

Political Data and Polling

政治数据和民意调查

I. 我。 POLITICAL RESEARCH 政治研究

A. PUBLIC OPINION POLLS

A. 民意调查

Political scientists collect data using a variety of polling, or mass survey methods, to assess the opinions, policy preferences, and voting patterns of citizens. Data from polling is used by policymakers, politicians, and the media, which ultimately impacts policy debates and elections.

政治学家运用各种民意调查或大规模调查方法收集数据，以评估公民的意见、政策偏好和投票模式。民意调查数据被政策制定者、政治家和媒体所利用，最终影响政策辩论和选举。

1. Opinion polls are used to determine the beliefs that citizens have regarding policy issues, government institutions, elected officials, or candidates running for office.
1. 民意调查用于确定公民对政策问题、政府机构、民选官员或竞选公职的候选人的看法。
2. Benchmark polls, surveys used at the beginning of a campaign, used to reveal the attitudes citizens have about a particular candidate or issue that can be later used as a basis for comparison.
2. 基准民意调查，即在竞选活动开始时进行的调查，用于揭示公民对特定候选人或议题的态度，以便日后作为比较的基础。
3. Tracking polls are surveys that involve asking individuals the same questions at different time intervals as a method of measuring data over time (trends).
3. 跟踪民意调查是指在不同的时间间隔内向个人提出相同问题的调查，以此来衡量一段时间内的数据（趋势）。
4. Entrance polls are surveys given to individuals just before voting takes place to predict the outcome of an election and determine voter reasoning.
4. 出口民调是在投票前对个人进行的调查，目的是预测选举结果并确定选民的理由。

5. Exit polls (surveys taken directly outside of a polling location) are used to predict the winners of elections and collect data about how voters made their decisions, as well as which groups support which parties and candidates.
5. 出口民调（在投票站外直接进行的调查）用于预测选举的获胜者，并收集有关选民如何做出决定以及哪些群体支持哪些政党和候选人的数据。
 - a. Media outlets may use exit poll data to predict or “call” the winners of elections, or, in the case of presidential elections, the winner of the popular vote within states. Such reporting may, in turn, affect voter turnout and impact election results.
 - a. 媒体机构可能会利用出口民调数据来预测或“宣布”选举结果的获胜者，或者，在总统选举的情况下，预测各州普选票的获胜者。此类报道反过来可能会影响选民投票率，进而影响选举结果。
 - b. To avoid interfering in the election process, most media outlets follow careful guidelines and refrain from reporting election results until polls have closed.
 - b. 为避免干扰选举进程，大多数媒体机构都遵循严格的指导方针，在投票结束前不会报道选举结果。
6. A push poll is not a true poll or survey, but a propaganda technique designed to manipulate voter opinion through the use of such devices as biased question wording or by spreading false information.
6. 推销式民意调查并非真正的民意调查或问卷调查，而是一种宣传手段，旨在通过使用带有偏见的提问措辞或散布虚假信息等手段来操纵选民的意见。
7. A straw poll is a nonscientific survey method of gauging opinion based on a nonrandom sample. It has no scientific or predictive value.
7. 民意调查是一种非科学的调查方法，它基于非随机样本来衡量意见。它不具有任何科学价值或预测价值。

B. COMPONENTS OF SCIENTIFIC POLLS

B. 科学民意调查的组成部分

1. **Sampling:** It is not possible to give a survey to every member of a large population, such as the voting-eligible population of the United States. For this reason, political scientists choose a small group, or sample, to study to make predictions about the larger population. *Sampling error* and *margin of error* are terms describing the potential discrepancy between poll results and the opinions of the larger population being measured. To reduce sampling error, samples should be large enough to make inferences about the population, as well as being random and representative.
1. **抽样：**不可能对庞大群体（例如美国所有符合投票资格的人口）中的每个成员进行调查。因此，政治学家会选择一个较小的群体（即样本）进行研究，以便对更大的群体做出预测。*抽样误差*和*误差范围*这两个术语描述了民意调查结果与被调查群体意见之间可能存在的差异。为了减少抽样误差，样本应该足够大，以便能够对总体进行推断，同时样本还应具有随机性和代表性。
 - a. A mass survey is a poll given to a larger sample size in order to reduce the margin of error, increasing the chances that data can be applied to the larger population.

