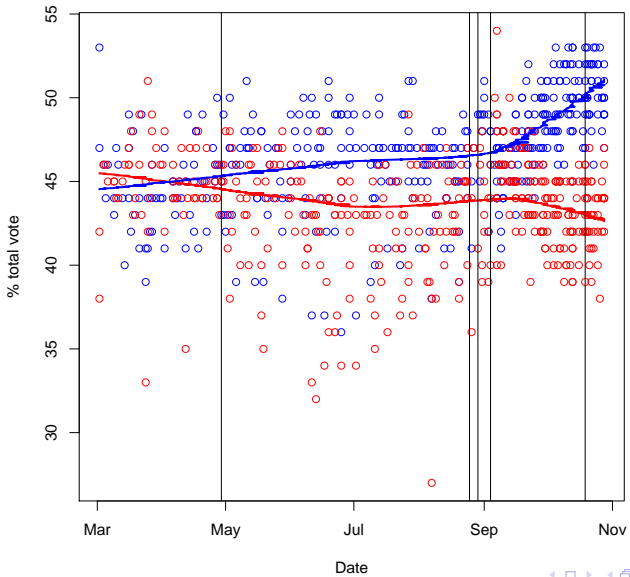
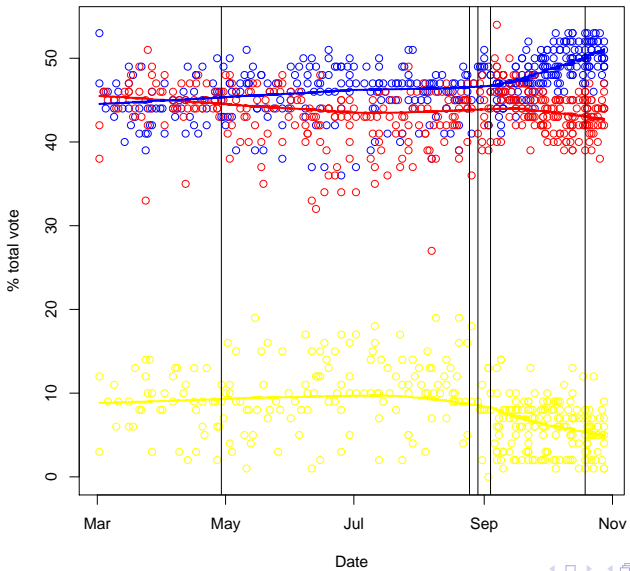


Election Events:





Why do polls move?

People?

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Who could they be?

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- ▶ More information means more partisanship

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People?

Who could they be?

- ▶ More information means more partisanship
- ▶ Soft News?

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Polling bias?

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- ▶ response bias

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- ▶ unstable attitudes?
 - ▶ “top of the head” (Zaller, 1992)
 - ▶ updating their “average”

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Polling bias?

- ▶ response bias
- ▶ reporting bias
- ▶ unstable attitudes?
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- ▶ True Attitudes?

Do events really matter?

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- ▶ Is it all noise?

Do events really matter?

- ▶ Is it all noise?
- ▶ We can reliably predict outcomes with stable factors (and maybe more long-term campaign strategies).