



INSTITUT FÜR HÖHERE STUDIEN
INSTITUTE FOR ADVANCED STUDIES
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PUBLIC LECTURE

Harald Pitters

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"Methodological challenges in national and international opinion polling"

Thursday, June 16, 2011, 17.00 pm
IHS, Stumpergasse 56
1060 Vienna, Lecture Room SZ VI

ABSTRACT

In the first part the lecture will focus on insights and diverse problems of empirical election research. The main topics will be background information, representativity, methodological bias, change voters and other current phenomena. Practical insights like field control are combined with theoretical approaches such as "looking good tendencies" or the "wasted vote". The second goal of the upcoming lecture is to deliver insights into the methods used as well as the practical application of the "Eurobarometer". The focus will be upon miscellaneous problems like different methods of data collecting, translation problems, the influence of politics or a simultaneous carrying out of the fieldwork in all 27 member states. Furthermore, ethical aspects, diverging thematic taboos, the media coverage as well as basic insights into social- and opinion research are going to be subjects of this lecture.

Harald Pitters

After finishing his studies of law and political sciences in Salzburg, Madrid and Budapest, Mr. Pitters obtained his doctorate degree with an empirical study about the ambivalent relationship between politics, media and social trends at the University of Salzburg. He began his professional career at the EU Commission in Luxembourg and subsequently worked in Brussels as a project co-ordinator for the "Eurobarometer". In 2001, Mr. Pitters moved to Hamburg where he worked as a project manager for national and international (qualitative and quantitative) research projects at Ipsos Germany. From 2004-2009 Mr. Pitters was then head of department "Social and media Research" at Karmasin Market Research, the Austrian Gallup Institute. He was in charge of the "Eurobarometer", the "Media Analysis" as well as miscellaneous other social, political and media research projects. In 2010, Harald Pitters founded the research and consulting company Pitters@ Trendexpert, focussing on empirical law research. Furthermore he teaches at the University of Salzburg, the Hamburg Media School (HMS), the Fachhochschule Wien (FHW) and the Fachhochschule Wiener Neustadt (FHWN). Dr. Pitters is fluent in German, English and Spanish and has published diverse articles and lectures about common questions in market- and opinion research. Finally he is a legitimated and certified expert at the court.