

Wedgies! □ Social Polling □

@porterhaney

Minutes from start of event

so·cial pol·ing:

Recording the opinion or votes of digital communities

Wedgies is a company creating the infrastructure and technology to capture and record these votes on behalf of media, governments, and other organizations.

News consumption is changing

FAST

And, will keep evolving



U.S. INTERNATIONAL 中文

The New York Times

June 4, 2015 | Today's Paper | Video | 55°F | FTSE 100 -1.12% ↓

NEW-YORK, FRIDAY, JUNE 4, 1863

Opinion Technology Science Health Sports Arts Style Food Travel



Valley Can Learn From Seoul

panies are building software for smartphones that is functional and exciting — everything that

unces He Will Run Again for President

EZZ 6:45 AM ET

astorous campaign in 2012, Mr. Texas governor, became the field of Republican contenders.



Let Transgender Troops Openly

By THE EDITORIAL BOARD

The Pentagon's ban is based on obsolete policies and must be rescinded.

- Op-Doc: Transgender and in Love
- Transgender Lives: Your Stories
- Blow: Romanticizing 'Brave Windows' Policing
- Cohen: Western Defeat in Ukraine
- Collins: Old Age Versus

Watching

5m Editorial employee after 75 percent of by the Writers Guild Gawker ↗

12m William Flynn, the Smart convicted of released from prison years. At right, Mr. The Associated Pres

The New York Times

BREAKING AIRSTRIKES IN SYRIA

Obama Says U.S. Will 'Take the Fight' to ISIS



DREW ANGERER/THE NEW YORK TIMES

President Obama hailed the American-led coalition that conducted airstrikes against the Islamic State.

Strikes Against ISIS in Syria Get Mixed Reactions in Middle East

News discovery is changing even

fast

There are now hundreds of
discovery tools

Communication with readers is changing, too

**It's not just a physical paper
anymore, its:**

Sites, Apps, Comments, Social
Content, Photo Apps, Live
Streaming Video

**This requires journalists change
how they distribute their articles**

Multiple headlines and calls to action

Varying sharable content by Social Network

Resources spent replying to reader comments

This is changing how readers discuss news too!

Reply ·  6 Recommend

On site comment threads, Facebook posts, Twitter threads is where readers discuss news.

 Flag

Larry The Fifth Circle · 13 days ago

I don't, and I expect my government to protect my privacy within reason, and to go after the bad guys.

In Reply to Ryan Biggs · Reply ·  4 Recommend

e of Amtrak 's Speeding S own, Panel Is

tors told Congress
re still working to
and why the train
ng at double the...

Chris US • 15 days ago

It doesn't come as a surprise, at least to me, after all i am one of them. Even after the passing of the recent bill, i still use PureVPN because who knows what goes on behind the closed doors of the NSA

Reply · 6 Recommend

Flag

Eric baltimore • 14 days ago

Trust them? Corporations and government are the ones doing the spying!

Reply · 5 Recommend ·

Larry The Fifth Circle • 13 days ago

I don't, and I expect my government to protect my privacy within reason, and to go after the bad guys.

In Reply to Ryan Biggs · Reply · 4 Recommend

What does this have to do with polling?

Everything! Polling and voting is evolving with these changes to news communication and data collection tools.

Some background

Early polling by media companies was done in person or over the phone mostly to predict the outcome of elections

Vote collection has changed over time:

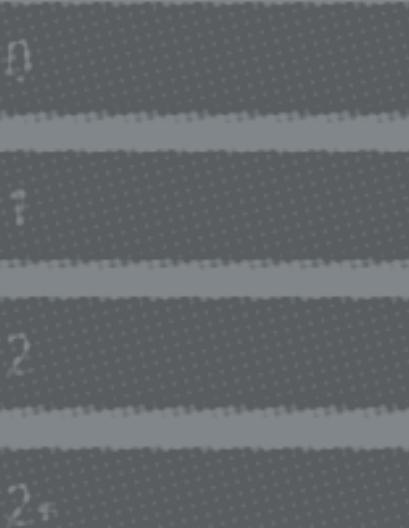
IRL > Phones > Email > Social

many cellphones do you use
/1gqD2qv

• Favorite ... more

it Journal wants to know ...

