MSc. Živa Broder:

65 YEARS OF PUBLIC OPINION RESEARCH IN SLOVENIA

The Public Opinion and Mass Communication Research Centre at the Faculty of Social Sciences (University of Ljubljana) was established in 1966. It is the central academic research organization in the field of social sciences and, at the same time, the first to establish a systematic way of measuring public opinion in Slovenia. "Slovenian Public Opinion" survey (SJM) was first conducted in 1968.

Slovenian public opinion data:
- high quality longitudinal data
- high methodological standards
- internationally comparable data
- wide range of social science topics
- following modern trends in data collection and processing
- face-to-face interviewing (CAPI)
- self-completion web surveys (post covid)
- representative sample

Main data users:
- Academic community
- Policy makers
- Public administration
- Mass media
- General public