristics the subjects of information, combines mobility, convergence and ubiquity from technological developments, considered as human actions for the pursuit of knowledge in a given environment that has digital and analog characteristics. (Vechiato and Vidotti, 2014, p. 4)

Vechiato and Vidotti (2014) also propose a review of information findability in digital information environments, with bases in attributes - characteristics which promote the possibilities to find information by users in an informational environment - and recommendations - which from theories and attributes, established attention points to improve information findability.

In this scenario, the objective of this study is to identify the main points related to information findability on websites with a public who, among its set of users, has family farmers. The universe of research was bordered to the structure and content available through the CoDAF extension project in December of 2014.

In methodology, the work uses an exploratory analysis of the website, identifying the attributes established by the evaluation model proposed by Vechiato and Vidotti (2014, p. 11-19), trying to identify possible recommendations towards a better information findability. Research tools was used: a) *Google Chrome*² and *Mozilla Firefox* browsers - in its forms of web browsers and code-font viewer to *HyperText Markup Language (HTML)* format, and b) for the exploratory analysis *DaSilva*³ - a website accessibility validator.

¹ Landshoff (2011) proposed three forms of translation for *findability* in the portuguese language: “encontrabilidade”, “formas de encontrar a informação” and “encontro da informação”.

² Google and Google Chrome are brands registered by Google Inc.

³ DaSilva is a tool developed by *Acessibilidade Brasil* in partnership with *W2B Soluções Internet*, being the first website accessibility evaluator in the portuguese language, with bases in the accessibility guidelines and recommendations by W3C/WAI (WCAG1 e WCAG2) and by E-mag developed by the Brazilian electronic government in partnership with *Acessibilidade Brasil*. With DaSilva is it possible to analyze all the pages from a website and indicate the accessibility errors present by on that pages” (Dasilva, 2014).

This study is segmented into 5 (five) chapters, this one is the introduction itself, sequentially, an exploratory analysis of the CoDAF extension project website, results, conclusions and references.

EXPLORATORY ANALYSIS OF THE CODAF EXTENSION PROJECT WEBSITE

The exploratory analysis of the necessary characteristics for the evaluation process of findability of information on the CoDAF extension project website, is divided into five phases.

Sequentially, each phase looks to describe characteristics such as: the storage of user activity, the navigational structure, the content disposition, the content presentation through mobile devices and the metadata.

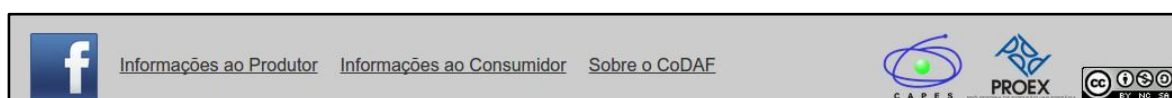
Storage of User Activity

To make its content available, the CoDAF extension project adopted a content management system technology called Joomla!⁴. By default, Joomla! has no specific tool for the storing and recovery of data about users activities.

Navigational Structures

The main navigation structure of the website is located on the bottom of the page (in footnotes area), arranged centrally, horizontally, and have a total of 7 (seven) items, being that 3 (three) are hyperlinks with labels in a text format, and the rest as images (Figure 1).

Figure 1 - Shot of the principal navigation structure



Source: Cropped by the authors from CoDAF (2014)

Starting from the left to right, the items on the navigation bar are arranged as follows: access to the Facebook page (a label made up of the Facebook logo linked to the respective social media website), “Informations to Family Farmers” (a text label), “Informations to Consumers” (a text label), “About CoDAF project” (a text label), the logo for *Coordenação de Aperfeiçoamento de Pessoal de Nível Superior* (CAPES) (a text with no hyperlink), the logo for *Pró-reitoria de Extensão Universitária da Universidade Estadual Paulista* (PROEx) (a text with no hyperlink) and a image from Creative Commons, visually representing the license from content of website (a image with no hyperlink).

⁴ Joomla! it is a Content Management System and is licensed under the GNU - General Public License.

When accessed one of the items “Informations to Family Farmers”, “Informations to Consumers” or “About CoDAF project”, individually, from primary navigation, the website engines redirects the user to a specific page for each item, when and where will appear the structure to a secondary navigation (Figure 2), additionally located on the left side of the website, vertically, composed by hyperlink items with text labels. The primary navigation structures continues to be present in all these pages.

If an item on secondary navigational have sublevels, this sub-items are displayed and aligned to the right of the page, such as a “tree” hierarchy structure. For example, the item “Trabalhos” has three sub-items: “Articles”, “Presentations” and “Applications” (highlighted by the red rectangle).

