Opinion polling: Module 6 Study of the Week

URL for RealClear Politics page:

Show “RealClear Politics” page and zone in on the CBS 10/4-10/8 poll in the top table. If click on that poll, sampling details are on the bottom: sample size 1251 by phone (random digit; with care for cell or landline), 419 Republican primary voters, 3% ME overall/5% ME for Republican voters.

- Review survey sampling—random or stratified sample, representative sample
- Briefly discuss Literary Digest poll for 1936 presidential election in first headlined section of “Fallacy Files: How to Read a Poll” page.
- On “RealClear Politics” page, ask what is missing from the “Polling Data” table and misrepresented by the “Spread” column. Take that into a discussion of margin of error and confidence interval, in particular how to interpret confidence interval.
- Again zone in to the 10/4-10/8 CBS poll on RealClear Politics and ask to interpret the lead by Trump over Carson given the “spread” of 6 points and 5% ME.
- Go through the survey on the “Fallacy Files: How to Read a Poll” page. Answers are all “disagree” and each provides a nice misinterpretation of percentages from a poll.