

# ( Polls )

.

.

.

,

,

.

.

... ( Corporate )

.

. ...

.

\_\_\_\_\_ .

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

"

"

\_\_\_\_\_

\_\_\_\_\_ .

.

.

\_\_\_\_\_

.

"

.

"

( sample )  
:  
( Randomly )  
( )

:  
( equal probability of selection )

( National poll )

.  
.....

.  
-  
.

[ ]

:  
(

( Fans )

" ( probability- based sampling ) "

( algorithm )

. [2]

Δ ( probability- based sampling )

.( )

-۳

[ ]

( % )  
( % ) ( % )  
( % )  
% %  
:  
% %  
% %  
% %



(Data weighting) "

. [ ]

( )

-  
-  
-  
-  
-  
-  
-  
-  
.... -

**(Pseudo-polls)**

**( Mass Communication )**



\  
- -

:

[1] Data USA, “Life Cycle of a Poll “, <http://www.datausainc.com/lifecycle.html>

[2] Edgar Barry, Sampling principles ,  
<http://www.stat.lsu.edu/faculty/moser/exst7012/intro.pdf>

[3] Administration And Cost Of Election project ( Ace ) , “ Covering polls : A Handbook for Journalists “ ,  
<http://www.aceproject.org/main/samples/me/mex29.pdf>

[4] The Center for Interactive Advertising , “Public Opinion Polls “ ,  
[http://www.ciadvertising.org/student\\_account/spring\\_01/adv391k/hjv/adv382j/2nd/pollster\\_3.html](http://www.ciadvertising.org/student_account/spring_01/adv391k/hjv/adv382j/2nd/pollster_3.html)