Figure 2 - Screenshot of the secondary navigation structure



Source: Cropped by the authors from CoDAF (2014)

However, the group of items that show up in the secondary navigation structure vary according to the content. In other words, by clicking on each of the items: a) “Informations to Family Farmers”, b) “Informations to Consumers”, and c) “About CoDAF project”, the items found in the secondary navigation structure will be different.

Table 1 - Items identified in each of the secondary navigation structures

Secondary Navigation Structure	Primary Navigation Structure		
	Informations to Family Farmers	Informations to Consumers	About CoDAF project
Main Page	X	X	X
About CoDAF	X	X	X
Members	X		X
News	X		
Informations about Family Farming	X		

Scientific Works	X		X
Events	X		X
List of Family Farmers	X	X	
CoDAF courses	X		
Search for Products, Farmers and Cities	X	X	
Farmer's Map	X	X	
Contact Us	X		

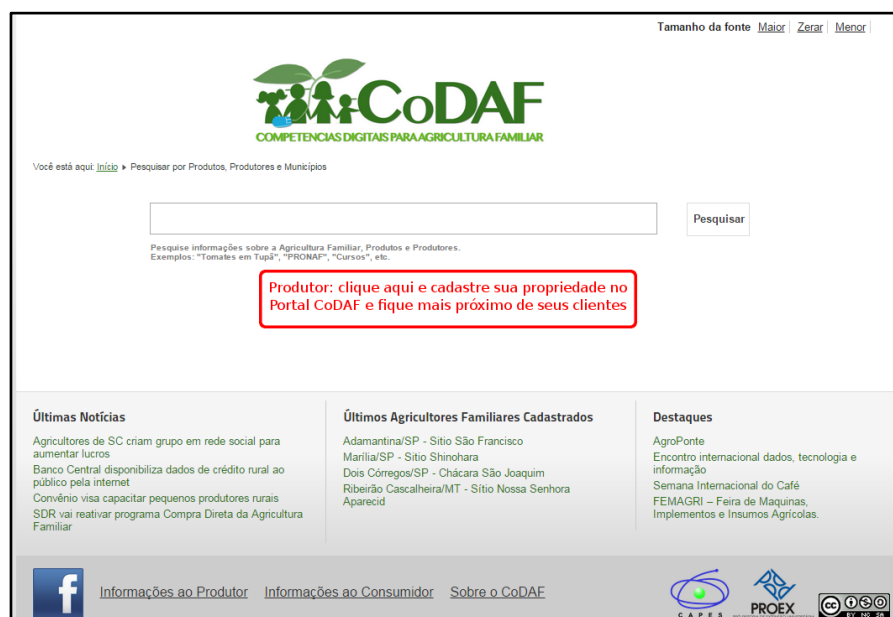
Source: Authors

Table 1 presents the items from each the secondary navigation (First column from the left) found in each of the items from the primary navigation (splitted up in the next three columns from left to right). When one item (row) is found in the secondary navigation structure (column), the cell that intersects those is marked with an 'X'.

Content Disposition

The pages found on the website uses 5 (five)⁵ distinct structures for diagramming content (Figure 3).

Figure 3 - Example of diagramming structure of content on the website



Source: CoDAF (2014)

⁵ For systematic effect, was associated a numbering system to uniquely represent each of the identified structures, beginning with the roman numeral I and ending with V, in ascending order.

Common characteristics for all structures:

- A. Logo image of the CoDAF extension project, located at the top, centralized, with measurements of 361 pixels (width) and 135 pixels (height), hyperlinked so that by clicking on it, it will redirect the user to the websites initial page;
- B. A Font size manipulator to website, located on the upper right hand corner;
- C. *Breadcrumbs*⁶ located below the original logo of the website, with a purpose to enable a user to may identify landmarks, in order to spatially direct the path of access to a content;
- D. Three columns at the bottom of the website, with each one of them representing, respectively from left to right, a) hyperlinks to the four latest news updates available on the website, with the label being the title of the article; b) hyperlinks to the last four rural properties of family farmers registered on website, the label being composed of the name of the town in which the property resides and the name of the farm; and c) hyperlinks of four featured contents on the website, with the label being the title of the content;
- E. The primary navigation structure, located at the bottom, centrally aligned.

Below the image of the logo of the CoDAF extension project and the *Breadcrumbs*, and above the three columns with access to recent featured content, is marked the place where differences appear in the form of content presentation in each of five distinct structures identified in website layout.

