**Ipsos Capstone workshop—planning phone call July 17, 2015**

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Ipsos focuses on 3 key areas:

1. Working with the media and political parties for polling and election forecasting

2. Federal governments to study program and impact evaluation

3. Corporate reputation practice (i.e. Public issues that impact the company has such as a corporate takeover or publicly embarrassing incident)

The Capstone project will be focused on election forecasting modeling. The project can be flexible meaning that it can be either very technically focused or could be more conceptual depending on the interests and ability of the students.

Two Possible Topics:

1. The goal of the project will be to create an improved database with a properly trained model accompanied with a supporting white paper.
2. Development of a live election forecasting model that continuously updates with new information.

From conversation—determined that the hierarchical graphical model needed for the live-update project might be beyond the scope of the semester long project and, without the right students, would be very difficult to execute. Therefore – we discussed focusing on option one – improving the database and model that Ipsos currently has and creating a supporting white paper.

In places where no polling data exists or weak polling is available Ipsos uses a ‘fundamental model’ (or salad bowl model) that aggregates data from across multiple levels and puts this together to determine vote share and probability of victory of the incumbent. The benefit of this capstone project would be that it would take the ad hoc datasets that have already been developed and build out a complete dataset. Project can include multiple elections in various contexts with a focus on the United States election.

Steps:

Students will build off the basic R & D Ipsos has already developed but hasn’t been able to systematize. Ipsos will provide their model and the team will analyze the model and build out a more complete database.

Ipsos will provide the following:

1. Initial articles written about the model
2. Initial data collected
3. Supporting literature
4. Internal documents

Deliverables:

The goal of the project will be to create an improved dataset with a properly trained model accompanied with the supporting white paper. Depending on the students who our selected for the team – it *may* be possible to create a stratified model however as a starting point it is better to plan to create the database.

Questions:

Once the project is completed, it may be useful to have a publication that is shared between Ipsos and SIPA that discusses the election forecast model or could even resulted in a panel discussing the election forecast model at SIPA. Would Ipsos be open to allowing their data to be used in this capacity?