

Data and Research Question

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:

1. Sample uncertainty is insufficiently addressed

2. The main interest is beyond the simple percentages

What do we propose?

Bla blub

1. ...

2. ...

We want to shift the focus from

incomprehensive reporting of observed shares

to

uncertainty-based reporting of probabilities

Based on the last opinion poll before the German federal election 2013

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

the parties CDU/CSU (or "Union") and FDP – which planned to jointly form the government – obtained 50% (after redistributing party votes <5%).

Media headline: ZITAT

Example

Example

1 Main block 1

text

2 Main block 2

text

3 Technical implementation

KOALA

We present results for selected elections 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

text

References

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