The structure I presents the content in two columns. The column on the left contains the secondary navigation structure and the larger column on the right presents content in a multimedia mix of texts and images. Its use is focused on the presentation of news, institutional texts, rural property descriptions, events, among many others.

Figure 4 presents an example of an institutional text using this structure.

⁶ The standard *Breadcrumbs* proposes to be a kind of trail created during navigation, visible in strategic way places on the page layout, allowing the user to see exactly where he's been and where he is, within the page hierarchy (Santos, 2009).

Figure 4 - Screenshot of an example of structure I

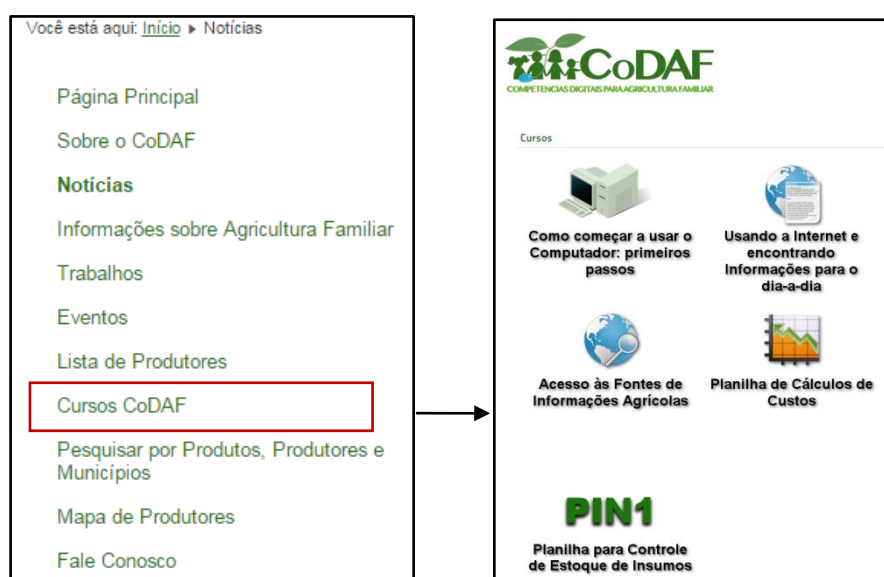


Source: Cropped by the authors from CoDAF (2014)

The structure II presents the content in two columns. The column on the left contains the secondary navigation structure and the larger column on the right presents a list of items divided into two more columns. Each item is made up of one hyperlink and its label is a combination of an image (icon) with a text. Each item has a hyperlink for access to other content. Its use is focused on categorizing topics within one context on the website.

For example, Figure 5 shows an example of how to use structure II to present on the website available courses in a concentrated format.

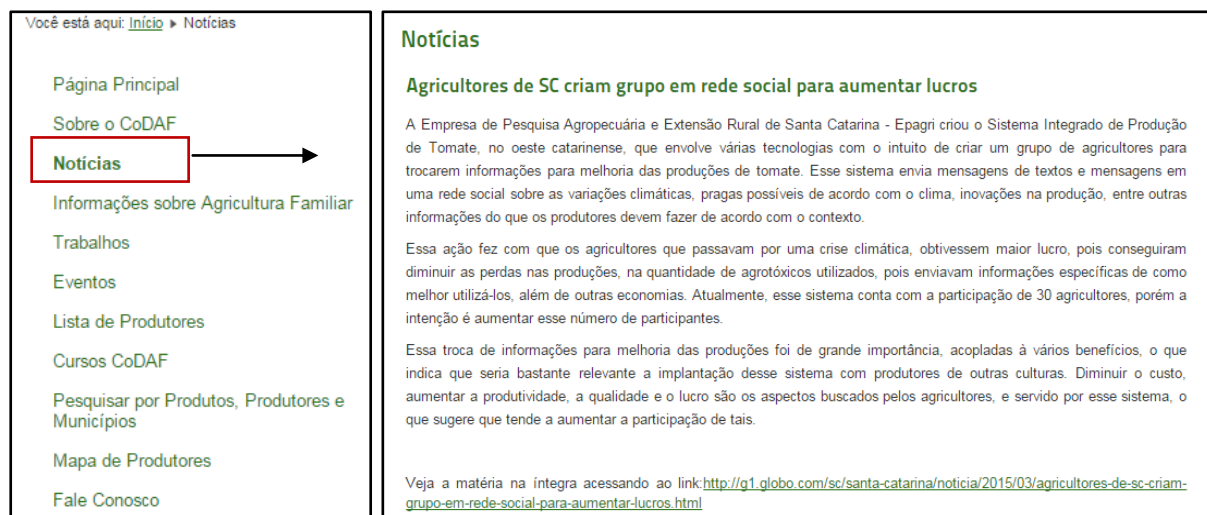
Figure 5 - Screenshot of an example of structure II



