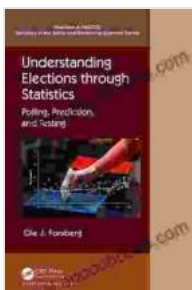


Polling Prediction and Testing: A Comprehensive Guide for Data-Driven Decision-Making

In today's data-driven world, polling has become an indispensable tool for businesses, governments, and organizations of all sizes. From political campaigns to market research, polling provides valuable insights into public opinion and consumer behavior. However, designing, conducting, and analyzing polls effectively requires a deep understanding of statistical methods and research techniques.

Polling Prediction and Testing: A Comprehensive Guide for Data-Driven Decision-Making by Chapman & Hall/CRC is the definitive resource for anyone looking to master the art of polling. Written by a team of leading experts in the field, this book provides a step-by-step guide to the entire polling process, from survey design to data analysis and interpretation.



Understanding Elections through Statistics: Polling, Prediction, and Testing (Chapman & Hall/CRC Statistics in the Social and Behavioral Sciences) by Ole J. Forsberg

★★★★★ 5 out of 5

Language : English

File size : 18246 KB

Print length : 226 pages

Screen Reader : Supported



Key Features

* Comprehensive coverage of all aspects of polling, including survey design, sampling methods, data collection, and data analysis * In-depth exploration of advanced polling techniques, such as multilevel modeling and Bayesian analysis * Practical examples and case studies from a wide range of industries and disciplines * Cutting-edge insights from leading researchers in the field of polling * Access to online resources, including datasets, code, and additional materials

Benefits

By reading *Polling Prediction and Testing*, you will learn how to:

* Design surveys that accurately measure public opinion * Select the appropriate sampling method for your research objectives * Collect data efficiently and effectively * Analyze polling data using a variety of statistical methods * Interpret polling results and make informed decisions * Use polling to gain a competitive edge in business, politics, and research

Target Audience

Polling Prediction and Testing is an essential resource for:

* Pollsters and survey researchers * Marketing professionals and market researchers * Political campaign managers and political consultants * Social scientists and researchers * Anyone who uses polling to make data-driven decisions

About the Authors

The authors of *Polling Prediction and Testing* are leading experts in the field of polling with decades of experience in survey design, data analysis, and research methods. They have published extensively in top academic

journals and have consulted with organizations around the world on polling and data analysis projects.

Reviews

"*Polling Prediction and Testing* is a must-read for anyone who wants to understand and use polling effectively. The authors provide a comprehensive overview of the entire polling process, from survey design to data analysis and interpretation. This book is a valuable resource for both practitioners and researchers."

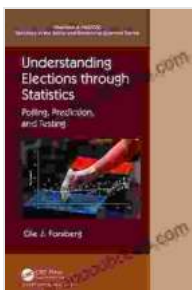
- Professor Michael Lewis-Beck, University of Michigan

"*Polling Prediction and Testing* is an essential guide for anyone who wants to master the art of polling. The authors provide a clear and concise overview of the entire polling process, with a focus on practical applications. This book is a valuable resource for anyone who wants to use polling to gain a competitive edge in business, politics, and research."

- Dr. Andrew Kohut, Pew Research Center

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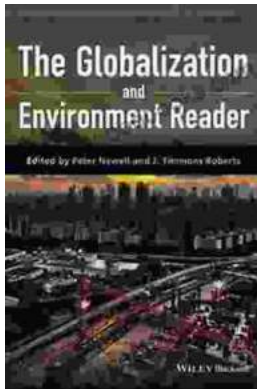
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