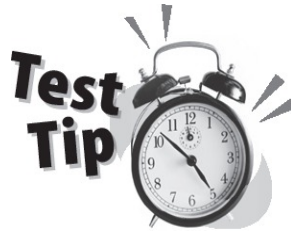
Mass surveys for large populations typically involve 1,000 to 2,000 respondents.

- a. 大规模调查是指对更大样本量进行民意调查，目的是减少误差，提高数据对更大人群的适用性。针对大样本人群的大规模调查通常涉及 1000 至 2000 名受访者。
- b. The term *random sample* refers to the individuals chosen by chance to be in the study. To ensure the randomness of the sample, each member of a population must have an equal probability of selection or an equal chance of being chosen to participate. It is difficult to obtain a random sample of the population being studied—for example, the voting-eligible population of the United States. Political scientists have developed various methods to achieve a random sample.
 - 随机样本是指通过随机抽样的方式选取的个体参与研究。为了确保样本的随机性，总体中的每个成员必须有相等的被选中概率或被选中参与研究的机会。获取研究总体（例如，美国有投票资格的人口）的随机样本并非易事。政治学家已经发展出多种方法来获得随机样本。
 - Random-digit dialing is a polling method that involves having computers call listed and unlisted landline phone numbers by chance to reach survey respondents.
 - 随机拨号是一种民意调查方法，它让计算机随机拨打已登记和未登记的固定电话号码，以联系调查受访者。
 - Because landline usage is declining, and federal law prevents automated calling of cell phones for survey purposes, pollsters must supplement the use of random-digit dialing with human volunteers calling cell phone numbers.
 - 由于固定电话的使用率正在下降，而且联邦法律禁止出于调查目的自动拨打手机，民意调查员必须用人工志愿者拨打手机号码来补充随机拨号的使用。
 - Modern communications technology, such as cellular phones with caller identification, has decreased response rates to polling attempts and made random samples more difficult to generate.
 - 现代通信技术，例如具有来电显示的手机，降低了对民意调查尝试的响应率，并使随机样本的生成变得更加困难。
- c. Researchers use a variety of methods to create a *representative sample* or one that accurately and proportionally mirrors the diversity of the population being surveyed.
- c. 研究人员使用各种方法来创建具有代表性的样本，或者创建能够准确、按比例反映被调查人群多样性的样本。
 - One such method involves the process of weighting, in which the sample data is mathematically manipulated to match the demographic characteristics of the population. For example, in a poll measuring voter attitudes where the population of the state is 54% urban dwellers, the number of urban dwellers in the sample data could be adjusted (weighted) to match the population being measured.

其中一种方法是加权处理，即通过数学方法调整样本数据，使其与目标人口的统计特征相匹配。例如，在一项调查选民态度的民意调查中，如果该州 54% 的人口居住在城市，则可以调整（加权）样本数据中城市居民的数量，使其与目标人口的统计特征相匹配。

- This process can be applied to other demographics, including age, education level, and ethnicity.

- 此过程可应用于其他人口统计特征，包括年龄、教育水平和种族。

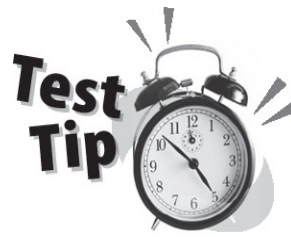


The goal of all polls is to obtain a large enough random sample that is also representative of the population. If the sample is random and representative, it is possible to make generalizations that apply to the entire population.