Source: Cropped by the authors from CoDAF (2014)

Structure III presents the content in two columns. The column on the left contains the secondary navigation structure and the larger column on the right presents previews of existing content of the website. It is divided, from top to bottom, first by featured content, followed by six items in two separate columns. In the end, the structure places a list of all other content, where each item is a hyperlink with the label being the title of the content to be accessed with.

Figure 6 - Screenshot of an example of structure III



Source: Clipping from the authors of CoDAF (2014)

Its use is dedicated to concentrating the access of themed content in one place, as a place to find all the news, or all the events. Figure 6 presents an example of the structure utilized to concentrate all news on the website.

Structure IV presents the content in two columns. The column on the left contains the secondary navigation structure and the larger column on the right, contains content in a table format, with no header, and a single column where its cells are order alphabetically, ascending.

This structure is used only to list registered family farmers who already share their data to CoDAF extension project, being that each cell of the table is a hyperlink to a specific page with information about that specific rural property. The label is formed by the combination of the town in which the rural property is located, plus the name of the farm (Figure 7).

Figure 7 - Screenshot of an example of structure IV

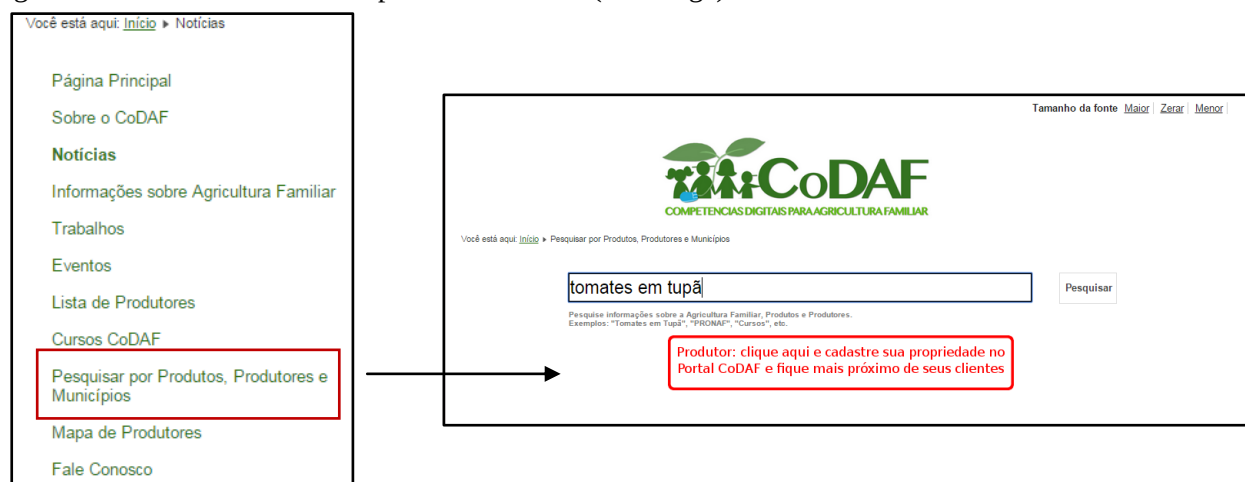


Source: Cropped by the authors from CoDAF (2014)

Structure V presents all content in a single column. This structure aims to be the hub of content searches offered on the portal and therefore, this process is divided into two stages.

During the first stage (Figure 8), the structure is made up of items to perform the search, them being: a) an open text box, b) a button that triggers the action of the search, with the label 'Search' and c) a short text containing *modus operandi* of the search.

