

Q-Step Internship: Global Reputation Tracking with YouGov

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About YouGov

YouGov has been acclaimed as the UK's most accurate opinion pollster. It tracks public attitudes to the Government, political parties and brands, and explores the public's view on the major social, international and public policy issues. I worked with the YouGov Reputation team which provides global and local reputation research support for governments, blue chip companies, NGOs, think tanks and smaller businesses.

Summary of My Internship

Quantitative work

- 'Brand Shock Benchmarking': Worked with the YouGov Brand Index team to check the performance of different UK and international brands from different sectors and analysed the 'financial shocks' they went through, how strong these shocks were and how long it took to recover. I increased my commercial awareness with this project.
- Used SPSS to do multivariate analysis for a banking sector brand to consider correlation between 'communication received' and favourability towards the brand.
- My department designed and sent surveys to senior stakeholders in different fields, including the members of the Parliament. I was trained by my line manager with skills related to designing surveys and checking them before they were sent to the MPs or put on the YouGov website.

Qualitative work

- Unlike other Q-Step internships, a big part of my internship involved qualitative work as well. YouGov reputation team conducted interviews with opinion formers and senior stakeholders from the world of politics, business, media and NGOs. It was my job to analyse these interviews. All the qualitative work that I have done is going to make a positive impact on my dissertation.



YouGov Reputation Department

Skills I have learnt

- Improved data collection and management skills.
- Enhanced both qualitative and quantitative research skills.
- Gained experience in advanced use of MS Office, and especially MS Excel to systematically process large amounts of data.
- Enhanced commercial awareness.
- Gained knowledge in the field of world politics.
- Gained knowledge in the field of British Politics.
- This internship has direct benefits for my undergraduate dissertation in terms of the research work.

