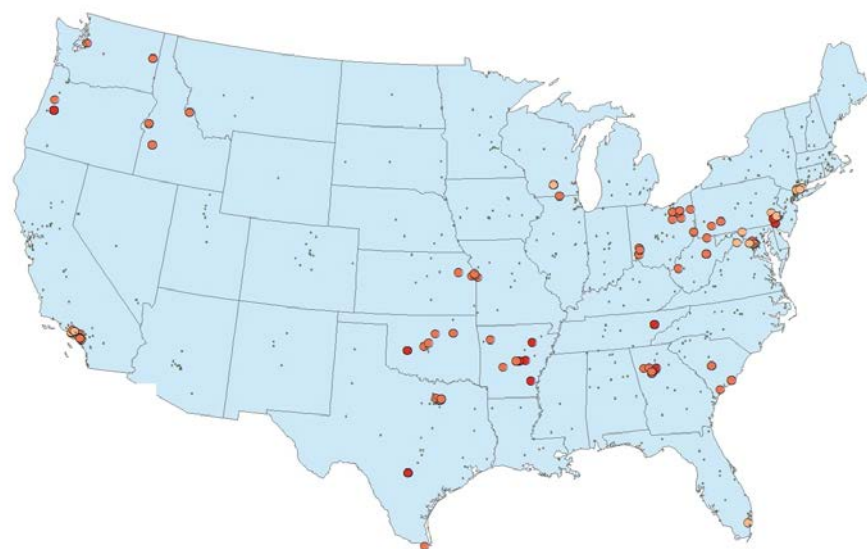


Social Media: Potential and Pitfalls

- Address **advantages** & **disadvantages** of social media
 - by drawing lessons from traditional surveys
 - to strengthen both data sources for public opinion
- Framework of **validity**¹:
 - Internal, construct, statistical conclusion (and external)
- **Pilot results** (internal validity): vaccine-relevant Twitter topics (classifiers², LDA)
 - leverage representativeness vs nuance from public opinion
 - Provide a window beyond surveys



^ Ex: hotspots about Calif. vaccination bill

- Nonprobability sampling: understand nuance³
- Show how vaccine convos can vary spatially
- Future work: probability sampling, other types of validity