



## AMCA Toronto Online Lecture Series 2020

Saturday, November 28, 2020 at 2:00 pm

### Vuk Vuković: US Presidential Election and Prediction Models

Dr. Vuk Vuković



Vuk is the co-founder and CEO of Oraclum Intelligence Systems Ltd, a UK-based data company that uses the power of social networks, big data, and machine learning to predict election outcomes, market movements, product demand, and consumer behaviour. Their work includes doing survey experiments, data science modeling, and complex network surveys which they have done in 15 countries worldwide (US, UK, France, Southeast Asia, and Eastern Europe), all done using social media. They have successfully predicted Brexit and Trump in 2016, and Biden's victory in 2020, in all cases with margins of error within a single percentage point. Vuk holds a PhD in political

economy from the University of Oxford, a Master of Science in political economy from the London School of Economics and a BA in economics from the University of Zagreb. He is currently turning his PhD thesis into a book titled "Elite Networks: The Collusion between Politicians and Firms and Its Consequences on Inequality". During his studies he attended summer schools at the University of California at Berkeley and at Harvard University, and was a visiting scholar at the University of Cambridge, Clare College during the summer of 2013. He is happily married and a father of two boys.

#### Abstract

On Election Night, when it became obvious that Trump was winning in Florida and Ohio while also doing well – albeit temporarily – in the Midwest and Pennsylvania, many started having flashbacks to 2016. Could this happen again? Have the pollsters again made such a huge blunder? Why is there no Blue Wave? One company remained calm. Things were moving exactly as they have predicted. A British company Oraclum Intelligence Systems, founded by three PhDs in physics, computer science, and economics, once again offered a safe bet to its clients. After running the only survey that successfully predicted both Trump and Brexit back in 2016 under a single percentage point margin of error, it has done it again in 2020. It had predicted a much narrower race than most other pollsters. More importantly it predicted that on Election Night with Trump taking Florida the result would hinge on vote counts in Pennsylvania, Wisconsin and Michigan, all three of which would narrowly go to Biden in the end. It gave Biden a 0.6% to 1% advantage in all of these states (where the polls were predicting a 6% to 8% advantage for Biden), while also successfully calling Florida, Ohio, Iowa, and Texas for Trump. It was projecting a Biden win of 294 electoral college votes (Biden ended up with 306, much less than the consensus 350 given by polling aggregators, models, and other prediction methods).

**ONLINE LECTURE – register at [lectureseries@amcatoronto.com](mailto:lectureseries@amcatoronto.com)**