

# STATISTICAL THINKING FOR DATA SCIENCE

**CHRIS FONNESBECK**  
**VANDERBILT UNIVERSITY**

Department of Biostatistics



## On Landing Like a Cat: It Is a Fact

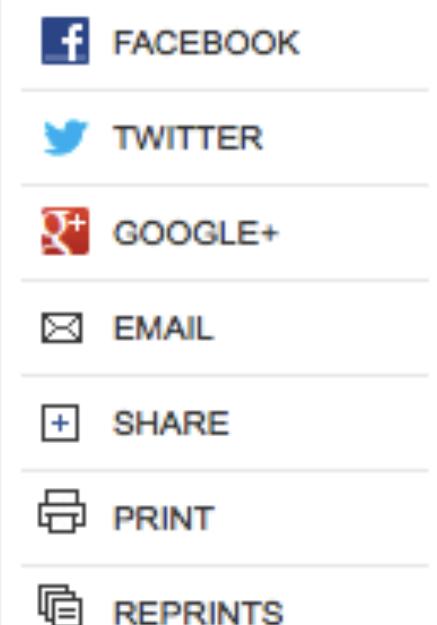
Published: August 22, 1989

EVERY year, scores of cats fall from open windows in New York City. From June 4 through Nov. 4, 1984, for instance, 132 such victims were admitted to the Animal Medical Center on 62d Street in Manhattan.

Most of the cats landed on concrete. Most survived. Experts believe they were able to do so because of the laws of physics, superior balance and what might be called the flying-squirrel tactic.

In a study for the medical center, Dr. Wayne Whitney and Dr. Cheryl Mehlhaff recorded the distance of the fall for 129 of the 132 cats. The falls ranged from 2 to 32 stories, with an average distance of 5.5 stories. Two cats fell together. About a quarter fell during daylight hours, and about 40 percent at night. For the rest, the time of the fall was unknown. Surprising Data on Falls

Three cats were seen falling by their owners. Two were described as having fallen while turning on a narrow ledge, and the third had lunged for an insect.



### MOST EMAILED

304

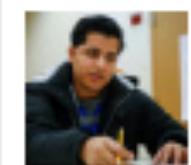
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2. CORNER OFFICE  
Mitch Rothschild of Vitalis: Pushing Beyond Comfort Zones



3. THE NEEDIEST CASES  
Far From Home, a Young Man Refuses to Let One Bad Choice Determine His Fate



4. MODERN LOVE  
Navigating Manila With a Map, a Bicycle and a Stormy Heart



5. YOUR MONEY  
A Gay Couple Awaits the Justices' Decision

### RECOMMENDED FOR YOU

Chris

All Recommendations



**21/22 FALLING 7+ STORIES  
SURVIVED**



# 2 FELL TOGETHER



# 40% AT NIGHT





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On Land, in Water, in the Air

Published: August 19, 1998

EVERY year, some 100,000 felines fall from buildings, windowsills and rooftops. From July 14 through Aug. 14, 1997, such victims were admitted to animal clinics in Manhattan.

Most of the cats were healthy, and they were falling from heights of just a few stories, balance and what might be called the flying-squirrel tactic.

In a study of 100 cases, Dr. Michael Mehlhaff, a veterinary surgeon at the University of Pennsylvania's School of Veterinary Medicine, found that 32 falls occurred between 2 to 32 stories, with an average distance of 5.5 stories. Two cats fell together. About a quarter fell during daylight hours, and about 40 percent at night. For the rest, the time of the fall was unknown. Surprising Data on Falls

Three cats were seen falling by their owners. Two were described as having fallen while turning on a narrow ledge, and the third had lunged for an insect.

“EVEN MORE SURPRISING, THE LONGER THE FALL, THE GREATER THE CHANCE OF SURVIVAL.”



1. THE NEEDIEST CASES  
Far From Home, a Young Man Refuses to Let One Bad Choice Determine His Fate

2. MODERN LOVE  
Navigating Manila With a Map, a Bicycle and a Stormy Heart

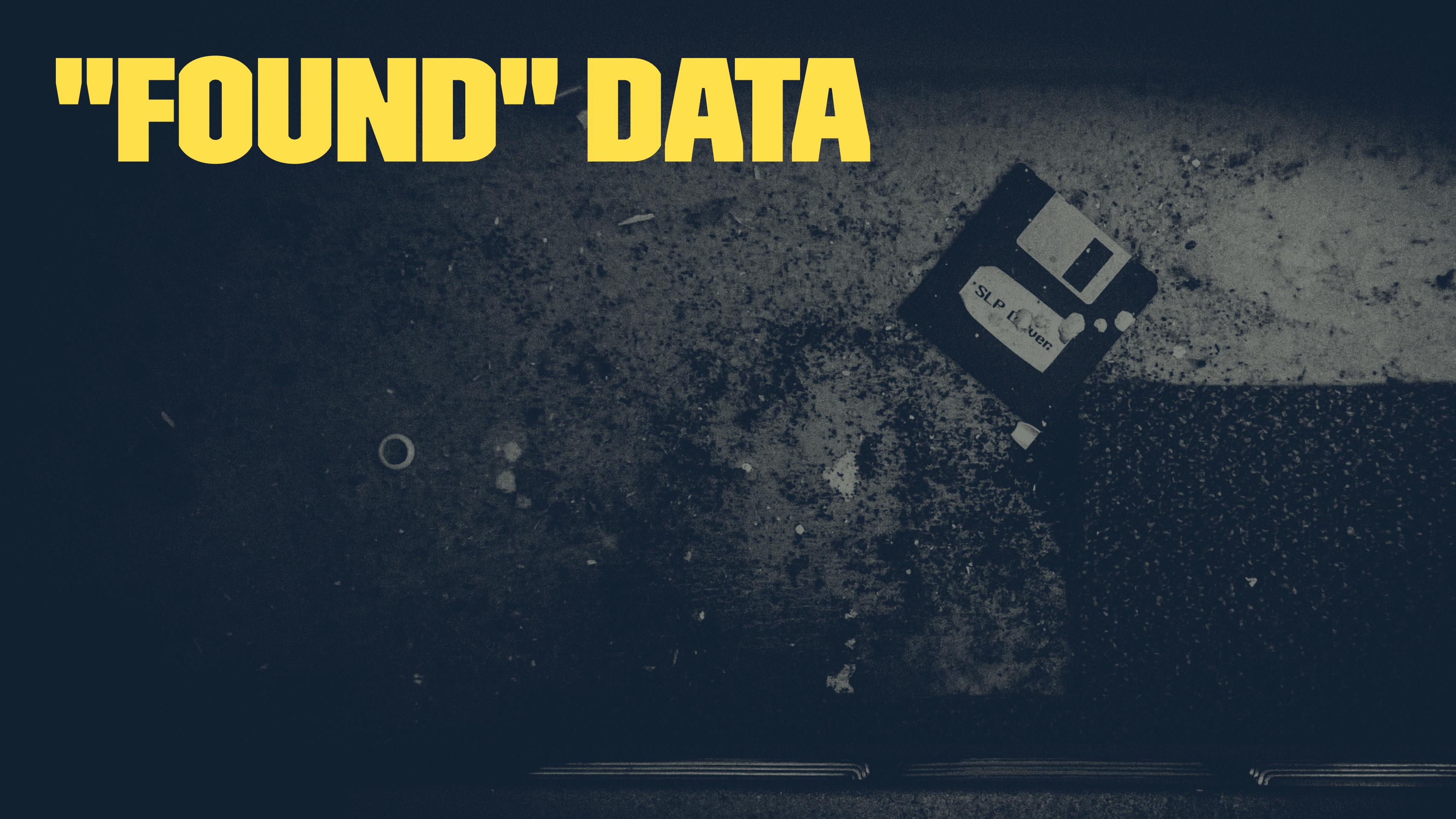
3. YOUR MONEY  
A Gay Couple Awaits the Justices' Decision

**2 TO 32 STORIES  
(AVERAGE = 5.5)**



**"...132 SUCH VICTIMS WERE  
ADMITTED TO THE  
ANIMAL MEDICAL  
CENTER ON 62ND STREET IN  
MANHATTAN..."**

# "FOUND" DATA



SLP Cover

# **CONVENIENCE SAMPLE**

# MISSING DATA

# REPRESENTATIVE

# STATISTICAL ISSUES

1.40	0.9192	1.90	0.9713	2.40	0.9915	3.30
1.41	0.9207	1.91	0.9719	2.41	0.9920	3.32
1.42	0.9222	1.92	0.9726	2.42	0.9922	3.33
1.43	0.9236	1.93	0.9732	2.43	0.9925	3.34
1.44	0.9251	1.94	0.9738	2.44	0.9927	3.35
1.45	0.9265	1.95	0.9744	2.45	0.9929	3.36
1.46	0.9279	1.96	0.9750	2.46	0.9931	3.37
1.47	0.9292	1.97	0.9756	2.47	0.9932	3.38
1.48	0.9306	1.98	0.9761	2.48	0.9933	3.39

# BIG DATA

**“WITH ENOUGH DATA,  
THE NUMBERS  
SPEAK FOR  
THEMSELVES”**

Chris Anderson, Wired



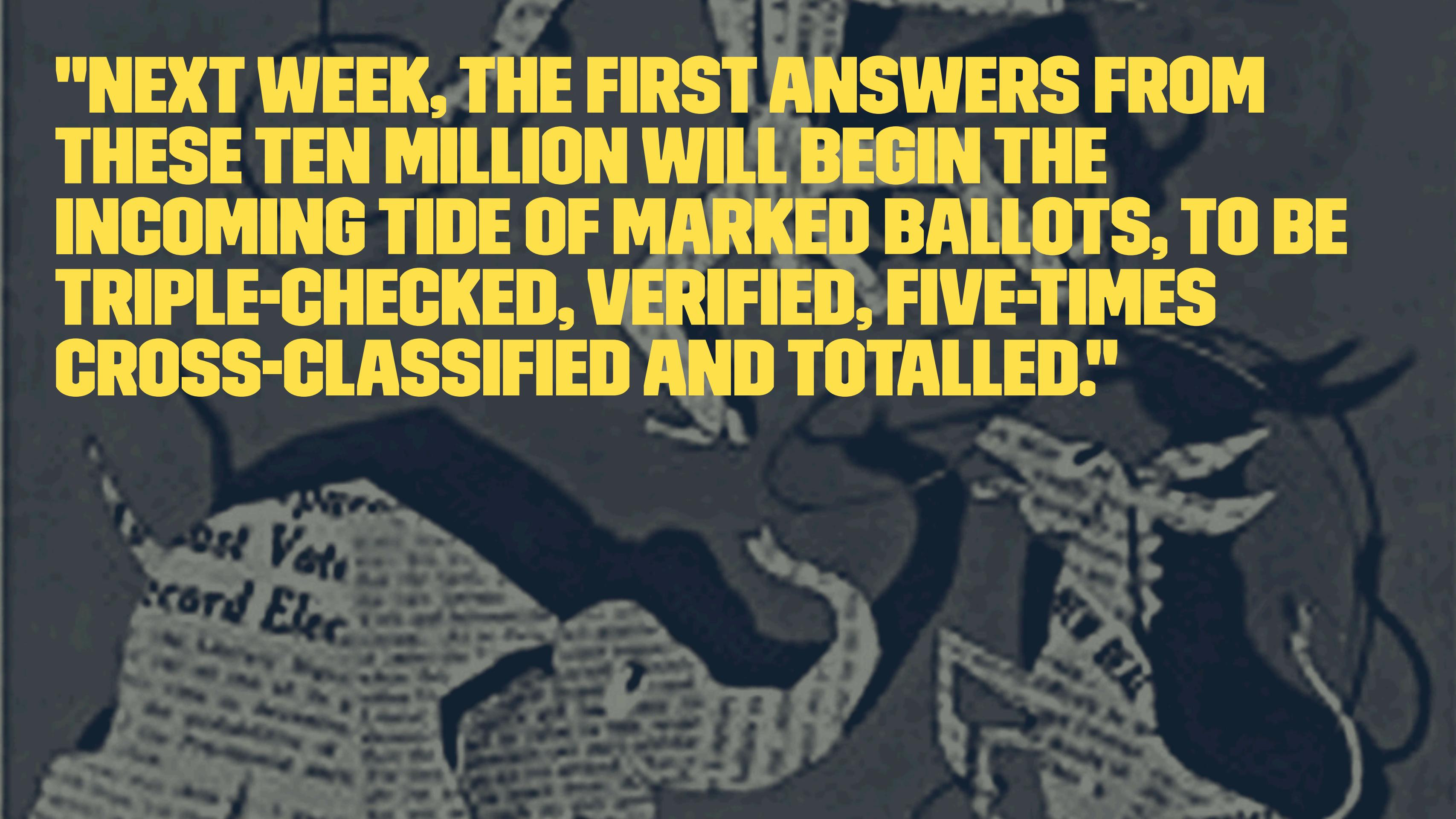
# ALFRED LANDON



# LITERARY DIGEST STRAW POLL



**"NEXT WEEK, THE FIRST ANSWERS FROM THESE TEN MILLION WILL BEGIN THE INCOMING TIDE OF MARKED BALLOTS, TO BE TRIPLE-CHECKED, VERIFIED, FIVE-TIMES CROSS-CLASSIFIED AND TOTALLED."**



# 2.4 MILLION RETURNS



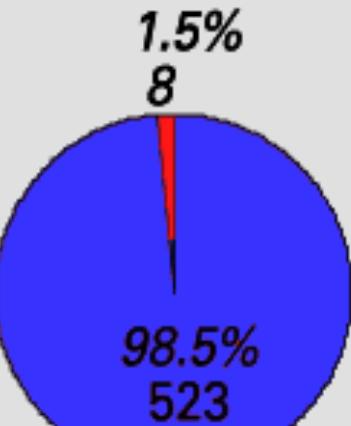
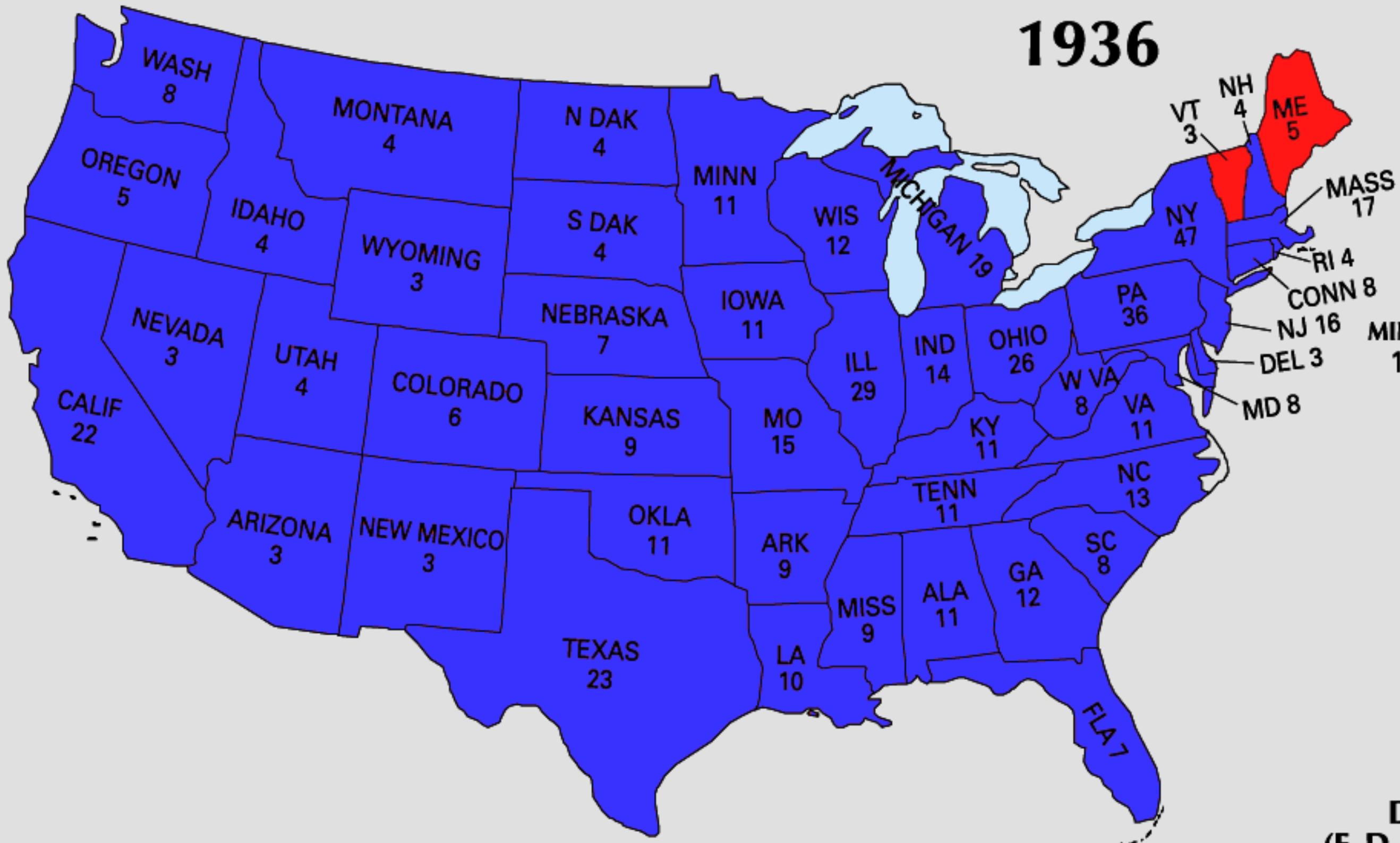


49



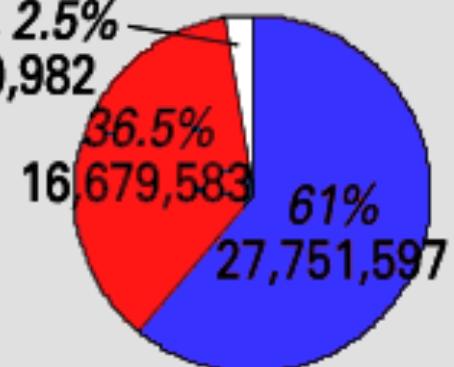
55

# 1936



**ELECTORAL VOTE  
TOTAL: 531**

**MINOR 2.5%**  
1,200,982



**POPULAR VOTE  
TOTAL: 45,632,162**

**Democratic  
(F. D. Roosevelt)**



**Republican (Landon)**



# GEORGE GALLUP



**SAMPLED**

**50,900,000**

**66%**



# RANDOM SAMPLING



**Table 1. Demographics of HSCT by High Dose and Standard Group**

<b>Characteristic</b>	<b>HD Vaccine N=29</b>	<b>SD Vaccine N=15</b>	<b>P Value</b>
<b>Age at Enrollment</b>	50	50	0.64
<b>Gender</b>			
<b>Female</b>	12/29 (41%)	5/15 (33%)	
<b>Male</b>	17/29 (59%)	10/15 (67%)	
<b>Race</b>			
<b>White</b>	29/29	15/15	
<b>White blood count</b>	6.4 (4.5, 8.3)	5.1 (3.8, 8.9)	0.69
<b>Hemoglobin</b>	12.3 (11.3, 13.4)	11.7 (10.7, 13.1)	0.58
<b>Hematocrit</b>	36.6 (34.0, 40.0)	36 (32.0, 38.5)	0.49
<b>Platelets</b>	206 (173, 244)	195 (134, 254)	0.92
<b>Absolute Neutrophil Count</b>	3.9 (2.6, 4.7)	4.3 (2.9, 5.5)	0.76
<b>Absolute Lymphocyte Count</b>	1.11 (0.59, 1.60)	0.80 (0.55, 1.83)	0.85
<b>Quantitative IgG</b>	676 (478, 838)	469 (404, 555)	0.025

PLAYAS

---

Presidential Vote	Received Poll	Not Receive Poll	Do Not Know
Roosevelt	55	71	73
Landon	44	27	25
Other	1	1	3
Total N	780	1339	149

---

SOURCE: American Institute of Public Opinion, 28 May 1937.

---

Presidential Vote	Did Return	Did Not Return	Do Not Know
Roosevelt	48	69	56
Landon	51	30	40
Other	1	1	4
Total N	493	288	48

---

SOURCE: American Institute of Public Opinion, 28 May 1937.

