

## University of Manchester Q-Step Summer Project 2016

### Ref: #29 UoMQStep 2016 YouGov Political

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**Organisation Name:** YouGov

**Team / Department:** Political and Social Research

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

**Provisional title for project:** Political Tracking Data Mining, Analysis and Reporting

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

YouGov is responsible for collecting more political data than all other British research organisations put together, including nationally representative surveys five days a week. We currently conduct analysis of both the ad-hoc and tracking data, but there is always more that could be done.

We are looking for a talented quantitative researcher to be given access to the political department's data files and archive with the aim of producing detailed reports for publication on our website that are specifically designed to generate coverage and publicity.

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 our research and/or working with statistics should be provided wherever possible.

### **Key words (up to 12)**

YouGov Polling Data Politics Tracking Analysis Reports Publication SPSS Awesome

## **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 6 and 8 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 student will be supported by both members of the YouGov political and social research team and by the marketing team, all of whom have extensive experience with this type of work.

The basics of fast-turnaround data analysis and results production would be taught and overseen in the first instance to allow future analysis to be conducted independently.

This would be supplemented by guidance from team members on generating publicity and coverage.

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

The data files themselves would remain the property of YouGov, but the analysis and report would belong to the student. Providing any work is of what deem to be a sufficiently high standard we would be delighted if it were shared as widely as possible.

### **Supporting information**

It is hoped that the work will be of sufficiently high standard to be published on the YouGov website.

### **Financial assistance offered by the organisation**

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