

## University of Manchester Q-Step Summer Project 2016

### Ref: #28 UoMQStep 2016 YouGov Reputation

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**Organisation Name:** YouGov

**Team / Department:** Reputation Research

**Address:** 50 Featherstone St, London, EC1Y 8RT

**Provisional title for project:** Global Reputation Tracking Study

**100 word abstract of what the project would probably undertake, and any data to be used**

YouGov's Reputation Research team requires support for a global reputation tracking study it runs for one of the UK's leading banks.

The project, which began in 2013, generates a large amount of quantitative data collected from senior stakeholders recruited from the worlds of politics, media, business and NGOs, and an opportunity exists for an intern to help with the reporting and analysis of this data including providing regional and sector level analysis.

It is essential that candidates are able to demonstrate a keen enthusiasm and knowledge of British politics as well as current affairs. The role will involve a large amount of data processing and so an interest and understanding of quantitative research is crucial. Examples of carrying out research and/or working with statistics should be provided wherever possible.

**Key words (up to 12)**

YouGov Polling Data Tracking Analysis Reports Reputation Banking

## **Essential and desirable skills that the student would need to have**

### **Essential:**

Absolutely must have data analysis skills and experience with quantitative data; basic SPSS knowledge; knowledge of Microsoft Office; excellent written English

### **Desirable:**

Experience with multivariate analysis; advanced SPSS.

### **Where the work would be carried out:**

This will be based at YouGov's London office, for between 8 and 10 weeks during the summer. Our working hours are 9.00am – 5.30pm Monday to Friday.

### **Preferred selection method (interview or other meeting)**

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.

### **Any issues of data confidentiality and/or IPR that would need to be resolved**

The data files themselves and all analysis would remain the property of YouGov.

### **Supporting information**

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**

Unfortunately YouGov is not in a position to offer additional payment to the students.