

Google Web Searches as a Dense Survey

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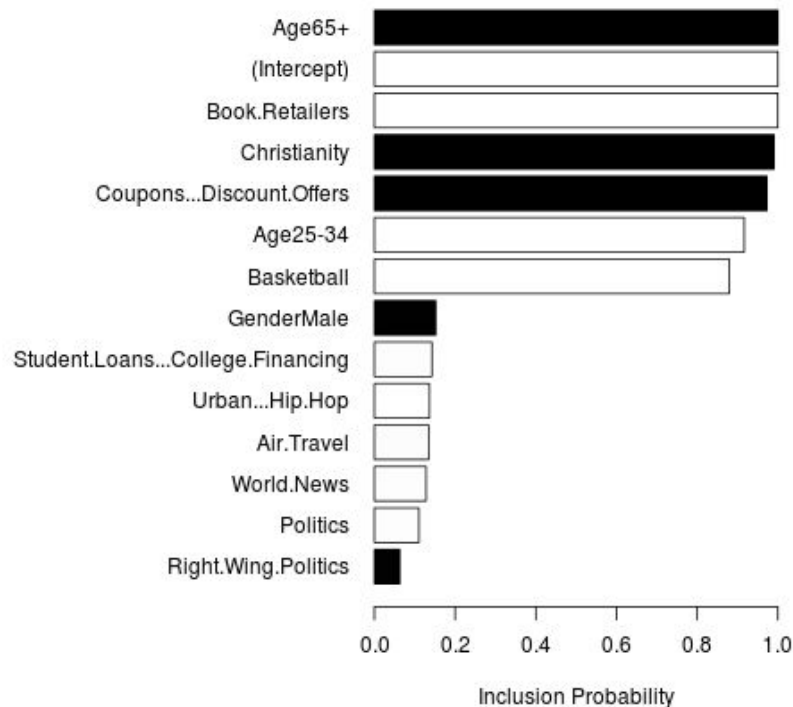
Survey amplification: Extrapolate geographically

Question: How many people in each state or metro support Obama (in 2012)?

1. Conduct 1000-person national survey:

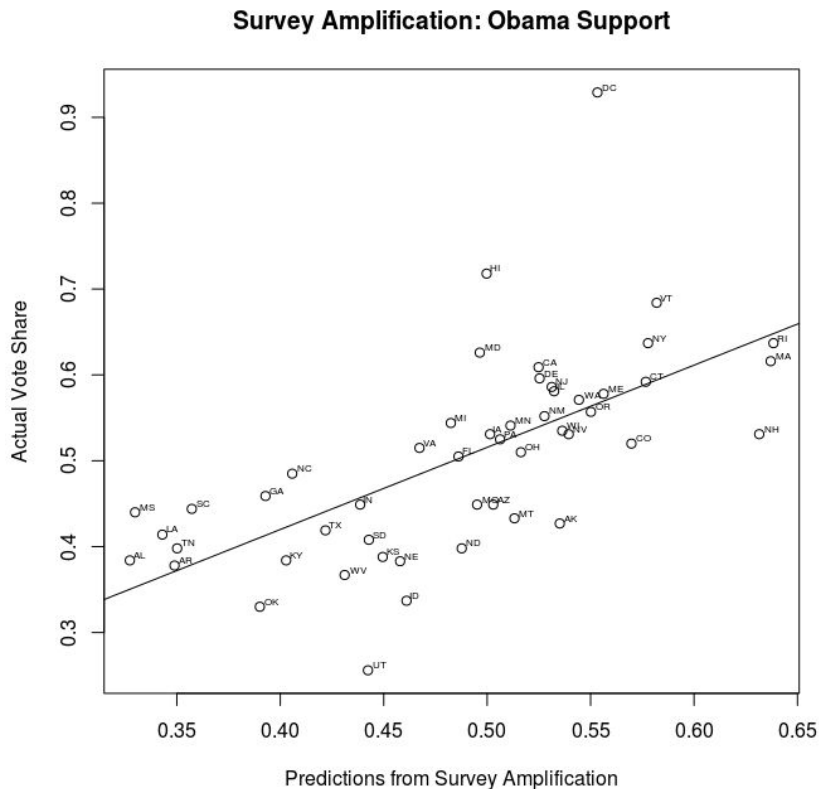
"Do you support Obama in the upcoming 2012 election?"

