STANFORD UNIVERSITY

DEPARTMENT OF STATISTICS

DEPARTMENTAL SEMINAR

4:15 p.m., Tuesday, November 27, 2001
Sequoia Hall Rm. 200
(Cookies at 3:45 in 1st Floor Lounge)

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State-Level Election Forecasting during Election 2000 via Dynamic Hierarchical Modeling

During the 2000 presidential election campaign, we developed a forecasting model for the 51 state-level election outcomes and the aggregate Electoral College result, relying heavily on Bayesian principles. The Bayesian approach provides a convenient and flexible framework for integrating a large amount of proprietary state-level polling (by Knowledge Networks) with other sources of relevant information, such as published state-level poll results, previous presidential elections, and national-level polls. This approach is easily generalized to deal with dynamics, making it a feasible methodology for "tracking" candidate support at the state-level over election campaigns. We discuss the performance of this model in the 2000 election, and suggest how the methodology can be deployed in other electoral settings.

(This work is joint with Doug Rivers, of the PoliSci Dept and also Knowledge Networks, Inc.)