

SAM Research & Consulting

DECEMBER 2008



SAM RESEARCH & CONSULTING INC.
SOCIAL RESEARCH CENTER

SAM – Foundation

- Founded: 1994
- Main office: Istanbul
- Branches/offices: Istanbul (2), Ankara
- Nationwide field organisation
- SAM is an ESOMAR member.
- ISO 9001:2000 certificate



SAM – Research methods

- Face to face interviews
- Telephone interviews (CATI)
- CAPI
- In-depth interviews
- Focus groups
- Desk research
- Mail surveys
- Media monitoring: Digital fingerprint technology. Digitize, index and archive media information. Owned software H.E.A.R.S.™
- Perception Analyzer™ (PA)



SAM – Services

- Enterprise and SME surveys
- Media Research
- Communication strategies
- Corporate studies
- Customer satisfaction research
- Market research
- Political research
- Social and cultural studies
- Participation in academic and/or international research projects



SAM – Client base

- Academics
- Advertising agencies
- Banking and insurance industry
- Central and local government bodies
- Local and foreign consulting and strategic planning companies
- Media
- Manufacturing industry
- NGOs and other non-profit organisations
- Political parties and personalities
- Public sector
- Sports organizations



SAM – Expertise

- Brand positioning
- Corporate reputation
- Customer satisfaction
- Information technology
- Media
- Political tendencies



SAM – References

- 1 Numara Publishing
- ABN AMRO
- Advertising Association
- Ana Publishing
- ANAP (Motherland - Pol. Party)
- ATV (TV Channel)
- Bilgi University
- Citibank Turkey
- CNN Turk (TV Channel)
- Coca Cola Company Turkey
- DanoneSa
- Dogan Burda Rizzoli
- Eczacibasi Holding
- Eston Construction
- Finansbank
- Grenoble Institute of Political Science
- GSD Holding
- Halk Bank
- Hurriyet Magazine Group
- Ihlas Holding
- Intel GmbH
- IOM- International Organization for Migration
- Ipsos-Mori (UK)
- Isvicre Insurance
- Istanbul Olympic Bidding Committee
- Konrad Adenauer Foundation
- Lowe Adam Advertising Agency
- Marka Textile Company
- McHugh & Hoffman Media Marketing Strategies
- Municipalities
- NTC Research (UK)
- NTV (TV Channel)
- Philip Morris SA



SAM – References

- Prime Ministry Project Implementation Unit
- Primer Consulting (USA)
- Radio Monitoring and Research Council
- Sabah Newspaper
- Social Services and Child Protection Organization
- Social Solidarity Fund
- T.C Ziraat Bank
- TAPEV-Turkish Family Planning Found.
- Tekstil Bank
- TG Newspaper
- TGRT (TV Channel)
- TESEV-Turkish Economic and Social Studies Foundation
- Turkish Local Governments Association
- TBV-Turkish Informatics Foundation
- TEGV- Education Volunteers Foundation
- TFF- Turkish Football Association
- TIM- Turkish Exporters Assembly
- TMB- Union of Turkish Constructors
- TYF- Turkish Swimming Federation
- TMOK- National Olympic Committee of Turkey
- TUBITAK-The Scientific and Technological Research Council of Turkey
- TUSIAD-Turkish Industrialists' and Businessmen's Association
- TV8 (TV Channel)
- Uzel Agricultural Machinery
- Vodafone
- Volkswagen Turkey
- World Bank
- Yeni Yuzyil Newspaper
- Zorlu Holding



SAM - Selected projects

World Bank funded public projects:

- Marmara Earthquake Emergency Reconstruction (MEER) Project- Study on the impact of expropriation in resettlement in urban housing
- Reducing social risk - SYDTF and SHCEK public research
- MEER- Pre-evaluation of the tendencies of participation to building reinforcement project in Bakırköy
- MEER-ISMEP-Comparative socio-economic analysis of the districts of Istanbul
- MEER-ISMEP-Evaluation of the social impact of public hospital buildings reinforcement project
- Reducing social risk- the evaluation of Turkish child protection system
- Health Survey 2008