2. Model at city-level using [Google Trends](#) categories.



Survey amplification: Predict state (or DMA) support

A handful of outliers —
DC, Hawaii & Utah...



Google Web Searches = Dense Continuous Survey

Query is a "pushed" indication of interest at time t in place p .

- Millions of survey participants.

Aggregate (preserving privacy) by

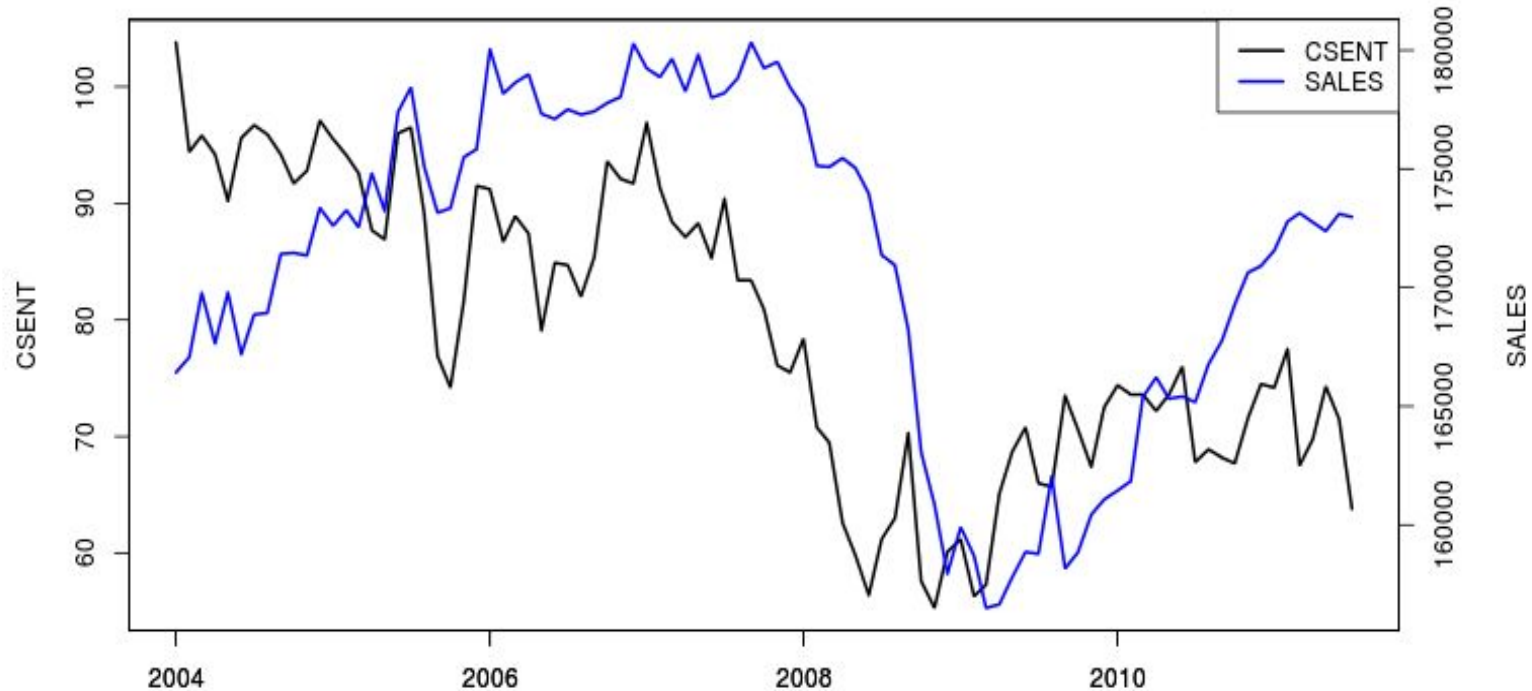
- geography
- time
- interest category.

