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The tests “look at behavioral traits, and by analyzing them can indicate competency for a job,” says Paul Gorrell, Ph.D., founding principal of development firm Progressive Talent. By Camille Chatterjee. This post originally appeared on LearnVest. Once upon a time all you needed to land a new job was a typo-free résumé, some interview smarts, and a few good references. An opinion poll, often simply referred to as a poll or a survey, is a human research survey of public opinion from a particular sample. Opinion polls are usually designed to represent the opinions of a population by conducting a series of questions and then extrapolating generalities in ratio or within confidence intervals. A field of applied statistics of human research surveys, survey methodology studies the sampling of individual units from a population and associated techniques of survey data collection, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys.