Thought leadership from WIN: a case study.

French elections, fake news, and voting behavior

@R_bordenave
#vilmascarpino

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WORLD RESEARCH

WiN Worldwide

WIN International

The WIN International is the leading association in market research and polling that offers you the Best of Both Worlds: the highest quality at the most competitive price.

- made up of the **80** largest independent market research and polling firms in their respective countries

- with a combined revenue of over **€550 million** and covering **95%** of the world's market.
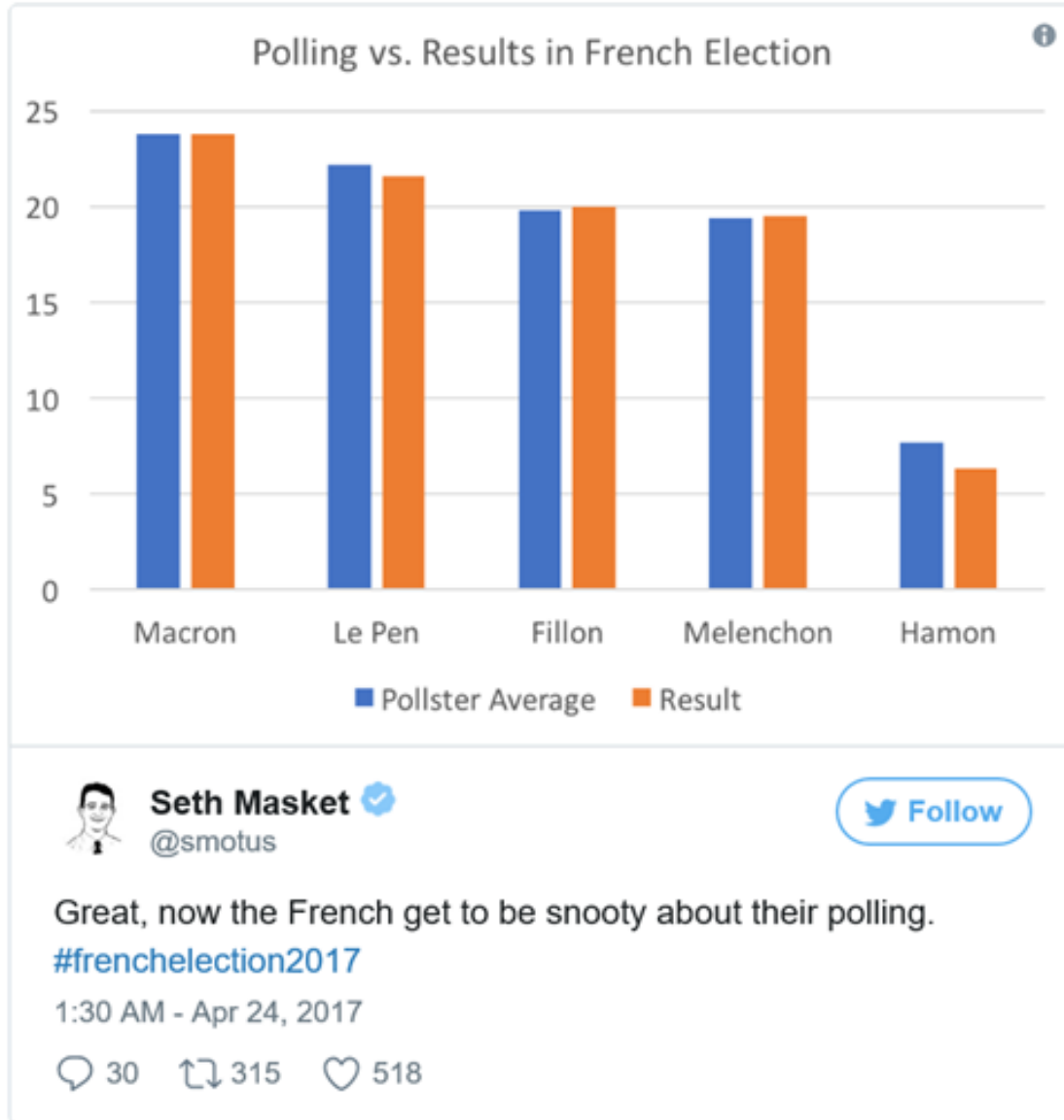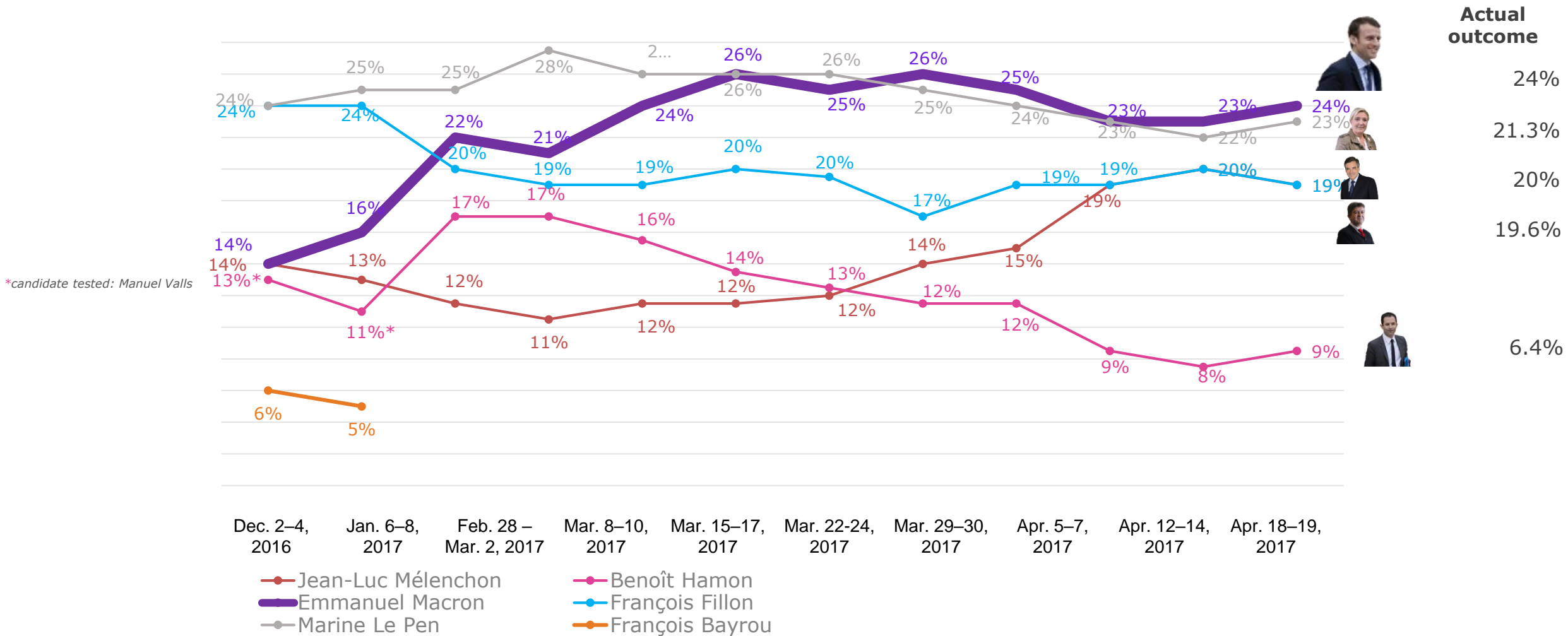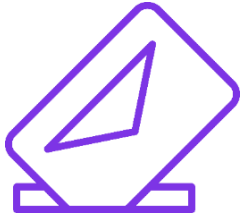

