

LUNCHTIME TALK

SG50: THE YEAR OF LIVING STRANGELY

A TUMULTUOUS YEAR AS SEEN THROUGH PUBLIC OPINION POLLING

Singapore's 50th anniversary year was a rollercoaster ride of public events and public opinion. Blackbox Research has conducted continuous monthly polling with the Singapore public since January 2014. The resulting data is a fascinating pool of insights and swinging opinions. Only snapshots of this data have been publicly available until now.

The talk will focus on three distinct phases:

1. The early part of the year: Early political challenges and the SG Budget 2015
2. Mid-year (after Lee Kuan Yew's passing)
3. Post GE2015: "Much ado about nothing"

The analysis will focus on topics that have dominated media commentaries despite the lack of substantiating public data:

1. What were the key ingredients for the Government's comeback from the 2011 election results?
2. What topics really drove public opinion through 2015?
3. Was there an "LKY effect" on public opinion? How significant was it?

David Black and Johannes Loh will share their take on the year in review from the perspective of continuous public opinion polling and in the process will present exclusive and never-before published opinion data collected by Blackbox Research in 2015.

ABOUT THE SPEAKERS



Mr David Black

Managing Director,
Blackbox Research

David has been involved in the research industry for nearly 20 years and works extensively throughout the Asia Pacific region. He is well recognised as a communications research expert across Asia working for governments and major companies. After moving to Singapore in 2000 and establishing Blackbox Research in 2001, he has overseen the agency's growth as an award winning and leading independent research authority in SE Asia. David holds a Business Degree from Curtin University and a Bachelor of Laws from the Australian National University. He was a winner of the 2007 Spirit of Enterprise Award that recognises enterprise and entrepreneurship in Singapore.



Mr Johannes Loh

Associate Research Director,
Blackbox Research

Johannes is a specialist in strategic public policy studies and oversees both Government and NGO projects at Blackbox. His project portfolio is focused mainly on public policy and stakeholder research. Prior to joining Blackbox Research Johannes worked as a researcher at the LKY School as part of the Asian Trends Monitoring Bulletin, a research project focused on urban poverty and innovative developmental approaches in Southeast Asia. He holds a Master of Public Policy Degree from Hertie School of Governance.

CHAIR

Dr Gillian Koh

Deputy Director (Research), Institute of Policy Studies, Lee Kuan Yew School of Public Policy

Thursday, 4 February 2016 12:15pm-1:30pm

Seminar Room 3-5, Level 3, Manasseh Meyer Building, Lee Kuan Yew School of Public Policy
469E Bukit Timah Road, Singapore 259774

Admission is free. Please register at lkyschoolevents@nus.edu.sg

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