Twitter Thread by ■■■■■■■■ ■■■■■■■■ (Swapnil N .)



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@swapnilnarendra



"Narendra Modi declared as the most popular world leader" (a short thread). Recently, an image started doing rounds where Modi was pronounced as the most popular world leader. Let me tell you how it happened. (1/n)

This is the image that is being used by most of the BJP followers to beat their chest. But something very interesting caught my eye when I tried to go into the details of how of it. (2/n)



The survey was done by a US based company called Morning Consult who boasts of their political intelligence and analysis.


POLITICAL
INTELLIGENCE
Get access to the largest unified dataset on elections, politicians, world leaders, and policy issues in the world. Morning Consult surveys nearly 4,000 likely voters every day in the United States and 11,000 globally to provide customers with data at the scale and speed needed to navigate the changing political landscape and assess political risk.
REQUEST A DEMO

So Morning Consult says it has millions of users to interview and a revolutionary system to analyse the data. It tells us that any survey this company does should be taken as the Gospel.

Now remember the world population as of Jun 13, 2020 was 7.5 Billion. Remember it because we will need this info later.



Now in order to declare something best or most popular in the world, one needs a sample size of at least 70-80%. So with a population of 7 billion (app.) this number comes to, 5.6 Billion (app.). Thats an insane number of people to survey across the world.

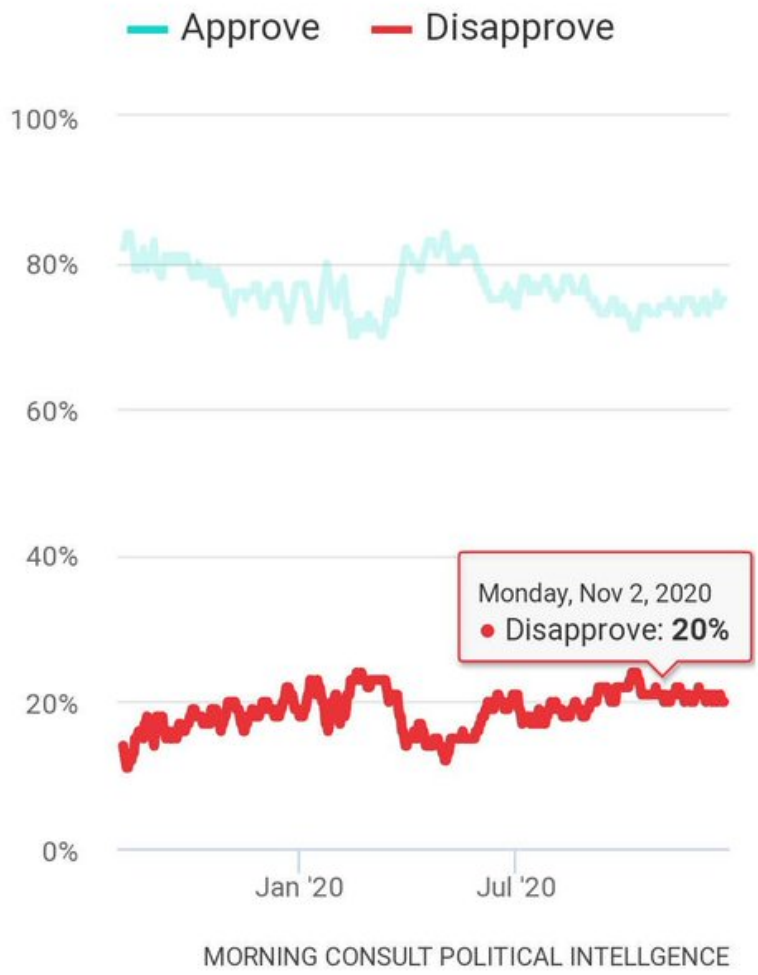
So it won't be wrong to expect the sample size of at least 3-4 billion people for the 'World's Most Popular Leader' survey. Right ? Well you can take a look at how many people Morning Consult asked. It's on their website. Because it is MANDATORY for them to make that data public.

This is the data that declared Modi ji as the most popular World Leader. Take a good look at it.

11:43

NARENDRA MODI

Prime Minister of India



Updated December 23, 2020 (Approx. Sample Size: 2,126 Adults; MoE: +/- 2.2%; 7-Day Moving Average)

The sample size used to survey for Modi consisted of 2126 Adults (people). That is LESS THAN 0.00003% of the World Population.



So here is a more accurate graphic.



BREAKING NEWS

US based analytical company says 0.00003% people in the whole world believe 'Narendra Modi is the most popular world leader'.

#LOOKATTHENUMBERS