many cellphones do you use

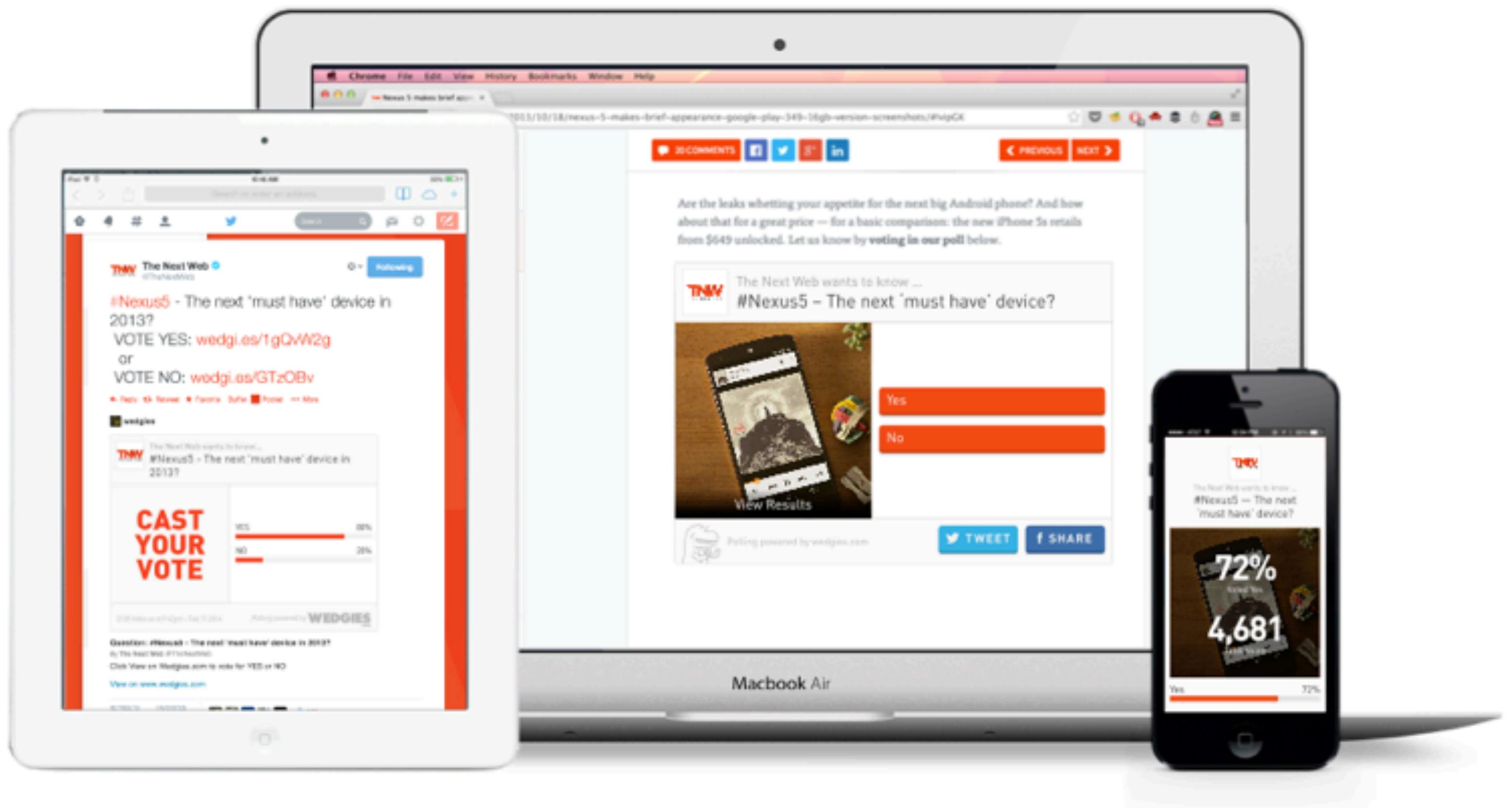


Collect votes where
people are!

