Elections and Public Opinion Polling in Russia
Part of IERES’ Behind the Headlines Series

with

Vadim Volos
Vice President, GfK Roper Public Affairs and Corporate Communications

Russians will go to the polls on March 4 to elect a new president. The day after the elections, IERES will host Vadim Volos, a polling expert who will explain how Russian public opinion polls are carried out, by whom, and how reliable they are. He will also discuss their political uses and the agendas that often drive the polls, as well as other issues and challenges. This talk will “get under the hood of Russian polling” by looking at sampling, under-coverage, if people are telling the truth to pollsters, the most common sources of errors, quality issues, the demographics of interviewers, and a variety of other issues. Both Russian and Western media are full of numbers about the campaign horse race, but often they do not discuss these methodological issues. In Q & A, the speaker will be prepared to talk about the results of the March 4 vote, the various forecasts and how the results looks versus the poll projections, and if there is any reason to suspect massive fraud.

Vadim Volos is Vice President of GfK Roper Public Affairs and Corporate Communications. He has conducted market and policy-related research in the US, Europe, Latin America, Middle East, Africa, and Asia. He has directed surveys of industrial, financial, and political elites, public opinion polls, and in-depth studies of the investment climate and business communities in the emerging markets, as well as projects in the areas of public affairs and communications, brand analysis, and corporate reputation. He is also managing several research tracking programs focused on the general public and opinion leaders in Ukraine, Kazakhstan, Poland, Georgia, and Russia.

Monday, March 5, 2012
4:00-5:30pm
Voesar Conference Room
1957 E St NW, Suite 412
Please RSVP at: http://tinyurl.com/VolosGWU

This event is co-sponsored by Professionals in European, Eurasian and Russian Studies (PEERS)