# SELF-SELECTION BIAS



news.ycombinator.com

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▲ Poll: Which text editor do you use daily?  
144 points by methoddk 1052 days ago | comments | save to pocket

Do you use an IDE, vim, emacs, *gasp* maybe even Notepad? I'm partial to vim, but wondering what everyone else uses on a daily basis, maybe even comment why? Ease of use? Syntax completion? etc...

- ▲ Vim  
1366 points
- ▲ Emacs  
536 points
- ▲ IDE  
104 points
- ▲ Other  
134 points
- ▲ Sublime Text 2  
709 points
- ▲ Eclipse  
177 points
- ▲ Visual Studio  
148 points
- ▲ XCode  
114 points
- ▲ Notepad++  
243 points

For some estimate  $\hat{\theta}$  of unknown quantity  $\theta$ ,

$$\text{Bias}[\hat{\theta}] = E_{\theta}[\hat{\theta}] - \theta$$

```
p = 0.5
sample_sizes = [10, 100, 1000, 10000, 100000]
replicates = 1000
biases = []

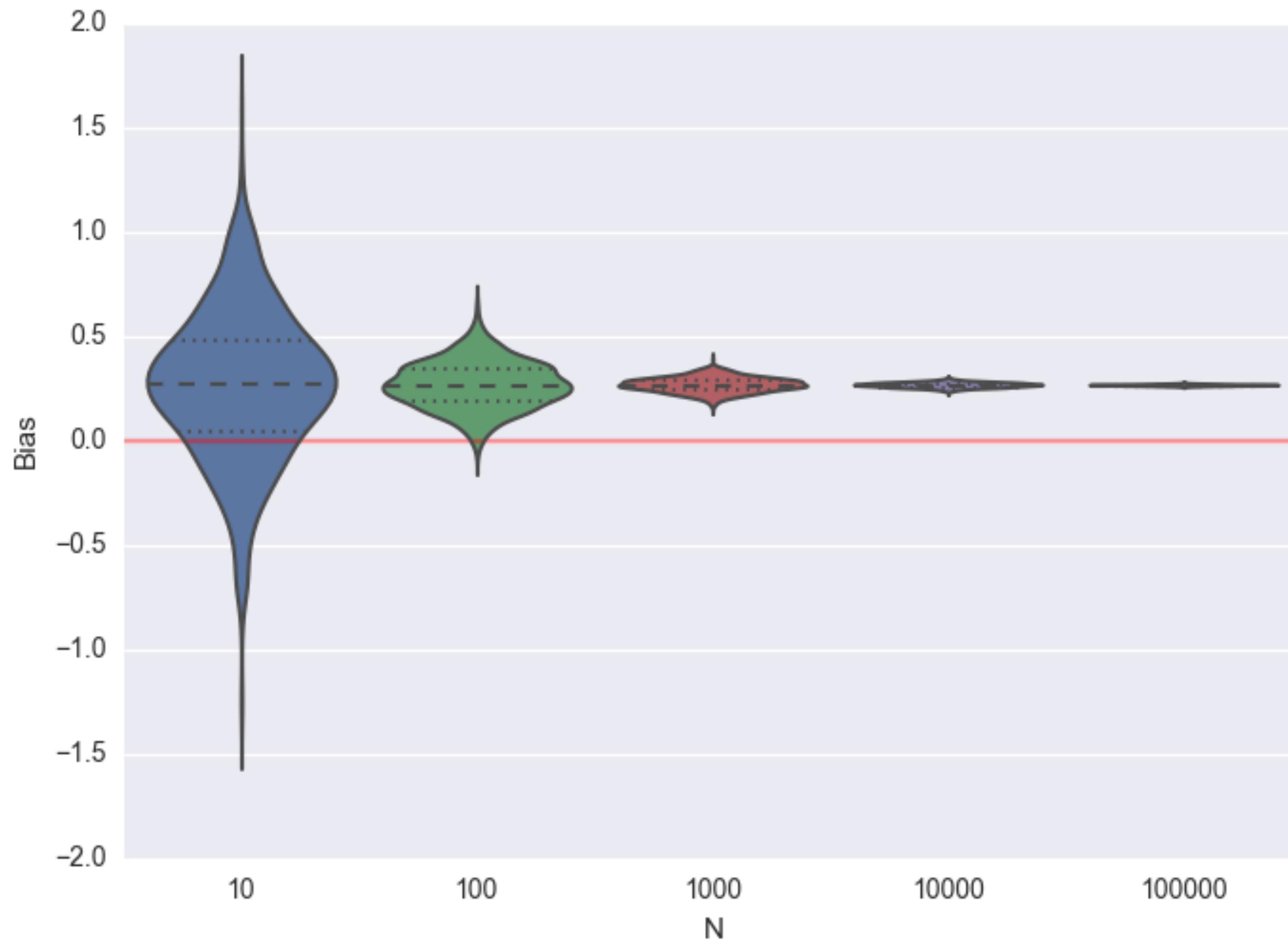
for n in sample_sizes:

    bias = np.empty(replicates)
    for i in range(replicates):

        true_sample = np.random.normal(size=n)
        negative_values = true_sample<0
        missing = np.random.binomial(1, p, n).astype(bool)
        observed_sample = true_sample[~(negative_values & missing)]

        bias[i] = observed_sample.mean()

    biases.append(bias)
```



# ACCURACY

Mean Squared Error

$$E[(\hat{\theta} - \theta)^2] = \text{Var}(\hat{\theta}) + \text{Bias}(\hat{\theta})^2$$

**“THE NUMBERS  
HAVE NO WAY OF  
SPEAKING FOR  
THEMSELVES”**

Nate Silver



# WHITE HOUSE BIG DATA PARTNERS WORKSHOP





**WHITE HOUSE BIG DATA  
PARTNERS WORKSHOP**

**19 PARTICIPANTS  
0 STATISTICIANS**

# NSF WORKING GROUP ON BIG DATA



# **NSF WORKING GROUP ON BIG DATA**

## **100 EXPERTS CONVENED 0 STATISTICIANS**



# MOORE FOUNDATION DATA SCIENCE ENVIRONMENTS



GORDON AND  
MOORE  
FOUNDATION

# **MOORE FOUNDATION DATA SCIENCE ENVIRONMENTS 0 DIRECTORS WITH STATISTICAL EXPERTISE**



GORDON AND  
MOORE  
FOUNDATION

# NIH BD2K EXECUTIVE COMMITTEE



National Institutes of Health

# NIH BD2K EXECUTIVE COMMITTEE

17 COMMITTEE MEMBERS

0 STATISTICIANS

Institutes of Health

# FEELING LEFT OUT?



# IT'S OUR OWN FAULT



**“ALMOST  
EVERYTHING YOU  
LEARNED IN YOUR  
COLLEGE STATISTICS  
COURSE WAS  
WRONG”**

# TYPICAL INTRODUCTORY STATISTICS SYLLABUS

## 1. Descriptive statistics and plotting

# TYPICAL INTRODUCTORY STATISTICS SYLLABUS

1. Descriptive statistics and plotting
2. Basic probability

# **TYPICAL INTRODUCTORY STATISTICS SYLLABUS**

1. Descriptive statistics and plotting
2. Basic probability
3. Hypothesis testing

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1. Descriptive statistics and plotting
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4. Experimental design

# **TYPICAL INTRODUCTORY STATISTICS SYLLABUS**

1. Descriptive statistics and plotting
2. Basic probability
3. Hypothesis testing
4. Experimental design
5. ANOVA

# STATISTICAL HYPOTHESIS TESTING



THAI

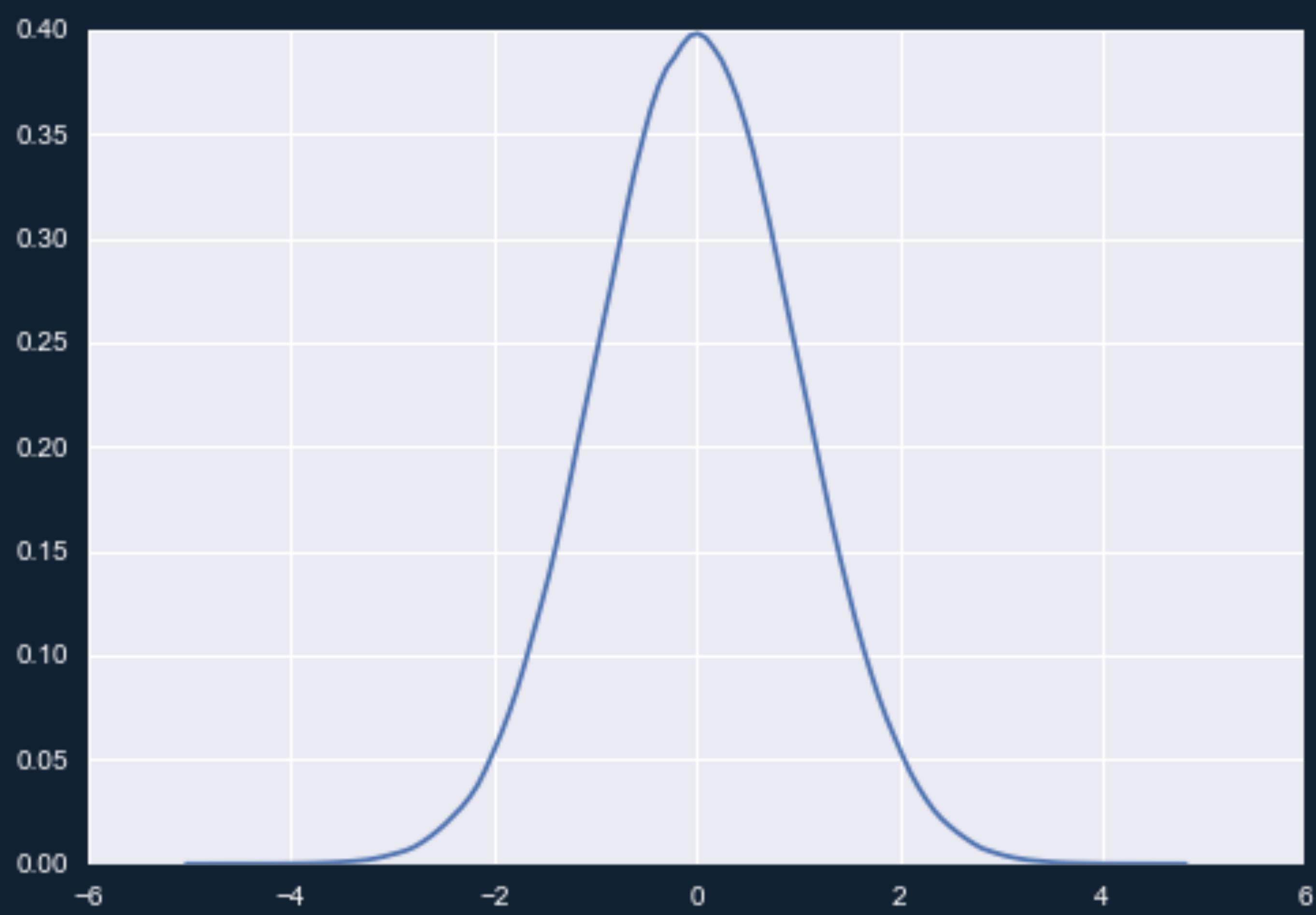
THAO

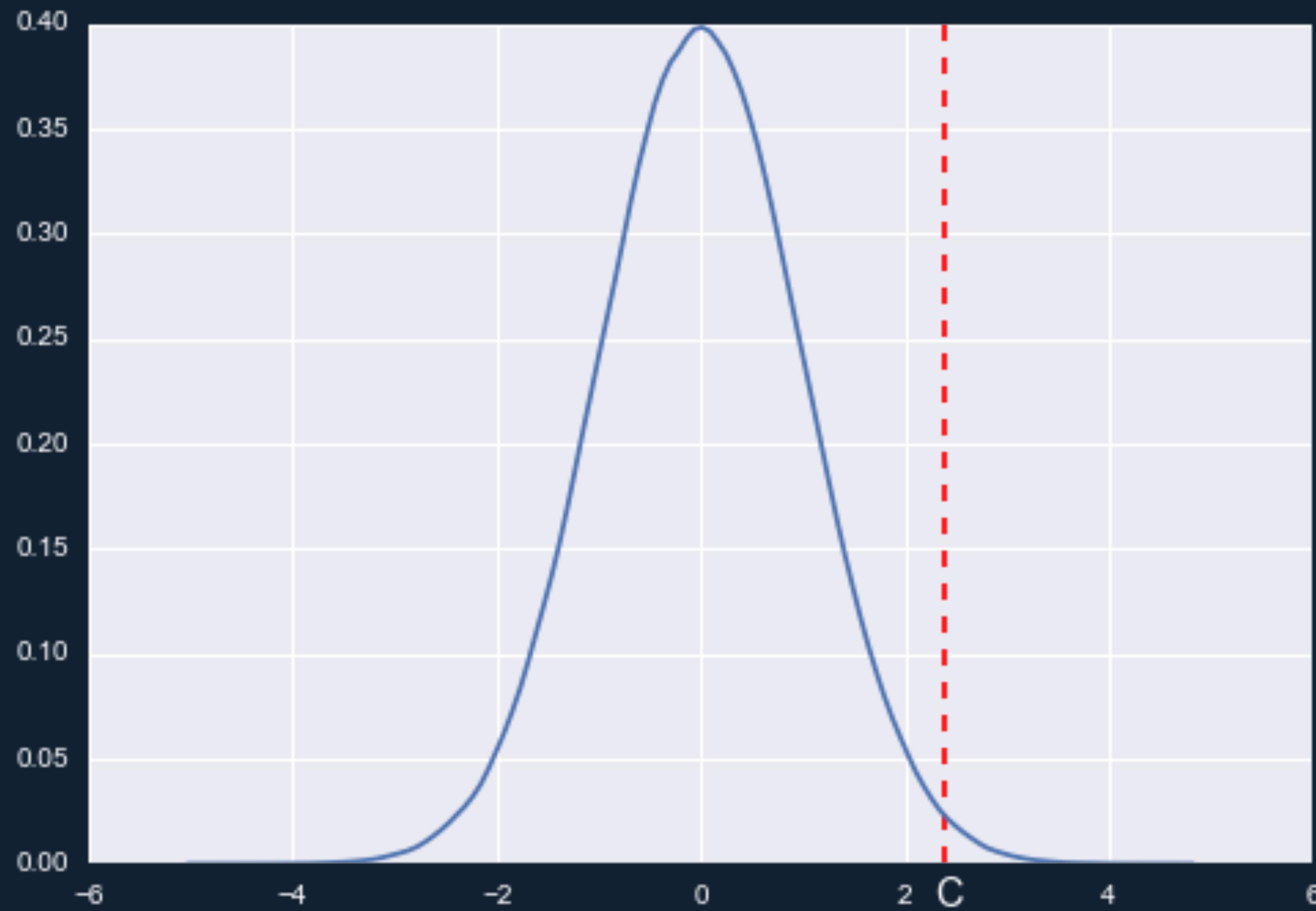
# TEST STATISTIC

$t$

# T-STATISTIC

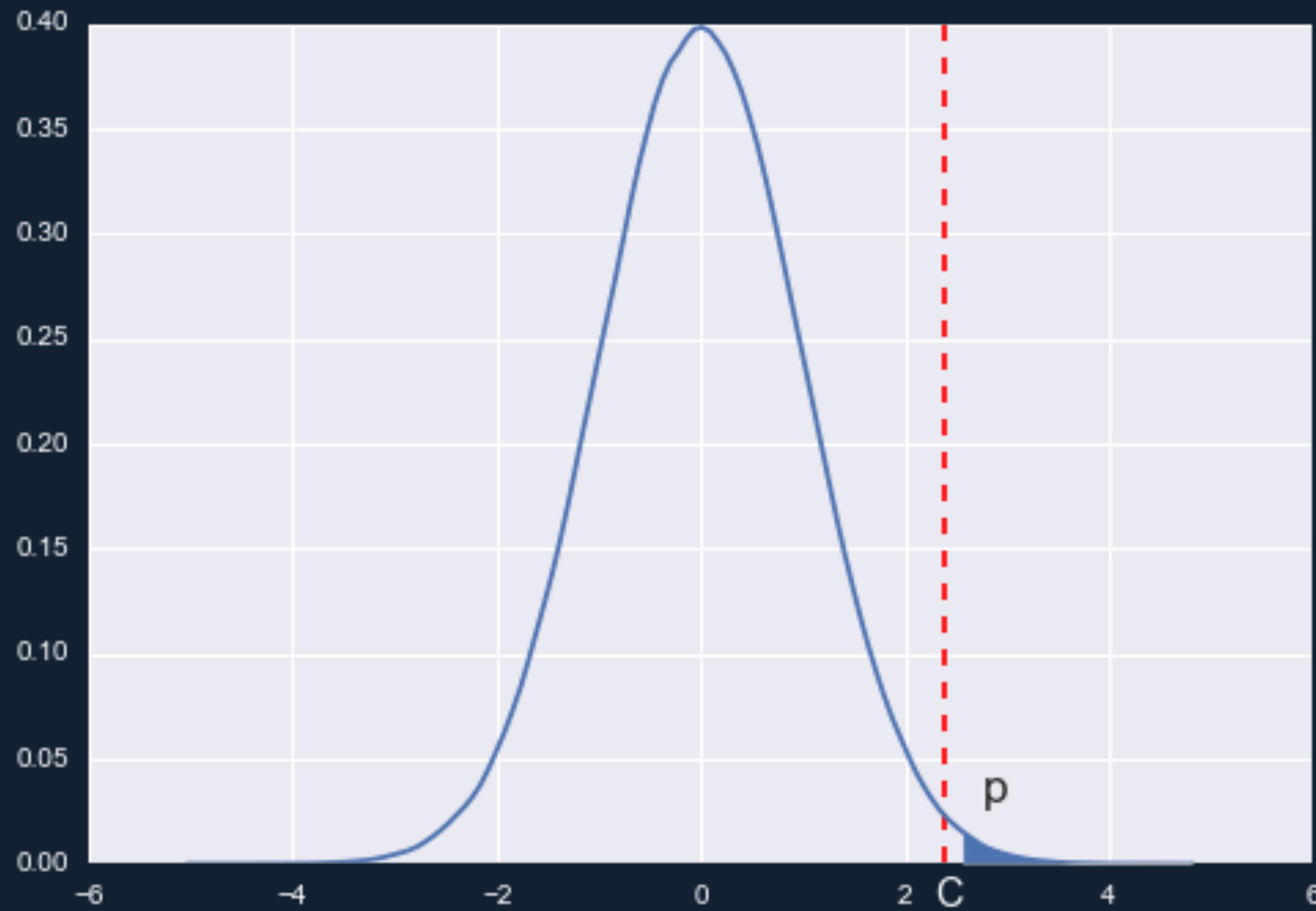
$$T = \sqrt{n} \frac{\bar{x} - \theta_0}{S}$$





$$Pr(T > c | H_0)$$

**PWALUE**



Decision on  
 $H_0$

Do not  
reject

Reject

		True	False
	Do not reject		Type II Error ( $\beta$ )
	Reject	Type I Error ( $\alpha$ )	