**And, where you've built an
audience.**

Wedgies!

Our platform lets you go to where voters are and where you've already engaged them. Your website, your app, and your social media channels.



How can polls help me?

Collect votes and data to use in upcoming reporting.

Gives readers an outlet for their opinions.

Builds social engagement as readers share their votes.

**Realtime view at poll data!
(No more daily or weekly reporting delays!)**

Self Serve Dashboard

Log in or sign up to get started! Or just log in if you already have.

Recent

SEARCH

Most Recent Questions

✓ 2  2 f 0

Where are you flying this weekend?

 Someplace Sunny 100%
 Sports Event 0%

June 2, 2015

Analytics Edit Share Embed

✓ 2  1 f 0

Apple's new music service or Spotify?

Apple 0%
 Spotify 100%

June 1, 2015

Analytics Edit Share Embed

✓ 4  2 f 0

Are you a geek?

 Yup 100%
 No way 0%

May 29, 2015

Analytics Edit Share Embed

866
Questions Asked

27,590
Votes Total

1,461
Shares Total

[Download a CSV of your account and question stats.](#)

SORT BY

Recent

Total Votes

Search

SEARCH

Most Recent Questions

✓ 2  2  1

Where are you flying this weekend?

 Someplace Sunny 100%
 

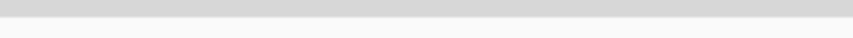
 Sports Event 0%
 

June 2, 2015

[Analytics](#) [Edit](#) [Share](#) [Embed](#)

✓ 2  1  0

Apple's new music service or Spotify?

Apple 0%


Spotify 100%

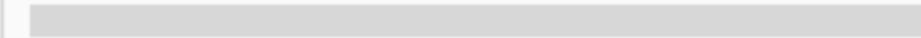

June 1, 2015

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✓ 4  2  0

Are you a geek?

Yup 100%


No way 0%


May 25, 2015

[Analytics](#) [Edit](#) [Share](#) [Embed](#)

Question

Poll Creation



Add Image

Choice 1

Banana



Choice 2

Orange



Add Another Choice

Display Options

 OFF Make the results of this poll public. OFF Hide your results from others. OFF Hide vote counts from others.

Create a Poll Create an SMS wedgie instead

Question	Your Question			Add Image
Choice 1	Choice Text			
Choice 2	Choice Text			

Add Another Choice

Display Options

OFF Make the results of this poll private.

OFF Hide 'View Results' from voters

OFF Hide vote totals from voters

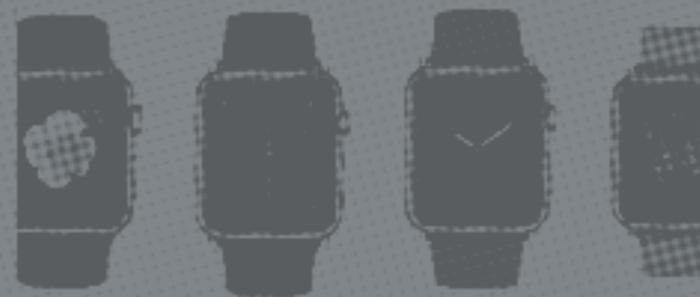
Social Tip: Poll Your Poll!

If it looks good, share it. If not, make some edits.

**WSJ
125**

Wait Street Journal wants to know ...

What is the most you would pay for an
Apple Watch?



Up to \$399

Up to \$1099

\$10,000

TWEET

SHARE

Share Your Poll to Get Votes!

TWEET

SHARE

TUMBLR

EMBED

IMAGE

This is Your Poll!

If it looks good, share it. If not, [make some edits](#).

