

# MEETING QUALITY AND TRUST CHALLENGED FOR POLLING IN THE ARABIAN REGION

IIACSS: Feb 2022

Dr.Munqith Dagher  
[munqith\\_daghir@iiacss.org](mailto:munqith_daghir@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

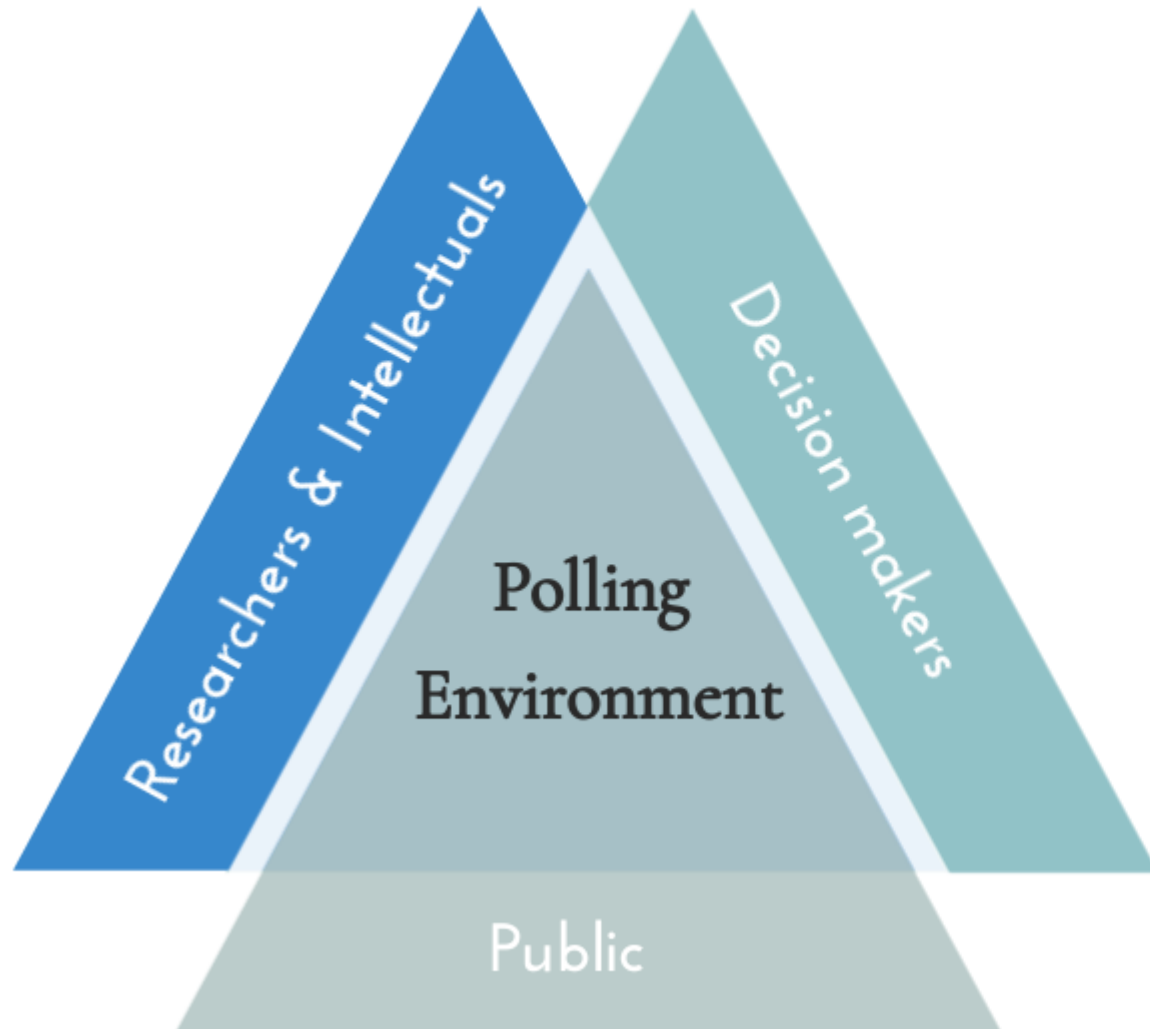


**7+ Years**

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



