

Gov 51: Measurement and Survey Sampling

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 - Others more complicated: what does it mean to “be liberal”?
 - **Operational definition**: mapping of concept to numbers in our data.

Example

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 - Extent to which US adults support the actions and policies of the current US president.
- Operational definition:
 - “On a scale from 1 to 5, where 1 is least supportive and 5 is more supportive, how much would you say you support the job that Donald Trump is doing as president?”

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 - “What did you eat yesterday?” \rightsquigarrow underreporting

A biased poll?

VZW Wi-Fi 18:23 33%
gop.com

Official Presidential Job Performance Poll

1. How would you rate President Trump's job performance so far?

☐ Great

☐ Good

☐ Okay

☒ Other

2. (Optional) Please explain why you selected your response.

1936 Literary Digest Poll

The Literary Digest
NEW YORK OCTOBER 31, 1936

Topics of the day

LANDON, 1,293,669; ROOSEVELT, 972,897
Final Returns in The Digest's Poll of Ten Million Voters

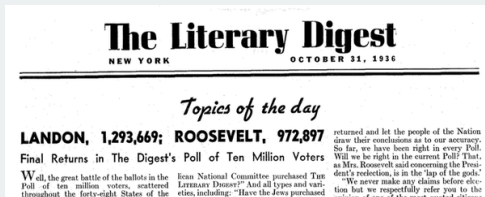
Well, the great battle of the ballots in the Poll of ten million voters, scattered throughout the forty-eight States of the

ECAN National Committee purchased THE LITERARY DIGEST?" And all types and varieties, including: "Have the Jews purchased

returned and let the people of the Nation draw their conclusions as to our accuracy. So far, we have been right in every Poll. Will we be right in the current Poll? That, as Mrs. Roosevelt said concerning the President's reelection, is in the 'lap of the gods.' "We never make any claims before election but we respectfully refer you to the opinion of one of the most respected citizens

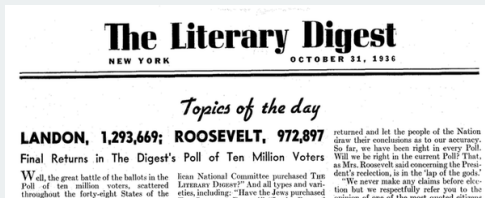
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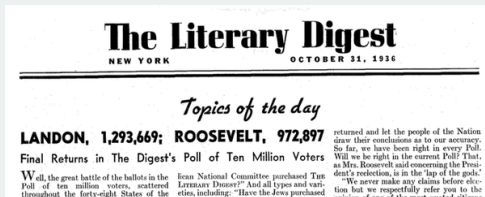
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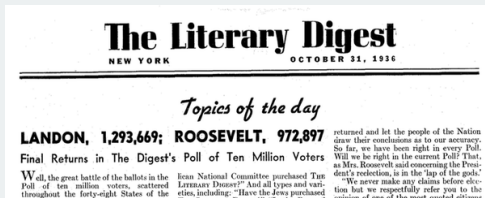
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 - Only 1 in 4 households had a phone in 1936.
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- ⇨ when selection procedure is biased, adding more units won't help!

1948 Election



The Polling Disaster

	Truman	Dewey	Thurmond	Wallace
Crossley	45	50	2	3
Gallup	44	50	2	4
Roper	38	53	5	4
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- Republicans easier to find within quotas (phones, listed addresses)

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 - Digital divide: rich vs. poor, young vs. old
 - Correct for potential sampling bias via statistical methods.