2

POLL BASHING

A happy ending …

Polling vs. Results in French Election

Pollster Average / Result — Macron, Le Pen, Fillon, Melenchon, Hamon

Seth Masket ✔ @smotus   Follow

Great, now the French get to be snooty about their polling. #frenchelection2017

1:30 AM - Apr 24, 2017

💬 30   🔁 315   ♡ 518

The Washington Post
Democracy Dies in Darkness

WorldViews • Analysis

French election: How the pollsters got the last laugh

By Adam Taylor April 24

The poll captured the medium term dynamics during the run-up period

*candidate tested: Manuel Valls

Actual outcome

- Macron: 24%
- Le Pen: 21.3%
- Fillon: 20%
- Mélenchon: 19.6%
- Hamon: 6.4%

Legend:
- Jean-Luc Mélenchon
- Benoît Hamon
- Emmanuel Macron
- François Fillon
- Marine Le Pen
- François Bayrou

Dates: Dec. 2–4, 2016; Jan. 6–8, 2017; Feb. 28 – Mar. 2, 2017; Mar. 8–10, 2017; Mar. 15–17, 2017; Mar. 22-24, 2017; Mar. 29–30, 2017; Apr. 5–7, 2017; Apr. 12–14, 2017; Apr. 18–19, 2017

But the « primaries » were a challenge for all of us
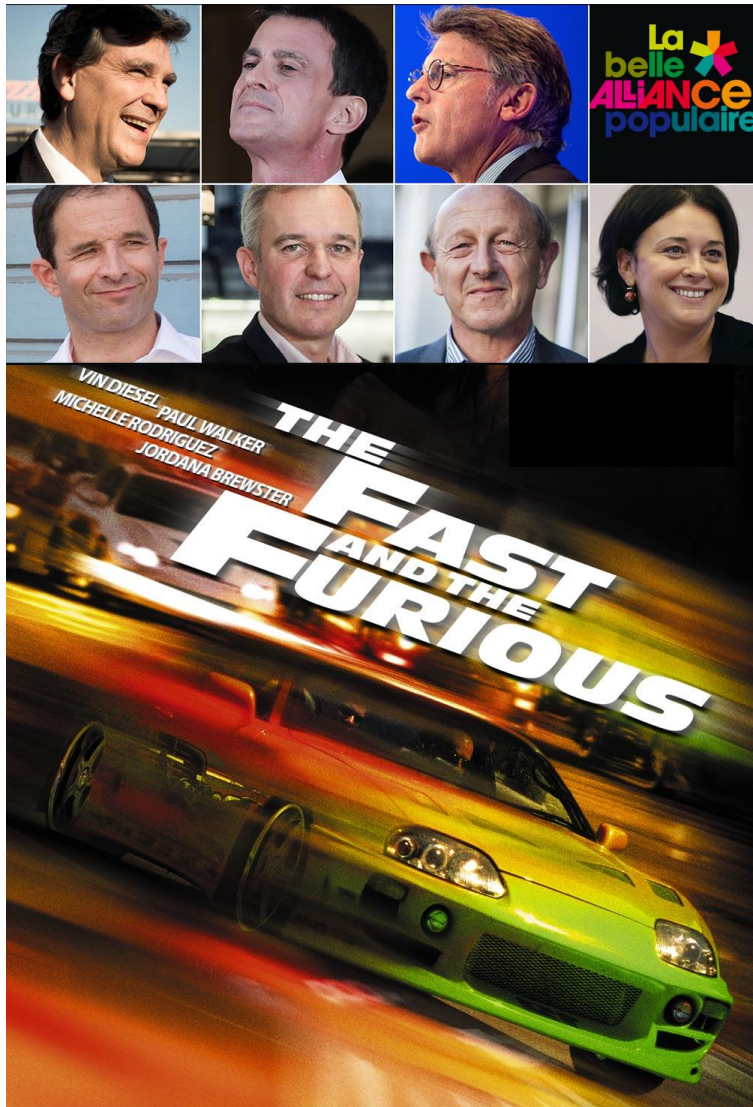
Turnout