**WSJ
125** Wall Street Journal wants to know ...

What is the most you would pay for an Apple Watch?



Up to \$399
Up to \$1099
\$10,000

[TWEET](#) [SHARE](#)

Share Your Poll to Get Votes!

[TWEET](#)

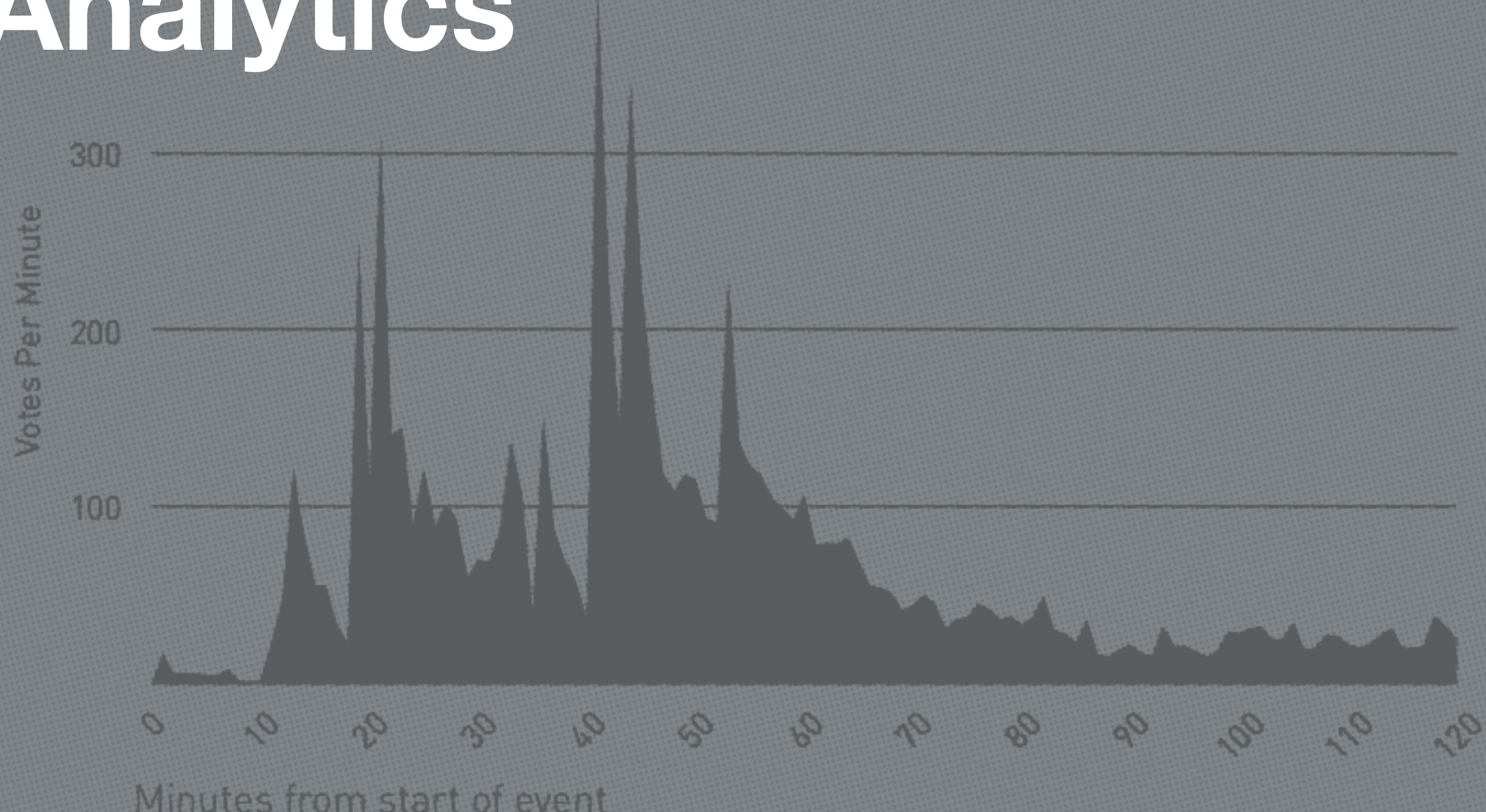
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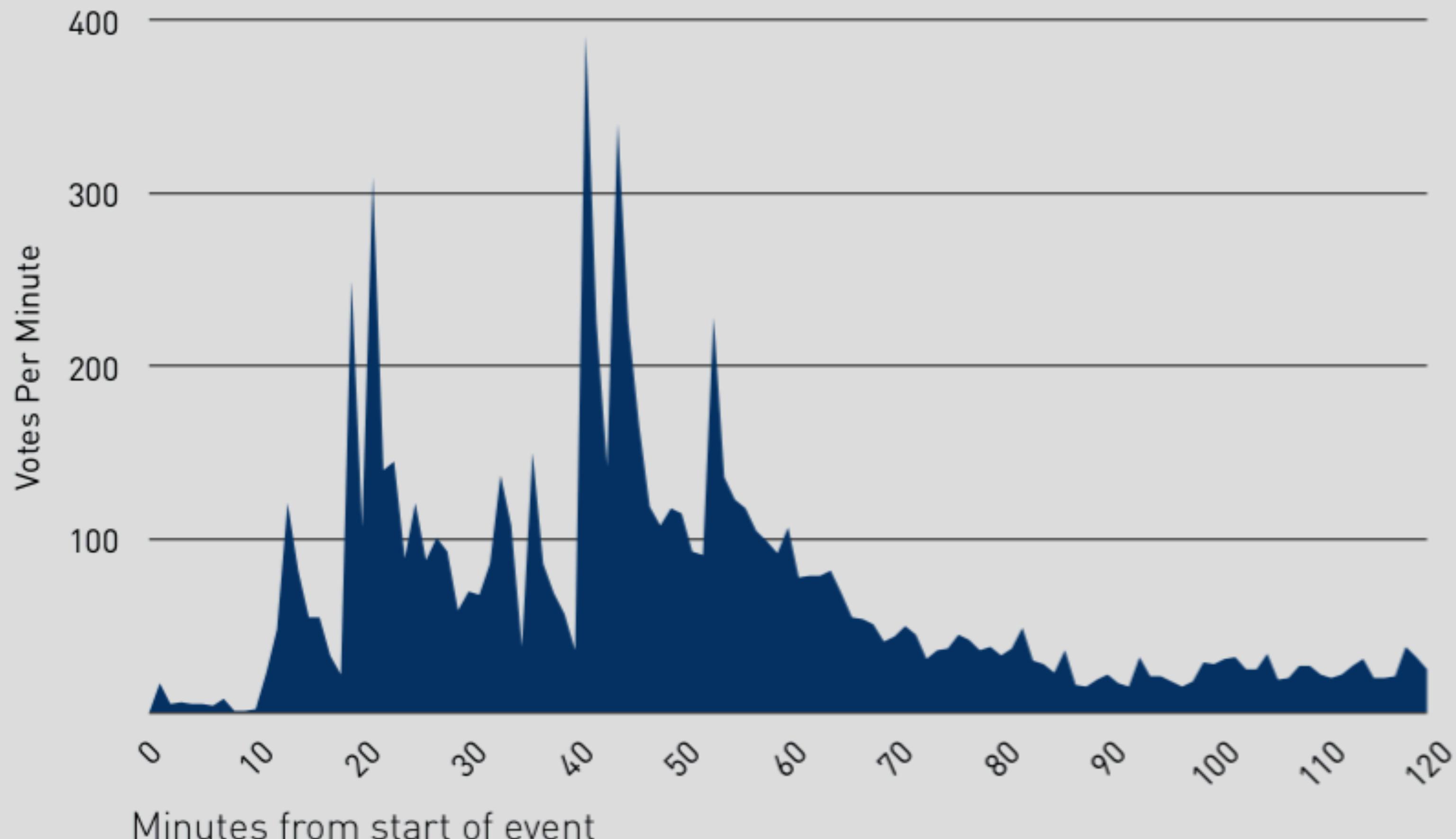
[TUMBLR](#)