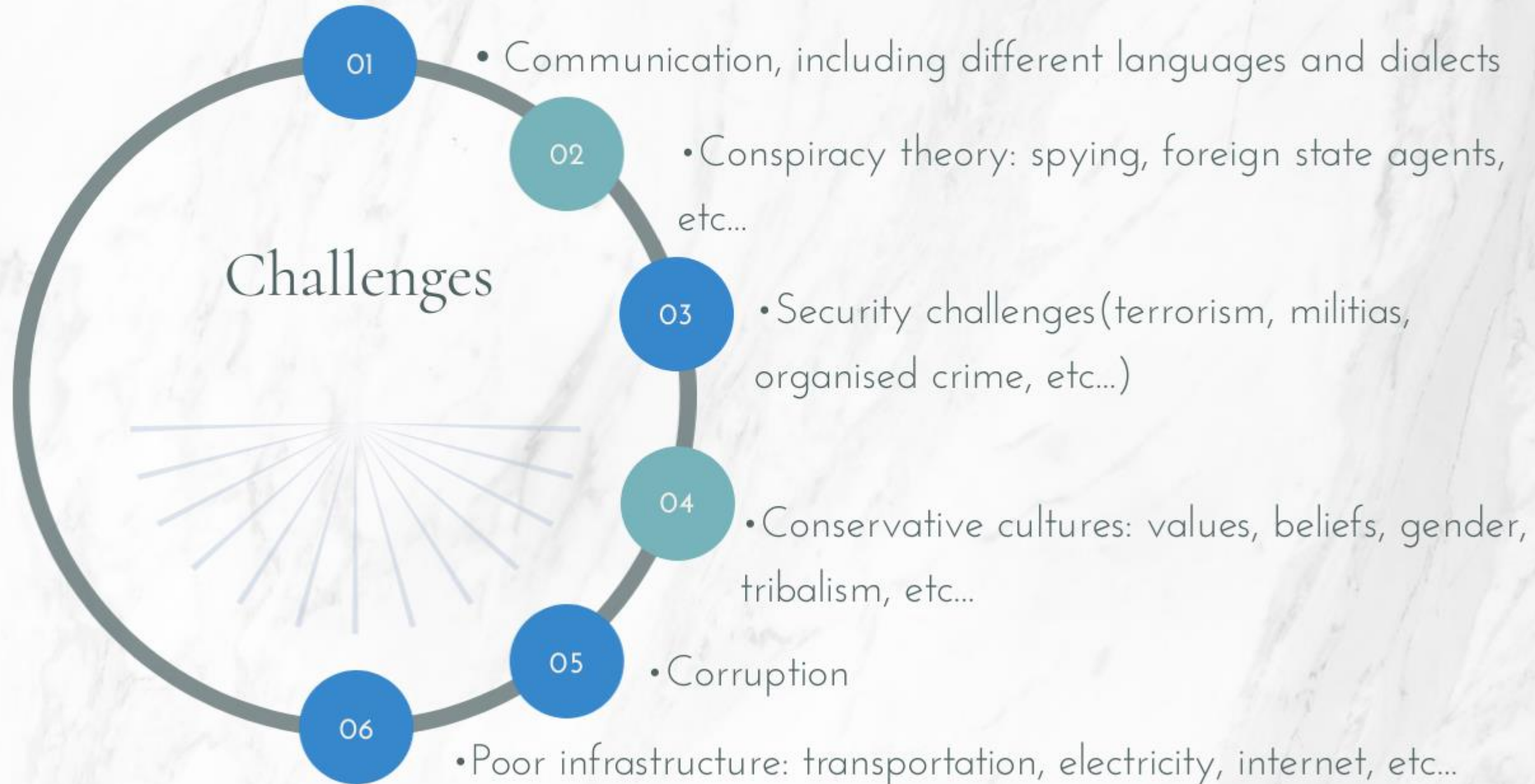
Influencers

03



CLIENTS

# Trust challenges on the public side





# Trust solutions on the public side



# Trust

Challenges and Solutions

01



Public

02



Influencers

03



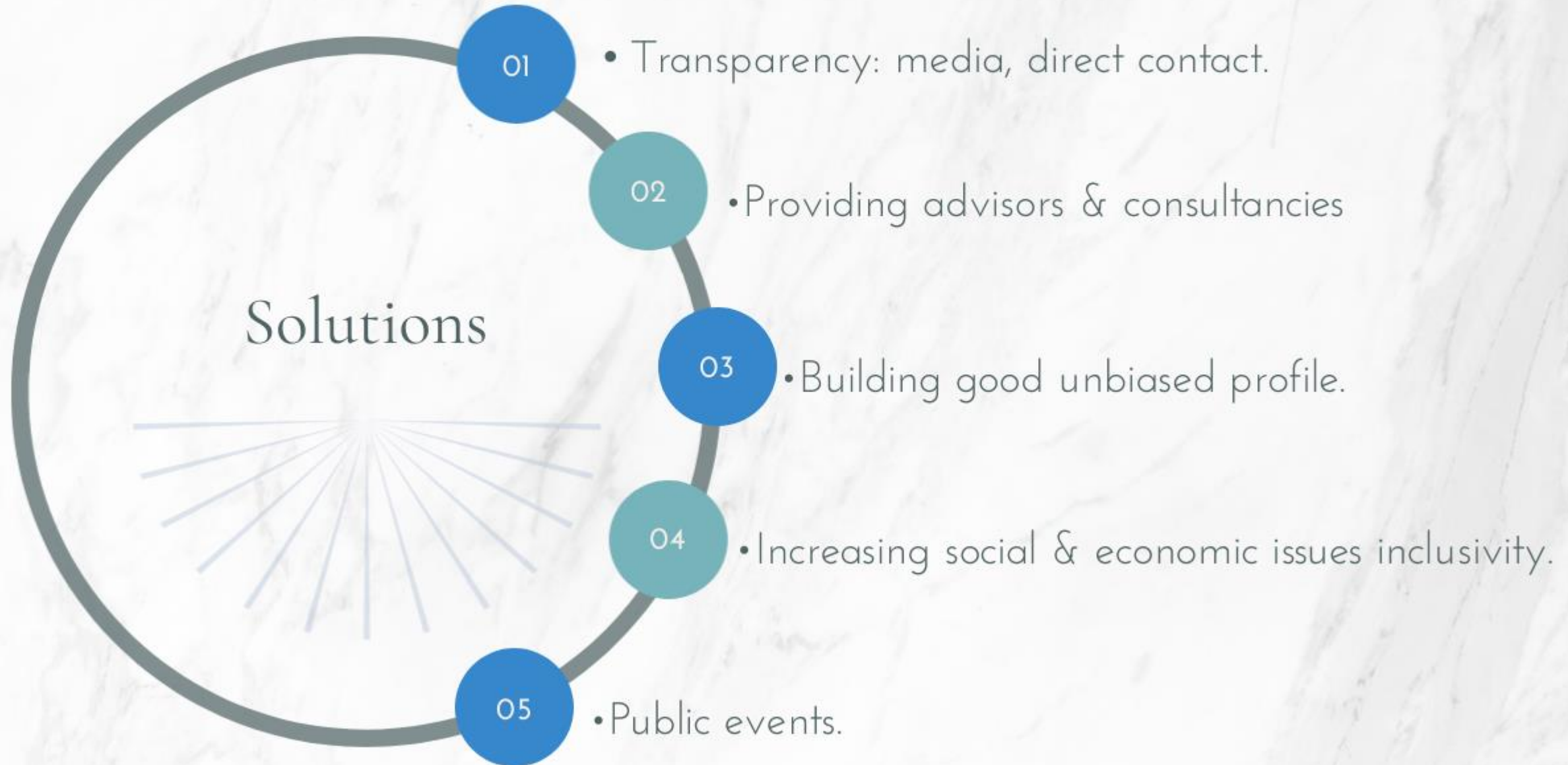
CLIENTS

# Trust challenges on the Influencers side





# Trust