Candidates

Awaresss

Programs

Speed

History
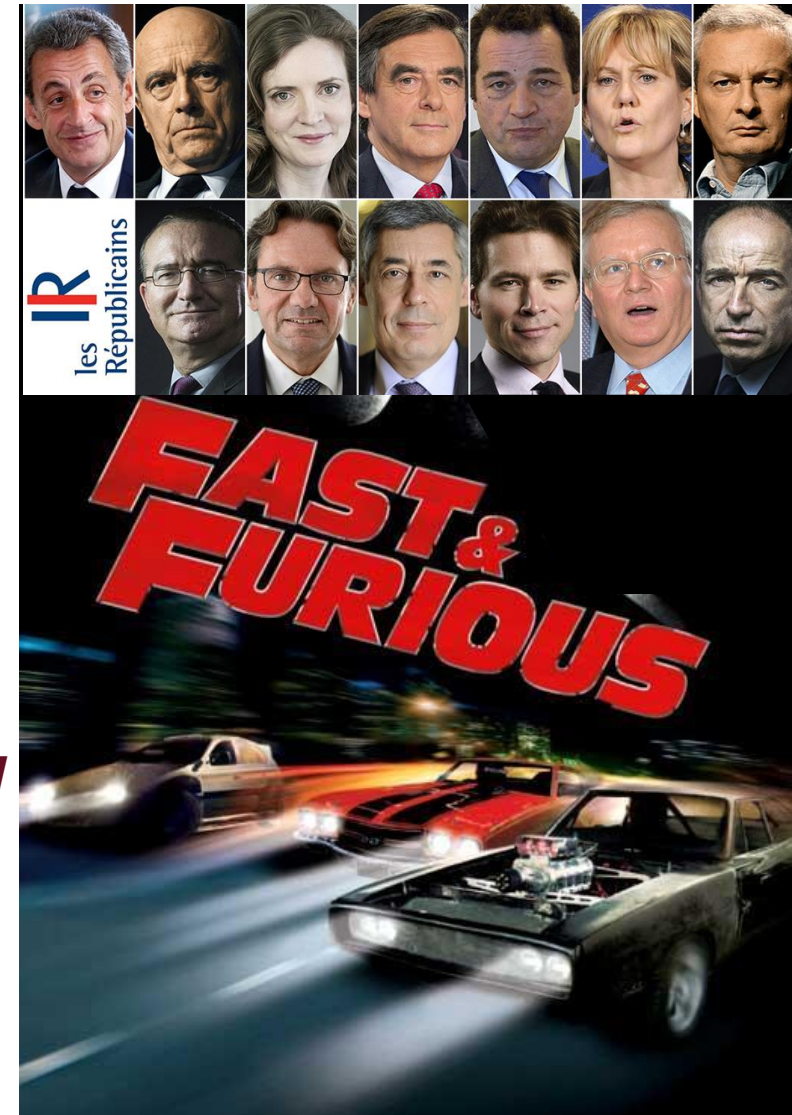
From measuring to listening to opinions : what we have learnt

POP 2017.fr
SUIVI DES OPINIONS EN TEMPS RÉEL

WEB LISTENING

ONLINE COMMUNITY OF CITIZENS
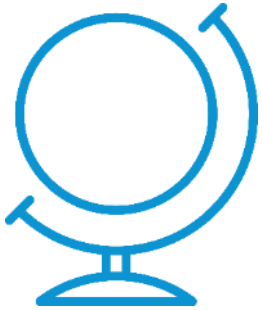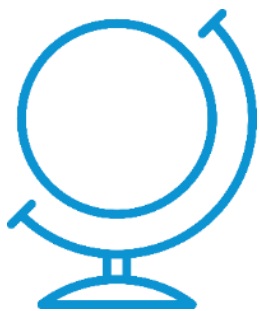
OPINION POLLS

