



Srdjan Puhalo, Banja Luka

My professional work in only 11
slides 😞



Meet Srdjan to understand and love him.

- Srdjan Puhalo
- Master of Psychology
- Employment: Prime Communications PR, public opinion research, www.prime.ba and [lecturer](http://www.kfbl.edu.ba) at Banja Luka College of Communications - www.kfbl.edu.ba
- Interest: Social and Political Psychology
- My English language is a disaster
- puch@inecco.net



Is he competent?

- I have done public opinion research since 2000.
- I have done all types of qualitative and quantitative research.

Clients:

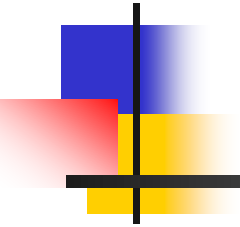
- International organisations: UNDP, UNICEF, UNHCR, OHR, EUSR, USAID.
- Political parties: SNSD, SDS, PDP, Socialist party
- Non-governmental organisations and foundations: Transparency International, World Vision, Friedrich Ebert Stiftung, IREX, NDI, REKOM.



Research of the public opinion in BiH.

- Up to 1990 there has been some research of public opinion but they were no extensive.
- With the arrival of the international organisations after the war there has been expansion of research of public opinion.
- In most of the cases it has been done by agencies from Croatia and Serbia
- Later on the domestic agencies for public opinion research have been formed.
- There are only a few persons from academic life sphere who shows interest into this topic.
- It is usually ad hoc job e.g. *grab the money and run*.
- Empirical studies of politics are not integrated into the academic community everything is brought down to theoretical speculations.

MY MOST IMPORTANT RESEARCHES





» On the road to the European Union« 2011

- Research has been done in December of 2010
- Sample: 1500 adult citizens of BiH in 61 municipality
- Method: Face to Face interview

THE MOST IMPORTANT CONCLUSIONS

- Support to the European integrations is enormous, over 90 %
- More than half of the citizens in Bosnia and Herzegovina, 54,1% of them, feels as European.
- According to the personal opinion of the citizens, 67,3% of them considers to have a very poor knowledge about EU.
- Citizens who considers themselves European knows more about EU than those who has a different opinion regarding their belonging to the EU
- Persons who do not feel European have more expressed fears from euro integrations than those who do think about themselves as Europeans.
- Fear of EU is increasing with the person's age while the fear is minimising with the rise of the person's education, their knowledge about EU and increasing of the household income.



»How much the citizens of BiH (do not) know about politics« 2009

- Research has been done in March of 2009
- Sample: 1743 adult citizens of BiH.
- Method: Face to Face interview

THE MOST IMPORTANT CONCLUSIONS

- Politics is not topic that the citizens of Bosnia and Herzegovina are particularly interested in.
- Television became the basic medium for getting the information regarding the politics.
- Knowledge regarding the executive government is becoming lighter as the questions related to it are moving on the state and entities level.
- Respondents are more familiar with politicians in the executive authority than aspects of the functioning of government itself (the number of ministries, rotation periods of the presidency).
- The citizens of one entity know more about the representatives of executive authorities in their own entity, but on those of another entity.
- Citizens of Bosnia and Herzegovina have poor knowledge about the state itself, which is particularly evident in the population of the Republic of Srpska.



"The ideological profile of voters and abstainers in Bosnia and Herzegovina", 2008

- Research has been done in March of 2008
- Sample: 1743 adult citizens of BiH.
- In Republic of Srpska 808 respondents in 36 municipalities was interviewed.
- In Federation BiH 1.158 respondents in 29 municipalities.

THE MOST IMPORTANT CONCLUSIONS

- Difference between voters of the two social democratic options is greater than the difference between voters of a social-democratic and one nationalist party from Republic of Srpska.
- The results indicate that the difference between voters of the biggest political parties in BiH is small.
- This difference is more distinguished by the degree of acceptance of a particular ideology and not in the preference of the ideology itself.



"Socio-psychological profile of voters and abstainers in Bosnia and Herzegovina", 2007

- Research has been done in May of 2007
- Sample: 1743 adult citizens of BiH in 61 municipalities
- Method: Face to Face interview
- **THE MOST IMPORTANT CONCLUSIONS**
- Disparities between voters of SNSD and SDP BiH are bigger than disparities between voters of SNSD and SDS, although the SNSD and SDP BiH are known as parties with the Social Democratic orientation.
- The citizens who vote for the SDS are more like SNSD voters than to SDA voters.
- It is also interesting that the voters of the SDA and SBIH (Party for BiH) are more different from each other than the voters of the Party for BiH and SDP BiH.



The problems that researchers face constantly

- Lack of awareness of the need for public opinion researches
- Political parties are accustomed to get everything for free or very cheap.
- Political parties are only interested in ratings.
- There is no in-depth politics researching.
- Lack of interest of academic community in empirical research on the politics.
- No census.
- The political tension.
- Distrust of citizens towards this kind of research.



Why am I here?

- I want to work on the international projects and I want to learn.
- I want to meet new people from my branch.
- I want to begin to publish in international journals and
- My mother in law is in my house