

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!

Biggest secret of this talk:
For influencers, the middle “?” is actually
the easy part to study.

- But, before explaining... another secret.