



## The Future Of Election Forecasting Using Social Media Based Methods. Prospect or Pitfall? : A Literature Review

By Marla van Nieuwland

GRIN Publishing Dez 2015, 2015. sonst. Bücher. Condition: Neu. Neuware - Seminar paper from the year 2015 in the subject Communications - Media and Politics, Politic Communications, grade: 1,0, University of Constance, language: English, abstract: In 2013 Daniel Gayo-Avello captured the state of the art regarding election prediction with social media publishing a meta-analysis, the very first one in this field of study. Concluding after an extensive literature review, that the 'prevailing view [among scientists] is overly optimistic', Gayo-Avello declares three major problems, that have to be addressed by future research: 1) The need to produce a true forecast, that is published before the election. 2) The need to take into account the biases on Twitter, especially the unrepresentativeness of the sample. 3) The need to incorporate sentiment rather than just tweet volume. 20 pp. Englisch.



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