- Pollsters interpret public opinion through a small sample group.

- Traditional polling is becoming more challenging due to people's mobile and internet habits.

- Data is available everywhere, including credit card information and demographic information.

- Applied artificial intelligence (AI) can extract meaningful information from data and identify patterns.

- An Ottawa-based startup called Advanced Symbolics is using AI to predict the upcoming Canadian federal election.

- Advanced Symbolics uses public data to forecast consumer attitudes and political opinions.

- AI is a human-guided tool that learns by digesting massive volumes of data.

- Social media provides an opportunity to observe people in their natural environment and avoid interfering with the result.

Traditional polling methods, which involve asking a small group of people questions and using their responses to represent the opinions of the entire population, are becoming increasingly challenging due to people's mobile lifestyles and reluctance to answer calls or doorbells. However, the rise of mobile and internet technologies, including smartphones and social media, has made it possible to explore public opinion through new methods. Data is now available from multiple sources, including credit card and loyalty card information, demographic information, and community organization information. This wealth of information, when combined, offers an intimate picture of an individual's habits and preferences. Artificial intelligence (AI) presents both promise and risk in terms of extracting meaningful information from this data. Applied AI can be used to predict human behavior in the future, such as the outcome of an election. In Canada, a small startup called Advanced Symbolics (ASI) is using AI to predict the upcoming federal election. ASI uses public data and AI to forecast consumer attitudes and political opinions before the election. The founders of ASI view the use of social media as an opportunity to observe people in their natural environment, without interfering with them through traditional market research methods.