Detect
changing opinions
and spot weak signals

Identify the
mechanisms
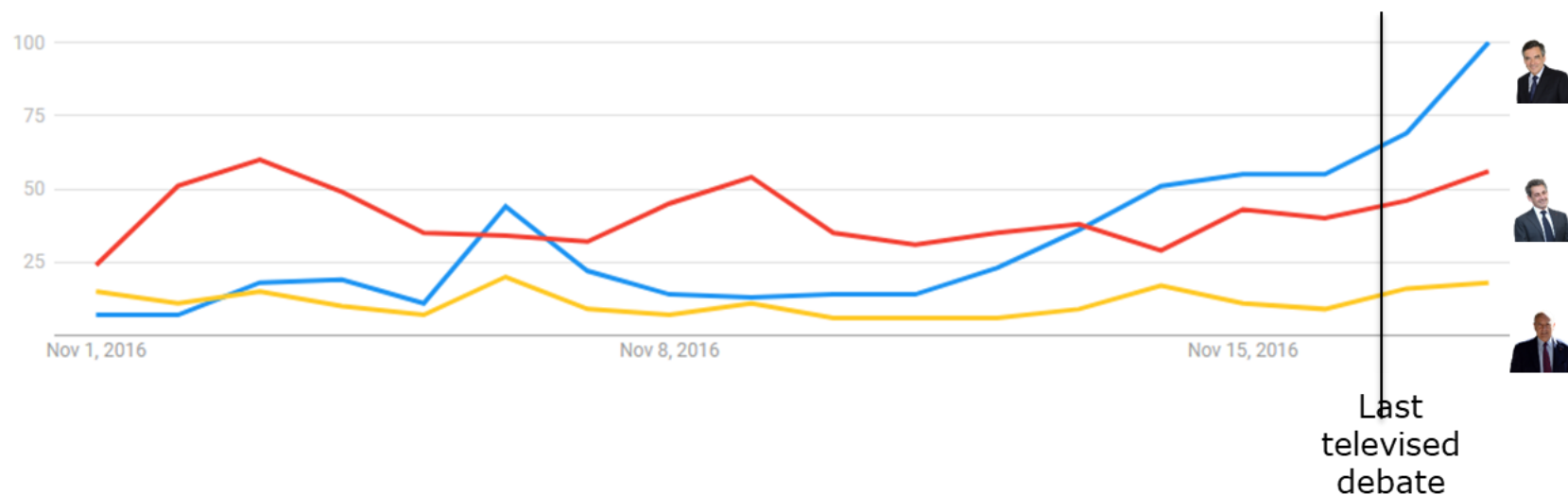that underlie how people
form and
change their opinions

Determine the impact of
events and shifting
opinions
on voting

To capture short term weak signals, most meaningful metrics where behavioral ones

Last televised debate

SITE VISITS

September to November 2016

Site : alainjuppe2017.fr

856K visits
2 min. 01 sec.
per visit

Site : fillon2017.fr

1.6 million visits
4 min. 17 sec. per visit

Site : sarkozy.fr

352K visits
90 sec. per visit

associated with community live discussion at tipping points (debates/Meetings)

POP 2017.fr
SUIVI DES OPINIONS EN TEMPS RÉEL

ON LINE CITIZEN COMMUNITY

POP 2017
SUIVI DES OPINIONS EN TEMPS RÉEL
BVa salesforce
Le dispositif de suivi BVA de la séquence électorale 2017
En partenariat avec :
Presse Régionale orange

FRANÇOIS FILLON, LA SURPRISE DE LA PRIMAIRE ?

Nov. 7, 2016

07.11.2016

Twitter   LinkedIn   Facebook   E-Mail

W-2

Daily column on www.pop2017.fr

Crédit photo : NICOLAS LHOTEL / AFP

La déclaration de François Fillon sur France Inter qui prédit une « immense déception de l'émission Ambition Intime hier soir sur M6 relance l'ancien Premier Ministre dans l

HAMON, LA SURPRISE DE LA PRIMAIRE DE LA GAUCHE ?

05.12.2016

15.12.2016

Twitter   LinkedIn   Facebook   E-Mail

M-1

Crédit photo : ALAIN JOCARD / AFP

Alors que le dépôt des candidatures à la primaire de la gauche se clôt aujourd'hui, les candidats déclarés voient leur volume de citations croître sur les dernières 24h. Manuel Valls, qui tenait un chat live Facebook hier pour présenter son équipe est en tête (plus de 10 000 citations, +76%), suivi de Vincent Peillon (7 000 citations, +56%), et de Benoît Hamon, qui tenait son 1er meeting hier (6 000 citations, x3,5).

Au lendemain de ce rassemblement, le web compare la position de ce dernier à celle qu'a occupé François Fillon durant une grande partie de campagne de

Helping deliver relevant anticipatory analysis not grounded in polls
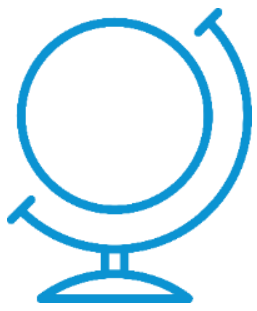
While the classical on-line engagement metrics proved difficult to use, or to interpret ...

Reliability questionned due to massive manipulation

FAKE NEWS

avec

Marion Dumas

earned a PhD in Sustainable Development at Columbia University, with specialization in economics and political science.

