Bibliographic record

Abstract

The thesis focuses on the election-polls and prediction of election results in the Czech Republic. Using data of research company MEDIAN s.r.o. from face-to-face (CAPI) and telephone interviewing (CATI) in election year 2010 it examines possibilities of methodological optimizations which could lead to reducing systematic bias and discrepancies of pre-election polls the election results. In particular, it discusses these methodological solutions: mix-mode data collection (combination of CATI and CAPI), data weighting focused on specific factors correlated with voting behavior, including preferences of undecided voters, prediction of the respondents´ participation in elections, election-polls results time-series smoothing. Based on these analyses the thesis tries to articulate general findings which could be fruitful in discussion about Czech election-polls and their methodology in general. In the thesis, basic and advanced statistic methods (CART, exponential smoothing, etc.) are being used to achieve given research goals.

Keywords: