

Polling in a Brave New World

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Thursday March 29
11:00 AM-12:30 PM
Drinko Library 402

The 2016 election defied the experts, particularly those who conducted and relied on public opinion polling to understand the dynamics of the campaign. Polling practitioners today are faced with the twin challenges of improving their methodology in a quickly changing cultural and technological environment as well as resetting public perceptions of what is ultimately an inexact science. The presentation will address both challenges and opportunities for practitioners and consumers of polling data that the 2016 election exposed, not only regarding political polls but for the myriad economic and sociological studies that rely on survey research.

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