solutions on the Influencers side



# Trust

Challenges and Solutions

01



Public

02



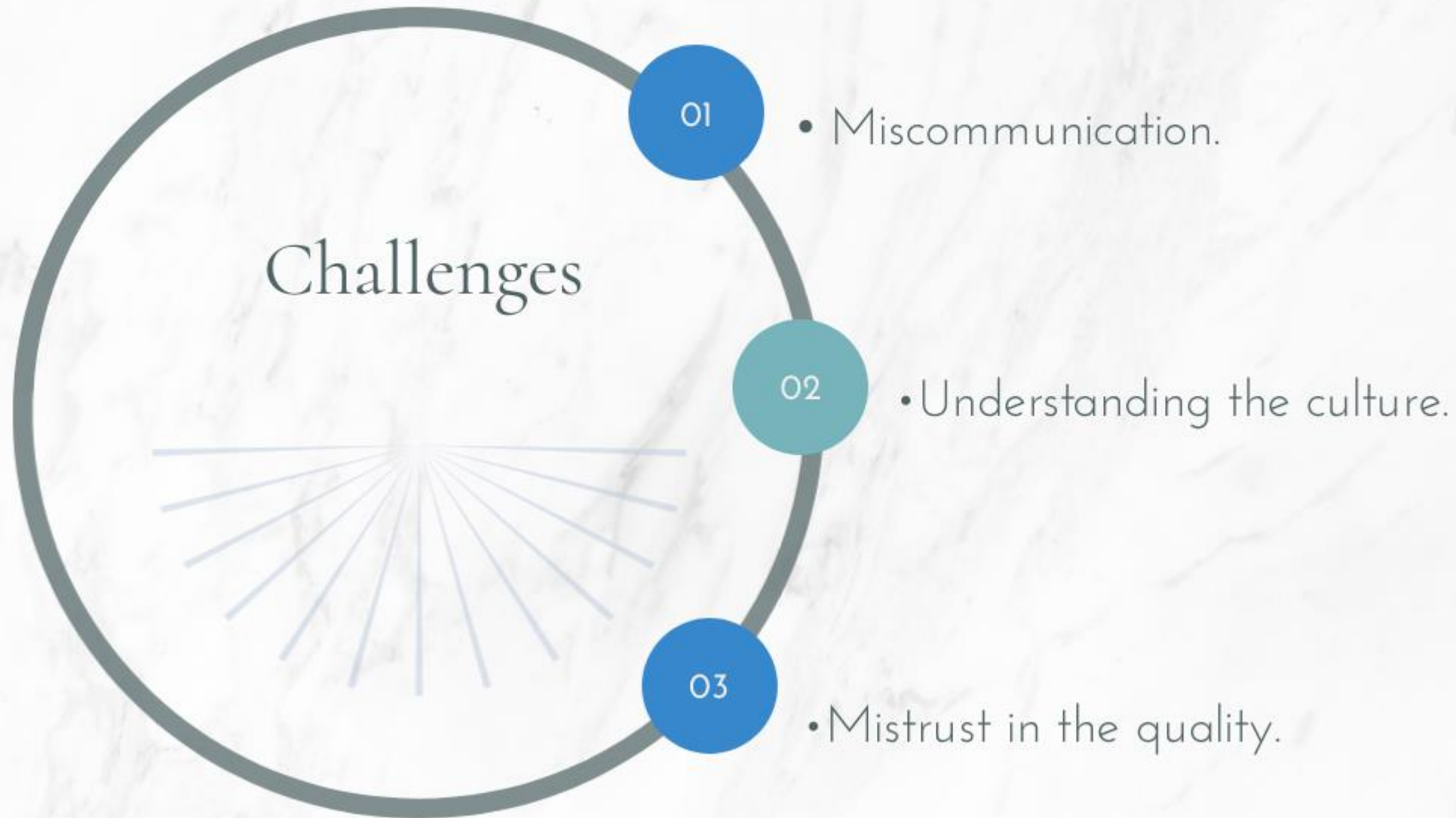
Influencers

03



CLIENTS

# Trust challenges on the client side





# Trust solutions on the client side



# THE DILEMMA

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



The diagram consists of two overlapping rounded rectangular shapes. The left shape is teal and contains the word 'Quality' with four white diagonal lines above it. The right shape is blue and contains the word 'Challenges' with two white horizontal lines above it. The two shapes overlap in the center, creating a white space between the two concepts.

