



TRANSCRIPT «VNR ESS»

TC In: 00:03:00:00

TC Out: 00:08:16:00

Program duration :05'16''

Voice Over

Tc In :00:03:09:00

London. The Centre for Comparative Social Survey. A real crossroads of transnational collaboration, the institute's objective is to establish relevant social science research. One of the most important studies the European Social Survey, or ESS, aims to make a comparative analysis of the socio-political attitudes and behaviour of 50.000 citizens in all European Union member states.

ITV Roger Jowell

Tc In : 00:03:35:00

'It started in 2001, and it had two main purposes: the first was to set-up a project that would monitor, over time, changes in European attitudes and values. That's in many countries in Europe, there are now 25 countries or so, that are taking part. And the second purpose was to improve social measurement techniques in Europe.'

Voice Over

Tc In: 00:04:03:00

ESS brings together scientists from London, Mannheim, The Hague, Amsterdam, Louvain, Bergen and Strasbourg.

The comparative study that they are conducting together is updated every two years, according to a very precise sampling system and methodology.

ITV Caroline Roberts

Tc In : 00:04:31:00

'To choose somebody to be interviewed, we take a random sample of the population, and we want to interview people who are aged between 15 and any age upwards. In the United Kingdom, we do that by taking a list of postcodes in the country and taking a random sample of households from that list of postcodes. But different methods have to be used in different countries, it really depends on the information we have available. But we use a very strict scientific method to ensure that the samples are comparable across the different countries, no matter how we select the sample in each country.'

Voice Over

Tc In: 00:05:04:00

Cultural identity, politics, social links, the media or citizens' commitment. The subjects included in the questionnaires are wide ranging and very much to the point.

ITV Rory Fitzgerald

Tc In: 00:05:13:00

'Topics for the European social survey are chosen by a scientific advisory board, made up of representatives from around Europe, one representative from each country. And they choose the questions for the --- on politics, religion, and general social attitudes. And also, there's a competition where two teams are asked to design the bastions on immigration and citizenship.'



Voice Over

Tc In: 00:05:33:00

Resolutely focused on innovation ESS allows the design, development and implementation of adaptive interviews which use new methodologies

ITV Jaak Billiet

Tc In: 00:05:44:00

«What's new is that particular attention is paid to the quality of the data and tracing possible sources of error. We try to correct sampling errors by studying non-responses and concepts by using new methods which allows us to compare them and check that they have the same meaning».

Voice Over

Tc In: 00:06:04:00

A priority for the researchers is that all the procedures and all the results of the questionnaires must be widely documented. And they must take into account specific events that occur in the different countries. For this they use "event reporting".

ITV Ineke A. L. Stoop

Tc In : 00:06:17:00

" This means that all the important events which happen in the participating countries are identified. ESS looks at attitudes and values which are more permanent, but may change if something happens in the country, as for example in Holland last year with the assassination of Theo Van Gogh. It influenced public opinion on immigration, because he was assassinated by a Muslim. And if you do not know that, you can't really explain why there are differences between countries, between points in time. But if the "event reporting" is kept up-to-date, it helps you to explain things afterwards"

Voice Over

Tc In: 00:06:58:00

The principle of equality and equivalence is applied to the way the questions are translated.

ITV Peter. Ph. Mohler

Tc In : 00:07:05:00

« Our team developed, designed and implemented a new translation method which is based on different theories. This allowed us to eliminate certain problems - for example, that the German. « Ich habe Abenteuer gerne - I like adventure», should be translated into French as « J'aime avoir des aventures », which has an obvious sexual connotation. »

Voice Over

Tc In: 00:07:25:00

As a very large-scale social study, ESS offers European scientists a considerable database to develop comparative analyses in sociology and political sciences. The keyword of the project is the accessibility.

ITV Roger Jowell

Tc In : 00:07:38:00

"the main aim is to get the data, a good, accurate data set, available to all social scientists throughout Europe and beyond, and to that as soon as they're ready. And that is, we've already got about 6000 people who are using the data throughout Europe and the rest of the world, and that's through the website so it's very easily accessible."



Voice Over

Tc In: 00:08:01:00

ESS project is a winner of the Descartes Prize2005 for Excellence in Scientific collaboration awarded by the European Commission.

Intenational Version

Tc In: 00:08:30:00

Tc Out: 00:13:46:00

B Roll

ITV Roger Jowell

00:14:00:00

ITV Caroline Roberts

00:14:31:00

ITV Rory Fitzgerald

00:15:10:00

ITV Jaak Billiet

00:15:30:00

ITV Ineke A. L. Stoop

00:15:56:00

ITV Peter. Ph. Mohler

00:16:36:00

ITV Roger Jowell

00:17:02:00

ESS team member & Building images

00:17:35:00

Crowds

00:17:51:00

Map

00:18:20:00

Animation:

00:18:50:00

Social measurement animation, people crowds images

00:18:35:00