SAM Selected projects

- Bagcilar Municipal Census
(March-July 2006)
 - 170.000 household interviews
 - Information collected about 700.000 people
 - 220 interviewers
 - Project office in Bagcilar with 30 employees
 - All interviews conducted by palms
 - Around 2000 interviews / day
 - Quality control accomplished electronically



SAM - Selected projects

Social research:

- The Youth of the 90's (1995)
- Safe motherhood project: Developing an health service model relying on the society-evaluation research
- Social events and values research
- Turkish youth 1998
- Research on Islam and urban integration in Istanbul
- Immigration and the participation of the women in urban life
- Reshaping civil society: Islam, democracy and diversity in Istanbul
- Armenian-Turkish citizens: Mutual perceptions project
- Prejudices against Eastern Block women in Turkey
- Research on culture of science amongst 15-24 year-old youth



SAM - Selected projects

Political Culture Research:

- Political and social values
- Konya after a decade with Welfare (Virtue) party – Political and cultural tendencies
- Electoral system and political parties
- Public sector reform project

SAM - Selected projects

Opinion polling:

- Pre-election public opinion polls- 1995 parliamentary elections
- Pre-election public opinion polls- 1999 parliamentary elections and local elections
- Monitoring post election political trends after (1999-2001)
- Pre-election public opinion polls- 2002 parliamentary elections
- Early forecasting of results - 2002 parliamentary elections
- Pre-election public opinion polls- 2004 parliamentary elections
- Pre-election public opinion polls- 2004 local elections
- Early forecasting of results – 2004 local elections
- Three opinion polling projects – October-November- December 2005
- Three opinion polling projects – July-October- December 2006
- Pre-election public opinion polls- 2007 parliamentary elections
- Early forecasting of results - 2007 parliamentary elections
- Electoral system and political parties project
- Research for simulating results in a two-round electoral system in Turkey
- Opinion polling on leaders of Cyprus



Early Forecasting of 2002 Parliamentary Elections Results

	Findings of SAM	Official Results
	%	%
AKP	34,45	34,28
CHP	19,78	19,39
DYP	9,40	9,54
MHP	8,43	8,36
GP	7,20	7,25
DEHAP	6,00	6,22
ANAP	5,02	5,13
SP	2,65	2,49
DSP	1,39	1,22
YTP	1,20	1,15
BBP	1,02	1,02

The research was carried out for CNNTurk on the day of the elections. The findings were televised by the channel.



Early Forecasting of 2007 Parliamentary Elections Results

	Findings of SAM	Official Results
	%	%
AKP	45,56	46,58
CHP	19,99	20,88
MHP	14,37	14,27
DP	6,29	5,42
Independents	6,10	5,24
GP	2,99	3,04
SP	2,30	2,34
BTP	0,57	0,52
HYP	0,57	0,51
İP	0,39	0,37
ATP	0,36	0,29

The research was carried out for NTV on the day of the elections. The findings were televised by the channel.



SAM - Selected projects

Corporate Identity Research:

- Holding corporate identity research
- NGO corporate identity research
- Public banks in restructuring process
- TV channel positioning and restructuring project
- Newspaper positioning and restructuring project
- Turkish Contractors Association corporate reputation project
- Private banks corporate reputation project



SAM - Selected projects

Media research:

- Radio advertorials monitoring project
- *Balkan Neighbours*: Turkish leg of a joint research project concerning the prejudices in the printed media of the Balkan Countries
- Research on Television watching habits and viewers' profile
- Research on newspaper and magazine readership
- Research on newspaper reading habits
- Media yearbook pilot study – Bursa province
- Digital platform research – Perception analyser (PA) sessions
- TV channel positioning project
- Newspaper positioning and restructuring project
- Magazine research – Qualitative and panel projects



SAM - Selected projects

Industrial market and perception research:

- Research on Turkish Information Technologies General Balance Model
- Malls and business centers construction research
- Textile brand positioning and market research
- Credit products research
- Research on the market size of the banking and insurance products
- SMEs in Turkey: Sector dynamics, IT culture, propensity for B2B e-commerce
- Development of the computer market and the penetration of computers to business and homes in Turkey
- Research on brand positioning