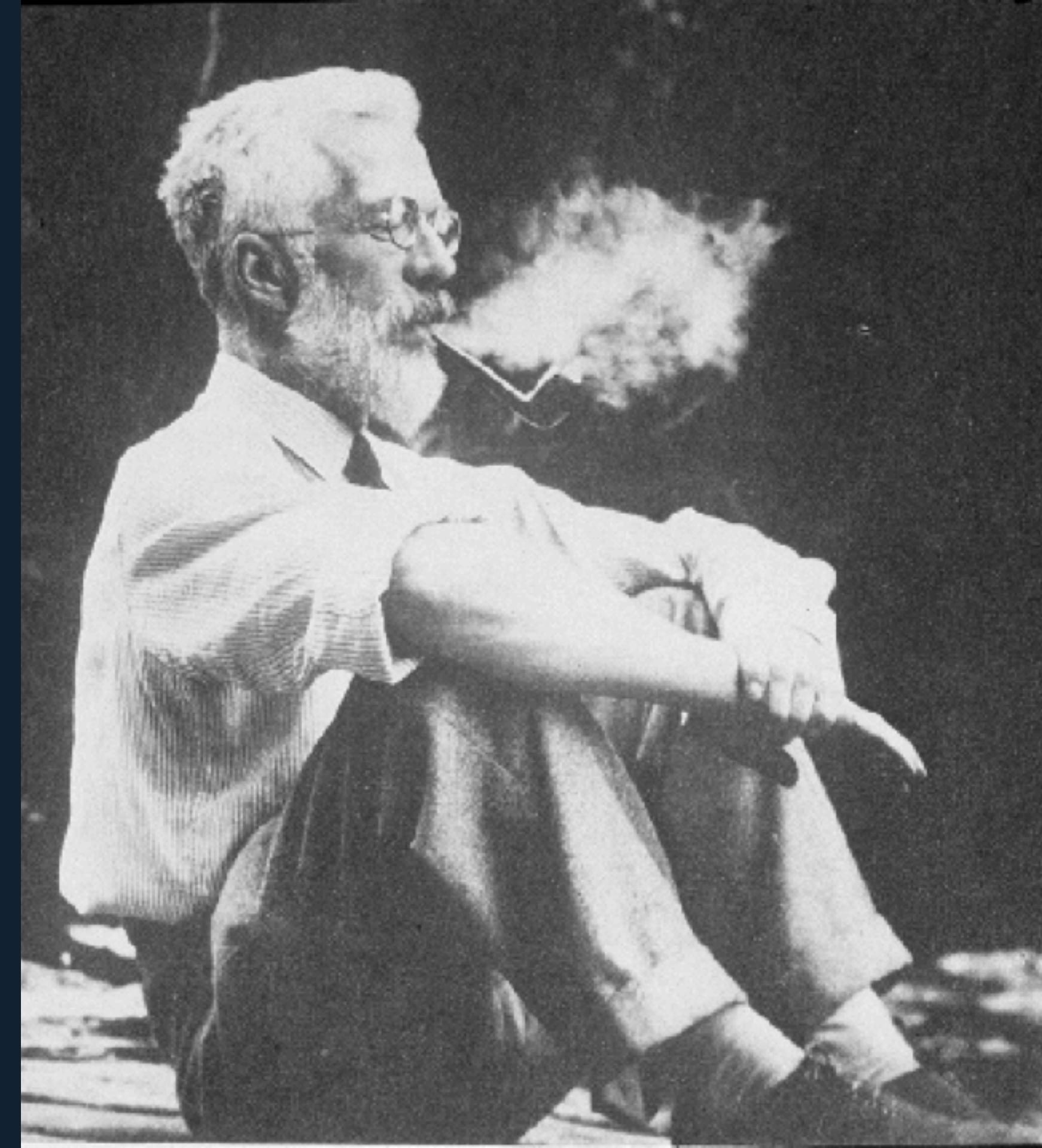
Truth about  
 $H_0$

# FALSE POSITIVE RATE

$\alpha = 0.05$

**"THE VALUE FOR WHICH  
 $p = 0.05$ , OR 1 IN 20,  
IS 1.96 OR NEARLY 2;  
IT IS CONVENIENT  
TO TAKE THIS POINT AS  
A LIMIT IN JUDGING  
WHETHER A DEVIATION  
OUGHT TO BE  
CONSIDERED  
SIGNIFICANT OR NOT."**

R.A. Fisher



**PWALUE**

**THE PROBABILITY THAT  
THE OBSERVED  
DIFFERENCES ARE DUE  
TO CHANCE**

~~THE PROBABILITY THAT  
THE PROBABILITY THAT  
THE OBSERVED  
THE OBSERVED  
DIFFERENCES ARE DUE  
DIFFERENCES ARE DUE  
TO CHANCE  
TO CHANCE~~

# A MEASURE OF THE RELIABILITY OF THE RESULT

$$(1 - p)$$

A MEASURE OF THE  
RELIABILITY OF THE  
RESULT

$$(1 - p)$$

**THE PROBABILITY THAT  
THE NULL HYPOTHESIS  
IS TRUE**

~~THE PROBABILITY THAT  
THE NULL HYPOTHESIS  
IS TRUE~~

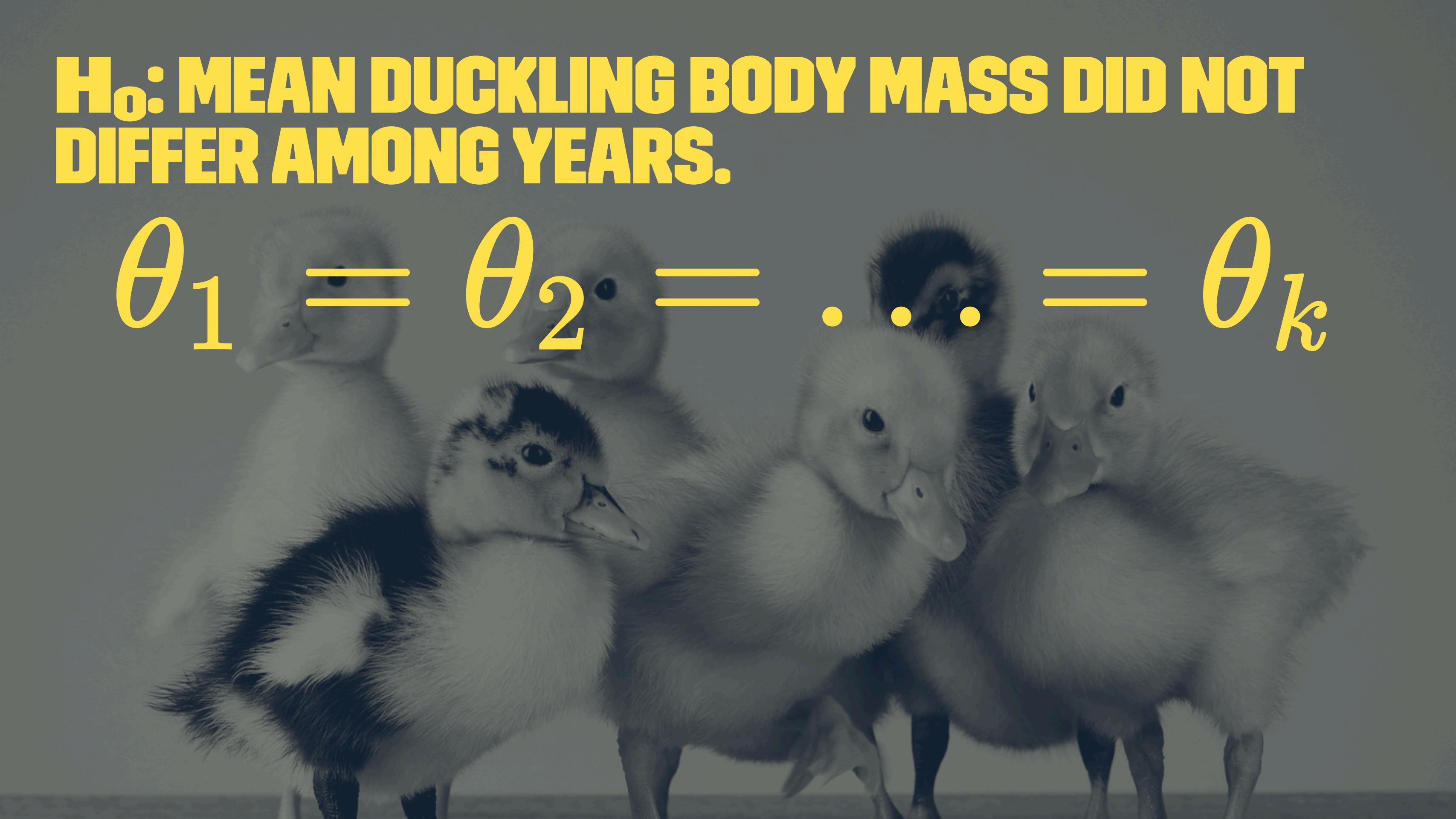
**"IF AN EXPERIMENT WERE REPEATED INFINITELY, P REPRESENTS THE PROPORTION OF VALUES MORE EXTREME THAN THE OBSERVED VALUE, GIVEN THAT THE NULL HYPOTHESIS IS TRUE."**

**H<sub>0</sub>: MEAN DUCKLING BODY MASS DID NOT  
DIFFER AMONG YEARS.**



**H<sub>0</sub>: MEAN DUCKLING BODY MASS DID NOT DIFFER AMONG YEARS.**

$$\theta_1 = \theta_2 = \dots = \theta_k$$



**H<sub>0</sub>: THE PREVALENCE OF AUTISM SPECTRUM  
DISORDER FOR MALES AND FEMALES WERE  
EQUAL.**



**H<sub>0</sub>: THE PREVALENCE OF AUTISM SPECTRUM DISORDER FOR MALES AND FEMALES WERE EQUAL.**

$$\theta_f = \theta_m$$

**H<sub>0</sub>: THE DENSITY OF LARGE TREES IN LOGGED  
AND UNLOGGED FOREST STANDS WERE  
EQUAL**



**H<sub>0</sub>: THE DENSITY OF LARGE TREES IN LOGGED  
AND UNLOGGED FOREST STANDS WERE  
EQUAL**

$$\theta_{unlogged} = \theta_{logged}$$

# STATISTICAL STRAW MAN

$\mu_0 = \mu_1$

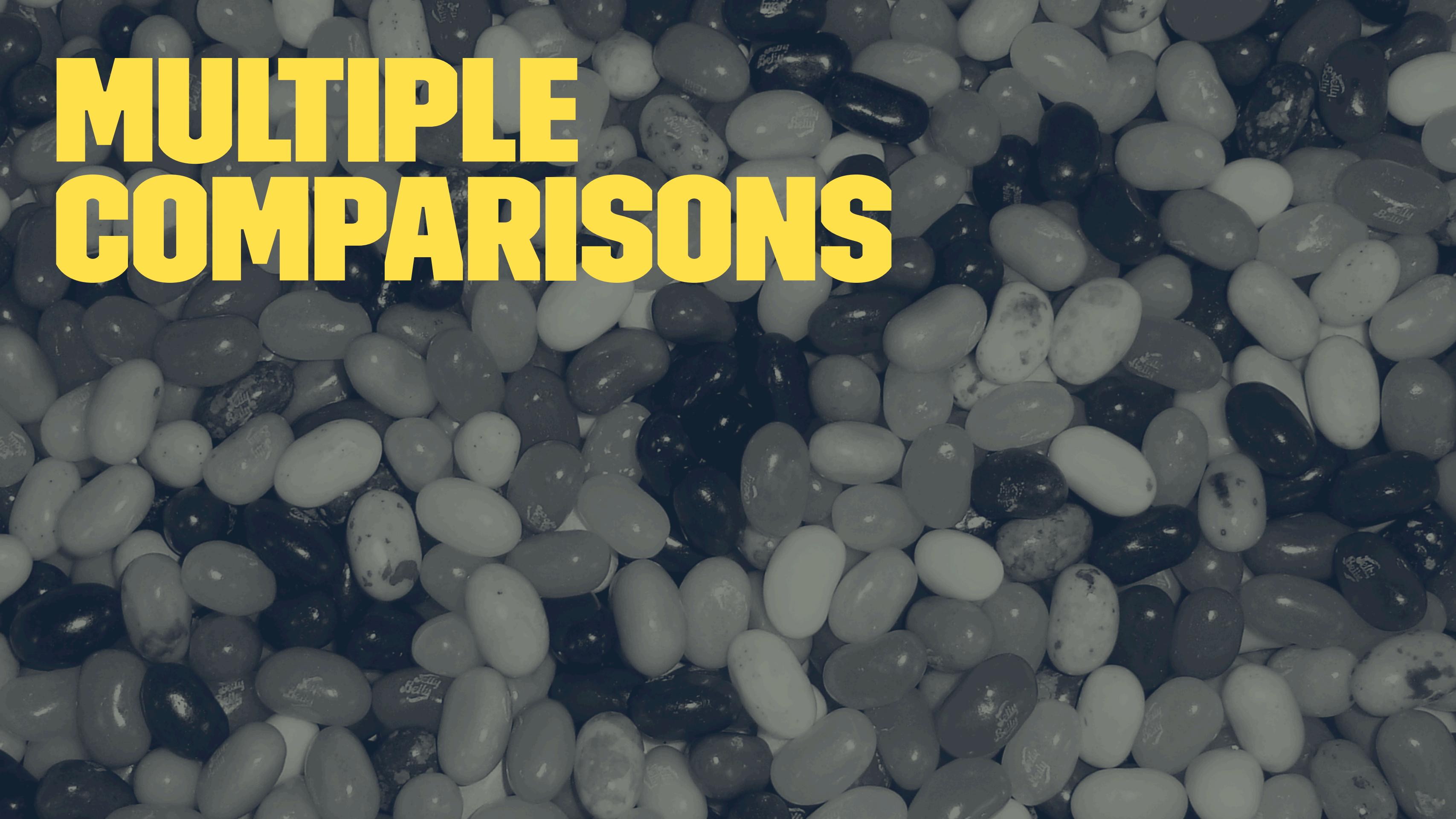
# STATISTICAL HYPOTHESES ARE NOT INTERESTING

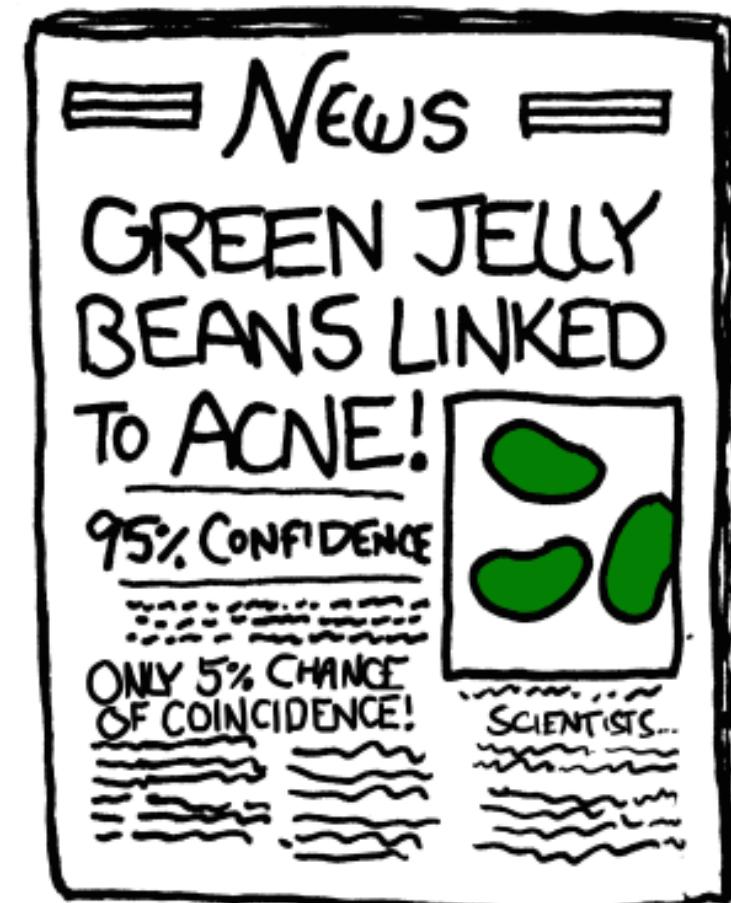
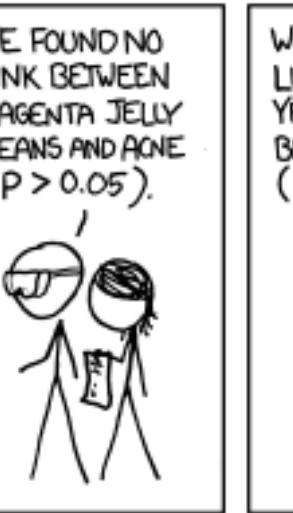
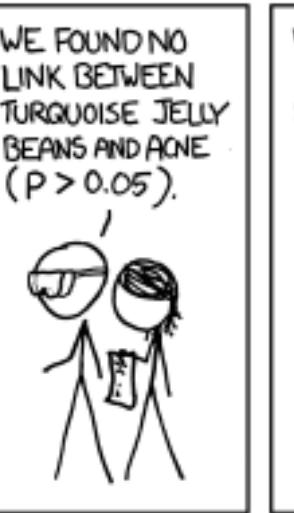
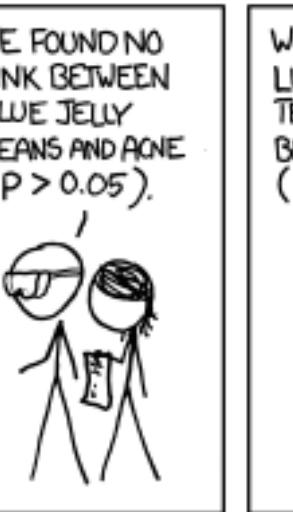
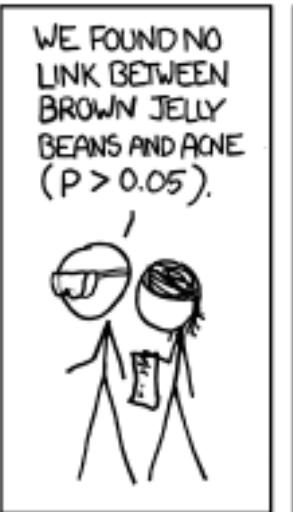
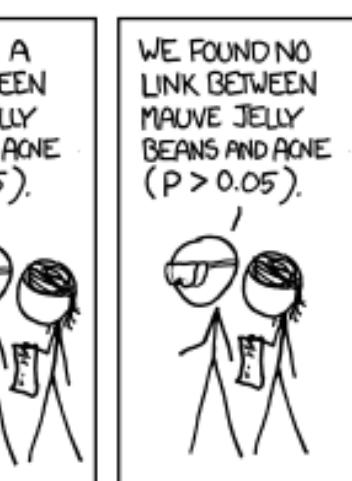
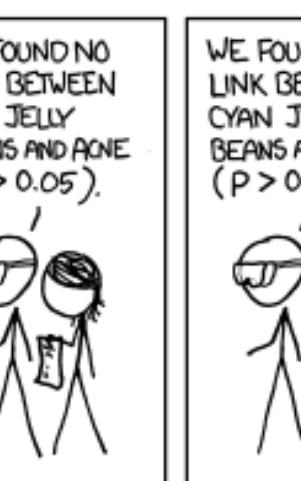
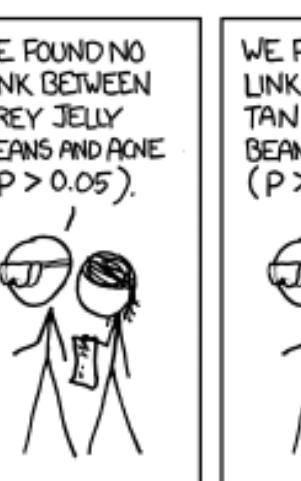


