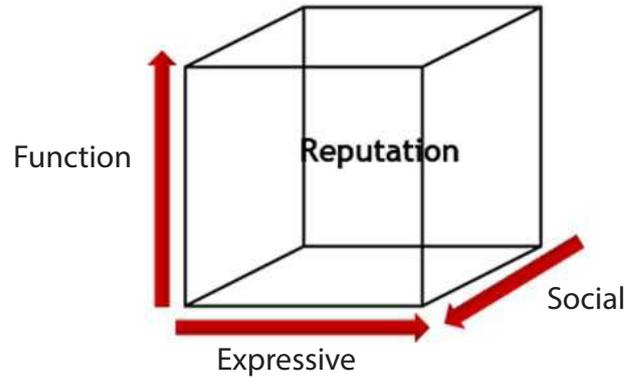


# YouGov Reputation: The Research Process

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## Why is Reputation important?

Reputation is a fundamental consideration of organisations of all size and in every sector. This is because the current perceptions surrounding an organisation form our expectations of how they will perform in the future. Reputation incorporates all aspects of how a business is perceived from how well it provides its services and how moral it is to more broad and loose associations such as scandals and partnerships. Research has also specifically linked corporate reputation with an improvement of both financial results and the company's value. Therefore, a favourable reputation is more likely to be associated with superior performance.



## Quantitative Analysis:

To begin to assess the reputation of an organisation, quantitative analysis is first undertaken. This involves surveying audiences which the client has a particular interest in improving their reputation with. Within the survey, respondents are asked to rank how familiar with and how favourable they are towards the client in comparison with other similar or competing organisations. They are also asked to what extent they agree (or disagree) with statements regarding the 'capability' and 'character' of the organisation. In this context capability refers to how competent the organisation is perceived to be in providing the services it offers whereas character refers to how ethical the organisation is. Due to the unique way in which YouGov collects its panel data via The Cube, the data collected already contains cross brakes such as age, gender and political party which make the feedback it is able to give clients extremely targeted. This data is then weighted and analysed using Excel and SPSS software. During my internship I used the 'character' and 'capability' scores for an organisation to identify any correlations between the outcomes which could be used to advise clients of any specific areas they may need to target their attention.

## Presenting to the client:

In order to highlight the department's research in a way that it can be best digested by the client, the data must be presented effectively through use of graphs, table's and other visuals. This was something that the Reputation department at YouGov did particularly innovatively. When drawing conclusions from the data, the quantitative analysis often provides the biggest indicator of the general perception of an organisation due to the large sample sizes used to conduct the data. For Reputation however, qualitative analysis also holds a particular significance because it provides the in-depth thought process of an individual who would usually be unreachable for these organisations and is therefore a unique insight. Over the duration of my internship I was able to fully get to grips with and develop my skills within all parts of the research process, from the initial proposal to the end presentation. I am now able to think critically about different organisation's reputation and identify methods to test this independently.

## Qualitative Analysis:

Qualitative analysis is used to supplement quantitative analysis by prompting a more in depth thought process of an individual's perceptions and feelings towards an organisation. By asking a respondent directly for their initial thoughts and feelings towards an organisation their emotional expression towards its identity can be more clearly gauged and then relayed to the client. During my time at YouGov I regularly witnessed the process of collecting qualitative data through telephone and face to face interviews with MPs, Journalist's and Business Leaders. I was then able to analyse these transcripts to identify any patterns in the comments made by interviewees, both within their particular sector and across all occupations.