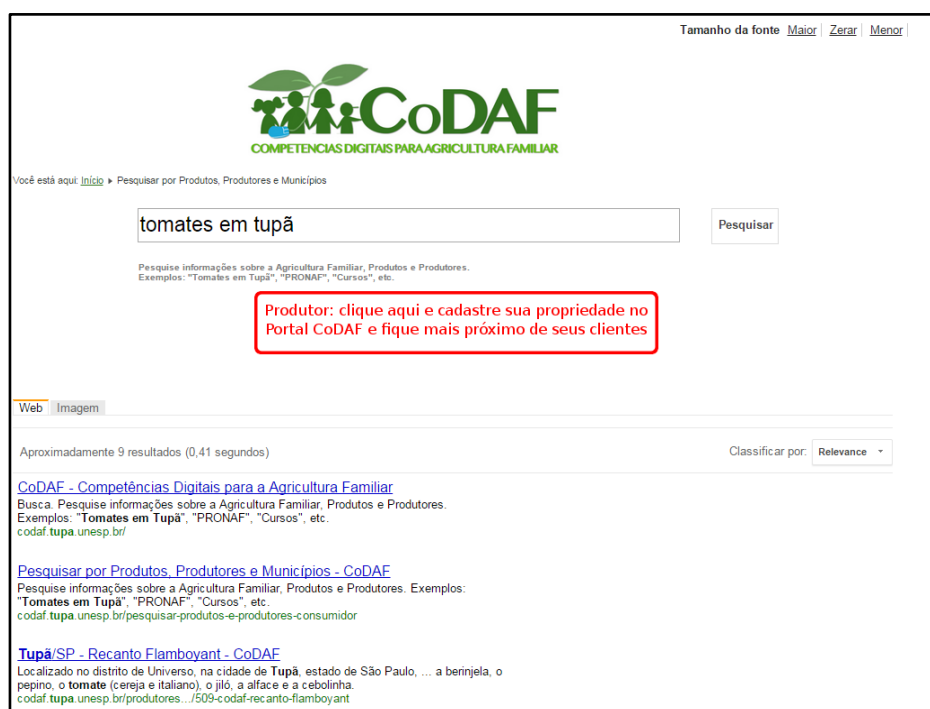
Figure 8 - Screenshot of an example of structure V (first stage)



Source: Cropped by the authors from CoDAF (2014)

When the user clicks on the button 'Search', the user is sending information about the search to the website, and in this second stage, the website presents to the users the results within a different structure (Figure 9).

Figure 9 - Screenshot of an example of structure V (second stage)



Source: Cropped by the authors from CoDAF (2014)

The website uses a third-party search engine, customized to only display content related with CoDAF extension project website and the search results are presented in a list ordered by relevance. Each result has a set of four lines of text formed by the title of its contents (that also has a hyperlink for access), followed by a two line with preview of the content and (below) a *Uniform Resource-Locator (URL)* of the content. It is possible to reorganize the content to be listed ordered by relevance or by date published, also being able to filter the results to only retrieve images.

Content Presentation through Mobile Devices

The website does not have its own interface for the display of content on portable devices such as *smartphones*, *tablets* and other similar gadgets. Figure 10⁷ shows the interface of the website when pulled up on an Apple iPhone 5 *smartphone*⁸ with the iOS operating system (left), and an Asus Nexus⁹ model 7 *smartphone*¹⁰, with an Android operating system (right). In both devices it is necessary to have both horizontal and vertical navigation bars.

⁷ The iOS and Android operating systems were chosen because they are the most common operating system used on smartphones. (HACHMAN, 2014)

⁸ Apple, iPhone, iPhone 5 and iOS are brands trademarked by Apple Inc.

⁹ Nexus and Android are brands registered by Google Inc.

¹⁰ Asus is a brand registered by ASUSTeK Computer Inc.

Figure 10 - Website mobile version visualized in two devices.



Source: Authors

Metadata

There is no specific information in the website source-code for a purpose to describing the content available on the website, such as metadata.