Survey/geo amplification = small data + post-stratification on geo + category.

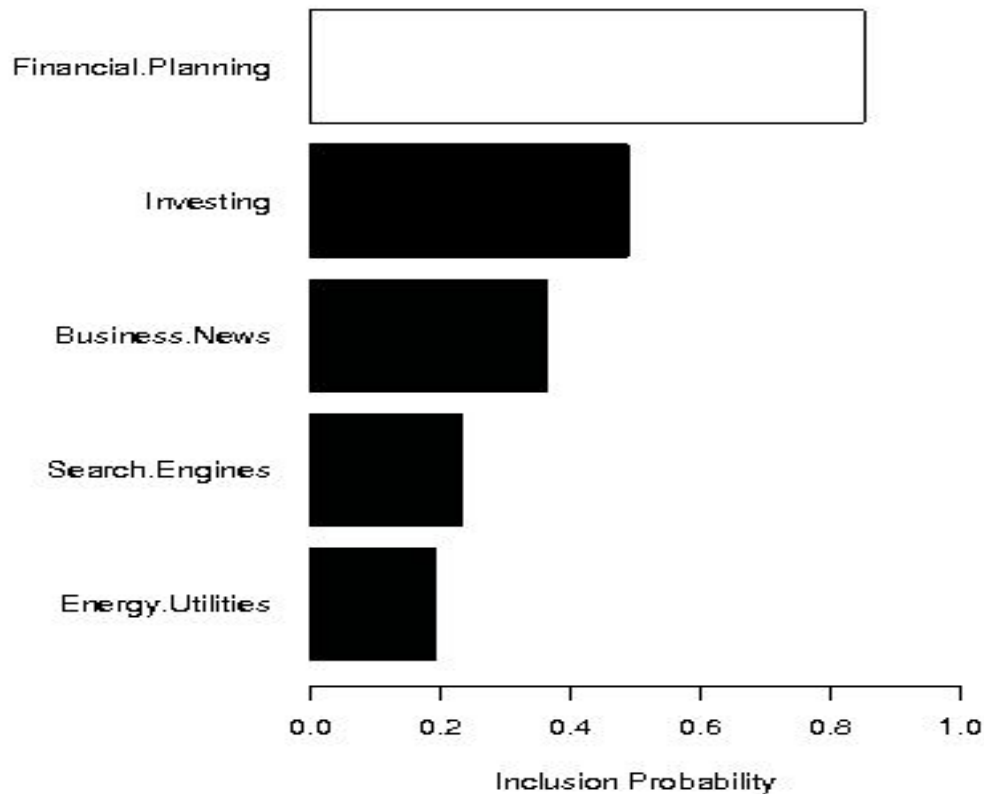
Predicting the present = small data + forecasting on time + category.

Predicting the present: Real-time statistics

What is consumer sentiment right now?



