

AUDIENCENET: U.S.A. IMMIGRATION OPINIONS

CARMEL GALVIN | BA (HONS) POLITICS, PHILOSOPHY AND ECONOMICS

INTRODUCTION

AudienceNet is a social research company in the centre of London Shoreditch. Using modern technologies and traditional methodologies they design beautiful presentations of their data that are easy and clear to understand. My project tackled a topical and controversial issue: immigration opinions in the US.

SKILLS ACQUIRED

- Use of new software (Q, Wizu)
- Questionnaire writing
- Understand and analyse large data sets
- Start and finish my own project
- Blog post writing

OBJECTIVES AND METHODOLOGIES

My project used AudienceNet's nationally representative omnibus data set with 1616 participants. The questions asked about DACA (the policy of allowing undocumented immigrants who were brought to the U.S. as children to remain in the US), President Trump's zero-tolerance policy (the recently reversed policy that immediately prosecuted parents when they crossed the U.S. border illegally which meant families were separated), Trump's wall along the Mexican border.

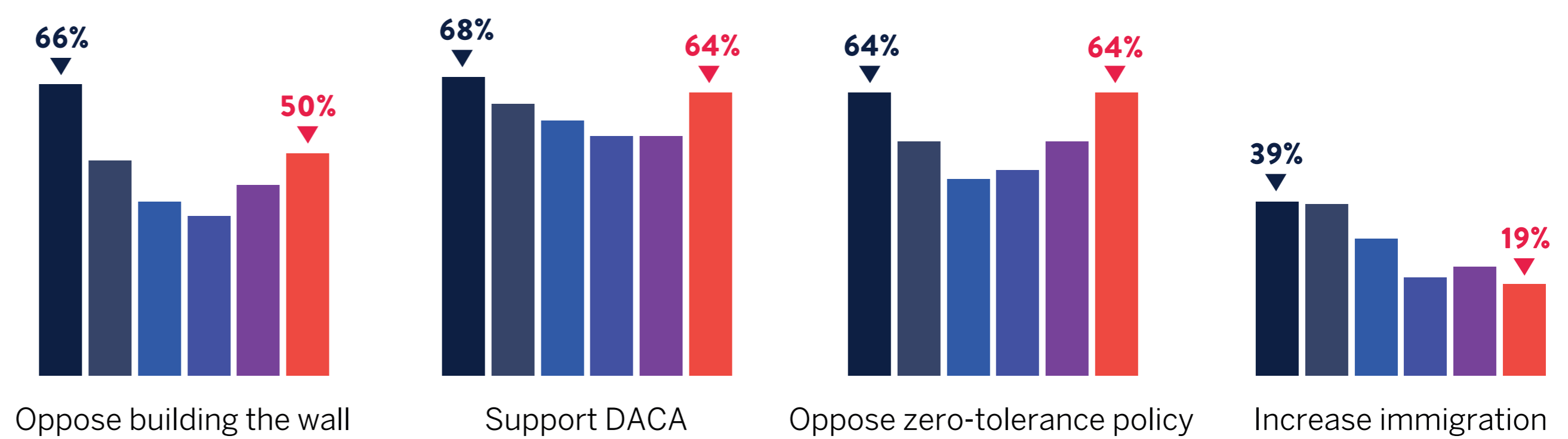
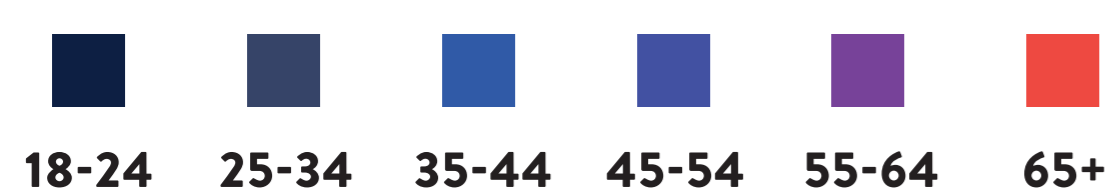
My aim was to find any significant data points in the general trend and also to look at the demographic divides. I wrote up questions that this large data set left me with and used them for a smaller qualitative survey that I wrote and then analysed.

The finished product resulted in a two-page infographic summarising as much of the key findings as I could. I also wrote a series of blog posts explaining all the results from both the quantitative and qualitative surveys and they shall be going up on AudienceNet's website shortly.

KEY FINDINGS

MILLENNIALS (AGE 18-34) ARE MORE LIKELY TO OPPOSE TRUMP'S IMMIGRATION POLICIES.

MOREOVER, MILLENNIALS AND OVER 65S HAVE SIMILAR VIEWS ON EVERYTHING EXCEPT INCREASING IMMIGRATION.