[EMBED](#)

[IMAGE](#)

Analytics





3 (incredible!) examples:



Fill: None
Stroke Color: #77
Border: 1px, Outset
Border Radius: 3px



Fill: None
Stroke Color: Green
Border: 1px, Outset
Border Radius: 3px



Fill: None
Stroke Color: #77
Border: 1px, Outset
Border Radius: 3px



Container: Unchecked State
Inset Fill: Green
Inset Border: None
Corner Radius: 1px

Review Journal

Wall Street Journal

Fill: Black at 10% Opacity
Stroke Color: #77
Border: 1px, Outset
Border Radius: 3px

Fill: Black at 10% Opacity
Stroke Color: #77
Border: 1px, Outset
Border Radius: 3px



Fill: Black at 10% Opacity
Stroke Color: #77
Border: 1px, Outset
Border Radius: 3px



Container: Checked State
Inset Fill: Green
Inset Border: None
Corner Radius: 1px

The White House

Las Vegas Review Journal

Should Nevada legalize Uber?

The Review Journal engaged their readers with polls about Uber's potential roll out in Nevada.

LAS VEGAS—Despite a strong year for tourism, November was a somber month for the city's tourism industry. November 2017 saw 1.1 million visitors to the Las Vegas area, down 1.4 percent from the same month last year. The Las Vegas Convention and Visitors Authority reported that visitors spent \$1.1 billion in the city during the month, down 1.2 percent from the previous year.

Spending per visitor was up 1.4 percent, however, which means the customers who visited were spending more. The number of people who visited Las Vegas in November fell 1.9 percent from the same month the year before, the Las Vegas Convention and Visitors Authority reported.

November's grim numbers—Las Vegas' lowest one-month statewide tourism revenue total since July 2001—was the fifth straight monthly decline in 2017 and the fourth in the last year. The Las Vegas review-journal showed a similar downward trend.

Statewide, the slow-down is evident. The news was not much better in the state. Gaming revenues in November were \$927 million, down 1.4 percent from November of the previous year. The number of visitors to the state declined 1.1 percent.

Las Vegas' decline in November was the lowest one-month statewide gaming revenue total since July 2001. The news was not much better in the state. Gaming revenues in November were \$927 million, down 1.4 percent from November of the previous year. The number of visitors to the state declined 1.1 percent.

Source: Las Vegas Convention and Visitors Authority

Photo: AP

December posts a record high jobless rate of 7.2 percent



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Who would you rather ride with: Taxi or Uber?

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[State contract for legal...](#)
[New bill allowing Uber...](#)

Posted May 11, 2015 - 11:48am | Updated May 11, 2015 - 4:15pm

Las Vegas police warn about enforcement calls on Uber



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Las Vegas RJ wants to know ...

Taxis v. Uber: Who would you ride with?

9752

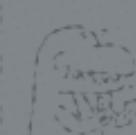
Total Votes

Taxis are the way to go.

37%

Uber wins.

63%



Make Your Own Poll!

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[Someone will be unhappy if ...](#)

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Thursday, June 4, 2015

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In the hearing room, Uber officials passed out black T-shirts printed with "Uber Nevada" on them for drivers to show support for the bills.