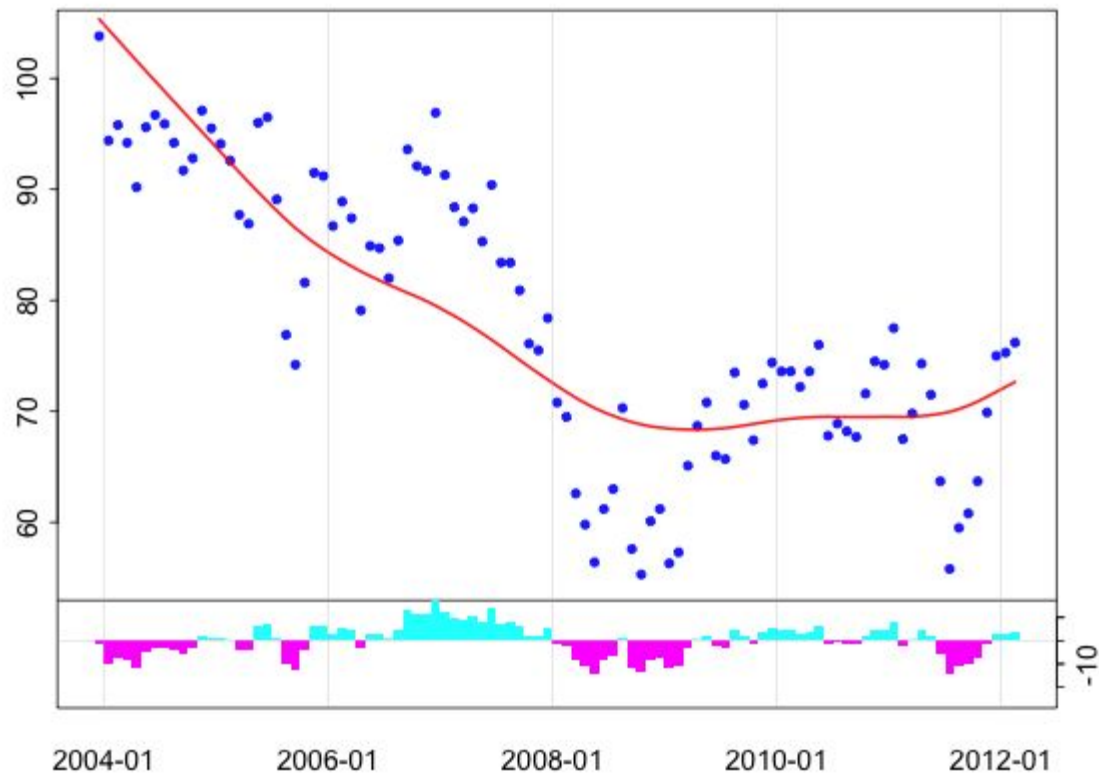
Model using query categories



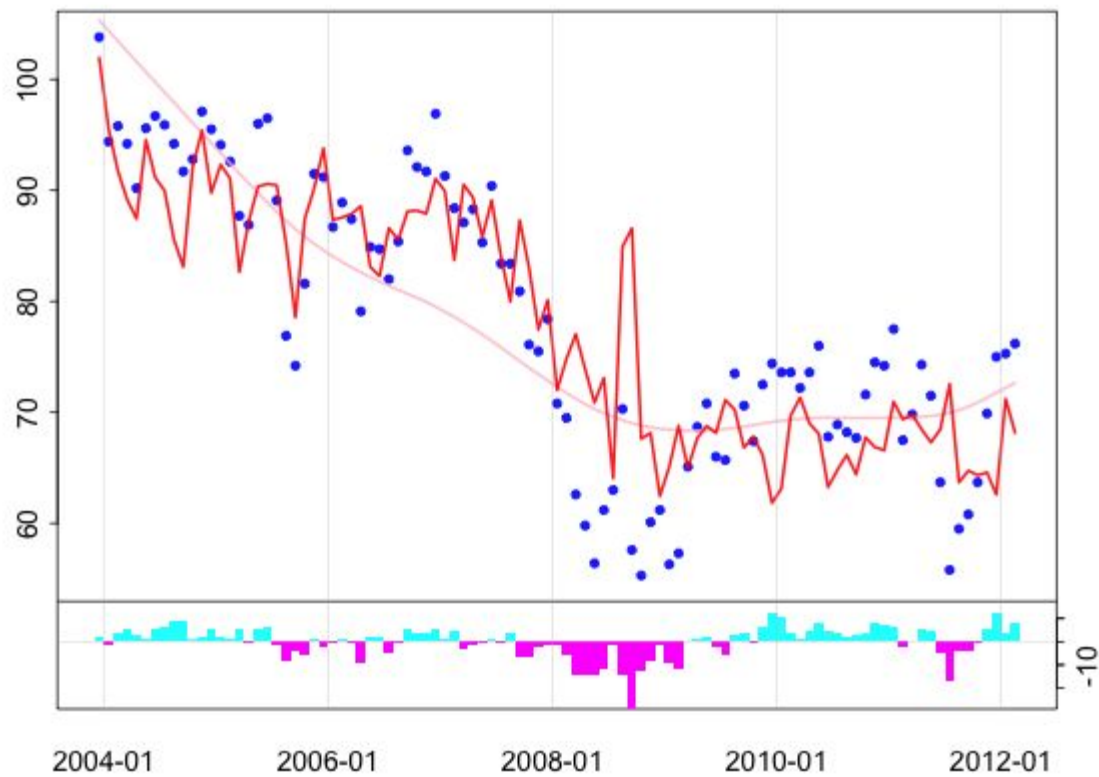
White: procyclical
Black: countercyclical