SAM - Selected projects:

Sports organizations candidacy files and impact evaluation:

- 2004 Olympic Games Istanbul Candidature File
- 2008 Olympic Games Istanbul Candidature File
- 2012 Olympic Games Istanbul Candidature File
- 2005 UEFA Final Game Economical Impact Study
- 2012 European Football Championship Candidature File-Turkey
- 2010 FINA World Swimming Championships (25m)
Istanbul Candidature File



TECHNOLOGY



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Uses of technology in research

- Audio- Visual Recording and Reporting System
- Perception Analyzer
- F2F interviews by using palmtops (project comprising 170.000 interviews for Bagcilar Municipality / Istanbul)

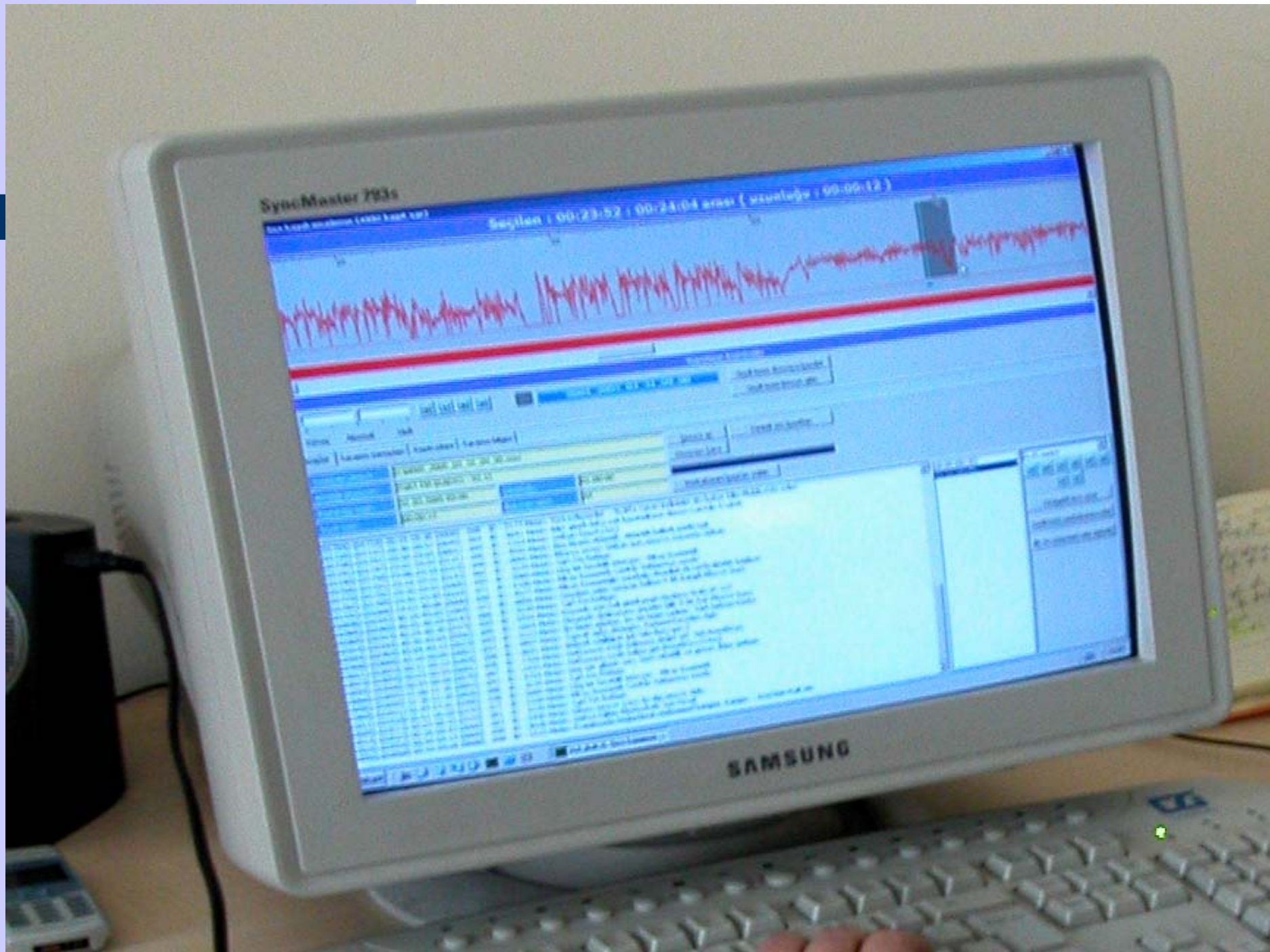
Audio-Visual recording and reporting system

