

Motivation

Election poll-based reporting

What’s the status quo?

Election poll reporting is mostly based on observed mean voter shares.

So what’s wrong?

The current style has several shortcomings:

- Sample uncertainty is insufficiently addressed
- The main interest is beyond the simple percentages

What do we propose?

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We want to **shift the focus** from

Incomprehensive observed party shares

to

Uncertainty-based event probabilities

Example

Reporting on Union and FDP to jointly obtain a majority before the German federal election 2013

Last pre-election opinion poll: Source: Forsa, 20.09.2013

| Union | SPD | Greens | FDP | The Left | AfD | Others |
|-------|-----|--------|-----|----------|-----|--------|
| 40% | 26% | 10% | 5% | 9% | 4% | 6% |

After redistribution of party votes <5%
(i.e. the minimum hurdle to pass into German parliament)
Union-FDP jointly obtain exactly 50%.

Media headline:
“Union-FDP loses its majority”
Source: FAZ.net (2017). Umfrage zur Bundestagswahl: Schwarz-Gelb verliert die Mehrheit.<http://archive.is/SuXVt>. Accessed 26 April 2018.

Example

Example

1 Main block 1

text

2 Main block 2

text


3 Technical implementation

KOALA


Results for selected elections are presented on koala.stat.uni-muenchen.de


The implementation is based on several points:


- Our approach is implemented in the R package [coalitions](#)
- The website is shiny-based
- The website update approach is automated
- Automatic tweets are sent in the case of new results
- For sharing our results we automatically export them to Google Sheets



Shiny







4 Communicating our results

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References

Bender, A. and Bauer, A. (2018). coalitions: Coalition probabilities in multi-party democracies. *Journal of Open Source Software*, **3(23)**, 606, <https://doi.org/10.21105/joss.00606>.

Gelman, A. et al. (2013). *Bayesian Data Analysis, 3rd edition*. Boca Raton, FL: CRC press.

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