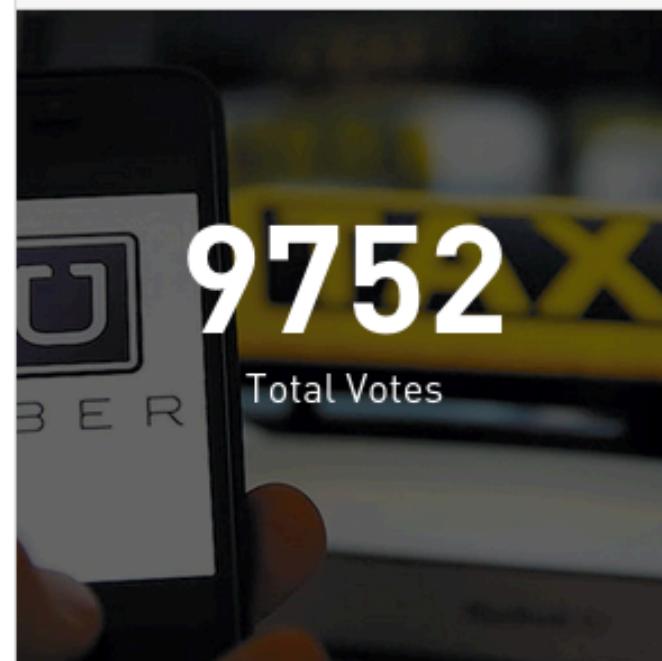
Settelmeyer also received a letter supporting the legislation from Gary Shapiro, president and CEO of the Consumer Electronics Association, which stages the Consumer Electronics Show every January. Shapiro urged lawmakers to "to preserve Nevada's pro-innovation, pro-business reputation by passing Senate Bill 439."

Contact reporter Richard N. Velotta at rvelotta@reviewjournal.com or 702-477-3893. Find on Twitter: @RickVelotta.



Las Vegas RJ wants to know ...

Taxis v. Uber: Who would you ride with?



Taxis are the way to go. 37%

Uber wins. 63%

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Someone will be unhappy if ... >

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Should law makers allow Uber in Nevada?



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I-15 northbound reopened...

Someone will be unhappy if ...

Posted March 30, 2015 - 9:28am | Updated March 30, 2015 - 3:11pm

Uber advocates, foes clash toe-to-toe for first time in Nevada



LEAD

SU

LE

... a more lenient bill than the Senate passed that would have protected drivers who have been caught driving under the influence. The bill, which was introduced by Sen. Steve Bell, R-Las Vegas, was defeated in the Senate after it required a three-quarter majority to pass. The Senate goes to the Assembly where Bell said he expects the legislation to be voted even more vigorously than it was by the Senate.

Bell said he and his colleagues and lobbyists have spent more time working with Assembly members to convince them of the need for better safety regulations for transportation network companies.

Following Monday's Senate vote, Steve Thompson, general manager of Uber's Nevada operation, said, "Today, the Nevada State Senate, under the leadership of Sen. (James) Settelmeyer (R-Minden), took an important step forward in our effort to expand transportation options and support more job opportunities and safer roads throughout the state."

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Las Vegas RJ wants to know ...
Should Nevada lawmakers pass bills to let Uber and other ride-sharing firms operate in the state?

80%

Voted For Yes, it's necessary

3,628

Total Votes

Yes, it's necessary 80%

No, they're not needed 20%



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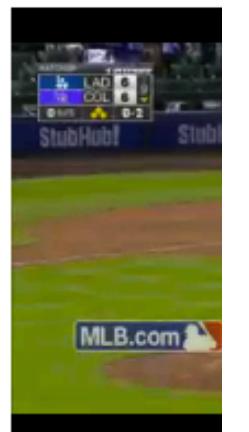
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LEADERSHIP
SUNDAY



Most Popular

Macau in a free fall

7 Italian restaurants you know

Coroner IDs workers in hotel room

Take a look inside the Strip — PHOTO

Hours after the press conference, the Senate passed the so-called "Uber bill," which was presumed to have been dead after it failed to win the required 14-vote supermajority in the Senate. The bill next goes to the Assembly where Bell said he expects the legislation to be vetted even more vigorously than it was by the Senate.

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Following Monday's Senate vote, Steve Thompson, general manager of Uber's Nevada operation, said, "Today, the Nevada State Senate, under the leadership of Sen. (James) Settelmeyer (R-Minden), took an important step forward, leading an effort to expand transportation options and support more job opportunities and safer roads throughout the state."