Mirta Galesic

Social Psychologist, Professor and Cowan Chair in Human Social Dynamics, Adjunct Researcher at the Center for Adaptive Behavior and Cognition at the Max Planck Institute, Germany

SANTA FE INSTITUTE

« Emmanuel Macron, chosen and supported by Saoudi Arabia … »

DOUBLE REFUTATION :

1 - FROM CANDIDATE'S TEAMS
2 - FROM REAL « LE SOIR » SITE

Sharing of fake news *Twitter Analytics*

Article publication

Mainstream media articles reporting this fake news and the denials used to illustrate their stories.

First round of election

Feb. 24, 2017

Regular reposting of the fake news story by the far-right online community prior to the first round

April 23, 2017

Field survey

How we have tested its impact on public opinion

1000 National representative sample
Have you seen or heard about this news story?

REFUTATION NOT PRESENTED 1st

REFUTATION PRESENTED 1st

"The media have revealed that this fake news story was posted by a website posing as a legitimate news website. The story has been officially denied by Emmanuel Macron's teams "

1. **Credibility given to this information**

2. **Impact on the candidate's image**

REFUTATION PRESENTED

What we found :

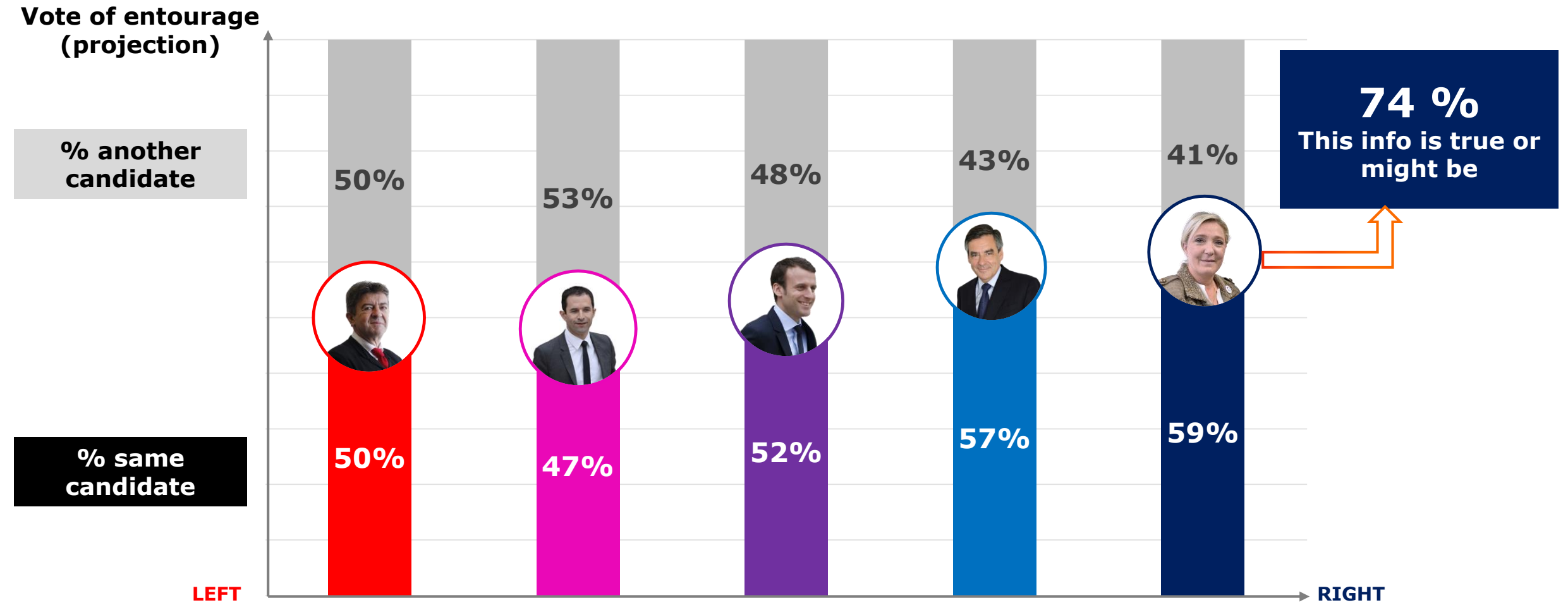Week prior vote, nearly **2 out of 10** Citizen remembered this fake news from prior poll (**17%**)

