

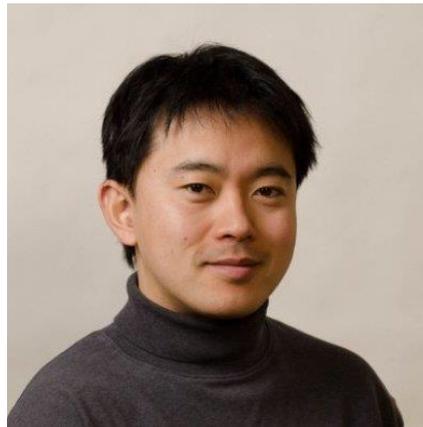


MAPOR 2018 Webinar Series

Join us for MAPOR's Webinar Series! For the first presentation of 2018, the principal survey scientist at Civis Analytics will discuss how survey researchers and polling practitioners may evaluate their methodology and quality of survey responses as a response to the eroding public trust to public opinion research in the current political climate.

Two approaches to validate survey-design-decisions with ground truth

Masahiko Aida, principal survey scientist at Civis Analytics



The high-profile failure of 2016 presidential polling shocked the industry, eroding the trust to the opinion polls and providing opportunistic politicians and organizations to ignore public opinion that is inconvenient to their political agenda. How can survey researchers cope with this challenge? How do we evaluate the effectiveness of novel approach? How do we know which methodology is effective and ineffective in reducing errors?

One of the challenges is that it is often hard to access the ground truth. If we could obtain the ground truth, we could measure the direction and the magnitude of bias. Moreover, we could assess the impact of various research design such as weighting schemes, sampling design, and questions on the biases.

Civis Analytics consults for party committees and SuperPACs and is one of the largest data collectors in partisan polling spaces. This unique access to a large number of survey responses provides an opportunity to make two kinds of evaluations. For example, we have collected over 170,000 interviews in 2016 from Senate battleground states. In 2017, we have collected data from Virginia and Alabama. Using these datasets, we can conduct post-election evaluation as follows:

(1) Comparison of individual election turnout from voter list and pre-election survey response and turnout micro-targeting scores. This micro-level validation allows us to analyze, the accuracy of likely voter model (Rogers, Aida, 2013) and partisan dynamics of election turnout as seen in recent Alabama special election.

(2) Comparison of macro-level election outcomes (ex. precinct or country) and aggregated geographic estimates from pre-election survey data. This macro-level validation allows us to evaluate the impact of different weighting variables, estimation method and sampling design on biases.

In this webinar, speaker asks fellow survey researchers to seek opportunities to test their design-related-decisions whenever possible. The experimentations and external validation are the two tools available for survey researchers to improve our methodology, eventually regaining public trust to our practices. Speaker will illustrate how we at Civis use these tools to improve our methodology and quality of a few of our projects, reflecting on the utility of testing design-related-decisions via experimentations and external validation.

February 28th, 12-1 pm central time

ADMISSION:

\$10 for students, \$40 for non-student MAPOR members, \$50 for non-members

Recordings of the webinar will be available for those who cannot attend the event live. If interested, please register and you will receive a link to the recording after the event.

Register online at <http://www.mapor.org/WebinarRegistration.html>