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Joe Twyman, Director of Political and Social Research at YouGov



Not all polls are the same, in fact there are a huge number of things that can affect the quality of the results. So how can you tell if a survey you read about in the newspaper or see on TV is actually accurate or, at worst, effectively just making things up?

Using real-life examples, ranging from the familiar to the outright bizarre, this talk will show you how to tell from good from the bad and the ugly.