所有民意调查的目标都是获得足够大且具有代表性的随机样本。如果样本是随机的且具有代表性，那么就可以得出适用于整个人群的概括性结论。

- d. All scientific polls have a margin of error or sampling error, terms quantifying the potential mathematical difference between the survey's results and the opinion of the larger population. Polling organizations strive to reduce the margin of error through several methods:
- d. 所有科学民意调查都存在误差幅度或抽样误差，这些术语量化了调查结果与更广泛人群意见之间潜在的数学差异。民意调查机构努力通过以下几种方法来降低误差幅度：
 - One of the main factors influencing the size of the sampling error is the size of the sample. In general, the larger the sample, the lower the sampling error.
 - 影响抽样误差大小的主要因素之一是样本量。一般来说，样本量越大，抽样误差越小。
 - Most public opinion polls for large populations have between 1,000 and 2,000 respondents, resulting in reduced sampling error. Interestingly, sample sizes larger than 2,000 result in negligible increases in poll accuracy, regardless of the size of the population being studied.
 - 大多数针对大样本人群的民意调查的受访者人数在 1000 到 2000 人之间，从而降低了抽样误差。有趣的是，无论研究人群规模如何，样本量超过 2000 人对民意调查准确性的提升都微乎其微。
 - Given an adequate sample size, a margin of error is quantified using percentage points. A sampling error of plus or minus 3 percentage points, for example, indicates that 95% of the time the poll results from the sample are accurate to within 3 percent of what the larger population believes.
 - 在样本量充足的情况下，误差幅度可以用百分点来量化。例如，正负 3 个百分点的抽样误差表示，95% 的情况下，样本民意调查结果与总体人群的看法之间的误差在 3% 以内。
 - It is important to consider the size of the sampling error when evaluating claims made by polls (large sampling errors make the results unreliable as an indicator of the population), and polls that do not report a sampling error are considered unscientific and unreliable.
 - 在评估民意调查所作出的声明时，必须考虑抽样误差的大小（较大的抽样误差会使结果作为总体指标变得不可靠），而未报告抽样误差的民意调查则被认为是不科学和不可靠的。

- The margin of error may negate a lead in a poll where, for example, candidate X is leading candidate Y by 47% to 45% and the margin of error is 3%.
- 民意调查中的误差幅度可能会抵消领先优势，例如，候选人 X 以 47% 对 45% 领先候选人 Y，而误差幅度为 3%。
- Note that the margin of error applies to both results, so that if candidate X is leading candidate Y by 47% to 43%, the actual level of support for candidate X is somewhere between 44%–50%, while the actual level of support for candidate Y is somewhere between 40%–47%, placing the poll within the margin of error, or too close to call.
- 请注意，误差范围适用于两个结果，因此，如果候选人 X 以 47% 对 43% 领先候选人 Y，则候选人 X 的实际支持率在 44% 至 50% 之间，而候选人 Y 的实际支持率在 40% 至 47% 之间，这使得民意调查结果处于误差范围内，或者说结果太接近，无法预测。

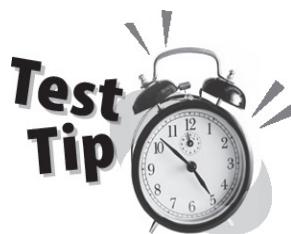


Margin of error and sampling error describe potential discrepancies in generalizing poll results to larger populations. Although there are technical differences between these terms, you should be aware that they may be used interchangeably.