# HYPOTHESIS TESTS ARE NOT DECISION SUPPORT TOOLS



# MULTIPLE COMPARISONS





# FAMILY-WISE ERROR RATE

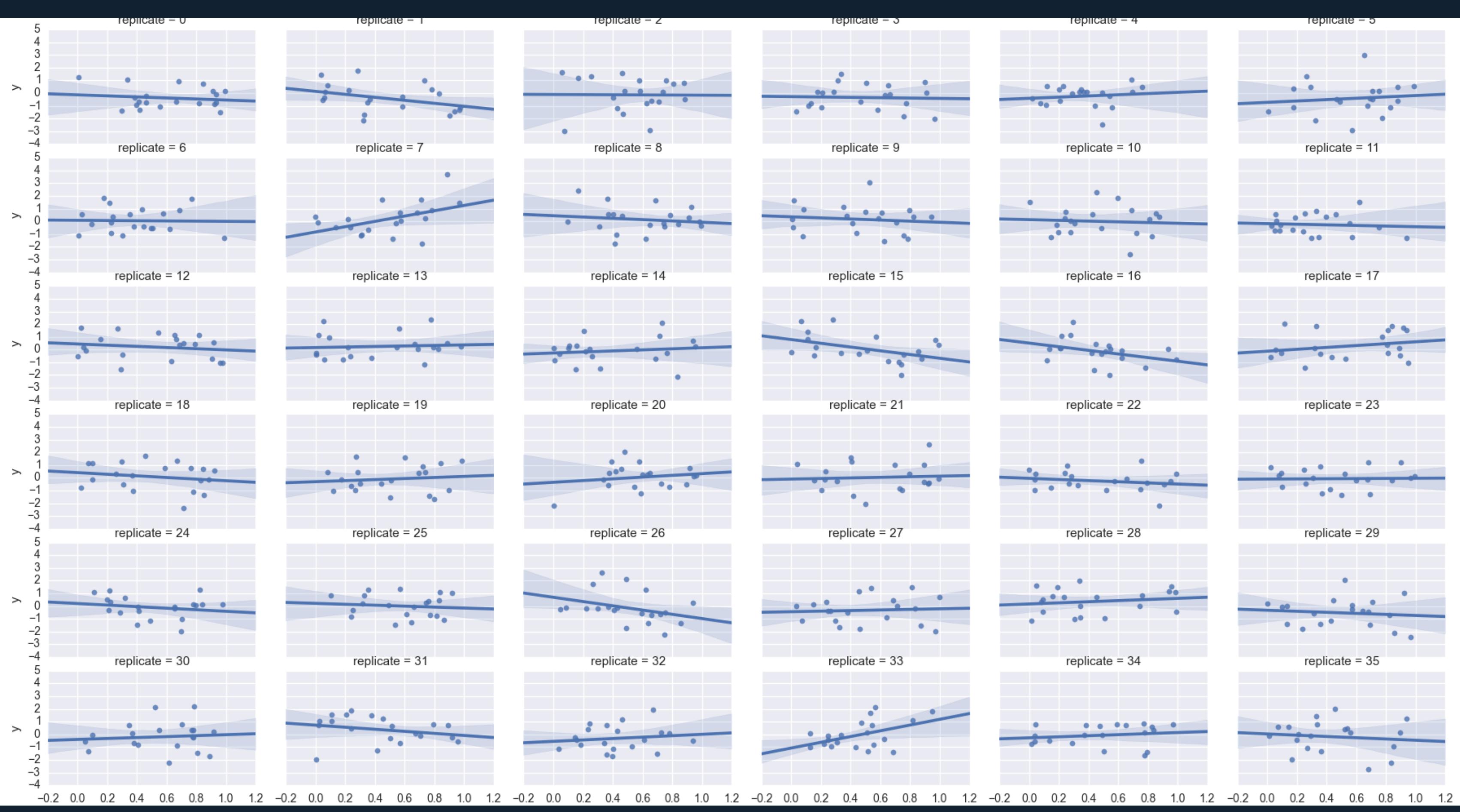
$$\alpha_{fw} = 1 - (1 - \alpha)^n$$

```
>>> 1. - (1. - 0.05) ** 20  
0.6415140775914581
```

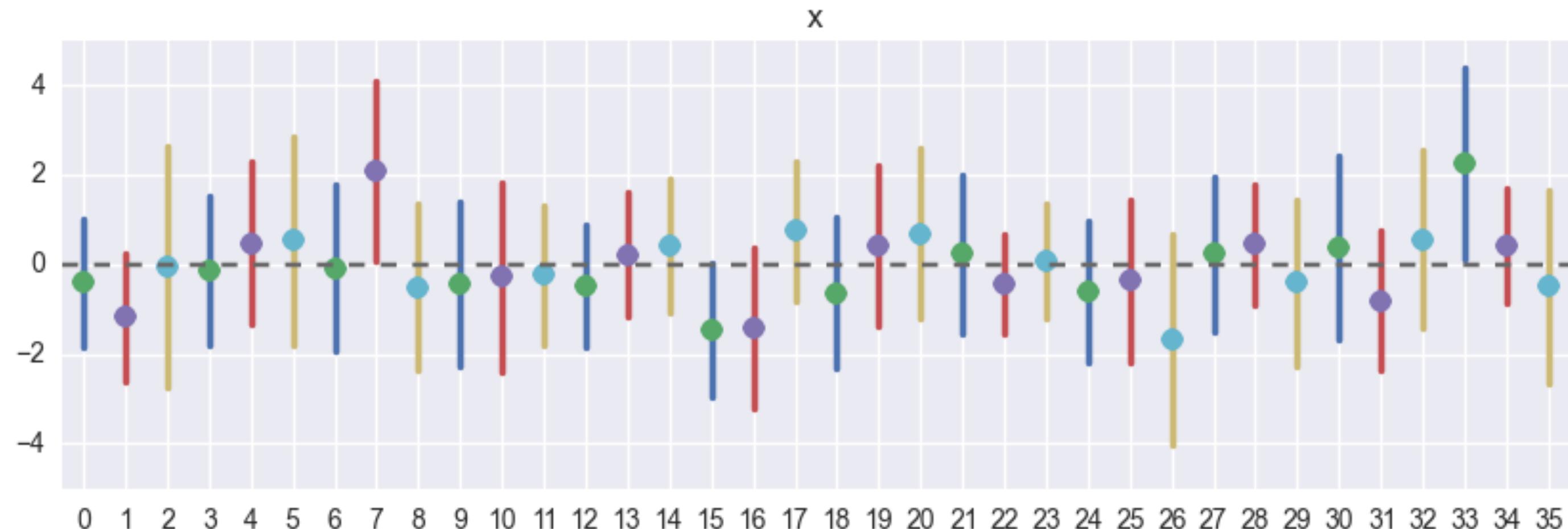
```
import seaborn as sb
import pandas as pd

n = 20
r = 36

df = pd.concat([pd.DataFrame({'y':np.random.normal(size=n),
                             'x':np.random.random(n),
                             'replicate':[i]*n}) for i in range(r)])
sb.lmplot('x', 'y', df, col='replicate', col_wrap=6)
```



# STATISTICALLY SIGNIFICANT!



# Why Most Published Research Findings Are False

John P.A. Ioannidis

## Summary

There is increasing concern that most current published research findings are false. The probability that a research claim is true may depend on study power and bias, the number of other studies on the same question, and, importantly, the ratio of true to no relationships among the relationships probed in each scientific field. In this framework, a research finding is less likely to be true when the studies conducted in a field are smaller; when effect sizes are smaller; when there is a greater number and lesser preselection of tested relationships; where there is greater flexibility in designs, definitions, outcomes, and analytical modes; when there is greater financial and other interest and prejudice; and when more

factors that influence this problem and some corollaries thereof.

## Modeling the Framework for False Positive Findings

Several methodologists have pointed out [9–11] that the high rate of nonreplication (lack of confirmation) of research discoveries is a consequence of the convenient, yet ill-founded strategy of claiming conclusive research findings solely on the basis of a single study assessed by formal statistical significance, typically for a *p*-value less than 0.05. Research is not most appropriately represented and summarized by *p*-values, but, unfortunately, there is a widespread notion that medical research articles

is characteristic of the field and can vary a lot depending on whether the field targets highly likely relationships or searches for only one or a few true relationships among thousands and millions of hypotheses that may be postulated. Let us also consider, for computational simplicity, circumscribed fields where either there is only one true relationship (among many that can be hypothesized) or the power is similar to find any of the several existing true relationships. The pre-study probability of a relationship being true is  $R/(R + 1)$ . The probability of a study finding a true relationship reflects the power  $1 - \beta$  (one minus the Type II error rate). The probability of claiming a relationship when none truly exists reflects the Type I error

# "DESPITE A LARGE STATISTICAL LITERATURE FOR MULTIPLE TESTING CORRECTIONS, USUALLY IT IS IMPOSSIBLE TO DECIPHER HOW MUCH DATA DREDGING BY THE REPORTING AUTHORS OR OTHER RESEARCH TEAMS HAS PRECEDED A REPORTED RESEARCH FINDING!"

relationships probed in each scientific field. In this framework, a research finding is less likely to be true when the studies conducted in a field are smaller; when effect sizes are smaller; when there is a greater number and lesser preselection of tested relationships; where there is greater flexibility in designs, definitions, outcomes, and analytical modes; when there is greater financial and other interest and prejudice; and when more

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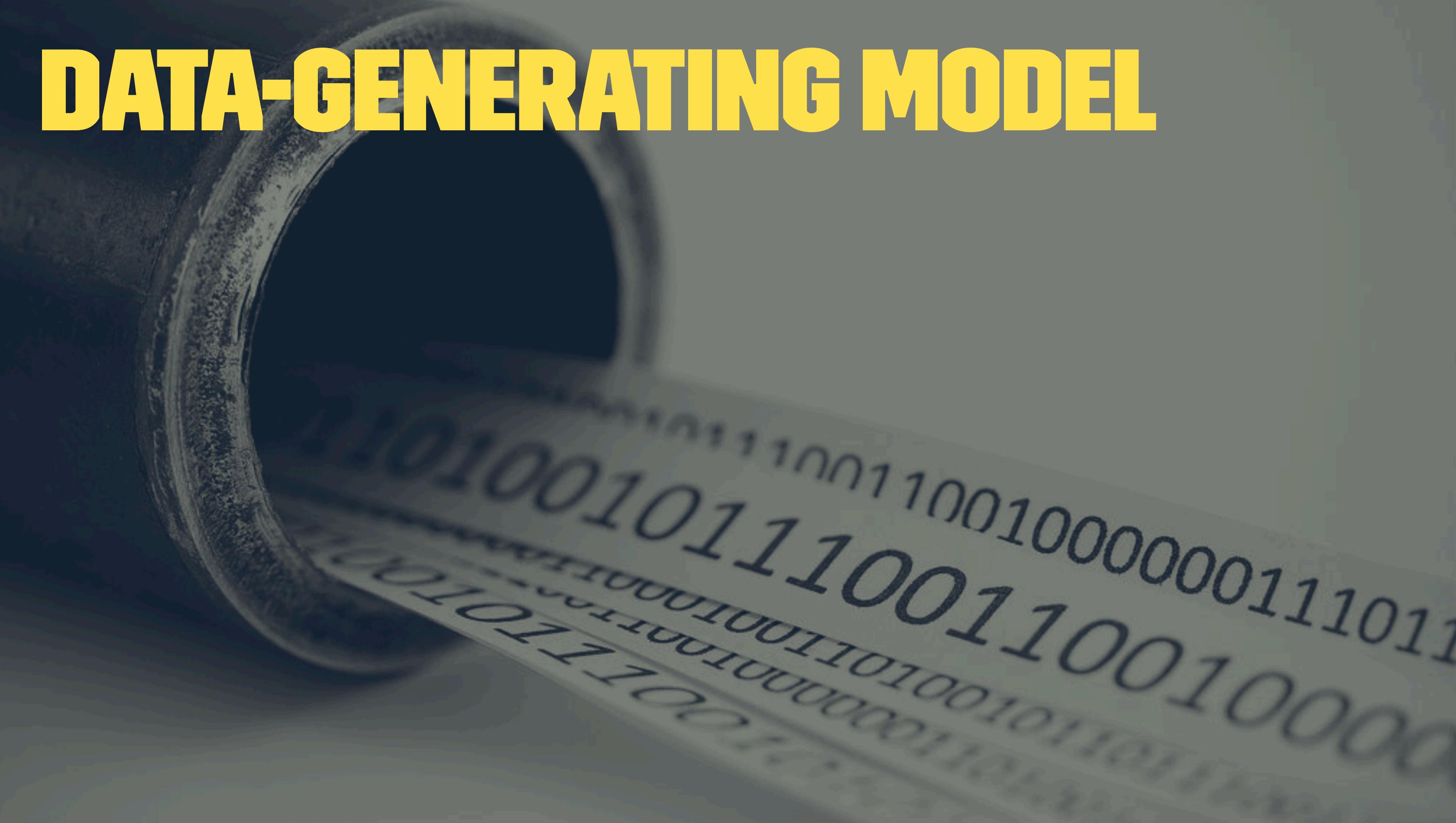
**WHAT'S THE  
ALTERNATIVE?**

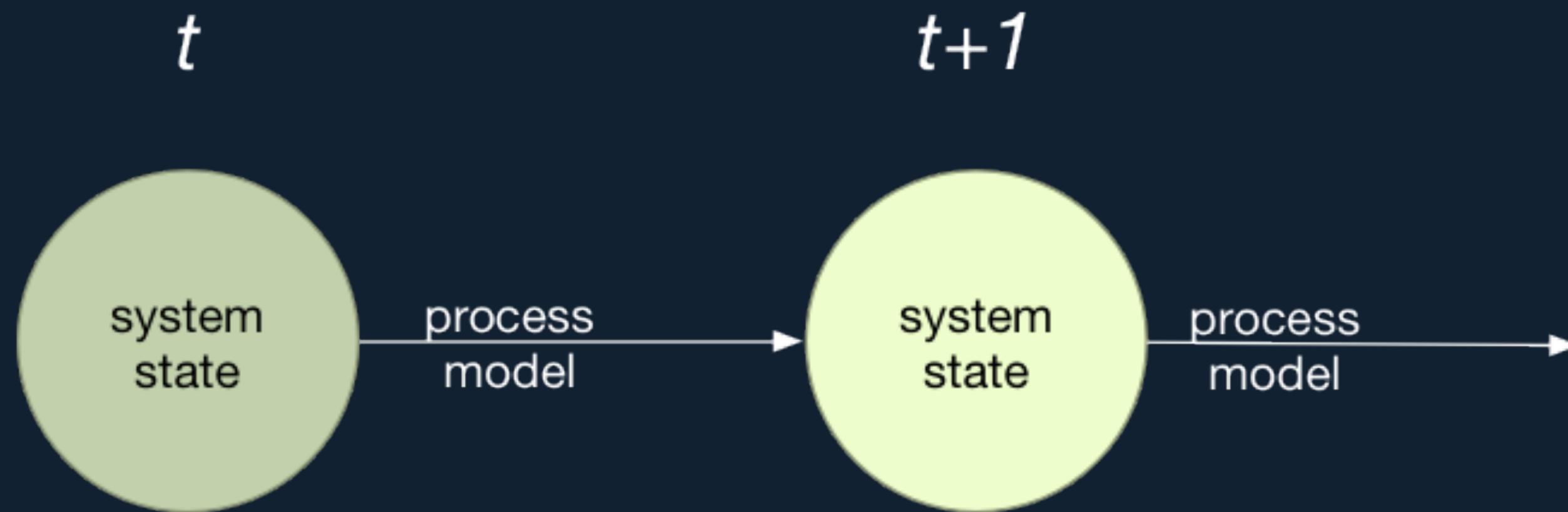
**BUILD  
MODELS  
AND USE THEM TO  
ESTIMATE  
THINGS WE CARE  
ABOUT**

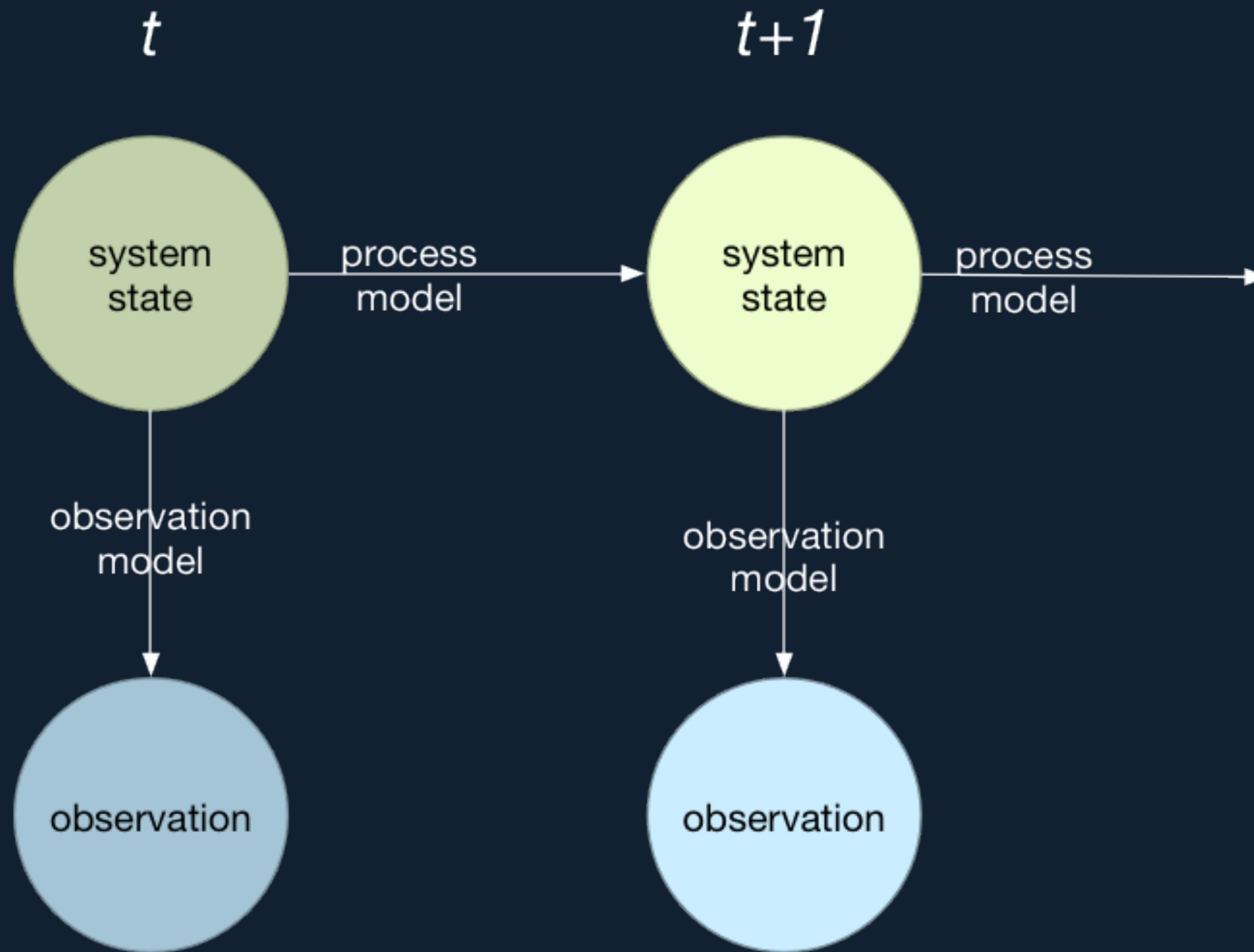
# EFFECT SIZE ESTIMATION

$$d \equiv \theta_1 - \theta_2$$

# DATA-GENERATING MODEL









# FLORIDA MANATEE

*Trichechus manatus*







# OCCUPIED?



**OCCUPIED?  
AVAILABLE?**

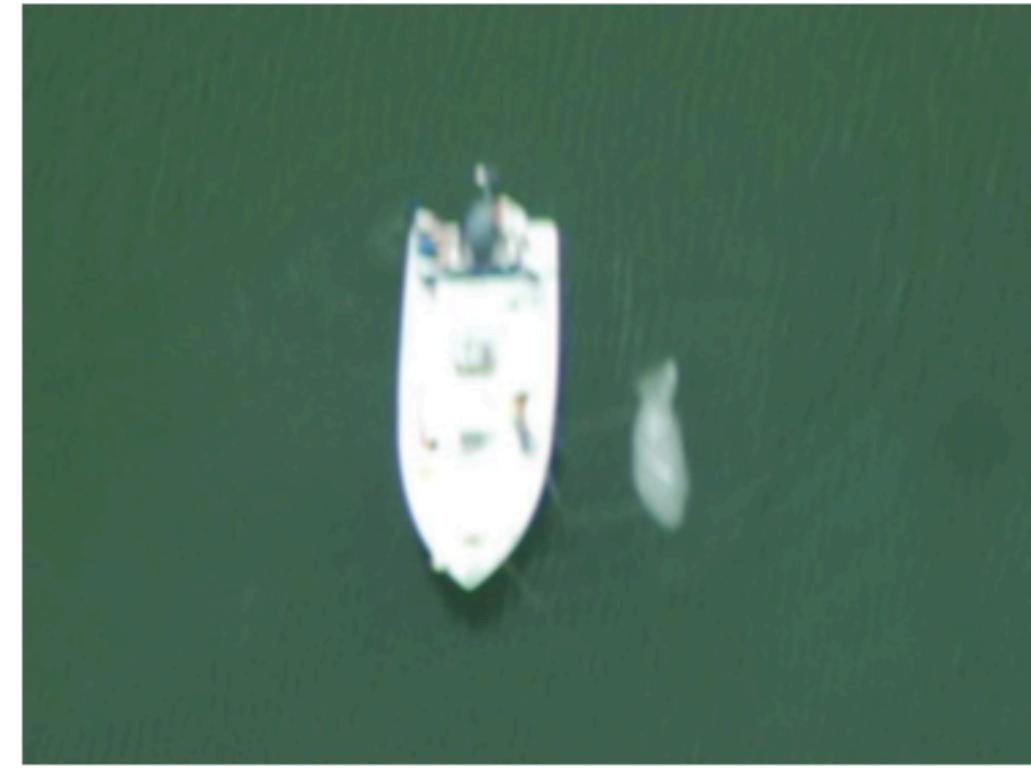
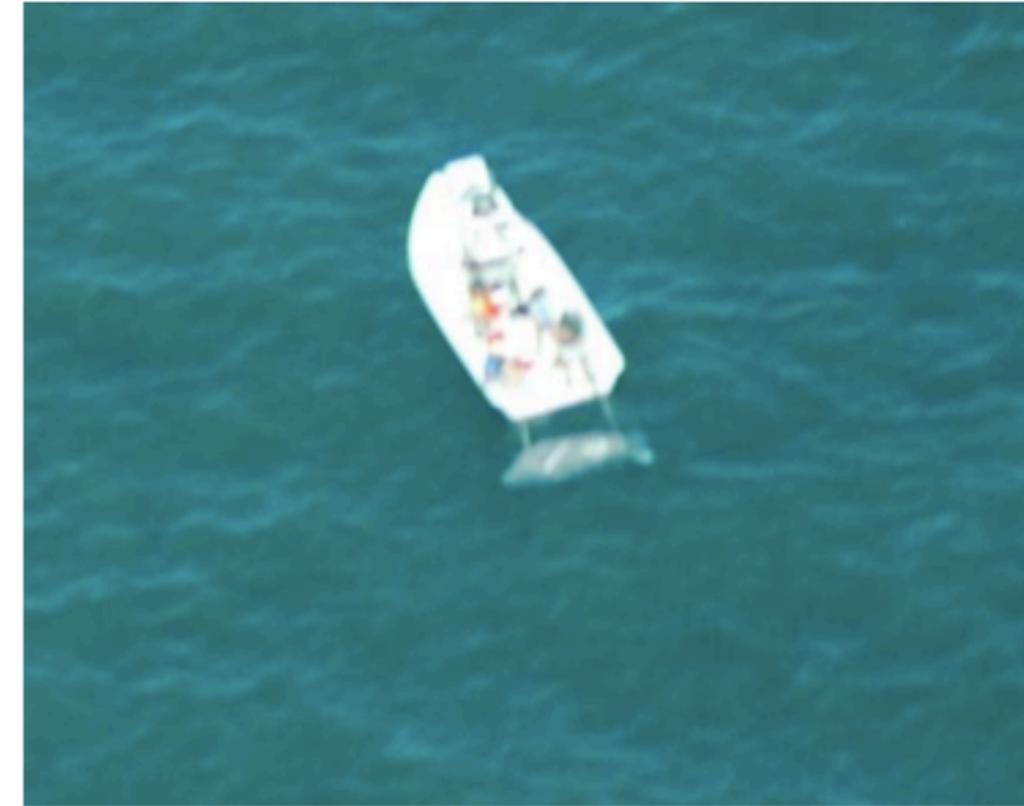


