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# Program for the Swedish Statistical Society Annual Conference 2017

Thursday 23 March: Conference and Annual General Meeting in the MH:A room, Sölvegatan 18a, Lund at 10.00-17.00.

Dinner function at 18.30 in Lunchrummet Matematisk Statistik, Sölvegatan 18a, Lund. The dinner is fully sponsored by the Statistical Society upon the online registration, which should include any special dietary requirements. Registered participants who fail to attend the dinner will be imposed with a reimbursement fee of 400 SEK.

Registration is done at <https://goo.gl/forms/uLyldt8B8YsN4fnq2> no later than 2017-03-17.

Friday 24 March: Annual General Meetings of the Swedish Statistical Society subdivisions, with seminars.

## Theme: Public opinion polls

09.30 - 10.00 Registration and Coffee

10.00 - 10.05 Opening of the conference by John Öhrvik, head of the Swedish Statistical Society

10.05 - 10.15 Welcoming words by representative from Lund University

10.15 – 10.20 Åke Wissing, Swedish Statistical Society, introduces the theme of the conference: Public opinion polls

10.20 – 10.50 **Patrick Sturgis** Professor of Research Methodology at University of Southampton:

***Why are we surprised when polls are wrong?***

(This talk will be given in English.)

There have been a number of high profile polling misses in recent years including, notably, the 2015 UK General Election and the 2016 US Presidential Election. Both elections were characterised by shock at the outcome amongst politicians and commentators because the polls had led us to expect different outcomes. In this talk I will consider some of the issues relating to the communication of uncertainty in election polling, pertaining both to sampling uncertainty and to systematic biases due to sampling and turnout weighting. I will illustrate the talk empirically with a proposed new procedure for calculating sampling variability for surveys undertaken via quota sampling.

10.50 – 11.00 Short break

11.00 – 11.30 **Karin Nelsson** Survey manager at Inizio and head of the SMIF organisation: ***How Schibstedt/Inizio estimates opinions by means of self-recruited panels.***

(This talk will most probably be given in Swedish.)

2018 is a general election year in Sweden. In the last few years, public opinion polls have been questioned for not predicting correct outcomes. The difficulties in sample surveying leaves the Swedish survey branch with new challenges. What is the philosophy of the Schibsted/Inizio team, who base their surveys on self-recruited panels? What lessons have been learnt and how does the team assess quality control?

11.30 – 12.00 **Mikaela Järnbert** Senior statistician, democracy statistics at SCB:

***Political party preference polls at SCB.***

(This talk will most probably be given in Swedish.)

In times when public opinion polls are increasingly questioned, investigators need to demonstrate more transparency than ever with their production process, estimation methods and dropout exposition. Mikaela will talk about how SCB continuously works to assure quality of political party polls.

12.00 – 13.15 Lunch, not included in the conference organisation

13.15 - ca 15.15 General Annual Meeting

15.15 - 15.45 Coffee

15.45 – 16.15 Panel discussion (Patrick Sturgis, Karin Nelsson, Mikaela Järnbert and John Öhrvik)

16.15 – 16.55 Presentation of Årets statistikfrämjare (Promotor of Statistics) 2017

16.55 – 17.00 Termination

**Presentation of speakers**

**Patrick Sturgis**

Patrick Sturgis is Professor of Research Methodology in the Department of Social Statistics and Demography at the University of Southampton and Director of the ESRC National Centre for Research Methods (NCRM). He is a Fellow of the Academy of Social Sciences, past-President of the European Survey Research Association (2011-2015) and a member of the UK Government Statistical Service Advisory Committee. He chaired the Methodological Advisory Committee of the UK Household Longitudinal Survey (2011-2016), and is vice-Chair of the Methodological Advisory Committee of the European Social Survey. He recently chaired the British Polling Council Inquiry into the failure of the 2015 UK election polls and has published widely in the areas of survey and statistical methods, public opinion and political behaviour, social cohesion and trust, social mobility, and attitudes to science and technology. He is an editorial board member of Public Opinion Quarterly, Survey Research Methods, and International Journal of Social Research Methods.

**Karin Nelsson**



Karin is a senior advisor and partner in Inizio. She is responsible for the survey panel Schibstedt-Inizio, which primarily presents their survey outcomes in Aftonbladet and Svenska Dagbladet newspapers. Karin has worked in the field for 25 years and holds a solid record of leadership roles all related to surveys, including small startups and international corporate groups; responsible for Väljarbarometern at Sifo, CEO for Svenska Gallup, founder of Novus and CEO for Synovate. Karin is the head of the industry association SMIF and is also a member of the board of the Survey section of the Swedish Statistical Society. Last autumn Karin had the honor of visiting the CNN Decision team in Washington as they analysed the American equivalent of VALU for the USA president election.

**Mikaela Järnbert**



Mikaela is a statistician at SCB and has worked on SCB’s political party polls since 2003. During these almost 15 years she and her colleagues at SCB have developed the poll to become more modern and transparent both in production and presentation. During these years, she and her colleagues have also studied the quality of the poll from a range of different aspects.