Brexit survey webpage info

**About us**

[Oraclum Intelligence Systems Ltd](http://oraclum.co.uk/) (henceforth Oraclum) is a non-partisan start-up based in Cambridge, interested in experimental testing of forecasting models on real-life electoral data. We aim to use the **Bayesian Adjusted Facebook Survey (BAFS)[[1]](#footnote-1)** of UK voters to try and pick out the most precise prediction method in light of the upcoming Brexit referendum, using the power of social networks. For more details regarding the logic behind our method please see [here](http://blog.politics.ox.ac.uk/new-forecasting-method-brexit-referendum/).

Given the experimental nature of the survey in its current phase, there are no immediate financial interests that Oraclum stands to gain from it. The survey is financed entirely by Oraclum and, at its current stage, is not profit-oriented. We do however hope to develop the method into a proper bias-adjusted social network survey which will later be used for commercial activities.

The survey has commenced on the 13th of June and will run up until the last day before the referendum (22nd of June) when we will provide our final forecast. Our forecasts will show both the total predicted percentages and the probability distributions for both options. They will also show the distribution of preferences for the friends of each user (so that the user could see how his or her social network is behaving and who they, as a group, are voting for), the visualization of the network of all users, and the aggregate predictions the survey respondents will be giving. Furthermore the predictions will also be presented in a map format, based on UK regions, where both the actual polling numbers and BAFS prediction will be shown.

For more information follow us on our [blog](http://www.oraclum.eu), our [website](http://www.oraclum.co.uk/), our [Twitter](https://twitter.com/@oraclum_UK), and our [Facebook](https://www.facebook.com/oraclumintelligencesystems).

**FAQ**

**Why do you need our personal data and who has access to it?**

In our survey we will not use any private user data from Facebook or Twitter directly or indirectly, only the data the users provide us in the survey itself (these include age, constituency, the three voting questions, and the optional questions regarding education and political preferences). We will have no knowledge of voter choices or preferences of any individual user, nor will we be able to find that out.

We use Facebook and Twitter primarily because of their friendship networks. We use the information on your friends (Facebook), followers and who you follow (Twitter) to uncover how electoral patterns evolve and spread through friendship networks within and across different groups. The data will be only available to Oraclum, and no private information will ever be publicly available.

Your individual voting choices as well as any information you convey will not be visible to other users. Users will only have access to the anonymous averages of all responses.

**Why do you need a Facebook/Twitter account to vote in the survey?**

There are two reasons we use Facebook and Twitter as our main sources of survey participants. First, they enable access to friendship/follower networks, and second, they ensure that each person votes only once. There can be fake or institutional profiles out there, but we have a mechanism that eliminates the responses coming from such profiles (the benefit of having access to one’s friendship network is one mechanism of doing so).

**What about the privacy of data?**

All data are anonymous and are saved on a server using an encrypted safe link. For further details please see our privacy policy.

**Do you favour any political option, or are a part of any media enterprise?**

No. Oraclum is a non-partisan start-up company, and is not a part of any larger organization, nor is it financially dependent on anyone. Oraclum and its researchers do not support any political party in Britain, nor do they favour any of the two available options on the referendum.

**What happens after I access your application?**

After you grant us permission to use the data your provide us, the system will present you with the survey which you may now fill out. After you have responded to all five mandatory questions the system will show you the voting statistics of all your friends who have also filled out the survey, as well as the aggregate results of all survey respondents. For more detail see our terms and conditions.

**How will you predict the results of the referendum?**

This is an online poll in its experimental phase, meaning that its results do not necessarily correspond to actual voter preferences. For more detail on our methodology see the following [clarification of the logic behind the BAFS method](http://blog.politics.ox.ac.uk/new-forecasting-method-brexit-referendum/).

**Privacy Policy**

1. The website brexit.oraclum.co.uk (henceforth the website) uses cookies in order to provide a better and safer user experience. By clicking or navigating the website you agree to allow us to use cookies.

2. The website will, with consent of each user, store the following information:

2.1. The following responses from each survey user:

* Age group
* Constituency
* Vote choice (Leave or Remain)
* Estimate of the percentage of votes that the user’s preferred option will get on the referendum
* Estimate of the percentage of votes that the user’s preferred option will get on this survey
* Education level of the user (optional)
* Who the user voted for at the 2015 general election (optional)
* Time when the vote was given

2.2. Facebook or Twitter data:

* Facebook or Twitter ID of the user
* List of anonymous identifiers of Facebook friends or Twitter followers which are also using the survey
* The redirect link – telling us from which webpage the user came to the survey

Facebook data is gathered only via the official Facebook interface and is in accordance with all the user privacy protection rules: <https://developers.facebook.com/policy/>.

An anonymous Facebook ID is unique for each individual user as well as for the website, meaning that it is not possible to use the given ID to find out the identity of the actual Facebook user. We do not store any private user information such as email addresses or names.

3. Visibility and the use of data

3.1. Your individual survey responses (2.1.) as well as the information from your Facebook or Twitter profile (2.2.) will not be visible to other users of the website.

3.2. Your friends using the website can only see the aggregate votes of their Facebook friends or Twitter followers and who they follow (2.1.) and only if they have also filled out the survey. No user of the survey has any information how and which one of his friends has voted.

3.3. The aggregate statistics of votes (2.1.) will be publicly available.

3.4. Oraclum will only use anonymous and aggregate data (2.1.) and (2.2) for the purposes of the BAFS method.

4. All communication with the survey, the database, and the Facebook and Twitter servers is being maintained through an encrypted secure link.

**Terms and conditions**

1. By clicking or navigating the domain and its subdomain brexit.oraclum.co.uk (henceforth the website), and its corresponding content, the user agrees to the usage of the website in accordance with the following terms and conditions.

2. The website holds the right to change, limit, or abandon the usage of the survey at any and all time.

3. By voting on the survey the user accepts to share the following information:

3.1. Election information

* Age group
* Constituency
* Vote choice (Leave or Remain)
* Estimate of the percentage of votes that the user’s preferred option will get on the referendum
* Estimate of the percentage of votes that the user’s preferred option will get on this survey
* Education level of the user (optional)
* Who the user voted for at the 2015 general election (optional)
* Time when the vote was given

3.2. Facebook or Twitter information

* Facebook or Twitter ID of the user
* List of anonymous identifiers of Facebook friends or Twitter followers which are also using the survey
* The redirecting link – the link from which webpage the user came to the survey

The information regarding the Facebook profile of the user is being transferred via the secure official Facebook API (<https://developers.facebook.com/>).

4. All users can freely share the data from the survey (e.g. who they voted for) if they want to.

5. Oraclum guarantees that no third party will have access to any of the gathered data.

6. Upon publishing the results of the survey Oraclum will not favour any media group, company, or third party.

7. Orcalum holds the right to publish the anonymous statistics and data in science journals and present the aggregate data on scientific conferences.

8. All statistics and information on our website are only informative and Oraclum holds no responsibility for any consequences from misinterpretation.

9. Oraclum is strictly non-partisan and holds no prior ideological position on any issue.

10. The results of the survey need not correspond to the actual voter preferences, so they should be interpreted with caution.

1. The name ‘Facebook survey’ was given initially, before we accommodated Twitter users. We opted not to change it. [↑](#footnote-ref-1)