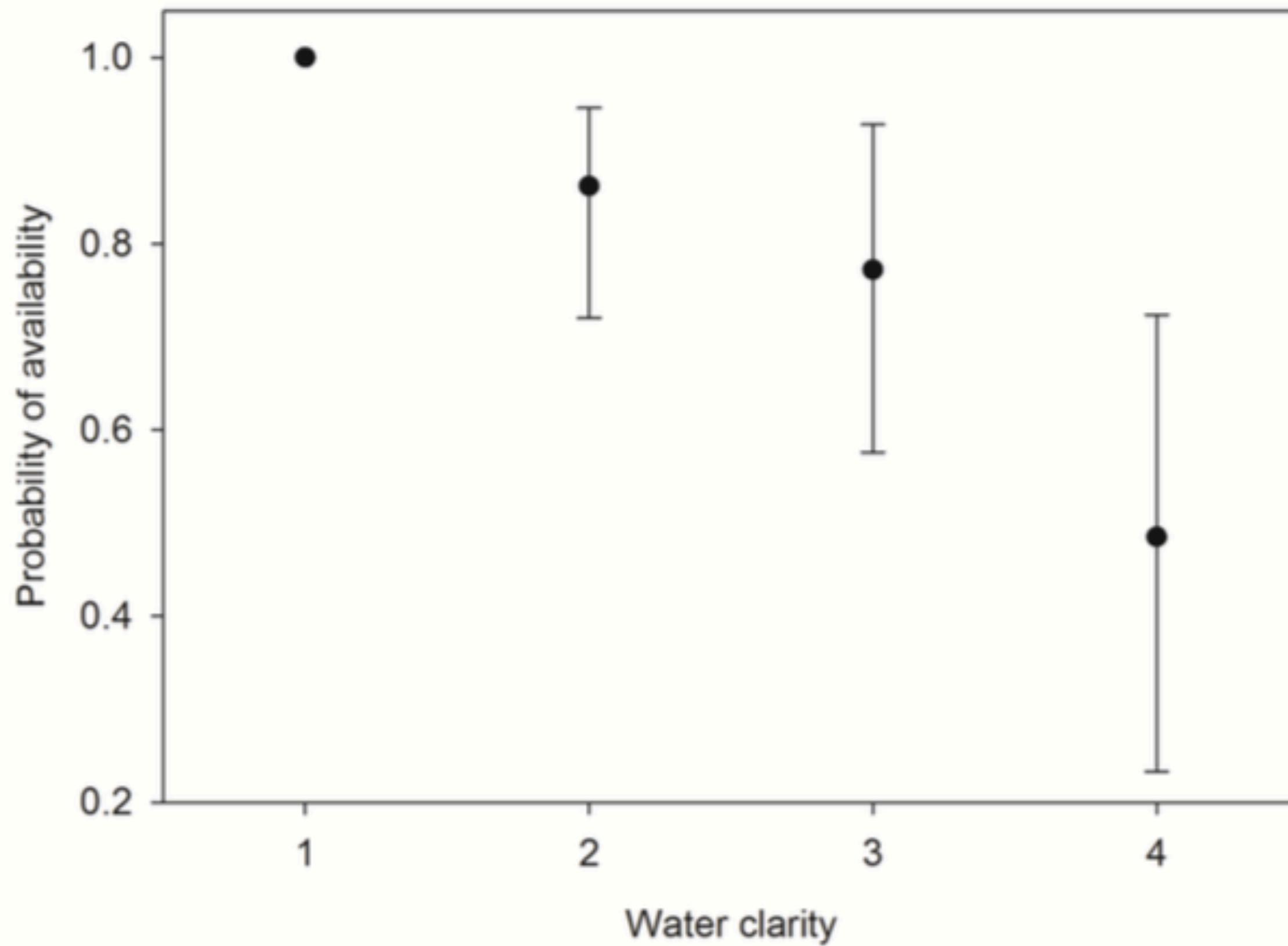
**OCCUPIED?  
AVAILABLE?  
SEEN?**



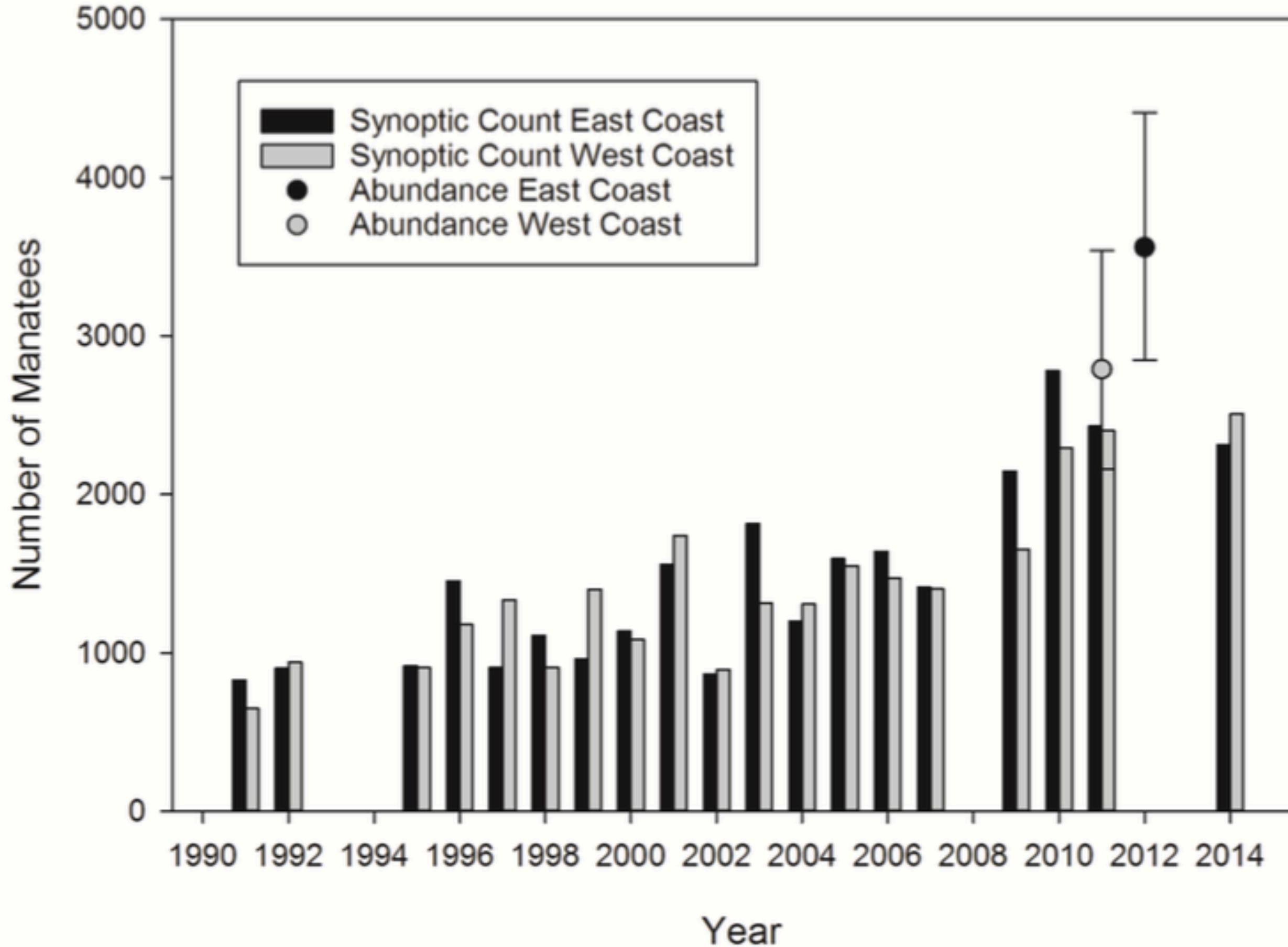


# ESTIMATING VISIBILITY









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[Dengue Trends](#)

[Flu Trends](#)

[Home](#)

United States



Tennessee



[Download data](#)

[How does this work?](#)

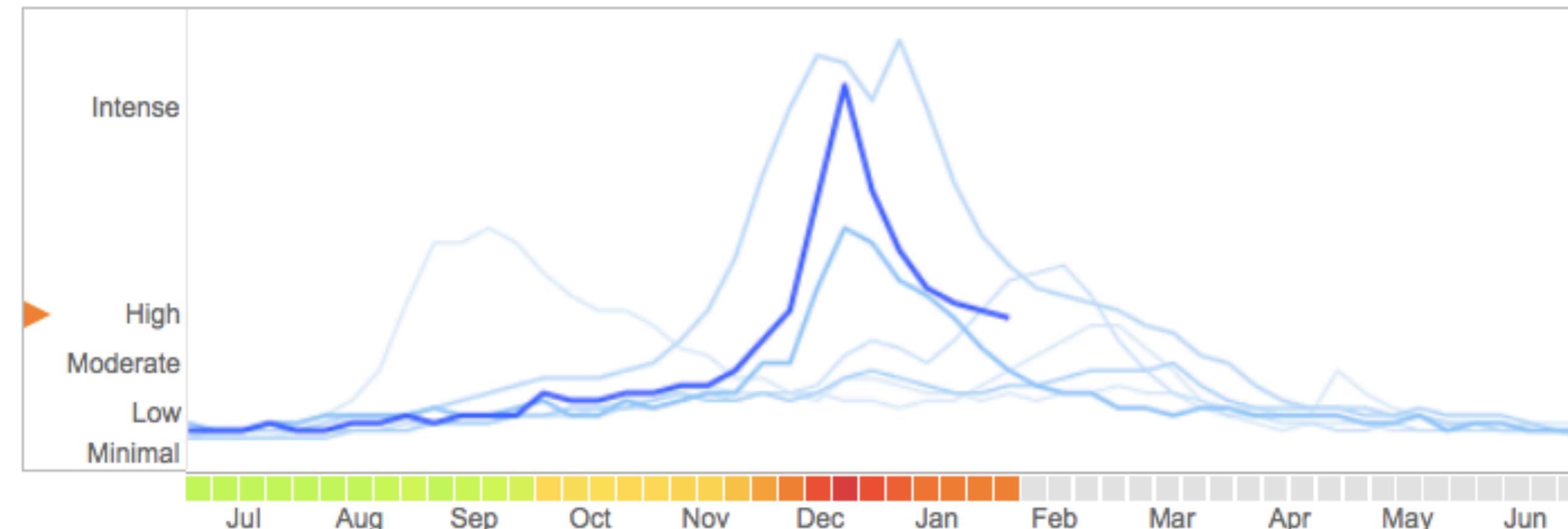
[FAQ](#)

## Explore flu trends - United States

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

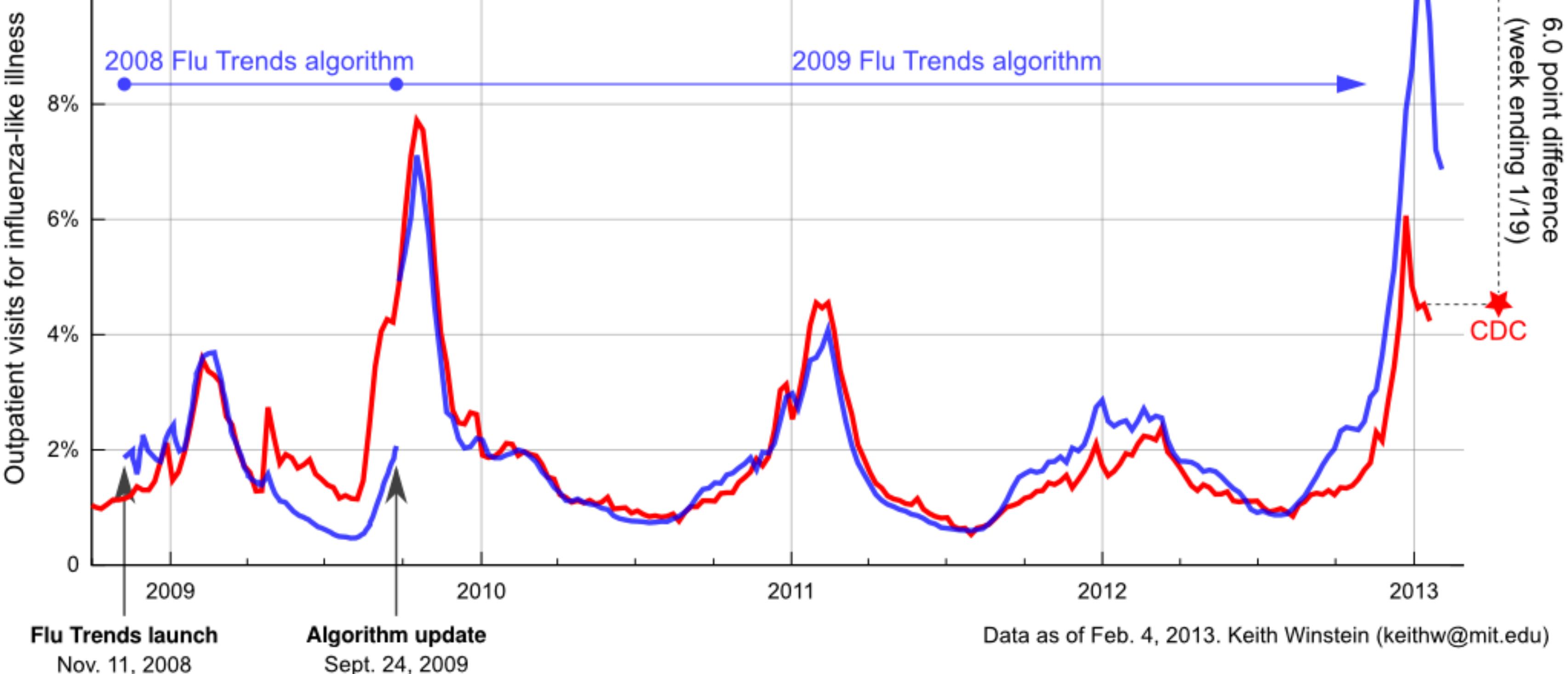
[United States > Tennessee](#)

● 2014-2015 ● Past years ▾



[States](#) | [Cities \(Experimental\)](#)

## Google Flu Trends appears to have overstated 2012-13 U.S. flu intensity



Sources: [http://www.google.org/flu\\_trends/us](http://www.google.org/flu_trends/us), CDC ILINet data from <http://gis.cdc.gov/grasp/fluview/fluportaldashboard.html>,  
Cook et al. (2011) Assessing Google Flu Trends Performance in the United States during the 2009 Influenza Virus A (H1N1) Pandemic.