WITHOUT REFUTATION		WITH REFUTATION
64% This info is true or might be	**-11 pts**	**53%** This info is true or might be
Impact ? 33%	**-18 pts**	Impact ? 15%
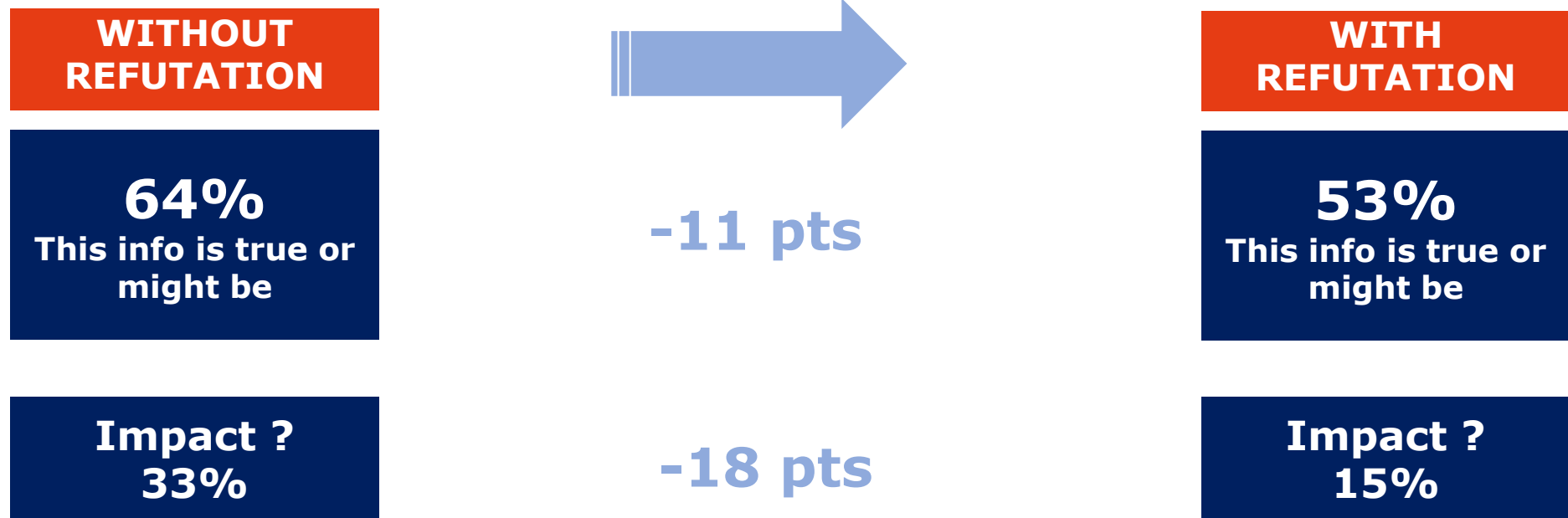
Despite refutation : doubt remains

More homogeneous bubbles observed when moving right wing, with stronger belief into self-serving fake-news

Vote of entourage (projection)

% another candidate

50% | 53% | 48% | 43% | 41%

74 %
This info is true or might be

% same candidate

50% | 47% | 52% | 57% | 59%

LEFT

RIGHT

From self estimate : who would your social circle (friends, relatives, work) vote for (Split % by candidate / blank-null)

15

Not a small impact !

29% undecided
voter's one week before 1st round

17% exposed

On a total sample base

Between 1,5% et 4,4%
Negatively influenced
(wether exposed or not to refutation)

between 700.000 et 2 millions
of potential votes affected

Reminder, **1,6 millions votes between** the 1st (EM) and the 4th (JLM) at 1st round

Conclusions and challenges ahead :

- **Hybridization can beat disruption**

- **Let's move forward with behavioral science !**

- **The next re-invention : our relationship with media**

- **Sincerity / Reliability of data is at the heart of it**

- **Our sense of purpose too …**