Polling institutes between the trust and mistrust of the different actors

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• Introduction
• who are these **actors**?
• The Paradox
• The Opponents
• Trust in Media & Politics Vs Institutions
• In Conclusion
As part of this intervention, we will, of course, talk about the polls published in the media.

As an omnipresent pollster in the public space, through the monthly publication of our political barometer, I can't stop thinking and wondering about the notion of trust or distrust in what I do. It is, in fact, for this reason that I wanted to share this reflection with you.

As long as there is a problem of precision linked to the lack of visibility in political life and expressed a large number of undecided, there are always criticisms...
As long as there is volatility in voters' choices, especially caused by a big event in the political scene, there are always critics.
As long as it comes out from time to time a bad survey made by an intruder, or an unknown pollster, there are always critics..

Too many criticisms.. it creates distrust of the polls.
And, in all cases, and like any other information, the results of the polls are not apprehended in complete neutrality, but with expectations, values and preliminary orientations which are certainly not without consequence on the way in which individuals interpret and give meaning to this information.

...on the way in which ACTORS interpret and give meaning to this information

But who are these actors?
<table>
<thead>
<tr>
<th>Actor</th>
<th>They are for</th>
<th>But they are against when......</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
<td>When they are well classified</td>
<td>on the downward curve</td>
</tr>
<tr>
<td>Media</td>
<td>The attitude of the media is shifting. Attract primetime viewership.</td>
<td>we want too much to claim</td>
</tr>
<tr>
<td></td>
<td>But also because journalists need an objective measure in order to properly</td>
<td>journalistic independence</td>
</tr>
<tr>
<td></td>
<td>master their political debates</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>when one is judged/evaluated favorably</td>
<td>we want to be the guardian of</td>
</tr>
<tr>
<td></td>
<td></td>
<td>the law</td>
</tr>
<tr>
<td>Electors</td>
<td>As the elections approach / Exit Poll</td>
<td>The rest of the period, especially when his party or leader is losing momentum</td>
</tr>
</tbody>
</table>

But for all the actors, especially the first 3, that despite the criticism they call on us for confidential and non-publishable surveys.

We have a Tunisian proverb that says:

"I don't love you, but I can't live without you"
The opponents

We are both under attack

Through

Those who want to silence the polls because the results do not suit them

Those who cannot read numbers and do not understand statistics

So for example, many PP demand a ban — except when they are shown as winning

There is also a common attitude

those extrapolate the results with bad and exploit the results for the quest for the "sensational"
Except that today’s reality is that it is the actors themselves who are losing ground in terms of the level of trust granted by ordinary citizens.
As everywhere in the world, there are good and bad polls.

And, also, like everywhere in the world, there are those who believe in polls and those who don't.

Worse still, there are also those who believe in polls, but pretend not to.

But they are almost all unanimous In general, citizens, journalists and political leaders that polls have a relatively high potential for influence

In conclusion

Be that as it may, we must always continue to play our role and respond to criticism on the merits
• Thank you very much

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