

Q-Step Internship at Ipsos MORI

Jeanmiguel Uva, BSocSc Politics and International

Overview

Operating in more than 80 countries Ipsos MORIS is one of the biggest market research companies carrying out market research for public and private organisations. During my time at Ipsos MORI headquarters in London I was based at The Research Methods Centre (RMC), which is a specialist unit that provides expertise on a wide range of survey methodological matters, including sampling and weighting for many surveys requiring complex sample designs.

During my time at the RMC I worked and supported many projects but in particular I worked on Generations and Taking Part survey.

Skills learned

I considerably improved my SPSS skills, becoming fully proficient whilst also learning how to write in syntax code. I did so when working on the Taking Part survey, running codes and making regression and descriptive analyses. I also developed important comparative and data mining skills when I searched for data to compare variables related to attitudes towards abortion, gay marriage and the welfare state between in the UK and other countries for the second wave of Generations.

Generations

Generations is a public study Ipsos started on 2010 to look at cross-generational variables change over time: from income perceptions to acceptance of homosexuality to lifestyle attitudes. In the second wave of the study we expanded our variables analysed. Overall, among all the variables analysed three factors across time and generations were looked to understand

behaviours and change: a) Period effects: where all generation suffer changes because of big external events; b) Lifecycle effects: where an individual's views change as they grow older and c) Cohort or generational effects: where opinions are set by the formative experiences of a generation

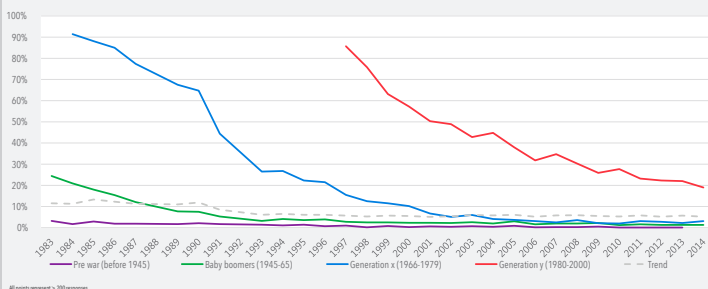


Figure 1 Living with parents'

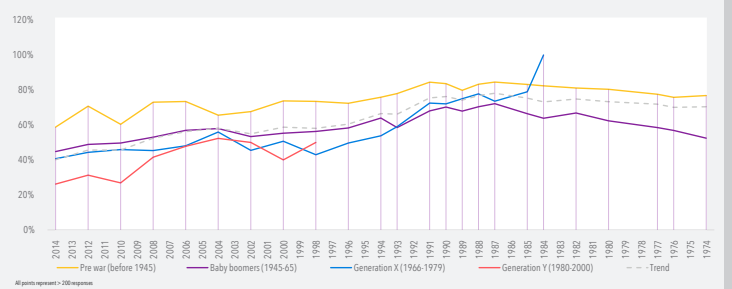


Figure 2 Negative perceptions towards homosexuality

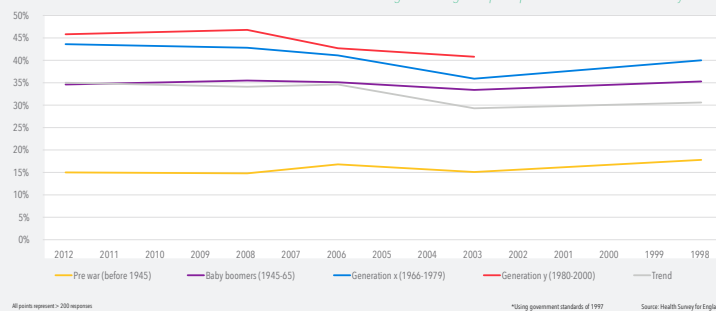


Figure 3 Meets recommended levels of physical activity per week