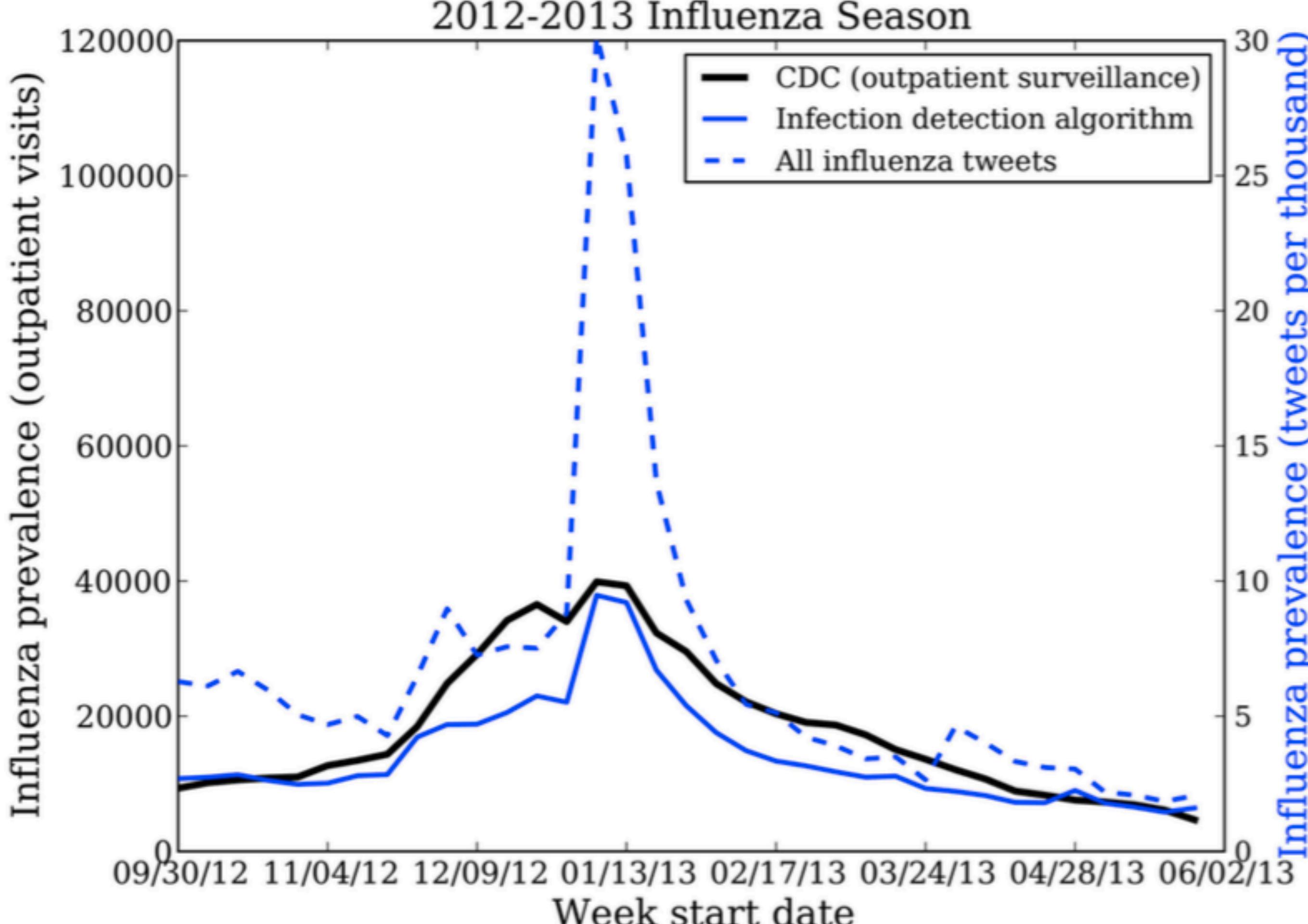
# National and Local Influenza Surveillance through Twitter: An Analysis of the 2012-2013 Influenza Epidemic

David A. Broniatowski<sup>1,2</sup>, Michael J. Paul<sup>3\*</sup>, Mark Dredze<sup>4</sup>

**1** Department of Engineering Management and Systems Engineering, The George Washington University, Washington, District of Columbia, United States of America, **2** Center for Advanced Modeling in the Social, Behavioral, and Health Sciences, Department of Emergency Medicine, School of Medicine, Johns Hopkins University, Baltimore, Maryland, United States of America, **3** Department of Computer Science and Center for Language and Speech Processing, Johns Hopkins University, Baltimore, Maryland, United States of America, **4** Human Language Technology Center of Excellence and Department of Computer Science, Johns Hopkins University, Baltimore, Maryland, United States of America

## Abstract

Social media have been proposed as a data source for influenza surveillance because they have the potential to offer real-time access to millions of short, geographically localized messages containing information regarding personal well-being. However, accuracy of social media surveillance systems declines with media attention because media attention increases “chatter” – messages that are about influenza but that do not pertain to an actual infection – masking signs of true influenza prevalence. This paper summarizes our recently developed influenza infection detection algorithm that automatically distinguishes relevant tweets from other chatter, and we describe our current influenza surveillance system which was actively deployed during the full 2012-2013 influenza season. Our objective was to analyze the performance of this system during the most recent 2012–2013 influenza season and to analyze the performance at multiple levels of geographic granularity, unlike past studies that focused on national or regional surveillance. Our system’s influenza prevalence estimates were strongly correlated with surveillance data from the Centers for Disease Control and Prevention for the United States ( $r = 0.93$ ,  $p < 0.001$ ) as well as surveillance data from the Department of Health and Mental Hygiene of New York City ( $r = 0.88$ ,  $p < 0.001$ ). Our system detected the weekly changes in direction (increasing or decreasing) of influenza prevalence with 85% accuracy, a nearly twofold



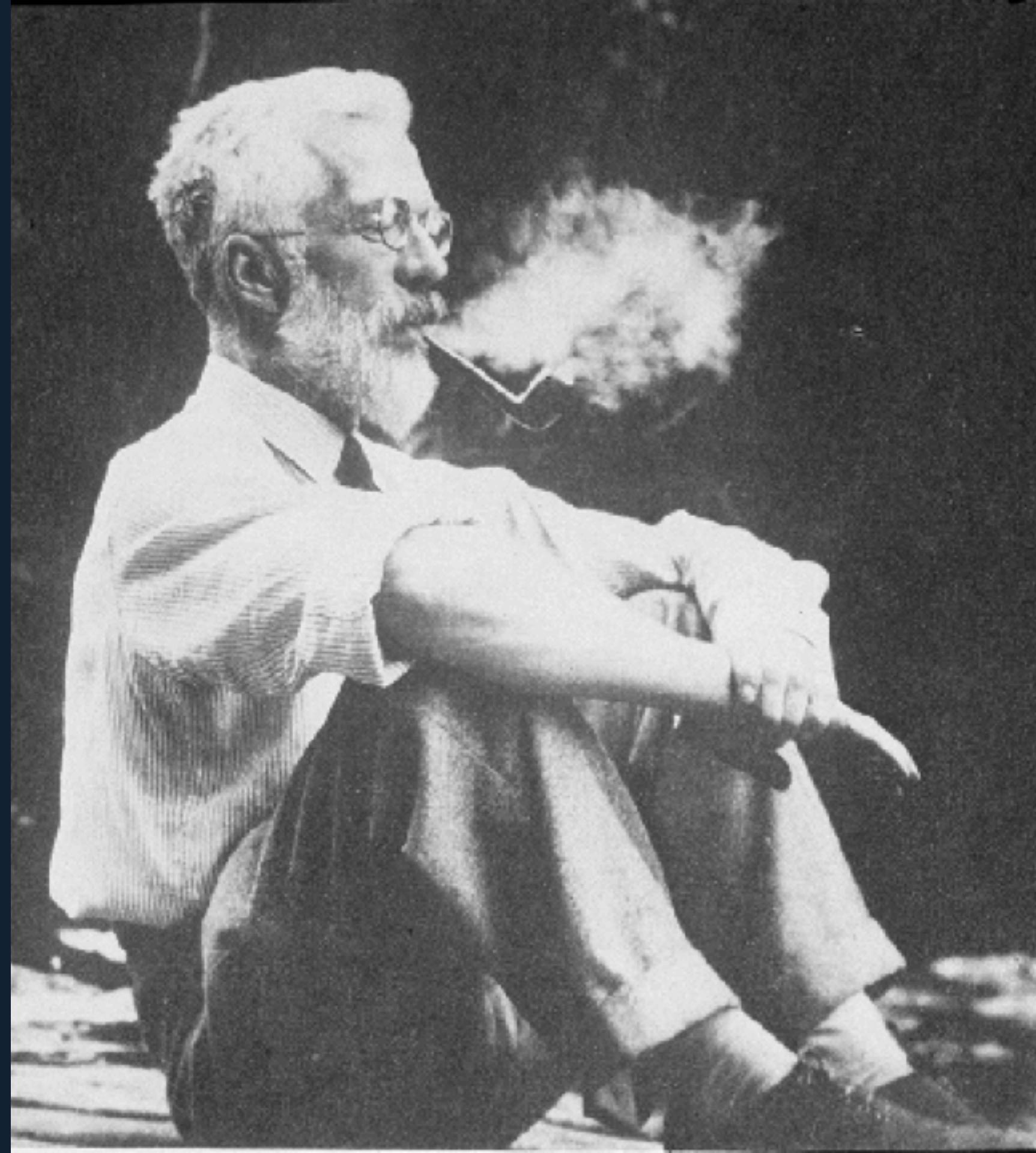
# BAYESIAN STATISTICS

$$P(A|B) = \frac{P(B|A) P(A)}{P(B)}$$

Model

$Pr(y|\theta)$

Data



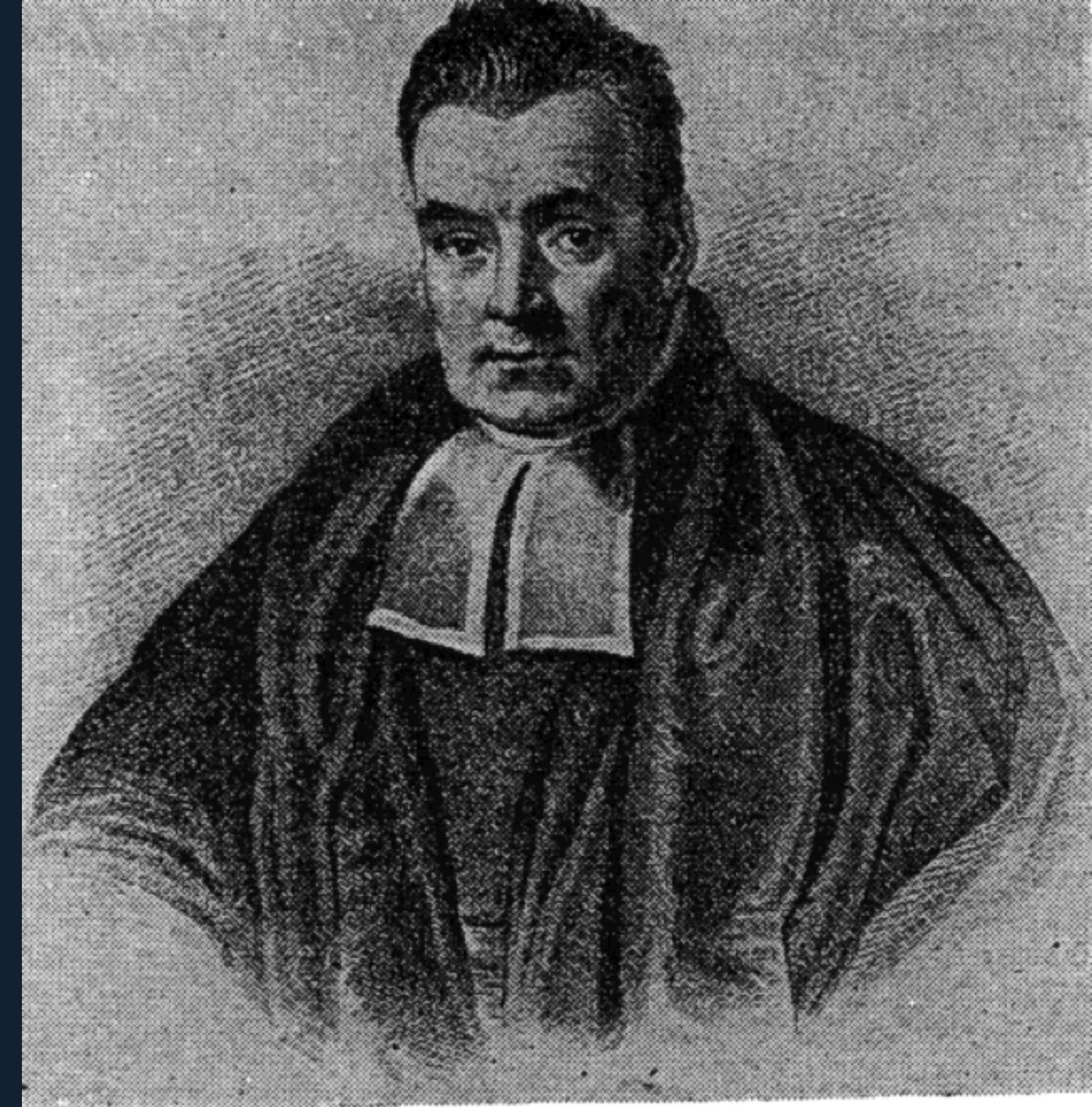
Model

⋮

$$Pr(\theta|y)$$

⋮

Data



REV. T. BAYES

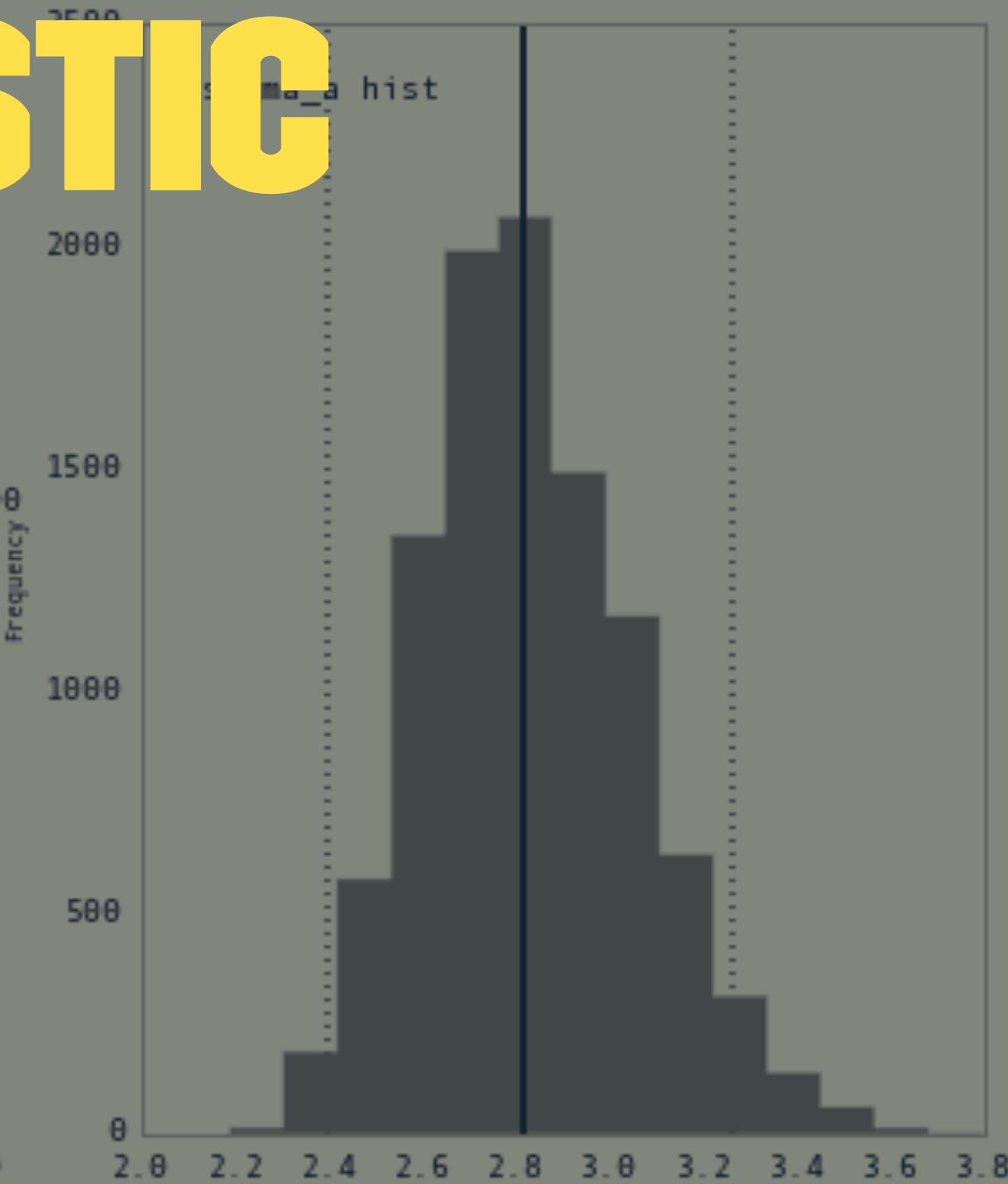
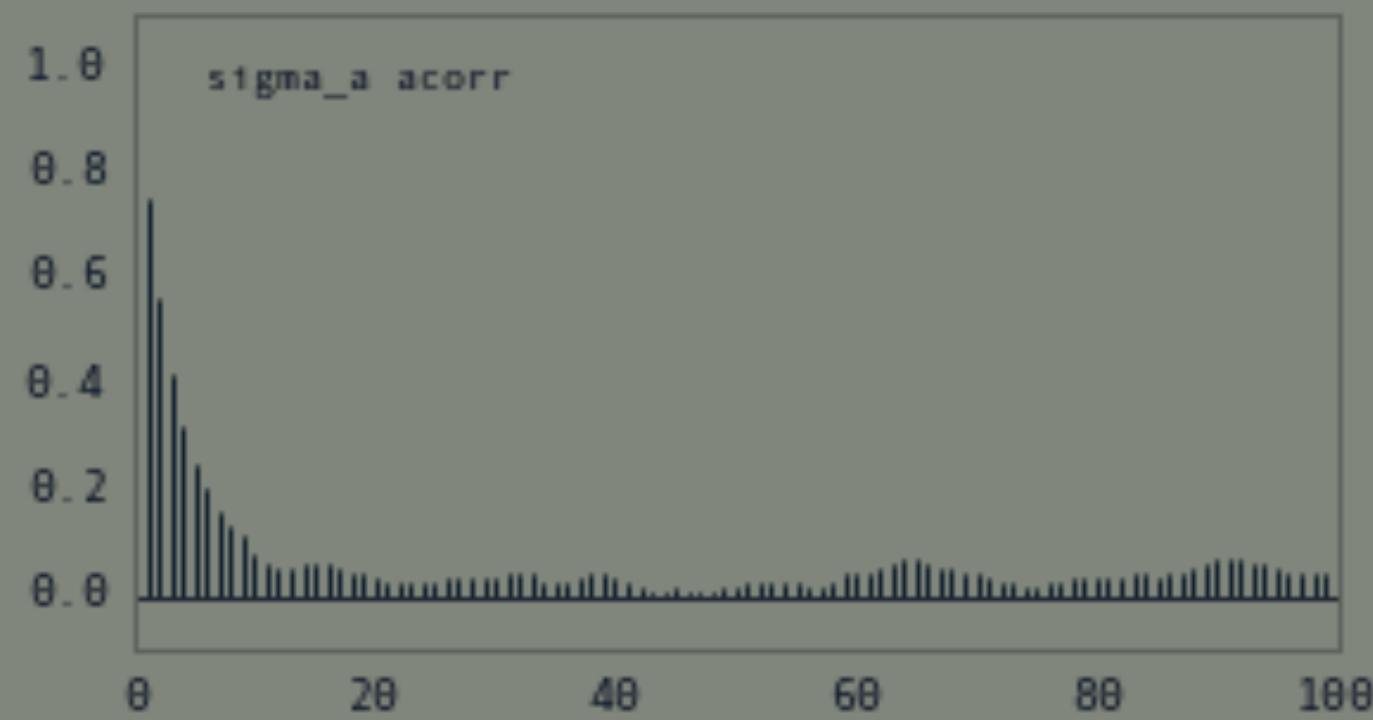
# BAYES' FORMULA

$$Pr(\theta|y) = \frac{Pr(y|\theta)Pr(\theta)}{Pr(y)}$$

Posterior      Likelihood      Prior



# PROBABILISTIC MODELING



# EVIDENCE-BASED MEDICINE



**ASD INTERVENTIONS  
RESEARCH  
19 INDEPENDENT STUDIES  
27 DIFFERENT INTERVENTIONS**

localhost

jupyter ASD Interventions Meta-analysis (autosaved)

Python 3

Counts of unique treatments (treatment names)

```
In [13]: cognition.treatment.value_counts()
```

Eclectic	4
EIBI	3
ABA	3
TAU	3
control / TAU	2
Parent training	2
Clinic directed	1
Special nursery	1
Low intensity behavioral	1
Assess & Monitor group	1
Interpersonal Synchrony (IS)	1
Intensive Eclectic	1
P-ESDM	1
UCLA	1
Local authority approach	1
Portage	1
Community based Rx	1
Preschool Autism Communication\nTrial [PACT]	1
LEAP	1
Control	1
Parent\nmanaged\nABA	1
Clinic based\nABA	1