误差范围和抽样误差描述的是将民意调查结果推广到更大群体时可能存在的偏差。虽然这两个术语在技术上有不同，但您应该知道它们有时可以互换使用。

2. **Question Design:** Polling questions may be written in several ways, affecting the quality of the information the poll will produce.
2. **问题设计：** 民意调查问题可以用多种方式编写，这会影响民意调查将产生的信息的质量。
 - a. Question types include:
 - a. 题型包括：
 - Forced-choice, also called selective-response, questions, that require respondents to choose from among given options or rate themselves on a scale, produce more accurate results. Multiple choice or yes/no questions are effective because they simplify data calculation and analysis.
 - 强制选择题（也称选择性回答题）要求受访者从给定选项中选择或进行自我评分，这类问题能产生更准确的结果。多项选择题或是非题之所以有效，是因为它们简化了数据计算和分析。
 - Open-ended questions, those that allow respondents to answer outside of a preselected framework, generate data that is difficult to quantify or generalize.
 - 开放式问题，即允许受访者在预先选定的框架之外回答的问题，会产生难以量化或概括的数据。
 - b. How questions are worded can impact poll results.
 - b. 问题的措辞方式会影响民意调查结果。

- Questions should be concise and worded in neutral, careful language to avoid influencing responses. Leading questions, those which suggest a particular response, should be avoided.
 - 问题应简洁明了，措辞中立谨慎，避免影响回答。应避免提出引导性问题，即暗示特定答案的问题。
 - Vocabulary should be simple and straightforward; biased or emotionally charged language may influence responses.
 - 用词应简单明了；带有偏见或情绪化的语言可能会影响回应。
 - As an example, the statement “America is not spending enough money helping the poor,” is likely to produce different responses from the statement “America is not spending enough on welfare.”
 - 例如，“美国在帮助穷人方面投入的资金不足”这一说法，与“美国在福利方面的投入不足”这一说法，可能会产生不同的反应。
- c. Question order can impact responses when a question creates an impression that may influence a later response.
- c. 问题顺序可能会影响回答，因为一个问题可能会给人留下印象，从而影响后续的回答。
- d. Polling questions must be administered according to standardized procedures.
- d. 民意调查问题必须按照标准化程序进行。
- Printed surveys eliminate variables associated with human questioners, who may not read questions in a standardized way, for example, by explaining terms. Questions should be read as written, without elaboration, to maximize the accuracy of results.
 - 纸质问卷可以消除人为提问带来的变量，例如，提问者可能不会以标准化的方式解读问题，例如解释术语。为了最大限度地提高结果的准确性，应直接阅读问卷上的文字，无需进一步解释。
 - A questioner’s personal characteristics, such as age, race, or gender, may influence respondents, who may be concerned with the impression they are making on the questioner.
 - 提问者的个人特征，例如年龄、种族或性别，可能会影响受访者，受访者可能会在意自己给提问者留下的印象。
- e. Some polls force respondents to select an opinion in cases where they may lack the information or interest to form an opinion. Offering an “I don’t know” (or similar) response improves accuracy because respondents are not forced to respond to questions about which they lack information or opinions.
- e. 有些民意调查强迫受访者选择意见，而他们可能缺乏形成意见所需的信息或兴趣。提供“我不知道”（或类似）的回答可以提高准确性，因为这样受访者就不会被迫回答他们缺乏信息或意见的问题。



Be prepared to critically evaluate polling data presented in both multiple-choice and free-response questions. A scientific poll would have each of the following components:

准备好批判性地评估以选择题和简答题形式呈现的民意调查数据。一项科学的民意调查应包含以下所有组成部分：

- **A large sample size, typically between 1,000 and 2,000 respondents.**
- **样本量较大，通常在 1,000 至 2,000 名受访者之间。**
- **A random and representative sample that allows for inferences to be made about the larger population.**
- **随机且具有代表性的样本，可以据此推断更大群体的情况。**
- **A small reported sampling error.**
- **报告的抽样误差较小。**
- **Clearly worded questions that are neutral in tone.**
- **措辞清晰、语气中立的问题。**

