Non-Representative Polls

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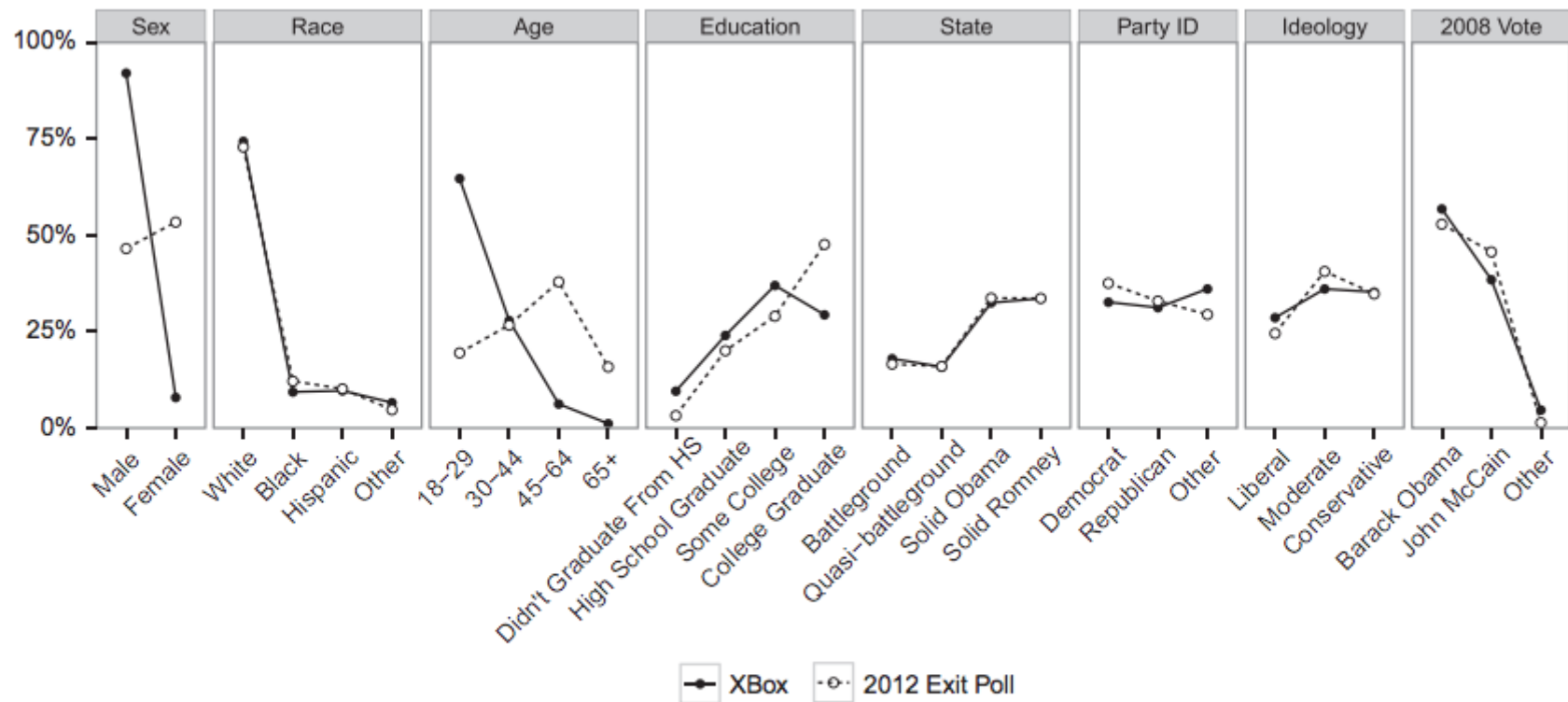| Target population | → coverage error → | Frame population | → sampling error → | Sample population | → non-response error → | Respondents |
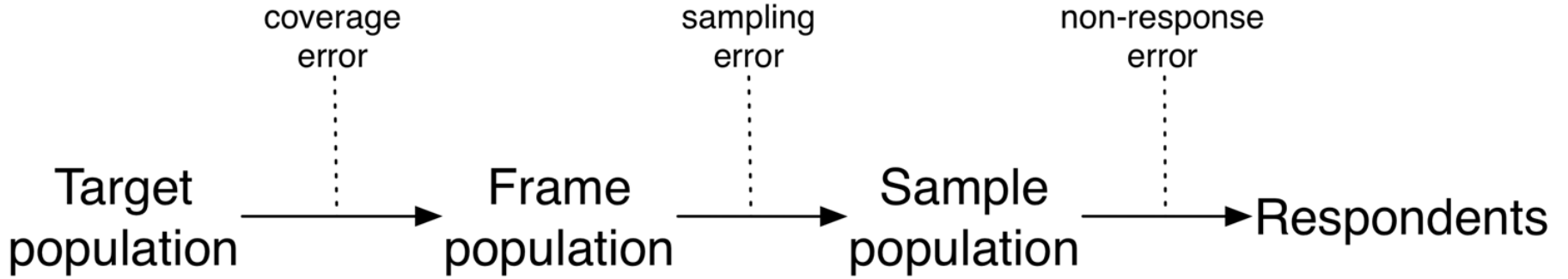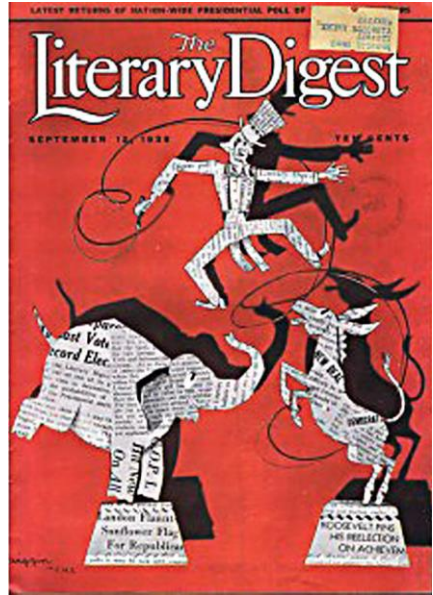
FIGURE 5.1 A Comparison of the Demographic Composition of Participants in the Xbox Dataset and the 2012 Electorate (as Measured by Adjusted Exit Polls).