# ASD Interventions Meta-analysis

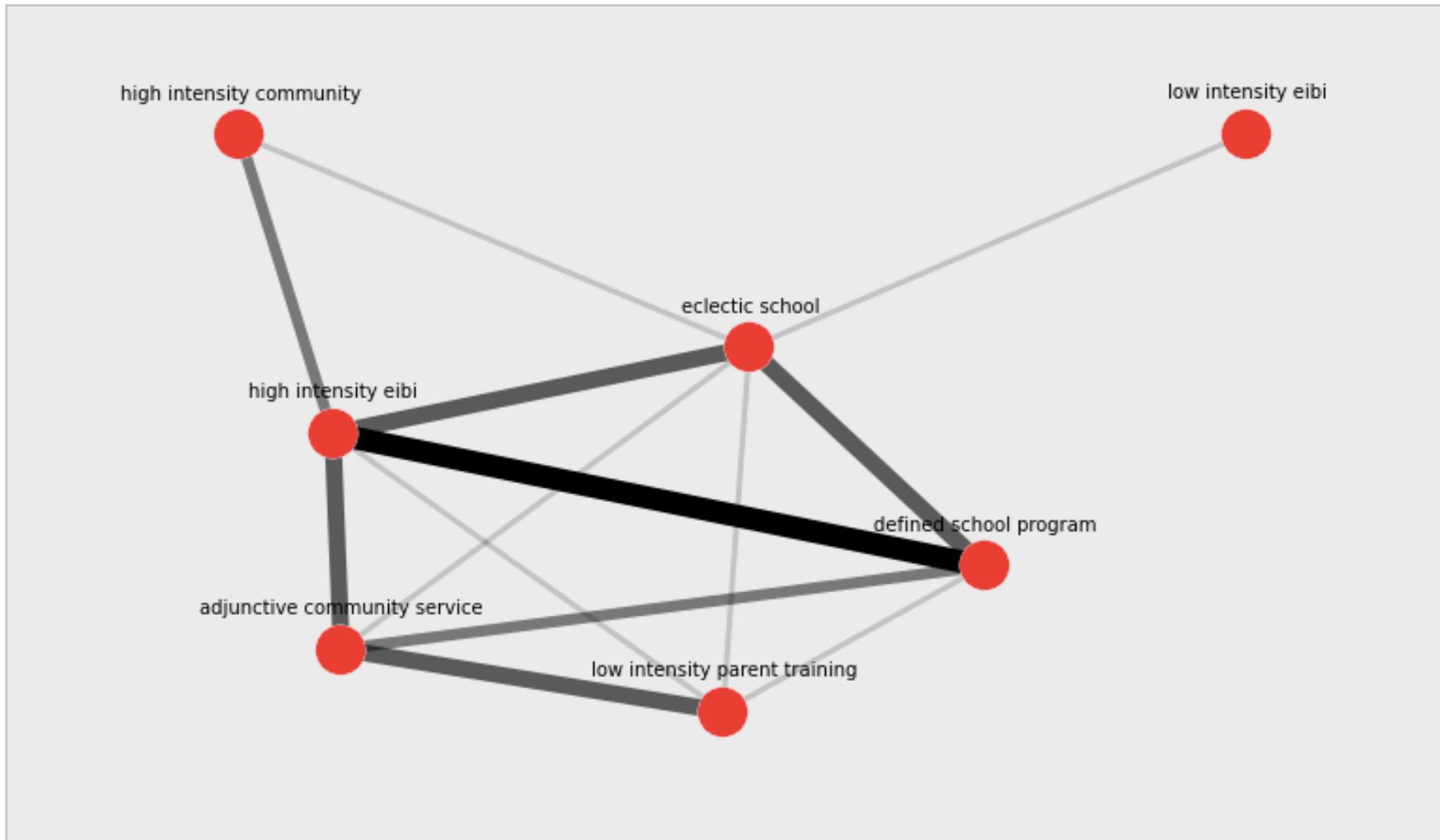
localhost

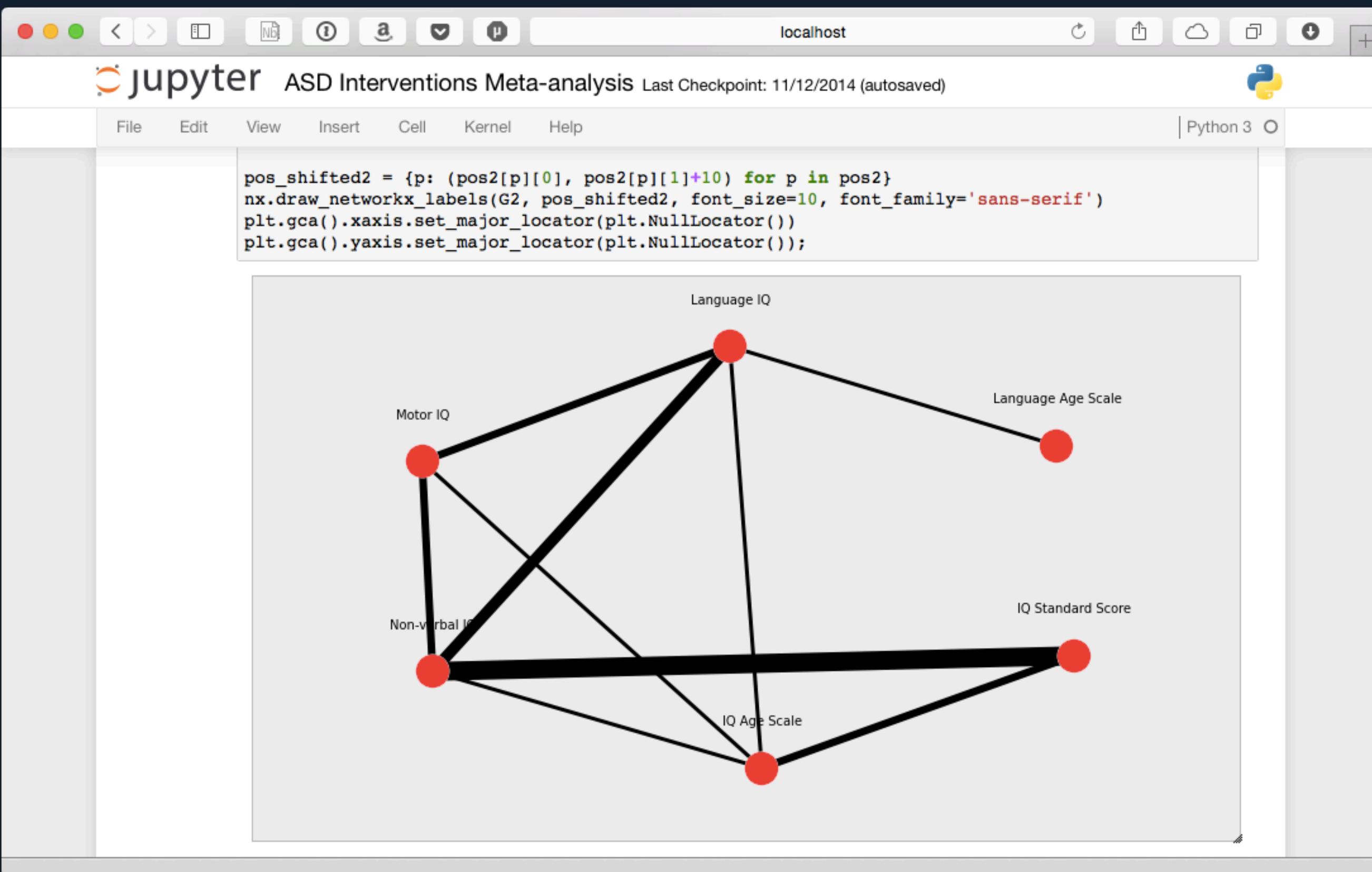


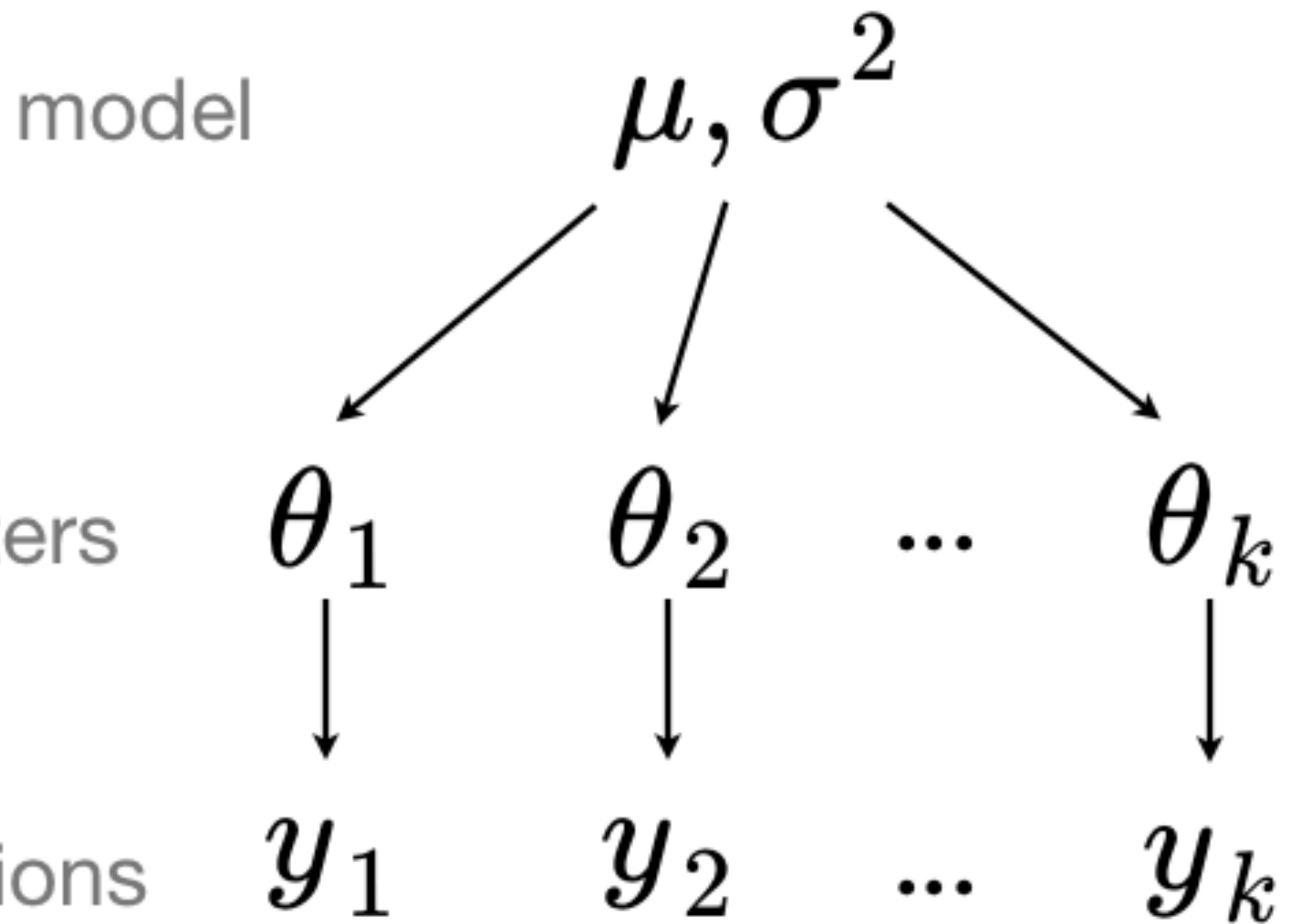
File Edit View Insert Cell Kernel Help

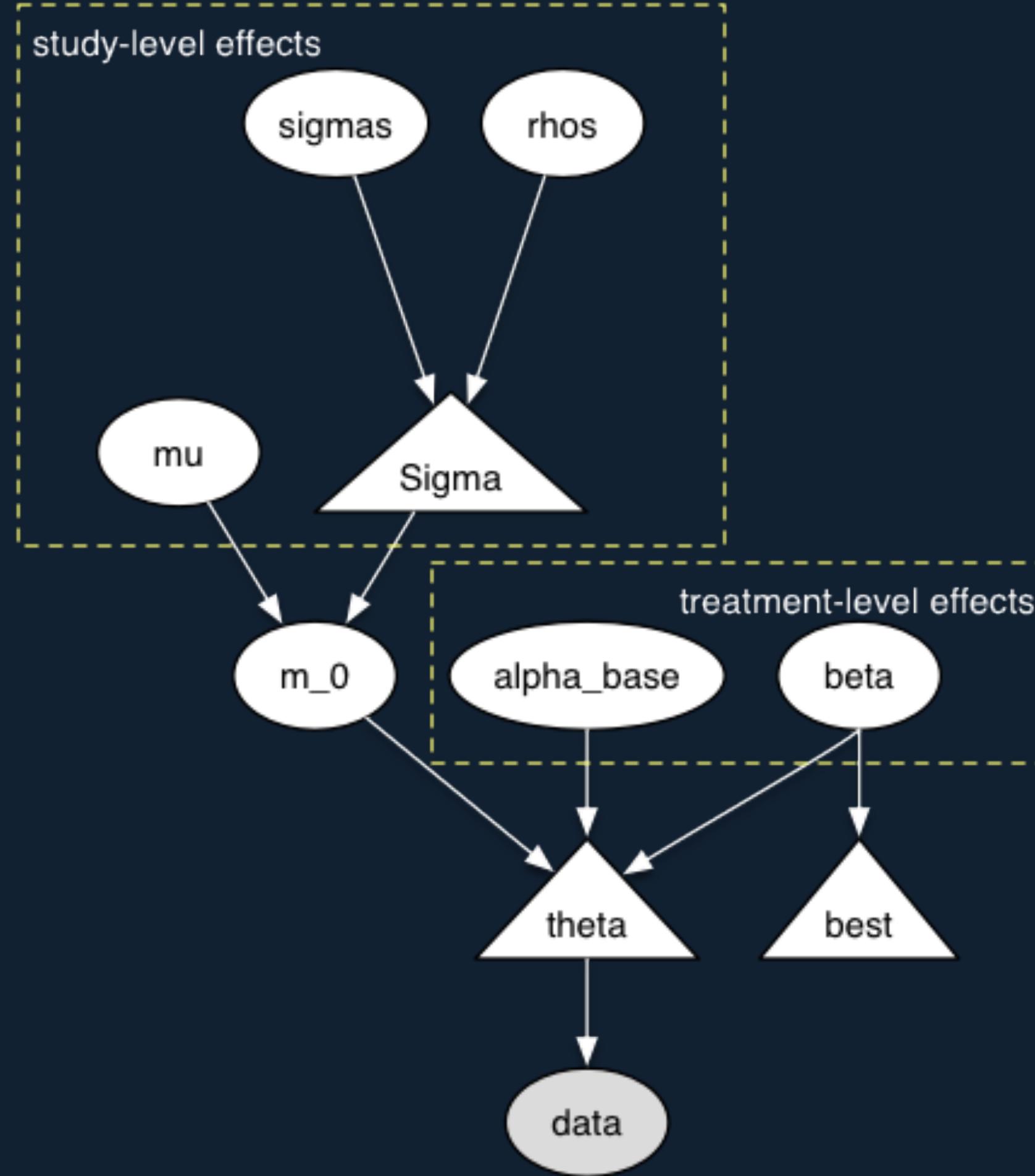
Python 3

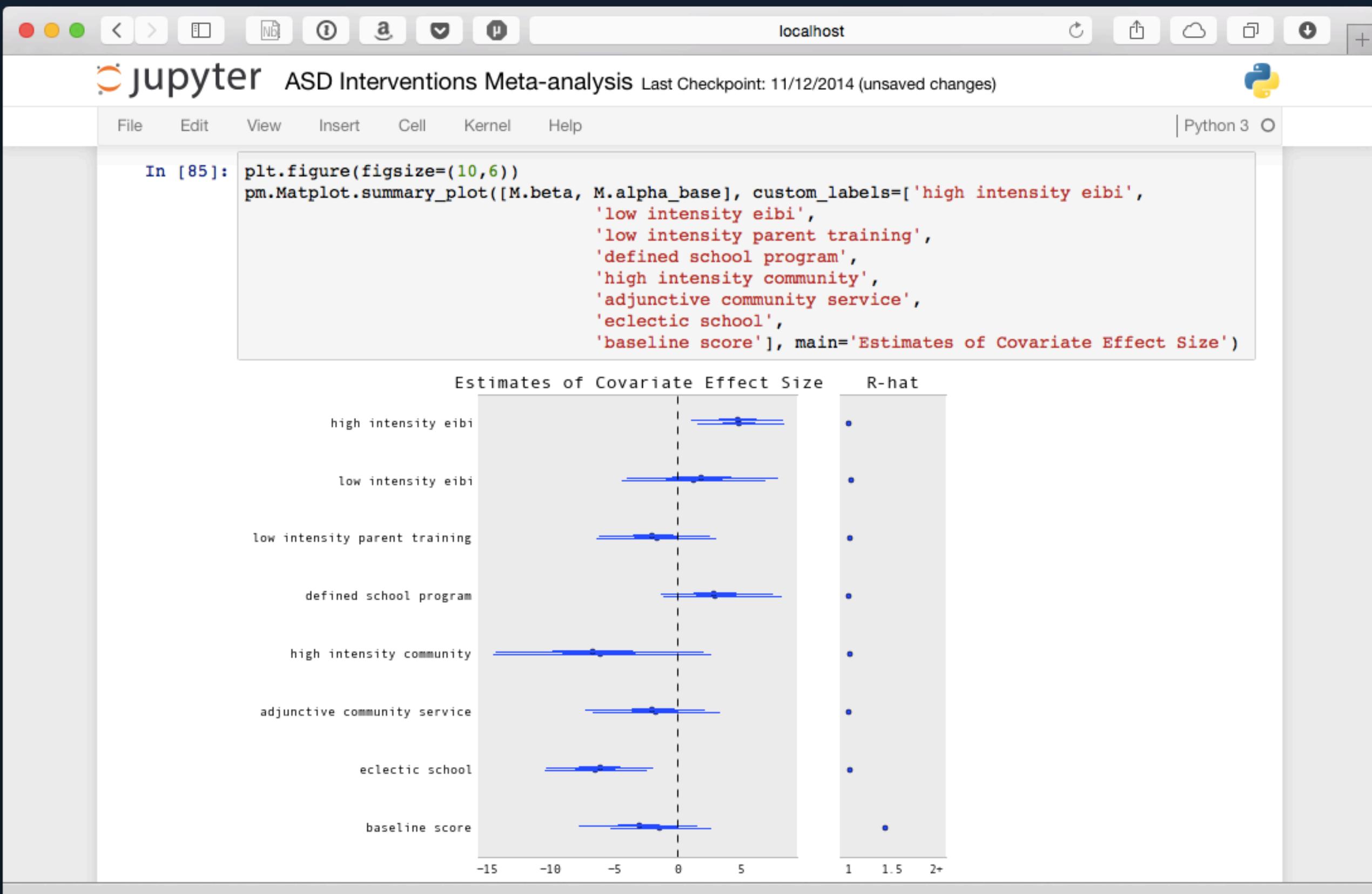
```
nx.draw_networkx_edges(G, pos, edge_list=eage_1, width=(1+1)*3, alpha=alpha)
pos_shifted = {p: (pos[p][0], pos[p][1]+10) for p in pos}
nx.draw_networkx_labels(G, pos_shifted, font_size=10, font_family='sans-serif')
plt.gca().xaxis.set_major_locator(plt.NullLocator())
plt.gca().yaxis.set_major_locator(plt.NullLocator());
```



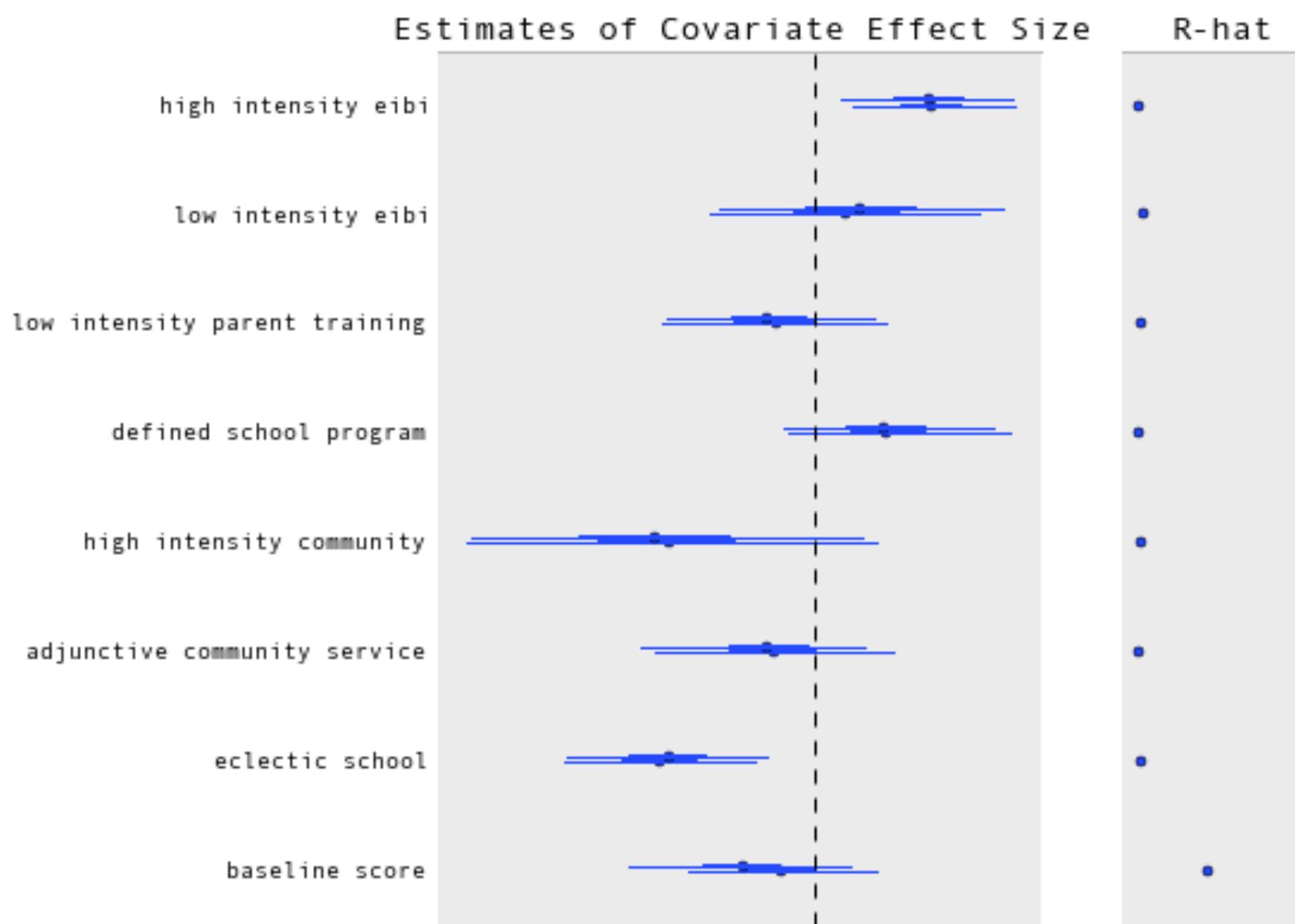








```
In [85]: plt.figure(figsize=(10,6))
pm.Matplot.summary_plot([M.beta, M.alpha_base], custom_labels=['high intensity eibi',
    'low intensity eibi',
    'low intensity parent training',
    'defined school program',
    'high intensity community',
    'adjunctive community service',
    'eclectic school',
    'baseline score'], main='Estimates of Covariate Effect Size')
```







September 11, 2012, 12:18 PM | [109 Comments](#)

## Sept. 10: Will Obama's Bounce Hold?

By [NATE SILVER](#)

Has President Obama's convention bounce reached its peak? On Monday, his position declined slightly in our forecast for the first time since Aug. 27.