Trend

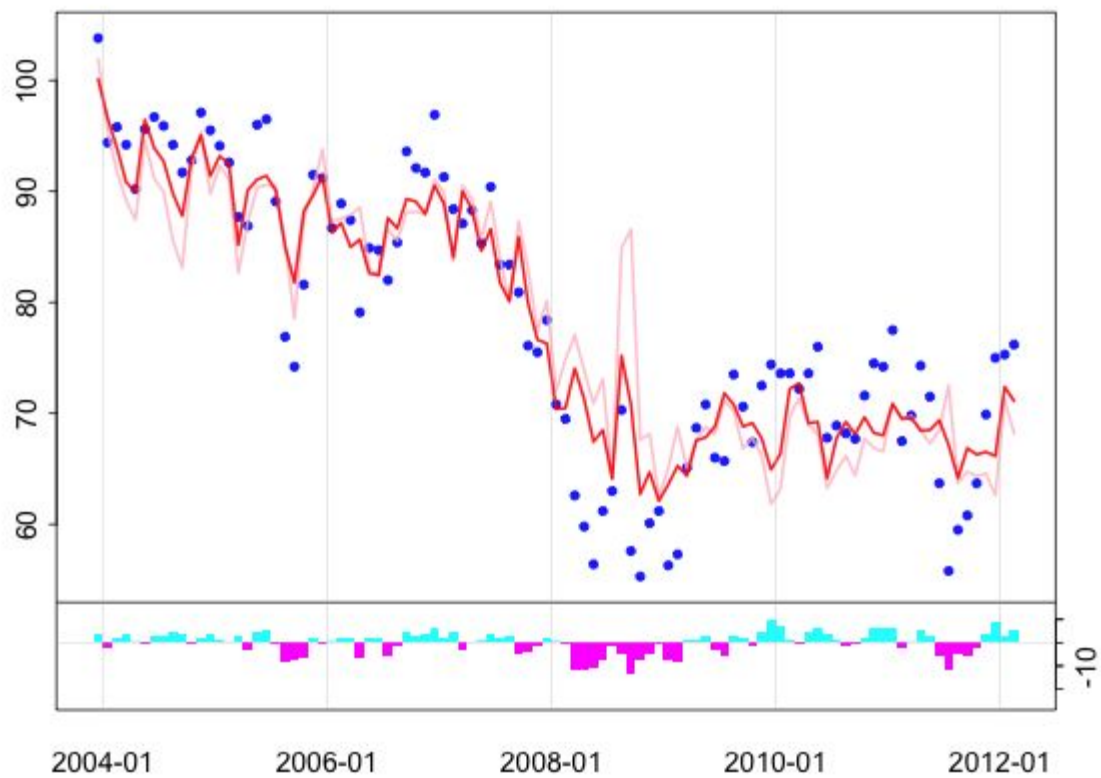
1. trend (mae=5.7134)



