

upper([Original Research])

The Role Of Social Media in Opinion Polls

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[Abstract]

This article explores the influence of social media on contemporary opinion polling methodologies. It examines how platforms like Twitter and Facebook are utilized by researchers to gauge public sentiment, and the challenges associated with data collection, representativeness, and bias in social media-driven polls. The paper also discusses the potential for social media to supplement or even replace traditional polling methods, while acknowledging the limitations and ethical considerations involved.

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