Radio monitoring

- 44 national and regional radio stations
- 24 hours monitoring
- 24 hours recording
- Database of all commercials
- Daily on-line service to subscribers
- Storing of all recordings
- Using the H.E.A.R.S.™ Program; sounds are numerically coded and recognized.







Perception Analyzer

Audio-visual materials such as:

- **speeches of leaders**
- **live broadcasts**
- **advertorials**

can be subjected to a second- by- second evaluation and immediate results can be obtained.



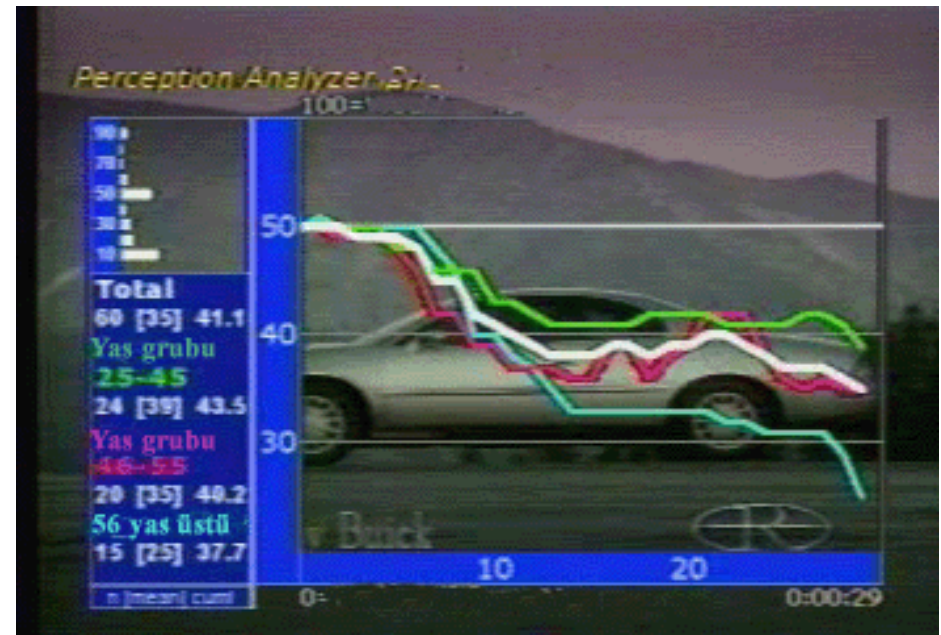
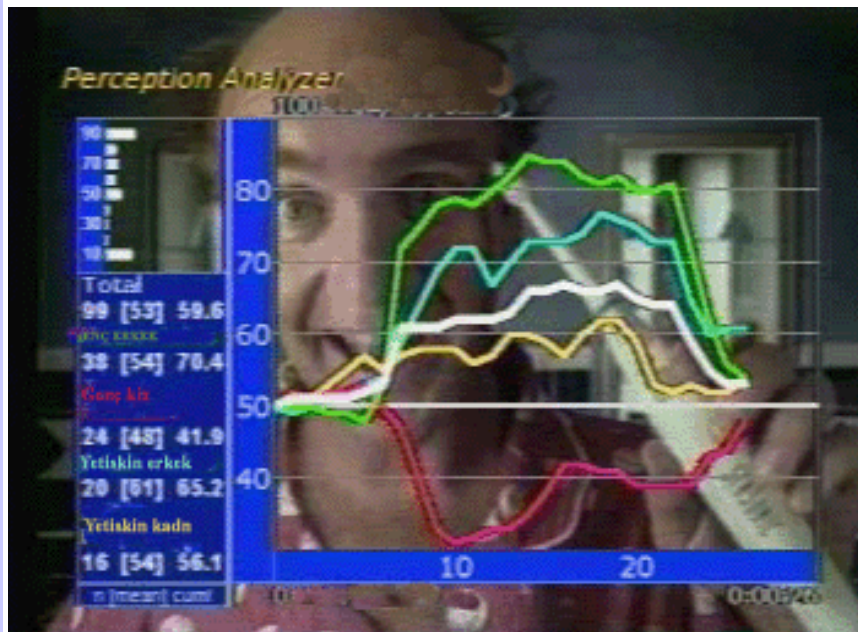
A Perception Analysis session