Figure 11 - An example of the website source-code

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="pt-br" lang="pt-br" dir="ltr" >
<head>
<base href="http://codaf.tupa.unesp.br/" />
<meta http-equiv="content-type" content="text/html; charset=utf-8" />
<meta name="generator" content="Joomla! - Open Source Content Management" />
<title>Página Principal</title>
<link href="/templates/beez_20/favicon.ico" rel="shortcut icon" type="image/vnd.microsoft.icon" />
<link rel="stylesheet" href="/templates/system/css/system.css" type="text/css" />
<link rel="stylesheet" href="/templates/beez_20/css/position.css" type="text/css" media="screen,projection" />
<link rel="stylesheet" href="/templates/beez_20/css/layout.css" type="text/css" media="screen,projection" />
<link rel="stylesheet" href="/templates/beez_20/css/print.css" type="text/css" media="print" />
<link rel="stylesheet" href="/templates/beez_20/css/general.css" type="text/css" />
<link rel="stylesheet" href="/templates/beez_20/css/personal.css" type="text/css" />
<script src="/media/system/js/core.js" type="text/javascript"></script>
<script src="/media/system/js/mootools-more.js" type="text/javascript"></script>
<script src="/templates/beez_20/javascript/mi_stylechange.js" type="text/javascript"></script>
<script src="/templates/beez_20/javascript/hide.js" type="text/javascript"></script>
<!--[if lt IE 6]>
<link href="/templates/beez_20/css/ieonly.css" rel="stylesheet" type="text/css" />
<style type="text/css">
#line {
width:98% ;
}
logoheader {
height:200px;
}
#header ul.menu {
display:block !important;
width:98.2% ;
}
</style>
<![endif]-->
<!--[if IE 7]>
<link href="/templates/beez_20/css/ie7only.css" rel="stylesheet" type="text/css" />
<![endif]-->
<script type="text/javascript">
var big = 72% ;
var small = 50% ;
```

Source: Cropped by the authors from CoDAF (2014)

The source-code (Figure 11), written in HTML format, does not display any description of the content.

RESULTS

From results obtained by the exploratory research on CoDAF extension project website, were identified the following characteristics¹¹ as recommendations for information findability (Vechiato e Vidotti, 2014):

1. *Utilize instruments for the organization of information, such as navigational taxonomies and terminology monitoring instruments, such as thesauri and ontologies, when appropriate.*

1.1. *The existing navigational taxonomy has a adequate categorization of concepts/terms:*

- The website has a structure divided into a primary and a secondary navigation. The items founded on each navigation are categorized consistently in relation to content already on the website. In other words, the content is distributed in a consistent manner with the proposed themes.
- The items founded on secondary navigation, in the context of “Informations to Family Farmers” and its sub-items, were observed the following characteristics:
 - a) The item “News” shows at the bottom of a list with older news, but the label of the area is referred to as “More articles¹²”, which can confuse the user. The same occurrence appears in the item “Events”;
 - b) The content exhibited when the item “Informations about Family Farming” is accessed does not display all of the existing content in this context, for example, missing the item “DAP”;
 - c) The text label for the item Manuals, Instructions and other lecturesis written in different ways in the secondary navigation and in the structure of the content on item “Informations about Family Farming”;
 - d) the item “Trabalhos” is absent in the item “Projects”;
 - e) the item Search Products, Farmers and Cities does not shows the secondary navigation structure, and;
 - e) the content for the item “Farmer’s Map” only has one hyperlink;
- The items that are comprised by the secondary navigation structure in the context of “Informations to Consumers” and its sub-items, were identified the following characteristics:
 - a) the item Search Products, Farmers and Cities does not shows the secondary navigation structure, and
 - b) the contents of the item “Farmer’s Map” only displays a single hyperlink in its content;
- The items that are comprised by the secondary navigation structure in the

¹¹ In order to facilitate reading, the recommendations proposed by Vechiato and Vidotti (2014) are cited with their terms in italics.

¹² From portuguese: more articles.

context of “About CoDAF project” and its sub-items, were identified the following characteristics: a) the accessing the content for the item “Members”, the secondary navigation structure displays the items of navigation for the item “Informations to Family Farmers”; b) the item “Trabalhos” presents divergence its sub-items and the content that is available, the items “Project” and “Applications” are absent in the secondary navigation structure, and c) the hyperlink “Articles/Presentations” does not work adequately.

- 1.2. *The existing navigational taxonomy has significant and consistent terms that do not hinder your understanding:*
 - The terms are suitable to represent the contents and theme of the website and are presented in a clear and objective way. The content of the navigation structures of the website does not use acronyms, abbreviations or terms in other languages, the presence of these could compromise the access had by the family farmers;
- 1.3. *A controlled vocabulary is used, acronyms and/or ontologies, to represent the subject of the information resources:*
 - The website does not present evidence establishing the use of a controlled vocabulary, acronyms and/or ontologies, in the representation of topics in the existing information resources.
- 1.4. *- The website does not present evidence that establishes a use of a controlled vocabulary, acronyms and/or ontologies, in the representation of topics on the existing information resources.*
2. *Implement social sorting capabilities (folksonomy) and navigation through the tags assigned by the subject.*
 - 2.1. *There are social sorting capabilities (folksonomy) that favor the participation of the information subject:*
 - In the exploratory analysis, no evidence was identified that website is using any sort of social classification for its content.
