

Oraclepoll Research Ltd. President

Paul A. Seccaspina, Ph.D.

Education

Ph.D. 1997	Politics and International Studies University of Warwick Coventry, United Kingdom
MA 1988	Political Science University of Western Ontario London, Ontario
BA 1986	Political Science Laurentian University Sudbury, Ontario

Dr. Seccaspina has an extensive background in academia and applied research. Dr. Seccaspina's career involved 5 years in the banking industry and 6 years as a University Lecturer at various institutions in Canada and abroad, before he founded Oraclepoll Research in 1993. He handles all aspects of individual research projects including: customer consultation, design, survey supervision, analysis, final reporting and report presentation. His clients are from both the private and public sector and he has handled projects in the areas of telecommunications, the resource sector, health and safety, environmental and media fields.

Oraclepoll Research Ltd. Vice President

Robert C. Sinclair, Ph.D.

The Pennsylvania State University,
University Park, PA
The University of Western Ontario
London, ON

Ph.D., Psychology, 1988
M.S., Psychology, 1984
Honors B.A., Psychology, 1981

Dr. Robert Sinclair has much experience consulting in the areas of organizational culture, organizational development, attitude assessment, and program evaluation. He has expertise in the areas of research methods and statistics, biases in survey methodology, the impact of survey design, OD/OC, selection/promotion, adverse impact, job analysis, productivity, performance appraisal, program evaluation, focus groups, and issues related to marketing. He received his Ph.D. in social psychology with a minor in industrial/organizational psychology from The Pennsylvania State University (1988). He was a psychology professor at Central Michigan University (1987-1991) and University of Alberta (1991-2001) where he taught undergraduate and graduate courses in quantitative and qualitative research methods, advanced statistics, and research design, and was responsible for the training of scholars and applied researchers. He joined Oraclepoll Research as Vice President: Survey Design & Program Evaluation in 2001. His past clients have included General Motors Corporation, Saturn Corporation, Sea Ray Boats, Johnson & Johnson, and Ammirati Puris.

Dr. Sinclair has published and presented myriad scholarly papers addressing, among other things, bias in survey responding, usability studies of ballot design, motivation and performance appraisal, employee productivity, program evaluation, and work addressing “How, how we feel affects how we think.”

He is listed among The 2000 outstanding scientists of the 21st century and among The 2000 Eminent Scientists of Today - First Edition by the International Biographical Centre in Cambridge, England and has appeared on CBS, ABC, CNN, BBC, CTV, CBC, Global, and other television networks. He has been interviewed by the New York Times, Washington Post, Los Angeles Times, National Post, Globe and Mail, and numerous other newspapers, both nationally and internationally.

In the context of his applied and consulting work, Dr. Sinclair has been instrumental in the design of instruments for assessing attitudes and attitude change and for the implementation/analyses involving these measures at a national level (e.g., for Ammirati Puris, General Motors World Corporate Headquarters) in both the US and Canada. He has also designed focus groups and analyzed focus group data for the OD group at General Motors.