

Polling developments in the run-up to the 2015 general election



Joe Twyman
Director of Political and Social Research
YouGov

@JoeTwyman



Three Important Developments

Number 1

Big Data

Number 2 Yellow Polling

Yellow Journalism (According to Frank Luther Mott in 1941)

- Scare headlines in huge print, often of minor news
- Lavish use of pictures, or imaginary drawings
- Use of faked interviews, misleading headlines, pseudoscience, and a parade of false learning from so-called experts
- Emphasis on full-colour Sunday supplements, usually with comic strips
- Dramatic sympathy with the "underdog" against the system

Yellow Polling (According to Joe Nomiddlename Twyman in 2013)

- Commissioning of work based on headlines
- Lavish use of agree / disagree statements
- Use of leading questions, pseudoscience, and a parade of false learning from so-called experts
- Emphasis on full-colour pictures, usually with graphs and / or bikinis
- Systematic sympathy with the "underdog" against the system

Number 3

The Next Nate Silver

Big Data

Yellow Polling

The Next Nate Silver



Email: Joe.Twyman@YouGov.com
Twitter: [@JoeTwyman](https://twitter.com/JoeTwyman)