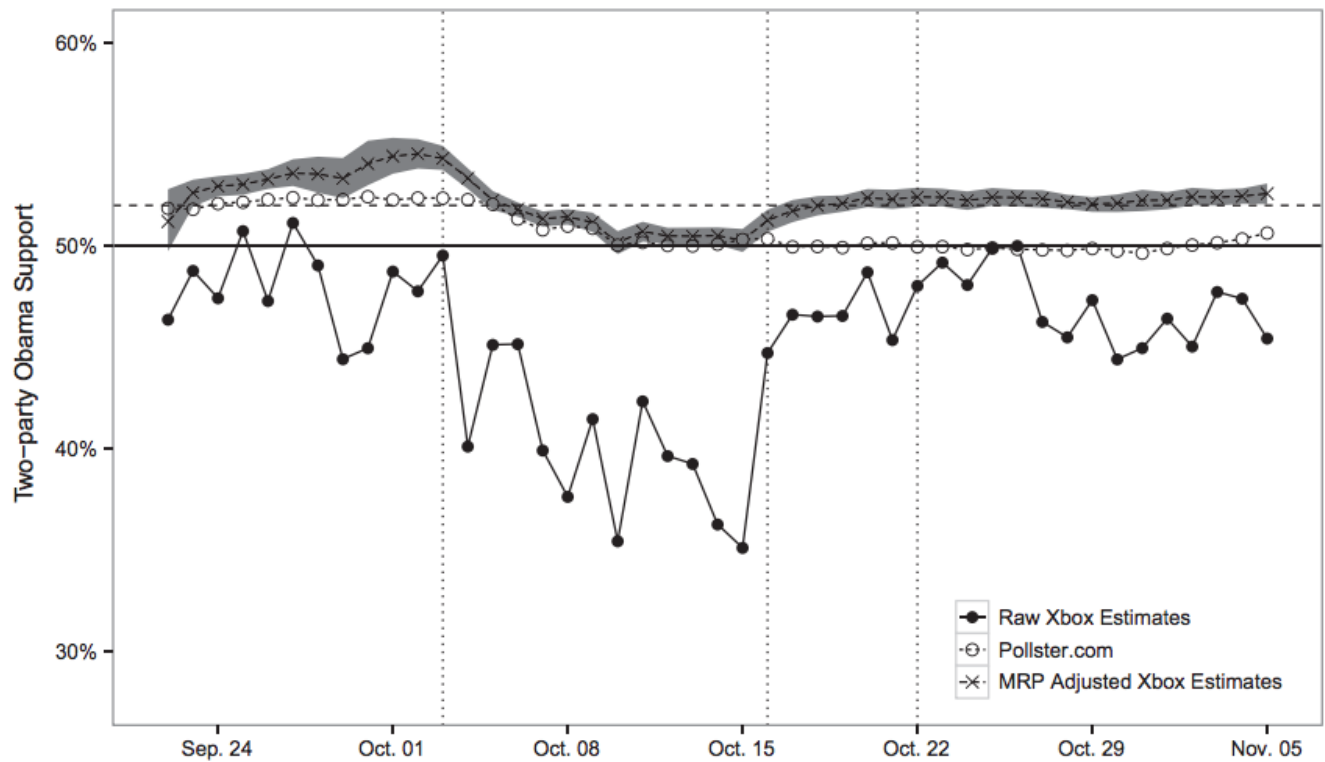
FIGURE 5.4 National MRP-Adjusted Voter Intent of Two-Party Obama Support over the 45-day Period and the Associated 95% Confidence Bands.

Sources

Salganik, M. J. (2017). *Bit by bit: social research in the digital age*. Princeton University Press.

Gelman, A., Goel, S., Rothschild, D., & Wang, W. (2016). High-frequency polling with non-representative data. *Political Communication in Real Time: Theoretical and Applied Research Approaches*, *12*, 92-97.