

University of Manchester Q-Step Summer Project 2018:

Ref: #29 UoMQStep 2018 YouGov Reputation

For enquiries contact Prof Jackie Carter, jackie.carter@manchester.ac.uk or Dr Mark Brown, mark.brown@manchester.ac.uk, Q-Step Co-directors.

Organisation name: YouGov

Team/Department: Reputation

Address: 50 Featherstone Street, London, EC1Y 8RT

Project title: Global Reputation Tracking Study

Abstract:

We provide consulting research services by interviewing hard to reach 'stakeholders', people who judge and have influence over organisations of all types e.g. journalists, politicians, NGO directors and the Business elite.

The chosen candidate will predominantly support on a global reputation study it runs for a leading UK bank. The project generates a large amount of quantitative data collected from senior stakeholders, interns will help with the reporting and analysis.

Candidates should demonstrate a keen interest and understanding of quantitative research as well as enthusiasm and knowledge of British politics as well as current Affairs.

Key words: YouGov, polling data, tracking, analysis, reports, reputation, banking.

Essential and desirable skills:

Essential skills: Data analysis skills and experience with quantitative data; basic SPSS knowledge; knowledge of Microsoft Office; excellent written English.

Desirable skills: Experience with multivariate analysis; advanced SPSS.

Where the work will be carried out: London

Preferred selection method: Skype Interview

Support and training offered by the organisation:

The Reputation team has a number of ad hoc projects that it runs at any one time and we expect that the summer project placement would allow this individual to have exposure to these smaller projects as well, in order to gain experience in taking a live client project through a number of delivery stages which may include sample design, questionnaire design, fieldwork management, data checking and analysis, and final reporting.

Supporting information:

Data confidentiality: the data files themselves and all analysis would remain the property of YouGov.

It is hoped that the work will be of sufficiently high standard to be included in the final report.

Financial assistance offered by the organisation: N/A