C. FOCUS GROUPS

C. 焦点小组

1. Focus groups are another method by which information about public opinion can be obtained. A focus group involves a small group of people who participate in a structured discussion to discover insight into public opinion.
1. 焦点小组是另一种获取公众舆论信息的方法。焦点小组由一小群人组成，他们参与结构化的讨论，以深入了解公众舆论。
2. Focus groups are usually led by a moderator, who leads the discussion and attempts to elicit participants' opinions.
2. 焦点小组通常由一名主持人带领，主持人引导讨论并试图引出参与者的意见。
3. Focus groups are often limited to specific policy issues.
3. 焦点小组通常仅限于特定的政策问题。
4. Focus groups can provide qualitative data and insights into voter perceptions of political issues, but do not generate statistically significant quantitative data and cannot be generalized to a broader population.
4. 焦点小组可以提供关于选民对政治问题的看法的定性数据和见解，但不会产生具有统计学意义的定量数据，也不能推广到更广泛的人群。

D. POLLING AND ELECTIONS

D. 民意调查和选举

1. Data from public opinion polls and focus groups collected during elections impact candidate messaging in advertising and preparation for public debates. Candidates are interested in tailoring their responses to policy stances that align with voter

opinions and priorities.

1. 选举期间收集的民意调查和焦点小组访谈数据会影响候选人在广告宣传和公开辩论准备方面的策略。候选人希望调整其政策立场，使其与选民的意见和优先事项相符。
2. Candidates who have high polling ratings are at an advantage because they are more likely to:
2. 民调支持率高的候选人具有优势，因为他们更有可能：
 - a. be invited to participate in publicized debates, where participation in a large field of candidates may be limited to a minimum polling threshold.
 - a. 受邀参加公开辩论，在众多候选人中，参与人数可能被限制在最低民调门槛之内。
 - b.receive more (free) media coverage.
 - b. 获得更多（免费）媒体报道。
 - c. have an easier time raising campaign donations.
 - c. 更容易筹集竞选捐款。
3. The results of national polls leading up to elections can also create a bandwagon effect. According to this principle, the more people adopt a particular opinion or position, the more others are influenced to adopt it. In other words, gains in support for a candidate lead to further gains in support.
3. 选举前的全国民调结果也可能产生羊群效应。根据这一原理，越多的人接受某种观点或立场，就越会受到影响而接受它。换句话说，对某位候选人支持率的上升会导致其支持率的进一步上升。

E. POLLING AND PUBLIC POLICY

E. 民意调查与公共政策

1. Politicians use polling data to understand how the public feels about proposed or existing public policies, and how strongly those opinions are held.
1. 政治家利用民意调查数据来了解公众对拟议或现有公共政策的看法，以及这些意见的强烈程度。
2. Polling data helps public officials to understand what problems are important to the public and what solutions are favored.
2. 民意调查数据有助于公职人员了解公众关心哪些问题以及公众支持哪些解决方案。
3. Public opinion influences politicians because they are concerned with reelection. The length of an official's term and the time until he or she must run for reelection may impact his or her sensitivity to polling data.
3. 民意会影响政治人物，因为他们关心能否连任。官员的任期长短以及下次竞选连任的时间长短，都可能影响其对民调数据的敏感度。
4. Polling is only one factor that influences the legislative process. Politicians may disregard public opinion if they disagree with it, or they may be influenced by interest

groups or other factors.

4. 民意调查只是影响立法过程的因素之一。如果政治家不认同民意，他们可能会无视民意；或者，他们也可能受到利益集团或其他因素的影响。
5. Politicians do not always act according to the results of opinion polls.
5. 政治家并不总是根据民意调查的结果采取行动。
 - a. Policy issues may be complex and difficult for the average citizen to fully understand. Politicians may take this into account in policymaking.
 - a. 政策问题可能很复杂，普通民众难以完全理解。政治家在制定政策时可能会考虑到这一点。
 - b. Polling data may be helpful to officials in explaining their decisions to their constituents.
 - b. 民意调查数据可能有助于官员向选民解释他们的决定。
 - c. Officials may vote against public opinion.
 - c. 官员可能会投票反对民意。
 - They may believe that policy outcomes may influence voter opinions over time. For example, elected officials know that sometimes policies that are not initially popular gain support over time as the benefits become more clear.
 - 他们可能认为政策结果会随着时间的推移影响选民的意见。例如，民选官员知道，有些政策起初并不受欢迎，但随着时间的推移，其益处会逐渐显现，从而获得支持。
 - They may attempt to use their influence to change public opinion.
 - 他们可能会试图利用自身的影响力来改变公众舆论。