Instruments utilized in Perception Analysis



Perception Analysis second- by- second evaluation



SAM Project Team



SAM RESEARCH & CONSULTING INC.
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SAM PROJECT TEAM

CENAP NUHRAT

- **Position:** Founder and CEO, Senior Research Analyst
- **Born:** Ankara, 1946
- **Education:** Robert College (Istanbul); BA in international relations, Ankara University, School of Political Sciences; PhD qualification studies (political science) in Bosphorus University, Istanbul
- **Languages:** Turkish (native), English and French
- **Former Employment:** Asst. Prof. of sociology, Ankara University, School of Political Sciences; Editor in Chief, *Yurt Ansiklopedisi* (11-volume reference work on Turkey, including detailed analysis of the agricultural, industrial and social structure by provinces); General Coordinator, Editor in Chief, *AnaBritannica* (Turkish version of *Encyclopaedia Britannica*); founded S.A.M (then IMV-SAM) in 1994
- **Professional Experience:** Assumed responsibility in all the research projects of S.A.M
- **Membership:** ESOMAR (The World Association of Research Professionals) Marketing and Opinion Researchers' Association, Turkey



SAM PROJECT TEAM

MEHMET AKOZER

- **Position:** Vice President, Senior Research Analyst
- **Born:** Diyarbakir, 1952
- **Education:** Ankara Science High School; BA in economics and statistics, Middle East Technical University, Faculty of Administrative Sciences, Department of Economics-Statistics
- **Languages:** Turkish (native), English and French
- **Former Employment:** Research assistant, METU Faculty of Administrative Sciences; research analyst, OPA Organization Marketing Research Company; editor, Yurt Publishing House (*Studies on Turkey* series); editor, *AnaBritannica* and other reference works; joined S.A.M. in 1994 as research analyst.
- **Professional Experience:** Assumed responsibility in all the research projects of S.A.M
- **Membership:** Marketing and Opinion Researchers' Association, Turkey



SAM PROJECT TEAM

AYLA ORTAC

- **Position:** Vice President, Senior Research Analyst
- **Born:** Istanbul, 1946
- **Education:** American College for Girls (Istanbul); MA in sociology, New School for Social Research (New York); Graduate studies in sociology, Bosphorus University, Istanbul, and urban sociology, University of Kent at Canterbury
- **Languages:** Turkish (native), English
- **Former Employment:** Editor, *Yurt Ansiklopedisi*, *AnaBritannica* and other reference works; joined S.A.M. in 1994 as research analyst.
- **Professional Experience:** Assumed responsibility in all the research projects of S.A.M



SAM PROJECT TEAM

DR. FERHAT KENTEL

- **Position: Consultant, Senior Research Analyst**
- **Born:** Ankara, 1956
- **Education:** Galatasaray High School (Istanbul); BA in business administration, Middle East Technical University, Department of Business Administration; MA, Ankara University, Faculty of Political Sciences; PhD in sociology, Ecole des Hautes Etudes en Sciences Sociales (Paris)
- **Languages:** Turkish (native), English and French
- **Former Employment:** Asst. Prof. of sociology, Marmara University, French Language Department of Political and Administrative Sciences (1990-1999); Associated professor, Paris University - I (Political sciences department), Paris (January-February 1996); Associated professor, Ecole des Hautes Etudes en Sciences Sociales (Centre d'Etudes Interdisciplinaires des Faits Religieux), Paris (May-June 1996); Associated researcher, CNRS (Centre National de la Recherche Scientifique)-Centre of Interdisciplinary Studies for Religious Facts (Centre d'Etudes Interdisciplinaires des Faits Religieux), Paris (April-September 1998); Assoc. Prof. of sociology, Bilgi University; consultant to several research companies before joining S.A.M team as consultant in 1994.
- **Membership:** AISLF (Association Internationale des Sociologues de Langue Français); SISR (Société Internationale de la Sociologie des Religions); Helsinki Citizens Assembly, Istanbul (board member).



