

JPSM/MPSM

Survey Methodology Seminar Series

ESTIMATING ELECTION OUTCOMES

MICHAEL TRAUGOTT

Presenter

Professor, Center for Political Studies

Monday, October 6, 2014

12:00-1:00pm

Speaker will be at the University of Michigan

Video Room 368 - ISR South Basement

Room 1208 LaFrak Hall – Maryland

Abstract

The public image of the survey research business depends to a significant degree on the results of pre-election polls and how accurate they are. Across the last few election cycles, the techniques for estimating election outcomes have become more varied and reflect different interests. The talk will focus on forecasting, pre-election polls, and statistical models for data aggregation and how they are beginning to change how we think about public opinion research.

*The Survey Methodology Program hosts this series of brown bag seminars on survey methods. The purpose is to have informal presentation and discussion of topics in survey methodology. They are open to anyone interested. If you would like more information, or if you have suggestions for methodological topics you would like to see presented, please contact: Jodi Holbrook at 647-3592 *Refreshments will be provided.*