YOUGOV: Polling and Reputation

## Florence Harry, BASS: Sociology and Social Anthropology

◎ Main Responsibilities

- coding data on Microsoft Excel
- checking surveys and data
- writing survey questions
- updating databases
- creating graphs and charts on Microsoft Excel and Microsoft Powerpoint
- creating presentations for data on Microsoft Powerpoint

🌐 Visual Representation

At the end of the day, the reputation team is selling a packaged commodity, in the form of the data, which must be meaningful for the client. Thus data is often presented visually, for example through Dashboards like this one I made for one client. This allows creativity to make the data easily digestible as it ends up in corporate board rooms.
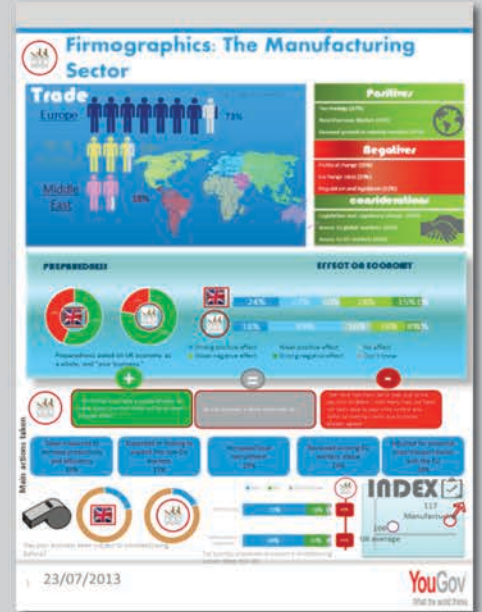
Playing professional at the London Press Club Event 2017, Canary Wharf

💬 Events

One of the highlights of my internship was an event at Reuters in Canary Wharf for the London Press Club. Featuring an elite panel of journalists, fascinating topics were discussed, including post-truth, Brexit and Corbyn, in relation to a Yougov survey which I had contributed to writing. Furthermore, it was a great opportunity to network and expand my newly created LinkedIn profile, as I got to meet the director of a new think-tank for millennials.

📄 Qualitative Team

One of the other teams at Yougov is the qualitative team which offers deeper analysis through focus groups, documentary style films and interviews as a form of market research. I was lucky enough to work extensively with this team, as the planned project to be undertaken with the Reputation team for a large bank had come and gone by my arrival. I got to edit films (something I found very artistic!), conduct intercept interviews for Costa, and study two different types of focus groups. This was really enjoyable, especially as I come back from an anthropological background. It was interesting also to do this in a corporate environment, as opposed to a purely academic one.