 - 2.2. *The tags generated by subjects are available in a ‘tag cloud’ way, to facilitate social navigation:*
 - Similar to the above item, no evidence was identified that website uses any sort of “tag cloud” disposition.
3. *Represent the informational resources through metadata.*
 - 3.1. *The informational resources are coherently represented by metadata:*
 - There is no evidences of a metadata use to describe the informational resources

available on the website. This absence was observed both in the source-code (written in HTML and JavaScript) and in contents.

4. *Invest in infocommunication mediation of subjects:*

4.1. *The subjects participate in the production of the information available:*

- The only channel of communication on the website is through the resource “Contact Us”. There is not an area to leave comments or buttons to share the information with others.

4.2. *The subjects participate in the organization/representation of available information:*

- Users can’t participate in organization and representation of information on the website.

5. *Amplify the possibility of the subjects finding information through different environments and devices.*

5.1. *The informational environment enables its resources, products and/or consistent services on multiple devices:*

- As presented in the previous chapter, the site presents difficulties in the presentation of content on mobile devices. The user of the website always needs to use the horizontal scrollbar to access all of the content available. For example, in the display of text a horizontal scrollbar is necessary to read each line in each one of the paragraphs.

6. *Investigate the behaviors, competencies, experiences and intentions of the subjects.*

6.1. *There are indications that the system is concerned with the intentions of the user through interactions such as an user log analysis or other types of technologies for this purpose:*

- The website does not use a technology to store and analyze user logs. Therefore, there are no indicative issues related to intentionality of the subjects, in either a passive form (such as recording the actions of the subject on the website, periods of activities on website, among others), or in an active way (such as the use of folksonomy, to express their intention by assigning keywords to describes a content).

7. *Apply recommendations and evaluations of accessibility¹³ and of usability:*
 - In relation to specific questions of accessibility, the start page source-code - that contains the structure and start page data - was inputted to validation through the analysis of the accessibility presented by the evaluation tool DaSilva (2014). The results of the tool has identified 21 (twenty-one) errors that compromise the full access to the content for users with special needs and 63 (sixty-three) warnings, with recommendations for the best practices. Of the results obtained in this summary, the following errors are highlighted: a) images, logos and other non-textual contents do not have an alternative textual label for use by screen reader softwares; b) the absense of instructions in places where the user needs to do some data entry (such as a text-box), and c) some parts of content that are not operable from the keyboard, requiring the use of a mouse or touch screen. Also highlighted are the following recommendations: a) the use of other elements to make content prominent besides colors, such as common forms of symbols and shapes; b) the proper ordering and transition of components available in the content, when accessed by keyboard shortcuts, and c) images containing text should be replaced by images without text or a image with a text outside of the image, for example, allowing the reading of this text with a screen reader software.
8. *Invest in the use of affordances to guide the subjects in space (wayfinding) during the navigation:*
 - The site uses *Breadcrumbs* to create spatial orientation marks in every displayed content. Each mark is of one item of the primary or secondary navigation system, with the exact ordering of items in which these navigation structures must be accessed to get this content.
9. *Invest in the use of affordances for query and search results:*
 - 9.1. *The search mechanism uses resources that assist the subject in the development of the search strategy (such as the autocomplete resource):*
 - There is no use of any affordances at the moment in this study, for example the use of autocomplete or suggestions in the period of typing to a search term.

¹³ This study takes into consideration the definition of accessibility of the World Wide Web Consortium (2014), where accessibility on the internet means people with special needs can use the web, realize, understand, navigate, interact and contribute, including the elderly, in order to provide equal access and opportunities for people with different abilities, with security and anonymity. The accessibility supports the inclusion of people with special needs, elderly, residents in rural areas, in under developed countries, and among others.

9.2. On the page with the search results there are aspects presented to help refine the search:

- In the search results from the website, it is possible to classify the results by data or relevance and filter results of every kind or only images.

10. Provide pragmatic searches:

- The website uses a third-party search algorithm from the search tool *Google Search*¹⁴ and therefore has no descriptive elements that could support how operation or the strategy works on search algorithm.

Table 2 - Information findability results from CoDAF website

Item	Attributes and Findability of Information	Results
1	Information Organization and Terminology Control	
1.1	Navigational Taxonomy (has adequate categorization of concepts/terms)	Y
1.2	Significant and consistent terms	Y
1.3	Use of controlled vocabulary, thesauri and/or ontologies	N
2	Features of Social Classification and Navigation	
2.1	Folksonomy	P
2.2	Tag cloud	N
3	Representation of Informational Resources through Metadata	
3.1	Use of Metadata	N
4	Infocommunication Subject Mediation	
4.1	Subject participation in the production of information	N
4.2	Subject participation in the organization of information	N
5	Possibilities of the Subject to find Information through different Environments and Devices	