To be sure, Mr. Obama had a fairly strong day of polling on Monday relative to the long-term baseline. But the data was a little bit more equivocal than in polls released over the weekend — which may suggest, at least, that he will make few further gains in the polls.

Mr. Obama gained a single point in the Rasmussen Reports and Ipsos tracking polls on Monday, but held steady in two others from Gallup and the RAND Corporation. (His lead also declined in the Rasmussen Reports tracking poll on Tuesday, which was published after our forecast was updated late Monday night.)

Some of the surveys apart from the tracking polls were erratic and not necessarily so strong for Mr. Obama. He actually declined by several points in one national poll, [conducted by TIPP](#), although a considerable amount of their data was from early last week and did not reflect the key convention speeches.

[Previous Post](#)

◀ [Sept. 9: Call It as You See It](#)

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## FiveThirtyEight Forecast

Updated 1:05 AM ET on Sept. 11

[Nov. 6 Forecast](#)

Now-cast

Barack Obama

Mitt Romney

**314.9**

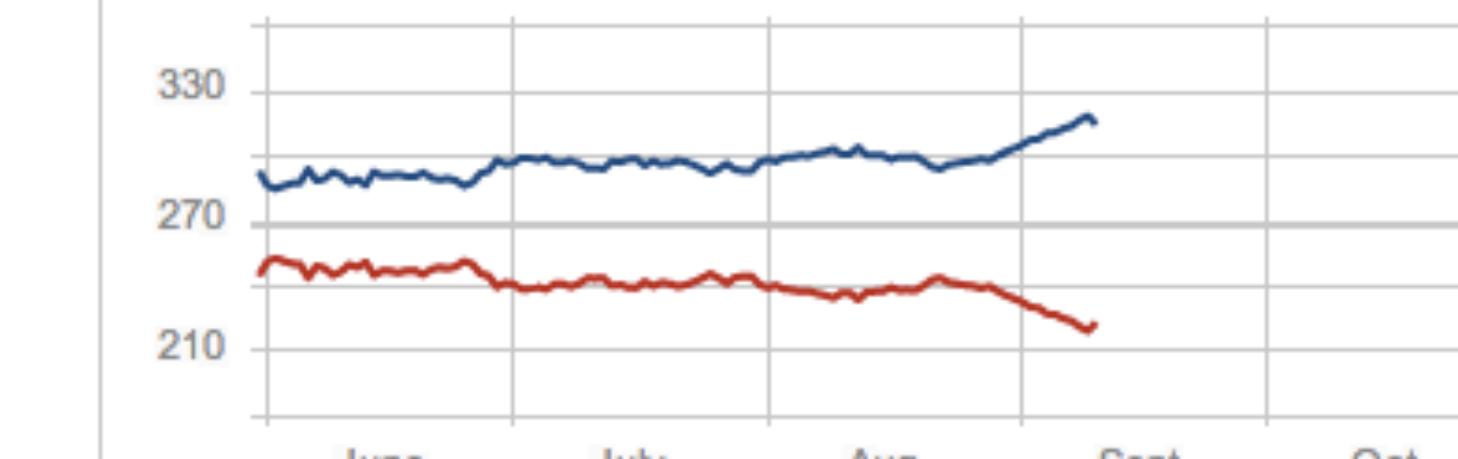
+6.7 since Sept. 3

Electoral  
vote

**223.1**

-6.7 since Sept. 3

270 to win



For the Nate-haters, here's the 538

538 prediction



actual



**Michael Cosentino** @cosentino · 6 Nov 2012

For the Nate-haters, here's the 538 prediction and actual results side by side



3.1K

716

...



Reply to @cosentino

# Peggy Noonan Predicts A Romney Victory In The Most Anti-Nate Silver Column Imaginable



BRETT LOGIURATO



NOV. 5, 2012, 3:19 PM

38,147

87

FACEBOOK

LINKEDIN

TWITTER

GOOGLE+

PRINT

EMAIL

Wall Street Journal conservative columnist Peggy Noonan predicts that Republican nominee Mitt Romney will beat President Barack Obama tomorrow.

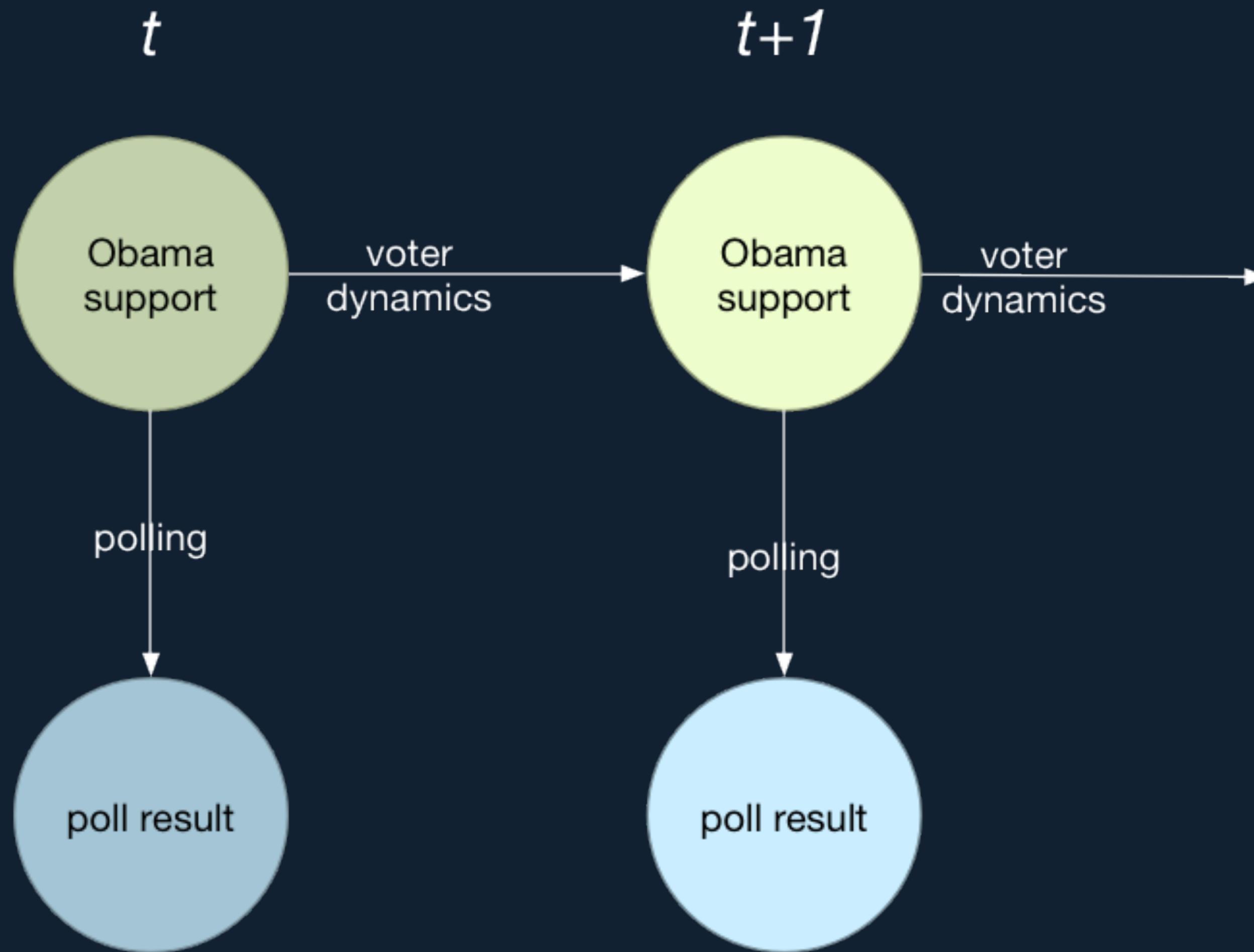
Why? Because it feels like it.



**“WHILE EVERYONE IS  
LOOKING AT THE POLLS  
AND THE STORM,  
ROMNEY’S SLIPPING  
INTO THE PRESIDENCY.**

**”**  
rominee Mitt Romney will beat President  
Barack Obama tomorrow.

Why? Because it feels like it.



CO	Purple Strategies	Obama +1.0	Romney +2.0
FL	S&P/Case Shiller Home Price Index	Obama +5.0	Romney +2.0
FL	Florida Department of Revenue	Obama +3.0	Romney +2.0
IA	Iowa Department of Revenue	Obama +4.0	Romney +2.0
NC	Market Share Poll (Gallup)	Romney +1.0	Romney +5.0
NC	Gravis Marketing	Romney +8.0	Obama +0.7
NC	Grove Insight	Obama +3.0	unchanged
NH	New England College	Obama +3.0	Romney +2.0
NH	Grove Insight	Obama +3.0	Romney +2.0
NM	PPP	Obama +9.0	unchanged
NV	Gravis Marketing	Obama +1.0	Romney +0.1
OH	CNN*	Obama +4.0	Obama +0.5
OH	American Research Group	Obama +2.0	Obama +3.0
OH	Purple Strategies	Obama +2.0	Romney +2.0

# HEIRARCHICAL MODELING

# POLLSTER EFFECTS

## Pollster Accuracy and Bias, 2012 Presidential Election

Likely Voters Polls in Last 21 Days of Campaign

Minimum 5 Polls

Pollster	# Polls	Avg. Error	Bias	Mode	Cell?
IBD / TIPP	11	0.9	R +0.1	Live Phone	Yes
Google Consumer Surveys	12	1.6	R +1.0	Internet	N/A
Mellman	9	1.6	R +0.0	Live Phone	Yes
RAND Corporation	17	1.8	D +1.5	Internet	N/A
CNN / Opinion Research	10	1.9	R +0.6	Live Phone	Yes
Ipsos / Reuters (online)	42	1.9	R +1.4	Internet	N/A
Angus Reid	11	1.9	R +0.8	Internet	N/A
CVOTER International / UPI	13	2.0	R +2.0	Live Phone	??
Grove Insight	18	2.0	R +0.1	Live Phone	Yes
SurveyUSA	17	2.2	R +0.5	Robodial	Yes
Quinnipiac	5	2.3	D +0.3	Live Phone	Yes
Marist	11	2.5	R +1.0	Live Phone	Yes
YouGov	30	2.6	R +1.1	Internet	N/A
We Ask America	9	2.6	D +0.1	Robodial	No
Public Policy Polling	71	2.7	R +1.6	Robodial	No
Gravis Marketing	16	2.7	R +2.7	Robodial	No
JZ Analytics*	17	2.8	R +0.1	Internet	N/A
Washington Post / ABC News	16	2.8	R +2.7	Live Phone	Yes
Pharos Research Group*	14	4.0	D +2.5	Live Phone	No
Rasmussen Reports	60	4.2	R +3.7	Robo + Internet	No
American Research Group	9	4.5	R +4.5	Live Phone	Yes
Mason-Dixon	8	5.4	R +2.2	Live Phone	Yes
Gallup	11	7.2	R +7.2	Live Phone	Yes

\* Not used in FiveThirtyEight forecast.

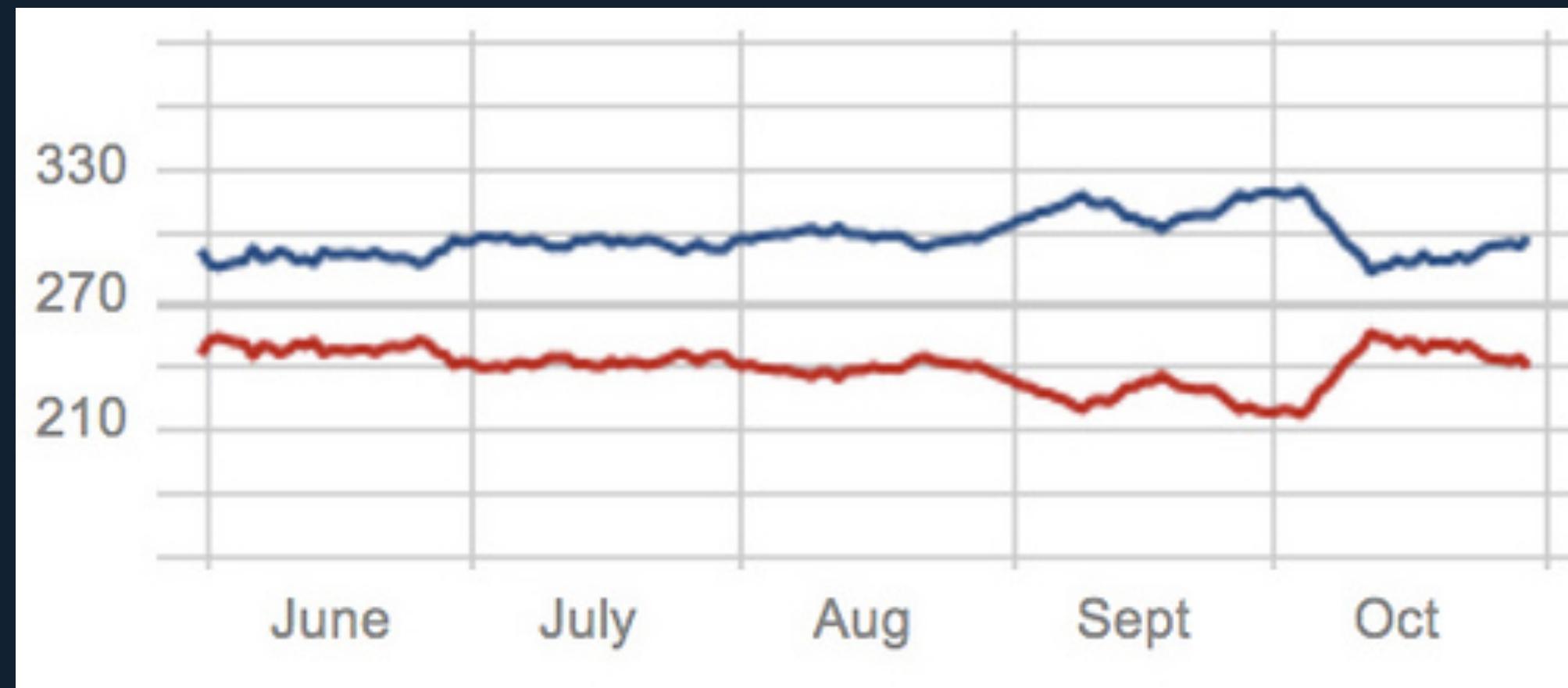
true voting  
intention

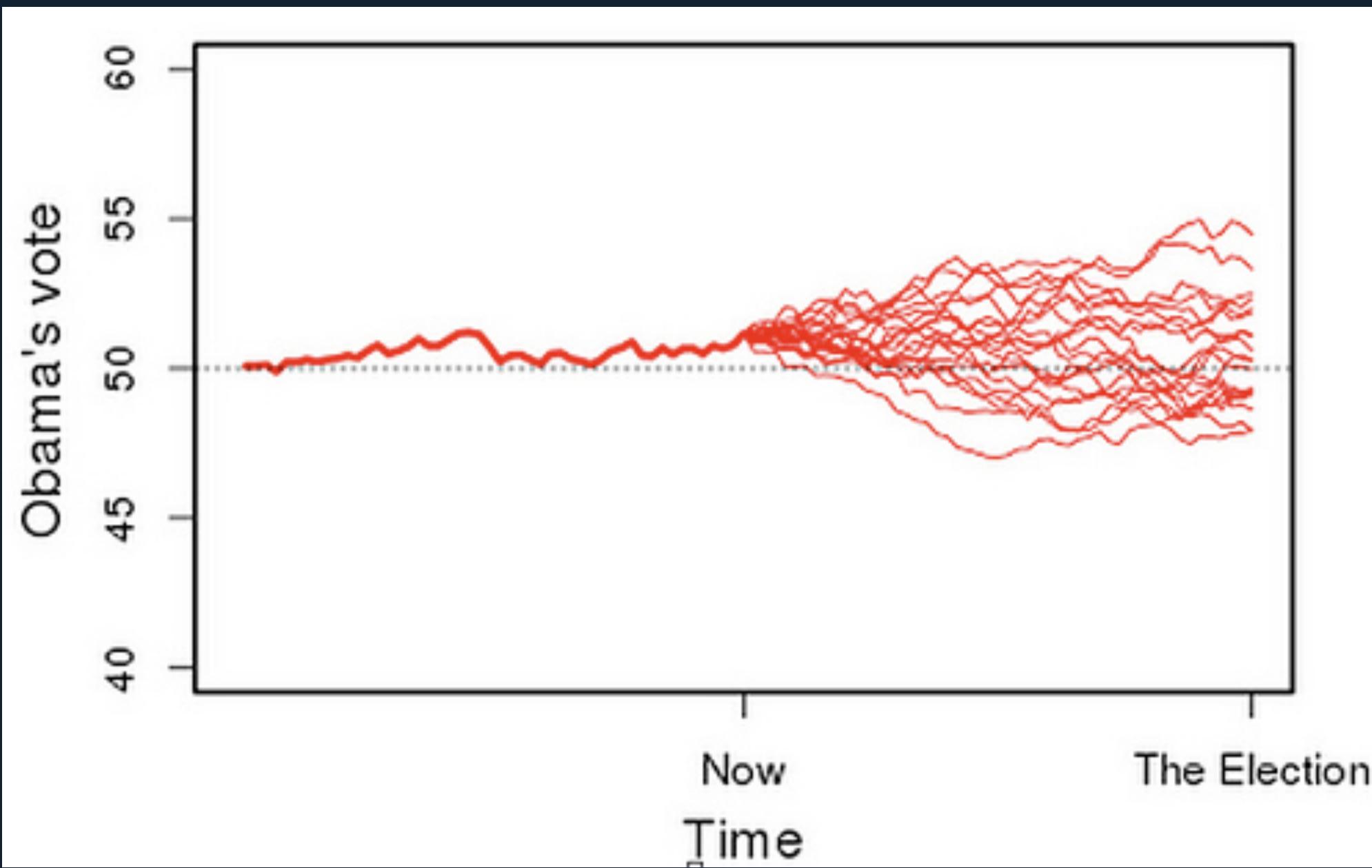
sampling  
error

$$y_i = \mu + \beta_{j[i]} + \epsilon_i$$

poll result

pollster  
effect







# DATA SCIENCE

**DATA**

**SCIENCE**

**THOSE WHO IGNORE STATISTICS  
ARE CONDEMNED TO  
RE-INVENT IT.**

-- Brad Efron