**Big Data Survey Methodology**

Oneindia brings you a Big Data Survey, the biggest ever live survey in India. We present the opinion of the people from different parts of India as well as the world. We collect the opinion on the subject directly related to the mass, whether it's a matter of elections or any subject related to social or developmental issues. Also, we bring you the survey related to the products used by masses.

**How do Big Data Survey works?**

Graphs and Charts displayed in Oneindia's Big Data Survey are on the basis of opinion collected on a daily basis from the esteemed readers of Oneindia and its affiliated portals like Boldsky, Gizbot, Drivespark, Mykhel, Nativeplanet, Goodreturns, and CareerIndia. Our surveys are short-term as well as long-term, it depends on the significance of the matter. We serve the questions randomly on various pages of our portals and collect opinion.

To avoid repetition of the opinion we collect the IP address. For a particular question, one person can feed his/her opinion only once from a particular IP address. Well, he/she will be eligible to express his/her opinion on some other question. According to our technical arrangements, any particular IP address can be treated as new IP after a particular time period. So please do not conclude the result as the 100% opinion of the masses.

**How accurate are the results?**

As per our technology arrangements, we always try to make sure the 100% accurate results of each question in Big Data Survey. But, there is a probability of error between 5% to 10%.  Fluctuation in the number of participants on different questions is quite obvious because we serve each question as an individual. There is no compulsion for the users that they have to attempt the complete set. Opinion on a single question matters a lot to us.

**Who are the respondents of Big Data Survey?**

We serve the set of questions and individual questions to the 130 million users of Oneindia and its verticals. In addition, we collect opinion of the users of our third-party content partners also. Most of the respondents in the Big Data Survey are in the age group of 18 to 45.  Ratio of men and women is 60:40 (as per google analytics and Comscore data).

Respondents are free to place their opinion on this survey, we don't set any parameters which intend the users to deviate from their opinion. We do not collect any personal information about the participants. There are no restrictions for the participants. He or she can be from any region, can have any educational background. There is no business on the basis of gender, income level, or any type of political affiliation.

**Privacy Policy:**

As already specified, one user with one IP address is eligible for only one time participation in a particular survey. However, one user can participate through the same IP address in multiple survey campaigns running on the page simultaneously also. Personal information like, name, age, gender, email address is optional and we don't capture users' identity. Users response to one or any question is captured and stored in the secured back-end with respective information as provided by the users and can be produced to any legal entity upon a request from a competent authority.

**Record:**

Users response to one or any question is captured and stored in the secure back-end with respective information as provided by the users and can be produced to any legal entity upon a request from a competent authority within a certain period. The record will be destroyed after a stipulated time as decided by the organisation.