## 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

**A**

## SCRIPT

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

**B**

## DATA QC

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

**C**

## AUDIO QC

Daily Audio Report  
Random questions  
Recording  
Local Servers for Privacy

**D**

## OUTLIERS

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

**E**

## DELIVERY

Reading Data  
Evaluate Results  
Report local interpretation

**F**

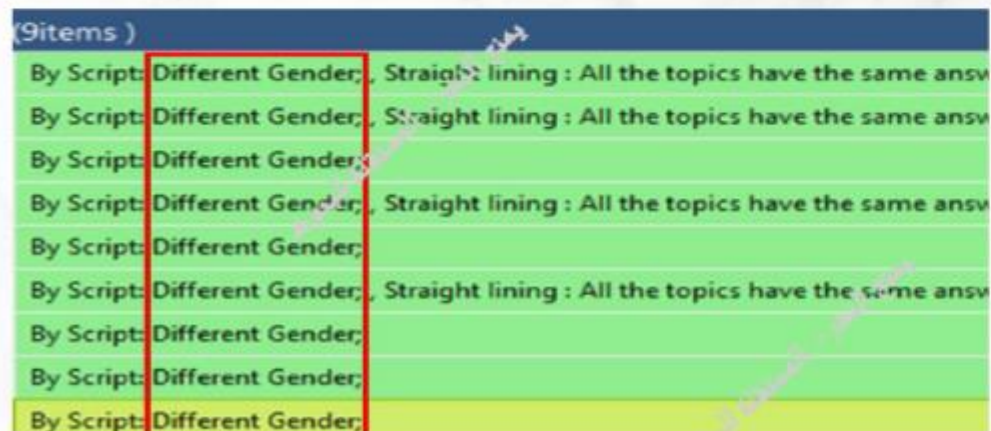


# STANDARDS

## Real time examples



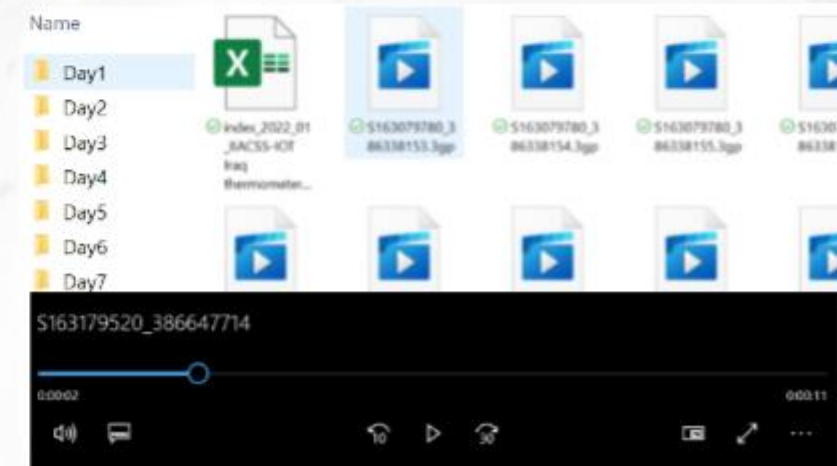
Smart Scripting and Built-In reporting



Automatic filtering/flags



Daily GPS coordinates - full maps

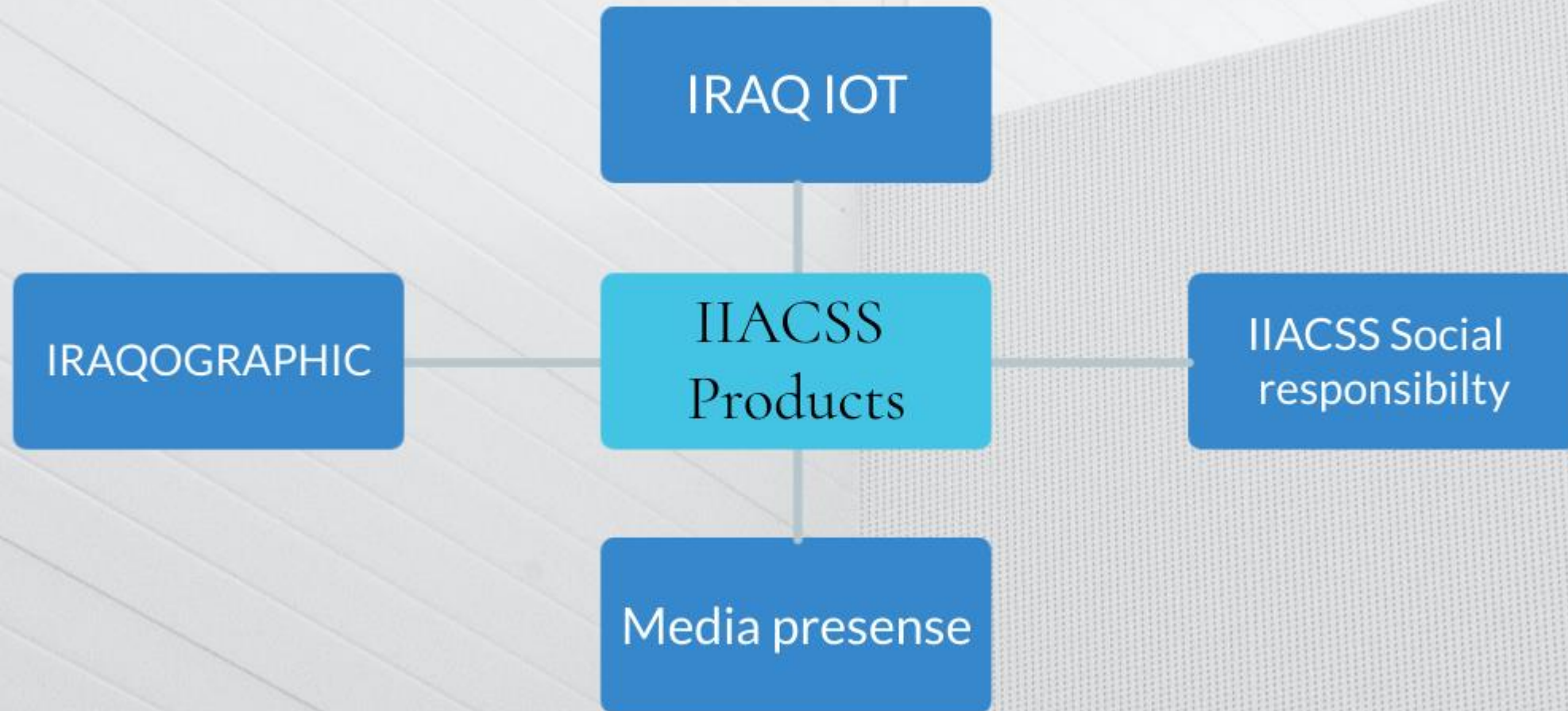


Daily Audio reports

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

## TRUST CHALLENGES & SOLUTIONS







# IOT

---

## Iraqi opinion thermometer

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.