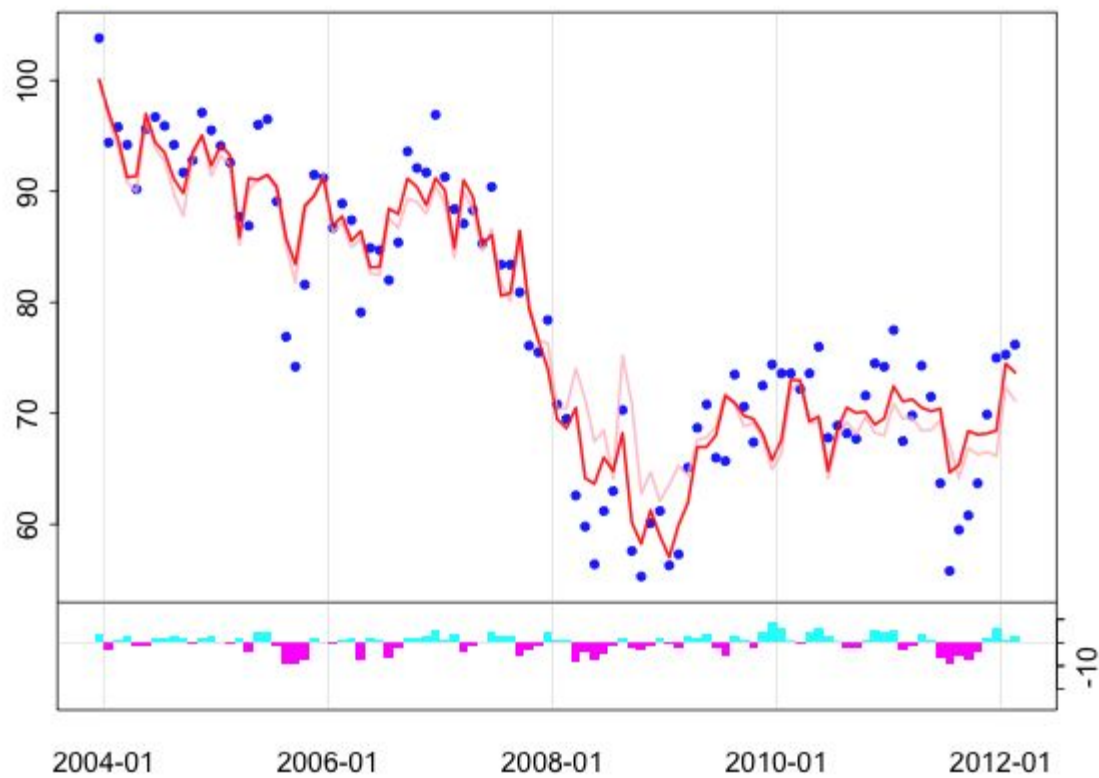
2. add Financial.Planning (mae=4.9965)



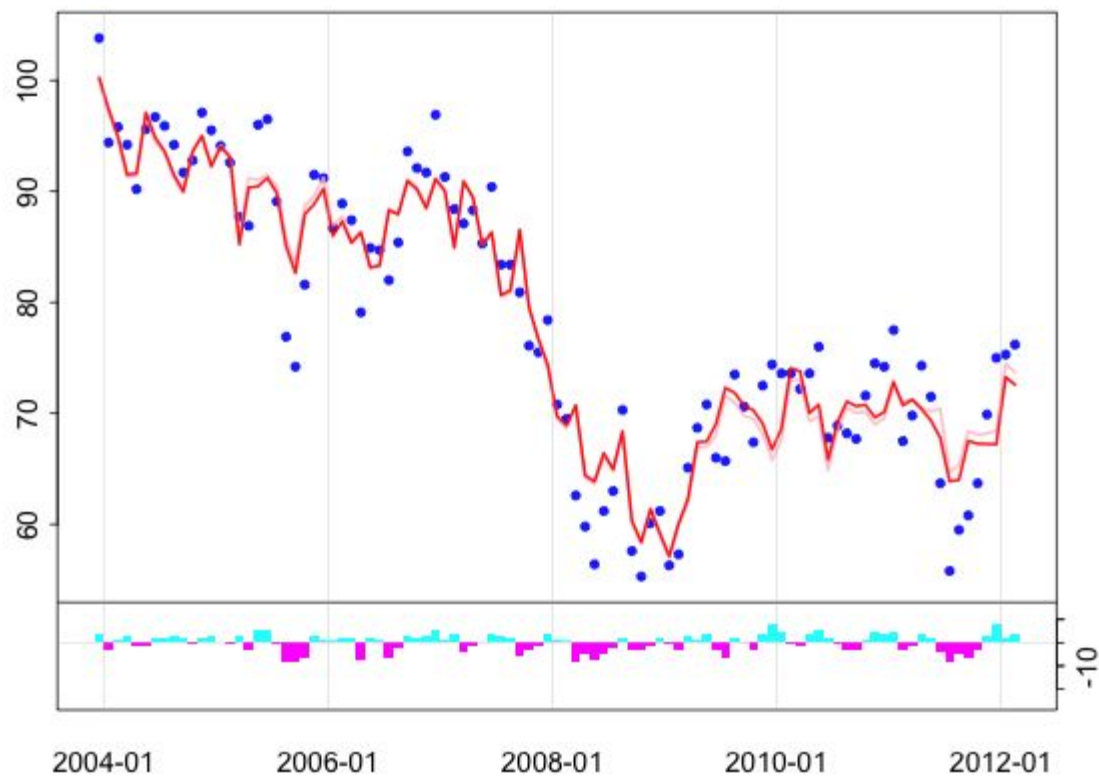
3. add Investing (mae=3.8372)