F. POLLING RELIABILITY AND VERACITY (VALIDITY)

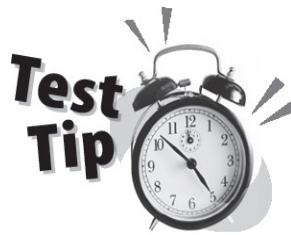
F. 民意调查的可靠性和真实性（有效性）

The credibility of conclusions based on data from public opinion polls is dependent upon the reliability and validity of the survey materials. (The terms *validity* and *veracity* are synonymous.) As a result, mass surveys are carefully evaluated to ensure that results are consistent and accurate.

基于民意调查数据得出的结论的可信度取决于调查材料的可靠性和有效性。（有效性和真实性是同义词。）因此，大规模调查会经过仔细评估，以确保结果的一致性和准确性。

1. Reliability refers to the consistency or repeatability of a survey and can be measured in a variety of ways. A common way to measure reliability in a survey is to look for internal consistency by including several questions about the same idea spread throughout the survey. Responses may also be compared over time or between two similar versions of a survey. Reliability, by itself, however, does not necessarily ensure that the data is correct.
1. 信度是指调查的一致性 or 可重复性，可以通过多种方式衡量。衡量调查信度的常用方法是检验其内部一致性，即在调查问卷中穿插多个围绕同一主题的问题。也可以比较不同时间段或两个相似版本调查问卷的回答。然而，信度本身并不一定能保证数据的正确性。

2. Veracity (validity) describes data accuracy. Beyond making certain that mass surveys provide consistent (reliable) results, political scientists want to be certain that the data is accurate, which is called validity. There are several types of validity for which surveys are examined, including predictive and content validity.
2. 真实性（有效性）描述的是数据的准确性。除了确保大规模调查提供一致（可靠）的结果外，政治学家还希望确保数据的准确性，这被称为有效性。调查的有效性有多种类型，包括预测有效性和内容有效性。
- a. Predictive validity describes how accurate a poll is at forecasting (predicting) future behaviors. It can be used to evaluate benchmark and tracking polls. If an election poll during the campaign accurately identifies the eventual outcome of an election, the poll would be said to have predictive validity.
 - a. 预测效度描述的是民意调查预测未来行为的准确程度。它可用于评估基准民意调查和跟踪民意调查。如果竞选期间的民意调查准确预测了最终的选举结果，则称该民意调查具有预测效度。
 - b. Polling accuracy also involves content validity, which means that the poll accurately measures the full topic area being studied and that important aspects are not excluded.
 - b. 民意调查的准确性还涉及内容有效性，这意味着民意调查能够准确地衡量所研究的全部主题领域，并且不会遗漏重要的方面。



Expect to encounter the terms reliability and veracity (validity) on questions related to scientific polling. Simply stated, reliability refers to the consistency of the poll and veracity refers to the accuracy of the poll. Think of a scientific poll as a measuring device such as a bathroom scale that you want to be both reliable (consistent) and valid (accurate). It is possible that a poll, like a scale, could be reliable, but not valid. For example if a scale were to indicate that you weighed 15 pounds every time you stepped on it, the scale would be reliable, but not valid.

在与科学民意调查相关的问题中，**您可能会遇到“可靠性”和“真实性（有效性）”这两个术语**。简而言之，可靠性指的是民意调查结果的一致性，而真实性指的是民意调查结果的准确性。您可以将科学民意调查想象成一个测量工具，例如体重秤，您希望它既可靠（一致）又有效（准确）。民意调查可能像体重秤一样，具有可靠性，但无效。例如，如果每次您站上体重秤时，它都显示您的体重为 15 磅，那么这个体重秤是可靠的，但无效的。