
UNDERSTANDING AND INTERPRETING POLLS

The free AAPOR/ESOMAR/WAPOR course for journalists

Have you ever wondered why poll results differ?

You don't have to be a statistician to write good reports on polls.

How polls work. The course will give you basic knowledge of how polls can be representative for the total population.

When and why polls go wrong. Every once in a while polls go wrong. You will learn about polls' limitations.

How to objectively report on polls. This course will guide you on the questions to ask about polls to ensure your story is as objective as possible.

Sign up for this free course at Poynter:

<http://www.newsu.org/courses/understanding-and-interpreting-polls-international>

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

ESOMAR

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WAPOR

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