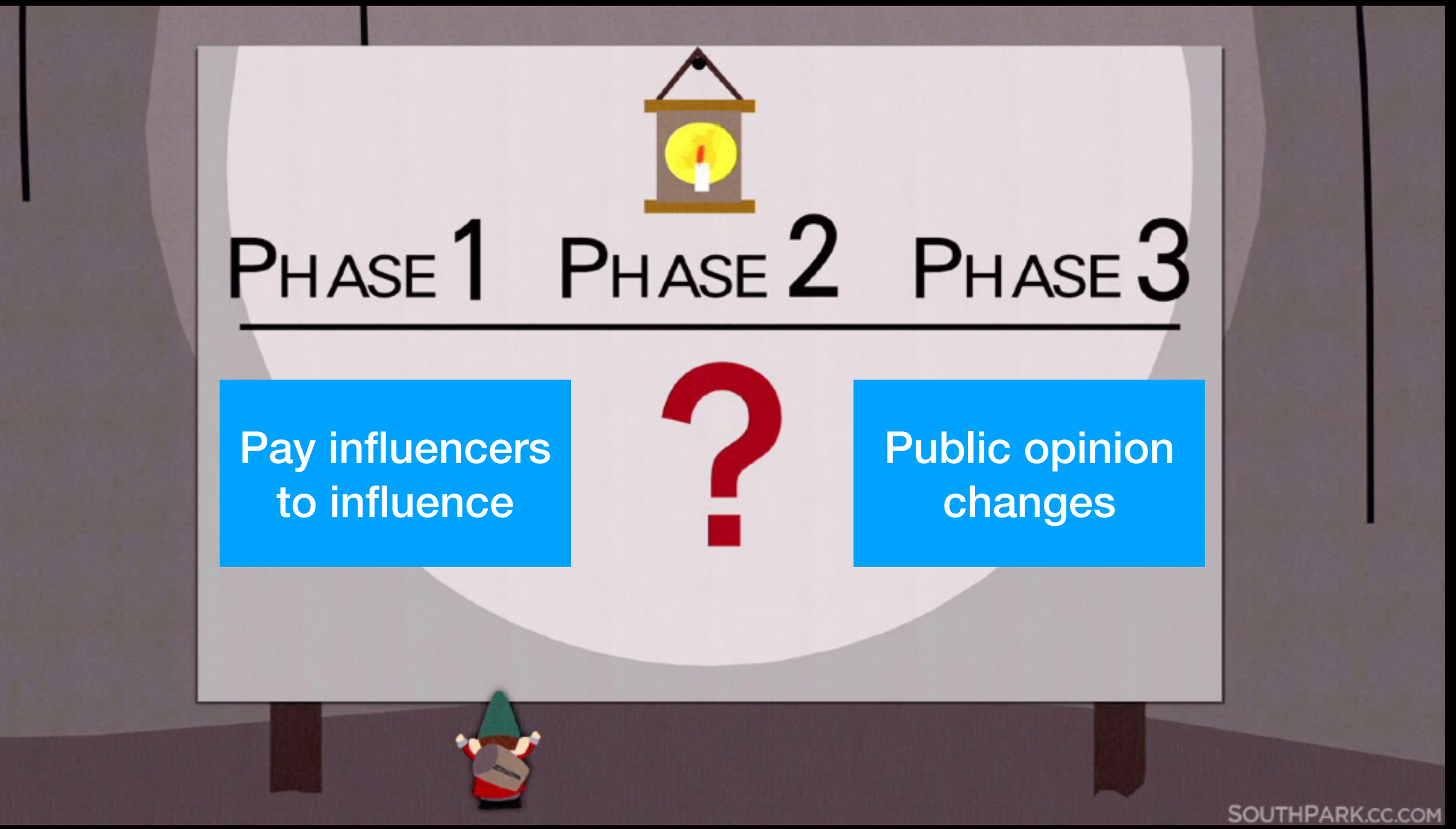
“Influencers”



Public opinion and influencers are hard to study.

- Public opinion is hard to study:
  - most people don't care about most things.
  - people don't have well formed beliefs.
  - primary incentive/disincentive for disclosing a "belief": making/losing friends.

- Random Digit Dial poll response rates down to <6%;
  smaller than 1% for many sub-populations.

- Identifying "influencers" is even harder. Causal!