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20%



Make Your Own Poll!

TWEET

SHARE

Las Vegas Review Journal

Results: Over 25,000 individuals polled

- 1 in 5 readers voted
- 1 in 6 voters shared their opinion out to social media
- 20% increase in traffic back to these articles through social sharing of polls

Importantly, the poll showed Nevadans wanted Uber and more competition in the taxi market.

Wall Street Journal

Do you agree with the Supreme Court's decision?

WSJ comparing phone poll results with opinion poll results.

health plans.

A March Wall Street Journal/NBC News poll found that the majority of Americans (53%) of Americans believe that employers should not be exempt from covering birth control. 71% of liberals said that employers should not be exempt, while 60% of conservatives said that employers should be exempt.

We are following reaction from political and religious groups and will be posting those here, along with reactions from readers. Tell us your thoughts on the ruling in the comments or on Twitter with #WSJHobbyLobby and vote in our poll:

- **wsj.com,**
- **@wsj on Twitter,**
- **WSJ on Facebook.**

Do you agree with the Supreme Court's decision?

7449

Total Votes

Yes 24%

No 76%

health plans.

A March [Wall Street Journal/NBC News poll](#) found that the majority of Americans (53%) of Americans believe that employers should not be exempt from covering birth control. Broken down, 78% of liberals and 58% of moderates believe that employers should not be exempt, while 60% of conservatives said that employers should be exempt.

We are following reaction from political and religious groups and will be posting those here, along with reactions from readers. Tell us your thoughts on the ruling in the comments or on Twitter with #WSJHobbyLobby and vote in our poll:



WSJ Results:

Results: Collected 7,000 voters in just a few hours

- Results align closely with telephone polls
- Conducted at a fraction of the cost, and much more quickly
- Generated hundreds of social shares and contributed to the social commentary on this Supreme Court decision

White House - SOTU

**Goal: Collect realtime opinions
during the SOTU address on
whitehouse.gov**

Coding Rocks

That's great! -- not enough Americans do.

Visit Hour of Code to find out how you can help change that.

ANSWER AGAIN

SHARE



See the President's plan.

ANSWER AGAIN

SHARE



SHARE

Live Stream and associated content

STATE
OF THE
UNION



Will you stand with President Obama?

EMAIL

ZIP

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TAKE ACTION

Don't just watch the speech — participate. Share and interact with our continuously flowing river of #SOTU content below.



2015
STATE
—
★ OF THE ★
UNION
#SOTU



Will you stand with President Obama?

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TAKE ACTION

Don't just watch the speech — participate. Share and interact with our continuously flowing river of #SOTU content below.

Will you stand with President Obama?

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Interactive® Polls and Quizzes

Let's act where we can to stop the effects of climate change. What have you experienced?

More frequent wildfires

Intense drought/heatwave

Flooding

SHARE

TWEET

SHARE

Don't just watch the speech — participate. Share and interact with our continuously flowing river of climate action. U can do it. Be part of the solution.



FACT:

2014 was the hottest year on record. In fact, 45 million Americans experienced 100-degree temperatures for 10 or more days last year.

Learn more about the effects of climate change.

SHARE

SHARE

Will you stand with President Obama?

EMAIL

ZIP

CODE

TAKE ACTION

Don't just watch the speech — participate. Share and interact with our continuously flowing river of #SOTU content below.

Let's act where we can to stop the effects of climate change. What have you experienced?

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Intense drought/heatwave

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SHARE

 TWEET

 SHARE



SHARE

FACT:
2014 was the hottest year on record.
In fact, 45 million Americans experienced 100-degree temperatures for 10 or more days last year.

Learn more about the effects of climate change.

SHARE

whitehouse.gov/sotu

Results: Served over 15,000,000 polls during the event

- Collected millions of opinions
- Hundreds of thousands of pieces of social content
- Voting data made public through Library of Congress
- First instant government polling!

thanks!

Porter Haney - @porterhaney