# IIACSS SOCIAL RESPONSIBILITY INITIATIVE

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

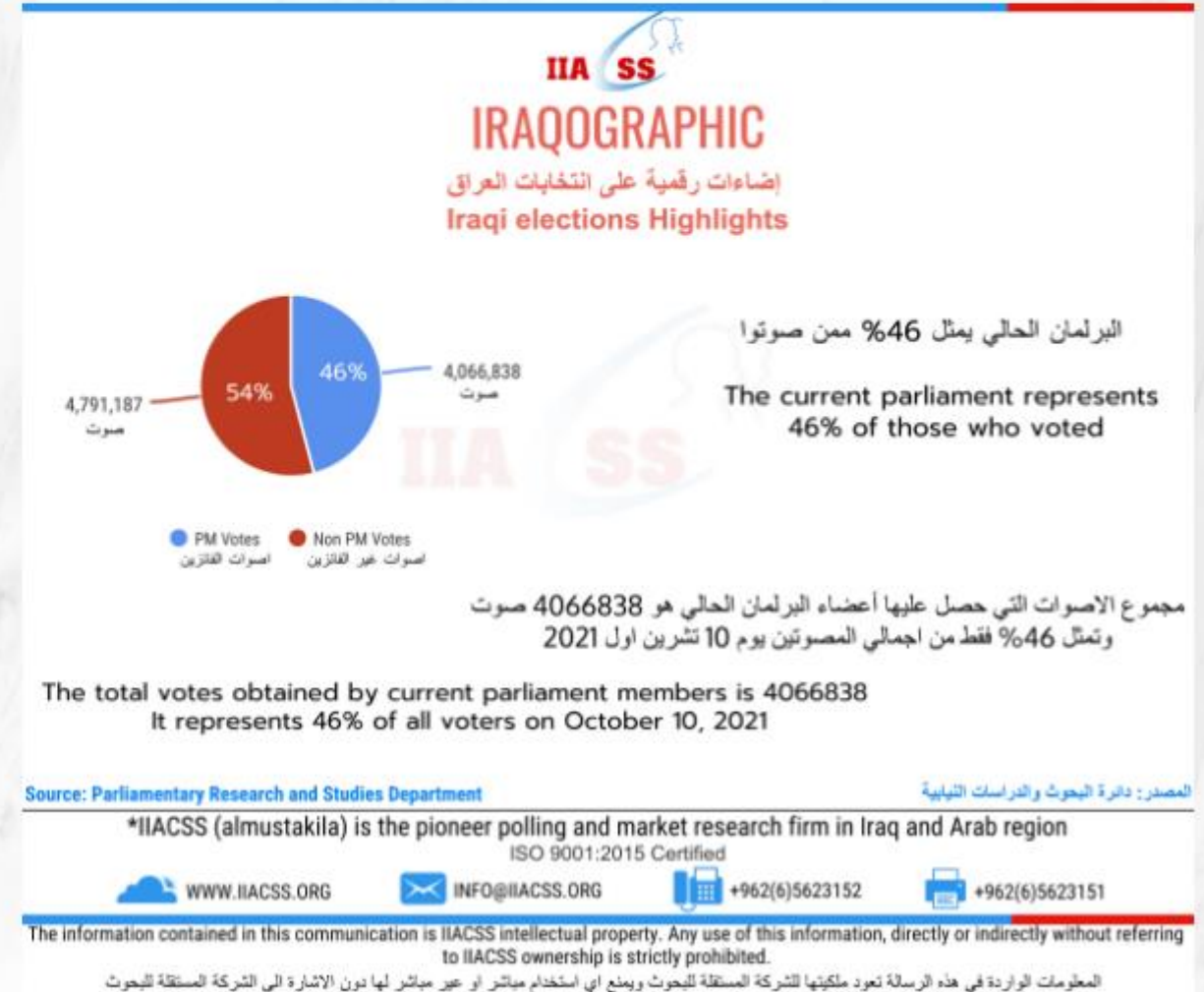




# IRAQOGRAPHIC

## IRAQ INFOGRAPHIC

A weekly one slide newsletter that shows the recent updated data IIACSS collects or the the data that are published by official sources.





# MEDIA PRESENCE



## ABOUT THE AUTHORS



### Munqith Dagher

Dr. Munqith Dagher is MENA director and a board member of Gallup International. Dr. Dagher is a contributor to *Pilgrims Forum*.

## Brief Analysis

**The Kadhimī government must move quickly if it wants to avoid a potential popular uprising among dissatisfied Shias in Iraq.**

## WRITTEN BY



Munqith Dagher  
Senior Associate (resident), Adelphi  
Chair in Strategy

**MEDIA QUERY**  
Contact H. Andrew  
Chief Communications  
Tel: 202.775.8242

Contact Dwight M.  
Media Relations  
Tel: 202.775.8173

**RELATED**  
Defense Strategy and  
Foreign Policy

## COMMENTARY

SHARE [in](#) [f](#) [t](#) [e](#) [p](#)

## The Iranian Islamic Revolutionary Guard Corps (IRGC) from an Iraqi View – a Lost Role or a Bright Future?

July 30, 2020

*The growing role and power of the IRGC is a critical factor shaping the power structure of Iran and is the future of Iraq as how serious a challenge*



## The Holy Shrine Units' Announcement Will Change the Rules of the Game in Iraq

Munqith Dagher

For years, the Supreme Marja'iyah of Najaf has been attempting to distance itself from politics and the sense of failure and frustration that has afflicted the Iraqi people in general, and its followers in particular, due to the disastrous political process it "sponsored" immediately after 2003. Now, however, it looks to be reasserting its role of "oversighting" and "guidance," as indicated by two major events of great political and security significance that occurred within the span of nearly three days last week.

The first was when the Marja'iyah needed local and international political cards and issued

## SEARCH

SEARCH

## RECENT POSTS

Global Happiness and Hope Index  
Iraq's Foreign Policy: A Truly Free  
The Holy Shrine Units' Announcement  
The Rules of the Game in Iraq  
The Holy Shrine Units' Announcement  
The Rules of the Game in Iraq

up (IACSS)/Gallup  
meter (IOT) poll conducted in  
th rates of dissatisfaction,

SHARE [in](#) [f](#) [t](#) [e](#) [p](#)

## Good News for

an affiliate of the organization.  
ociate with CSIS, whose biography

staff al-Kadhimi as Prime Minister  
are well aware of the importance  
to this position in previous Iraqi  
agreement (or to be more precise -  
t of Kadhimī.

ments in the Iranian domestic political scene on one hand, as  
a Iraqi political arena on the other, can give us a clearer  
tale behind choosing Kadhimī.

## raqi Domestic Political Scene

i since the liberation of Iraq from the scourge of ISIS, Iran has  
a drop in its "soft power" in Iraq, which relies on support from  
age of Shias who think favourably of Iran has plummeted from