

POLI 30: Political Inquiry

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Reminders

I still have a few HW #1's to hand back. If you don't have yours yet, come grab it!

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Office Hours: Wed. 11-1, SSB 343

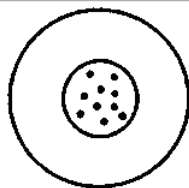
Hannah's SPSS OH: Tuesdays 12:30-1:45, Sequoyah 142

Website: heidimcnamara.com

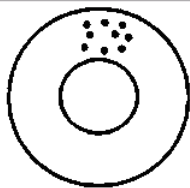
Reflection

In 3-4 minutes, reflect on the midterm. How do you feel it went for you? What study strategies were effective? What will you do differently (better) when studying for the final? Was there anything covered on the midterm that you still find confusing?

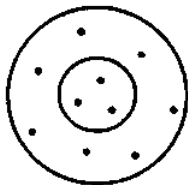
Polling Biases: Sampling Bias vs. Sampling Variability



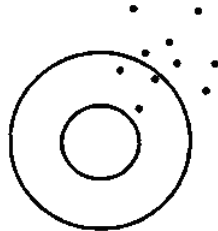
a. Accurate and precise
(no bias; small random errors)



b. Inaccurate but precise
(strong bias; small random errors)



c. Accurate but imprecise
(no bias; large random errors)



d. Inaccurate and imprecise
(strong bias; large random errors)

Sampling Problems

Problematic ways of drawing a sample (nonrandom):

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- ▶ Convenience sample

Sampling Problems

Problematic ways of drawing a sample (nonrandom):

- ▶ Convenience sample
- ▶ Voluntary response sample

Categorization of readings

- ▶ A sample of a sample, Michael Kagay
- ▶ Poll on State Budget: It's All in the Asking, Lynda Gledhill
- ▶ Report Says Problems Led to Skewed Surveying Data, Jim Rutenberg
- ▶ In Nevada, Who Can Claim Win Among Latino Voters?, David Lauter

Other Examples

- ▶ Gallup identifies flaws in 2012 election polls, Martha Moore
- ▶ The Internal Polls That Made Mitt Romney Think He'd Win, Noam Scheiber
- ▶ Age: A Different Sort of Polling Skew?, Nick Gourevitch

Other Causes of Bias

What are some other potential causes of biased poll results? In other words, what other assumptions are pollsters making about their samples? Examples? Potential solutions?

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- ▶ Question phrasing (order can matter too) (Poll on State Budget: It's All in the Asking)
- ▶ Miscalculating correction weighting (Romney's internal polls, 2012)
- ▶ Listed landlines, timezones, race/ethnicity weighting (Gallup predicting Romney win, 2012)
- ▶ Others?