

# EVIDENCE EXHIBITS

Paper Trail · Some exhibits below are fabricated for this exercise. At least one is real.

## EXHIBIT A

SOCIAL POST

@teamokafor · posted 2:27 PM · shared 5,500 times

"New internal poll has us up 4 points — OUTSIDE the margin of error. Statistical research on polling backs this up. We're not slowing down now, let's finish strong."

## EXHIBIT B

PRODUCT WEBPAGE

teamokafor.example/the-numbers

TEAM OKAFOR    The Race    The Numbers    Volunteer

### Ahead by 4. Outside the Margin of Error.

✓ BACKED BY POLLING SCIENCE RESEARCH

electionstatisticsinstitute.example/margin-of-error-explained

"The numbers that matter" — Ballot Box Weekly

## EXHIBIT C

BLOG ARTICLE

ballotboxweekly.example · posted 6 days before the viral post

Headline: "Is a 4-Point Poll Lead Really 'Outside the Margin of Error'?" Excerpt: "The Okafor campaign cites statistical research on polling accuracy to back up its confidence in a 4-point lead. But the same body of research is actually best known for finding that real-world polling errors run larger than most reported margins of error suggest." A link under "the research" leads to Exhibit D.

## EXHIBIT D

PRESS RELEASE

teamokafor.example/press · issued 3 weeks before the blog article

FOR IMMEDIATE RELEASE — Team Okafor cites peer-reviewed statistical research on polling to defend its claim of a lead "outside the margin of error." The release does not state what the research actually found about the average size of real-world polling error compared to reported margins of error.

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## EXHIBIT E

CITATION

Referenced in Exhibits C and D as “statistical research on polling accuracy”

**Shirani-Mehr H, Rothschild D, Goel S, Gelman A.**

*Disentangling Bias and Variance in Election Polls.*

Journal of the American Statistical Association. 2018;113(522):607–614.

DOI: 10.1080/01621459.2018.1448823

A record with this title, journal, and DOI can be looked up directly. Check how the average real-world polling error compares to typically reported margins of error — then decide whether a 4-point lead is as safe as Exhibits C and D suggest.