5.1	Availability of resources, products and/or services in informational environments consistently on multiple devices	N

¹⁴ Google Search is a brand trademarked by Google Inc.

6	Investigation of the Behaviors, Competencies, Experiences and Intentions of the Subjects	
6.1	Analysis of the interaction log and other technologies	N
7	Recommendations and evaluations of Accessibility and Usability	
7.1	Usability of the environment	P
7.2	Accessibility of the environment	P
8	Use of Affordances to Guide the Subjects in space (wayfinding) during the Navigation	
8.1	Use of breadcrumbs and metaphors	Y
9	Use of Affordances for Query and Search Results	
9.1	The search mechanism uses resources that assist the subject in the development of the search strategy	N
9.2	On the page with the search results there are aspects presented to help refine the search	Y
10	Provide Pragmatic Searches	
10.1	The search results are different types of documents based on the initial search strategy of the subject, presenting them in related forms	N

Source: Authors

Table 2 summarizes the results from the information findability analysis of the CoDAF website. The results are grouped into recommendations, such as the model proposed by Vecchiato and Vidotti (2014). From left to right, the first column represents a sequential and unique identifier number for every recommendation, followed by a column with a brief description. The last column represents the status of THE recommendation from the CoDAF website, with possible values being 'Yes' (symbol 'Y'), 'No' (symbol 'N') or 'Partial' (symbol 'P').

CONCLUSIONS

From the results of information findability on information environments geared to the public of family farming, this work proposes a observation strategy with five points of attention to websites:

1. Generalization of the information contained in the navigation structure:

The items “Informations to Family Farmers”, “Informations to Consumers” and “About CoDAF project”, available in the primary navigation structure, could be moved to the top, preventing the continued use of the vertical scrollbar to access these items and/or return to start page.

The logos available in the primary navigation structure (Creative Commons, CAPES e PROEx logos) should have hyperlinks to their respective official websites, thus harmonizing all items in this navigation - in other words, structuring navigation in a way that all objects have a hyperlink, facilitating the understanding of the family farmers.

The website could offer the user the use of folksonomy, a tag cloud and the use of controlled vocabularies, in order to help future interventions in the organization of items contained in the navigation structure.

2. The visual hierarchy navigation structures with sublevels:

When the items “Scientific Works” are “CoDAF courses” are accessed, available in the secondary navigation structure, the hierarchical data structure available within these items is indented in a way that does not promote the identification of this hierarchy.

The visual structure of the items, “Search for Products, Farmers and Cities” do not includes the secondary navigation, which creates a different structure from all the other content on display on the website, hinder to a better understanding of the navigation disposition to family farmers.

3. The reduction in the use of different structures to presents a content:

Structure V, specific to the website content research, could offer the use of affordances for the elaboration of the query, for example, autocomplete and suggestions, to increase the potential of content search strategy by family farmers.

Elaborate its own interface to shows website’s content fully available on devices with limited screen capability, for example, mobile devices. This point reflects directly in mobility capabilities, of convergence and ubiquity - an important characteristic for family farmers.

With regard to aspects related to usability and accessibility, despite the website navigation allowing the use of the ‘TAB’ key to scroll through the navigation structures, the hyperlinks and objects, of the items “Scientific Works” and “Articles” can not be accessed that way. In addition, all content is only available in Portuguese. Additionally, it is important that the sequence of this keyboard movement is organized in an order - and that regardless of the sort or organization chosen - is standardized in all content available.

The website has a collection of images in which mostly have alternative text features allowing the screen reader software to read them. However, a total of 4 (four) images, which are located in the page footer, do not have this feature. The website also has some content in video format, which also does not use equivalent alternative textual form.

All errors identified by the accessibility validator DaSilva should be corrected, so that, by following the best practices of accessibility and usability, therefore it is possible that the information environment enhances access to a wider audience, for example, visually impaired, elderly and others.

4. Issues of user participation in content generation:

The structures I, II, III and IV could offer the users a way to make comments and suggestions, promoting family farmers to participate in website information production and also contact peers.

Enable and install components in the Content Generating System, Joomla! for the storage and tracking of users' activities, promoting and possibility a research of users's behaviors and the intentionality of subject.

5. The use of descriptive metadata:

The website could provide metadata in source-code in order to describe the contents available on website.

This analysis sought out to highlight the importance of information findability recommendations proposed by Vechiato and Vidotti (2014). The fulfillment of these recommendations on the CoDAF website may facilitate navigation, search, retrieval and location of the content available, trying to reach a specific target audience (family farmers), who still have some limitations imposed by external factors, for example, unfamiliarity with the use of ICT.

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