MEETING QUALITY AND TRUST CHALLENGED FOR POLLING IN THE ARABIAN REGION

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Dr. Munqith Daghir
munqith_dagher@iiacss.org
ABOUT IIACSS

2000 Projects  180 Fieldworkers  7 Offices

First in Iraq
in 2003, IIACSS was established right after the fall of the Iraqi former regime

Gallup member
The sole representative of Gallup international in Iraq

+2,000,000
Interviews and thousands of FGs and IDIs, B2B & B2C

7+ Years
Conducting interviews through CAPI/ CATI system
POLLING ENVIRONMENT

As life in general & politics in particular, trust is the cornerstone of polling capital.

The Public opinion

"The law that is not written on paper, iron or alabaster, but rather in the hearts of citizens, from which the state derives its true entity and revives all other laws when they are corrupted is the social morality, especially public opinion, which politicians are ignorant of, although other laws cannot succeed without it" Rousseau, The Social Contract, chapter 12

Data Channels

Polling firms are mediators between public and decision maker and/or researchers

Public Distrust

Data shows increase distrust in polling in the Arab world. 11% of Arabs Vs. 26% of non Arabs including 31.5% of Europeans does not have trust in others.
Trust

Challenges and Solutions

01 Public

02 Influencers

03 CLIENTS
Trust challenges on the public side

Challenges

01. Communication, including different languages and dialects
02. Conspiracy theory: spying, foreign state agents, etc...
03. Security challenges: terrorism, militias, organised crime, etc...
04. Conservative cultures: values, beliefs, gender, tribalism, etc...
05. Corruption
06. Poor infrastructure: transportation, electricity, internet, etc...
Trust solutions on the public side

Solutions

01. Using local teams with heavy use of females
02. Deep knowledge in local cultures including access points
03. All needed formal and informal permissions
04. Continuous training and feedback sessions
05. Effective usage of media, especially social media
Trust

Challenges and Solutions

01 Public

02 Influencers

03 CLIENTS
Trust challenges on the Influencers side

Challenges

01: Polarization
02: Conspiracy
03: Misunderstanding
04: Funding Solutions
Trust solutions on the Influencers side

1. Transparency: media, direct contact.
2. Providing advisors & consultancies
3. Building good unbiased profile.
4. Increasing social & economic issues inclusivity.
5. Public events.
Trust challenges on the client side

Challenges

01 • Miscommunication.

02 • Understanding the culture.

03 • Mistrust in the quality.
Trust solutions on the client side

Solutions

- 01: Dedicated English speaking project managers.
- 02: Continuous communication.
- 03: Transparency; One team project concept.
- 04: Excellent QC schema. Good is NOT enough.
THE DILEMMA

Pollsters need to focus on quality, while fully comprehend the depth of challenges they will face

Quality

Highest quality of data
Address the research questions
Sensing trends/directions

Challenges

Fieldwork challenges
Client challenges
Decision makers challenges
STANDARDS
A successful poll is a result of its components
Computer Scientists for programming, Local teams of fieldwork experts, Statisticians for sample design, polling experts to interpret data and official database

CLIENT
24/7 Availability
Reviewing QNR
Reviewing logic
Full real-time data access

SCRIPT
Computer Scientist
Standardized Form
Smart Scripting
Built-In reporting
Automatic Filtering

DATA QC
Daily Full Maps
Actual Duration per question/sections
Built-in Flags
Distance Start-End interview

AUDIO QC
Daily Audio Report
Random questions
Recording
Local Servers for Privacy

OUTLIERS
Identify Data Shifts
Margin of Error
Trend Tracking
Interviewer's Evaluation

DELIVERY
Reading Data
Evaluate Results
Report local interpretation
function myLocationDataValid{
  var retVal = false;
  retVal = SubjectGPSLocation;
  if (!retVal) {
    var currentLocation =
      if (currentLocation !=
        SubjectGPSLocation {
          return retVal;
        }
    return retVal;
  }
}

Smart Scripting and Built-In reporting

Daily GPS coordinates - full maps

Automatic filtering/flags

Daily Audio reports
IIACSS is not a data collection firm. Rather, it is a social research firm with important social responsibilities

TRUST CHALLENGES & SOLUTIONS
IRAQIOT

IIACSS Products

IRAQOGRAPHIC

Media presence

IIACSS Social responsibility
IOT measures how much Iraqi public opinion supports a functioning pluralistic democracy in the country. It measures the opinion of Iraqis towards six foundations of democracy: satisfaction with life, good governance, democracy, the role of religion in politics, and sectarianism.
In 2021, IIACSS appointed a team in Baghdad to carry out certain projects throughout the city as means of Social Responsibility. This initiative was referred to as “IIACSS for Society.” The aim is to give back to our communities through rehabilitating schools and community parks.
A weekly one slide newsletter that shows the recent updated data IIACSS collects or the the data that are published by official sources.
The Kadhim government must move quickly if it wants to avoid a potential popular uprising among dissatisfied Shiias in Iraq.

The Iranian Islamic Revolutionary Guard Corps (IRGC) from an Iraqi View – A Lost Role or a Bright Future?
July 30, 2020

The restoration of the IRGC in a mixed culture means the upper structure of Iran and the future of Iraq as I have written a challenge.

The Holy Shrine Guards' Announcement Will Change the Role of the Shia in Iraq

Iraqi Domestic Political Scene

Since the liberation of Iraq from the grip of ISIS, there has been a deep in the anti-Shia in Iraq, which is based on support for the age of Shia who think favorably of Iran has plummeted from