

Introduction to the February 2014 Issue
Takashi Inoguchi, Editor-in-Chief
Professor Emeritus, University of Tokyo
President, University of Niigata Prefecture

The second issue of the Asian Journal for Public Opinion Research publishes two articles on social media and two articles on survey methodology. The first article by Tham Jen Sern and Hasmah Zanuddin examine how political parties used social media in the latest Malaysian general election. In an environment where political advertising was not allowed, political parties and politicians found social media to be a useful instrument to convey their messages and passions to the public as frequently as possible. I have found it interesting in comparison to the latest Tokyo gubernatorial election. On social media, the issue of religion was salient for the PAS, a religious opposition party, whereas the issue of leadership was salient for the DAP, an opposition calling for further democratization. In Japan the issue of anti-nuclear power plant was most saliently addressed among their users whereas in electoral voting the candidate emphasizing the issues of social policy won.

The second article by Yu Guo, Yiwei Li, and Naoya Ito takes up the conceptual issue of continuous use of social networking sites. The authors propose from cognitive psychological perspective what is called a longitudinal model of the interactive process of media use and social capital. Like the repeated experimental games of the prisoners' dilemma, it poses both conceptual and methodological issues to be tested empirically.

The third article by Najin Jun reviews and examines the concepts and variables called political diversity and political participation carefully to propose some more appropriate selection and measurement practices to be used.

The fourth article by John M. Kennedy and Judith A. Ouimet deals with the methodological issue of the effect of incentives on Internet surveys. When time has become a precious commodity for most respondents in an era of electronic communication characterized by fast, massive, relentless and audience-tailored modes, incentives do matter in raising response rate. Empirical data given, survey practitioners can make their clever decision from this article.

The fifth by Shin-Kap Han reviews the recent developments in social surveys in Korea. Given the rise in technology, the difficulty in getting hold of respondents, and the rise in costs in carrying out face-to-face interviewing in survey research, many methodological innovations are now practiced. Some simulated results are shown.

The May issue will be a special issue on "Satisfaction with Daily Life Aspects in Twelve Asian Societies." It is an initiative of the Editor-in-Chief to carry out surveys on subjects deemed appropriate across Asian societies. This time the following societies were surveyed on the subject in the fall of 2013: Japan, South Korea, China, Macao, Hong Kong, Taiwan, Myanmar, Thailand, the Philippines, Malaysia, India, Pakistan. You will find the special issue articles interesting, important, and sometimes intriguing.

Takashi Inoguchi

Biographical Note

Takashi Inoguchi is Professor Emeritus, University of Tokyo and President, University of Niigata Prefecture. He is also former Assistant Secretary General of the United Nations assigned to The United Nations University Headquarters. He has B.A. and M.A. degrees from University of Tokyo and a Ph.D. from MIT. He has published numerous books and articles on a broad range of subjects. For the last decade he has executed large scale random sampled nation-wide surveys in all the Asian countries and societies (i.e., in East, Southeast, South and Central Asia, except for the Democratic People's Republic of Korea and Timor Leste) focusing on quality of life and well-being with 60 thousand respondents and 6 million observations. From this AsiaBarometer project he has published with co-author Seiji Fujii, *The Quality of Life in Asia: A Comparison of Quality of Life in 29 Asian Countries and Societies* (Springer, 2012). With Doh Chull Shin, coedited *The Quality of Life in Asia* (Springer 2010), coedited with Miguel Basanez et al, *Values and Lifestyle in Urban Asia* (SigloXXI Editores, 2005), and other three volumes of the AsiaBarometer (Akashi Shoten, 2001, 2008, 2009). On Japan and international affairs, he has published, among others, *The Political Economy of Japan* (Stanford University Press, 1988, coedited with Daniel Okimoto), *American Democracy Promotion* (Oxford University Press, 2000, coedited with Michael Cox and G. John Ikenberry), *Japanese Politics Today* (Palgrave Macmillan, 2011), and *The U.S.-Japan Security Alliance* (Palgrave Macmillan, 2011). Dr. Inoguchi is a member of the Science Council of Japan, Founding Editor of *Japanese Journal of Political Science* (Cambridge University Press) and *Journal of International Relations of the Asia Pacific* (Oxford University Press). Of late, he is editor of *Asian Journal of Political Opinion Research* (open access journal). He also is Director of the AsiaBarometer Project and is Chairman of the Asian Consortium for Political Research. Based on Google Scholar Impact Indices, his total citations count (up to November 11, 2013) is 2,164; his h-index is 24, and his i10 index is 59.

He can be reached at inoguchi@ioc.u-tokyo.ac.jp.