SAM PROJECT TEAM

DR. AHMET DEMİREL

- **Position:** Consultant, Senior Research Analyst-Sampling and Statistics
- **Born:** Trabzon, 1957
- **Education:** Darussafaka High School (Istanbul); BA in political science, Bosphorus University, Faculty of Administrative Sciences, Department of Political Science; MA and PhD in political science, Bosphorus University, Institute of Social Sciences.
- **Languages:** Turkish (native), English
- **Employment:** In research business since 1987 as research design consultant, sampling and statistical analyst in several research companies; joined S.A.M. in September 2000 as consultant particularly on sampling and statistical analysis. A number of books and articles published.
- **Membership:** ESOMAR (The World Association of Research Professionals); Marketing and Opinion Researchers' Association, Turkey; The Economic and Social History Foundation of Turkey (charter member); "Tarih ve Toplum" (History and Society Periodical) member of editorial board



SAM PROJECT TEAM

UGUR CANBILEN

- **Position:** Projects Coordinator
- **Born:** Odemis, 1962
- **Education:** TED Ankara College; BA in economics, Bosphorus University, Department of Economics; graduate studies in economics, Istanbul University, Institute of Social Sciences.
- **Languages:** Turkish (native), English
- **Former Employment:** Worked as coordinator for *AnaBritannica* and the other reference works; translated IBM-licensed computer programs for IBM Turkey; joined S.A.M. in 1996.
- **Professional Experience:** Assumed responsibility in all the research projects of S.A.M since 1996



SAM PROJECT TEAM

SEBNEM F. SAY

- **Position:** Senior Research Analyst
- **Born:** Tekirdag/Malkara, 1976
- **Education:** Tekirdag Anatolian High School; BA, Marmara University, French Language Department of Political and Administrative Sciences.
- **Languages:** Turkish (native), English and French
- **Former Employment:** Joined the S.A.M. team as a trainee in her senior year.
- **Professional Experience:** Assumed responsibility in all the research projects of S.A.M since August 1998



SAM PROJECT TEAM

NESRIN ERTURK

- **Position:** Research analyst
- **Born:** Eskisehir, 1969
- **Education:** BA in mathematics, Yildiz Technical University, Faculty of Arts and Sciences.
- **Former Employment:** Editorial assistant in Ana Publishing House.
Joined S.A.M. in summer 2002.



SAM PROJECT TEAM

TAMER COSAR

- **Position:** Data Processing Department Coordinator
- **Born:** Malatya, 1973
- **Education:** BA in sociology, Mimar Sinan University; Department of Sociology; graduate studies in Radio-Television-Cinema, Marmara University, Institute of Social Sciences.
- **Languages:** Turkish (native), English
- **Former Employment:** Trainee journalist, *Radikal* newspaper; joined S.A.M. in 1999

MUSTAFA NARCI

- **Position:** Field-work Coordinator
- **Born:** Ankara, 1969.
- **Education:** BA in sociology, Mimar Sinan University, Department of Sociology.
- **Former Employment:** Manager, retail textiles; worked as supervisor in a number of research projects. Joined S.A.M. in 2000. Educated English language in Canada Pacific Language Institute and in USA The University of Alabama English Language Institute.



SAM PROJECT TEAM

NURDAN ONAT

- **Position:** System Administrator
- **Born:** Golcuk, 1962
- **Education:** BA, Istanbul University, Department of English Literature.
- **Languages:** Turkish (native), English
- **Former Employment:** Research assistant, Ana Publishing House; professional tourist guide and translator; joined S.A.M. in 1999.



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