

Q-Step Internship: AudienceNet & LOOP LLC

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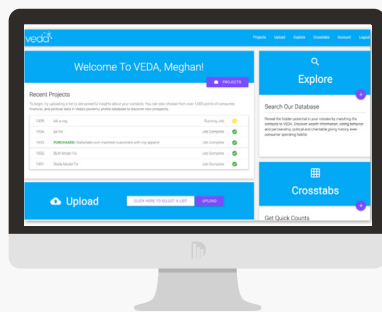
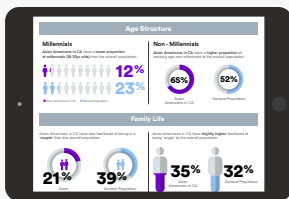
OBJECTIVES



- 1 To engage with quantitative and qualitative data
- 2 To create a report detailing Millennials' views on the importance of ethics in politics
- 3 To aid in the development of the company's online portal
- 4 To provide data that could be transformed into visually stimulating reports

SOFTWARE USED

SPSS, STATA, EXCEL,
AMAZON WEB SERVICES,
POWERPOINT



METHODOLOGY



Using AudienceNet and LOOP's database, I was asked to produce numerous reports using consumer profile information in the USA and UK.

I helped optimise LOOP's platform of more than 250 million Americans' voter and consumer information that I would later use to run cross-tabulations with to find patterns of consumption. I used it to find the consumer profile of charitable donors of several kinds of charities and create an Infographic of Hispanics and Latin Americans in California.

In creating my report detailing Millennials' views on the importance of ethics in politics I used AudienceNet's nationally representative sample of Millennials. The survey was conducted online amongst 227,76 (weighted total 213,66) 16-35 year olds and was followed by a week-long moderated, online dialogue with approximately 840 millennials. Millennials were segmented into the politically engaged, the mainstream and the politically disaffected.

I included the Millennials from UK and USA in my report and included a comparative section. The report was separated into: Millennials' views on ethics in politics, and what this means for their attitudes towards politics. Key words that were screened for include: Ethics, Trustworthiness, Honesty, and Corruption.

ETHICS IN POLITICS



Both USA and UK Millennials believe that ethics related qualities are within the most important qualities for elected politicians to have



UK Millennials don't think that the existing political parties possess Honesty, Ethics, Trustworthiness and a Stance against corruption, while USA Millennials seem to think their existing political tendencies do



Millennials from the USA and UK on average do not trust politicians. Not trusting politicians is within the main reasons Millennials from the UK and USA do not want to vote



Millennials from both the USA and the UK said that if they trusted politicians more, they would be more likely to vote

PERSONAL OUTCOMES

- ✓ Became comfortable with dealing with large amounts of quantitative data
- ✓ Learned about a range of current affairs including the Refugee crisis, the USA presidential elections, immigration in the state of California and Millennial engagement with politics.
- ✓ Helped in the development of the LOOP portal
- ✓ Got to attend company meetings in which my excitement for the work that LOOP does amplified immensely.