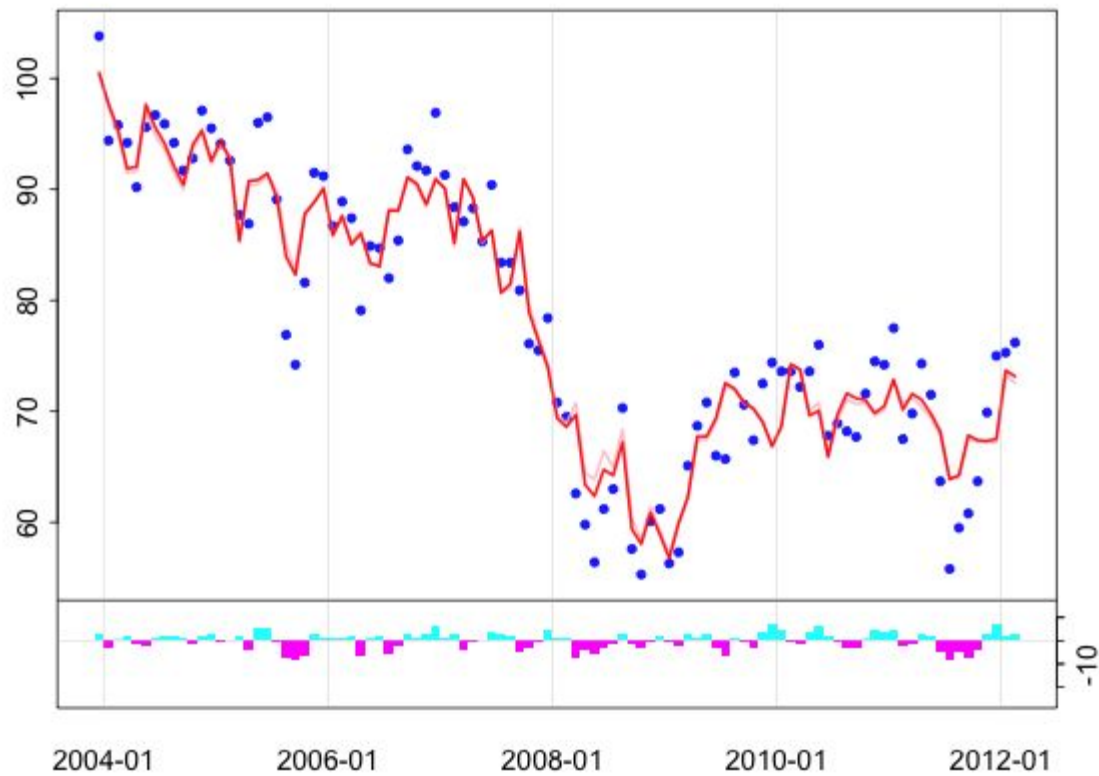
4. add Business.News (mae=3.2226)



5. add Search.Engines (mae=3.1455)



6. add Energy.Utilities (mae=3.0068)



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