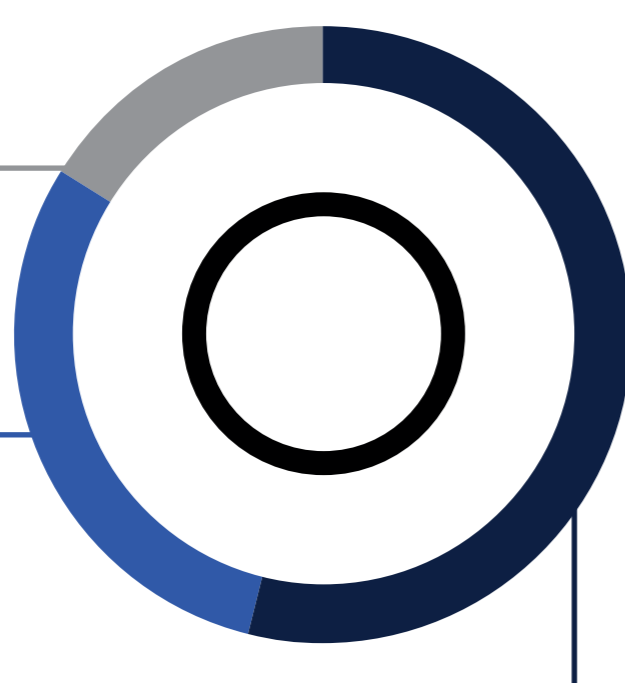


OPINIONS ON TRUMP'S ZERO-TOLERANCE POLICY

16% DON'T KNOW

30% SUPPORT IT

54% OPPOSE IT



OPPOSE ZERO TOLERANCE POLICY

"CHILDREN ARE TOO YOUNG TO UNDERSTAND WHY THEY ARE BEING SEPARATED FROM THEIR PARENTS AND THAT SEPARATION CAN HAVE LASTING DETRIMENTAL EFFECTS ON THEM"

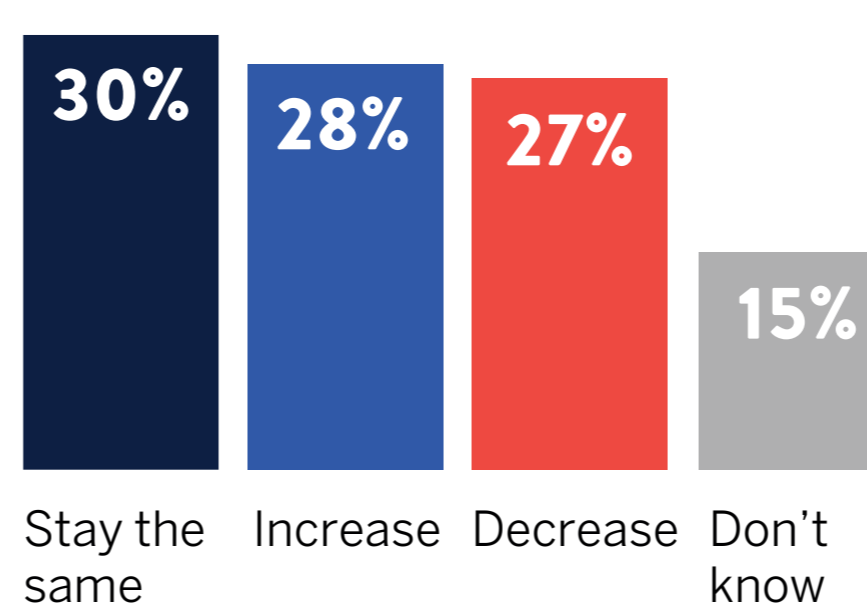
SUPPORT DACA

"I STRONGLY SUPPORT DACA. THESE CHILDREN DID NOT CHOOSE TO BE BROUGHT HERE, AND THEY SHOULDN'T BE PENALIZED FOR THEIR PARENT'S PURSUIT OF A BETTER LIFE"

60% SUPPORTED DACA

25% OPPOSED DACA

THE COUNTRY IS DIVIDED ON WHETHER IMMIGRATION SHOULD INCREASE OR DECREASE



47% OPPOSE BUILDING A WALL ALONG THE MEXICAN BORDER

44% SUPPORT BUILDING A WALL ALONG THE MEXICAN BORDER

9% DON'T KNOW

CONCLUSION

The AudienceNet internship gave me a huge insight into the full scope of social research and my project helped develop my skills far beyond what I thought I would achieve. Not only did I improve my analytical data and analysis skills but I also improved my writing and communication skills. This immigration project was a large part of my development and I will always remain very proud of this work.