



POLITICAL IDEOLOGY

2020 ELECTION

EMAILS

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PROJECT OBJECTIVE

- Classify political ideology of an email
- Provide a tool for
 - Voters
 - Campaigns



EMAIL OVERVIEW



314,500

emails from
Princeton corpus of
Political Emails



3,000

campaigns and
organizations

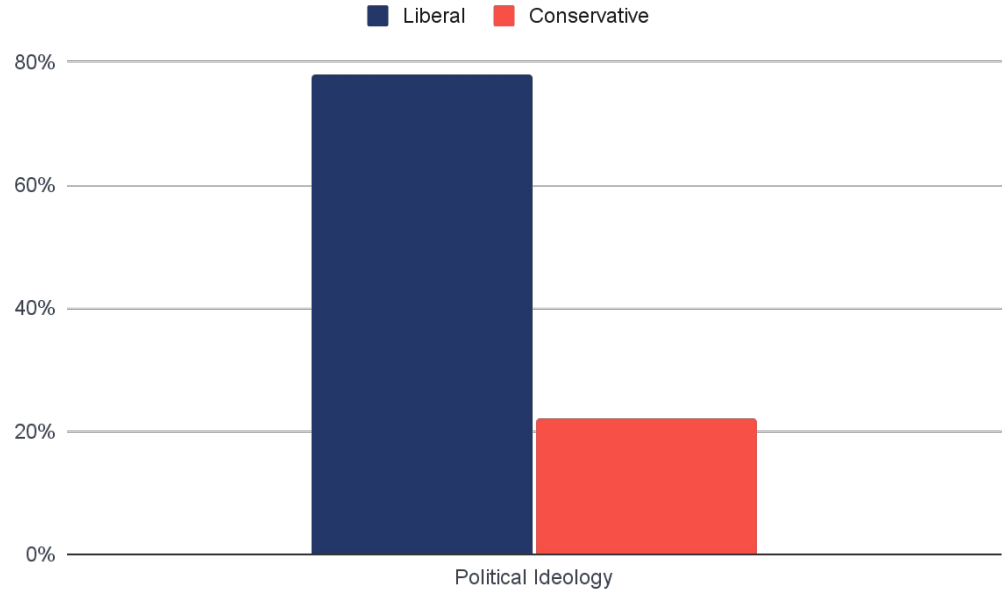


2020 ELECTION

December 2, 2019 -
November 3, 2020

POLITICAL IDEOLOGY OVERVIEW

- Political ideology defined as liberal or conservative-leaning
- Established by party-affiliation or campaign contributions
- Imbalance due to democratic presidential primary

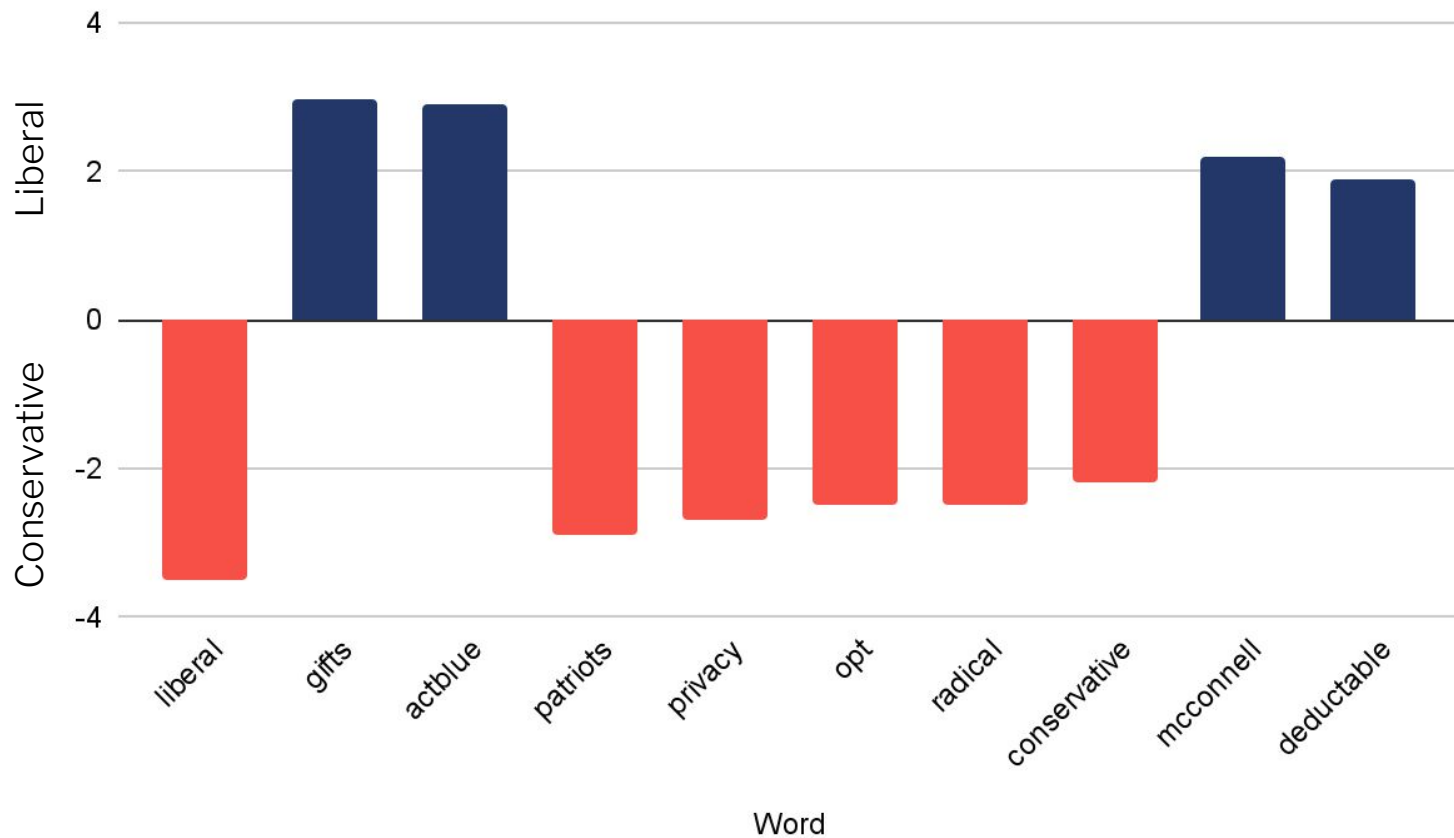


MODELING RESULTS

- Natural Language Processing Techniques
- Stochastic Gradient Descent Classifier
- ~98% accuracy

True Ideology	Conservative	95% correctly predicted Conservative	5% Predicted liberal but actually conservative
	Liberal	2% Predicted conservative but actually Liberal	98% correctly predicted Liberal
		Conservative	Liberal
		Predicted Ideology	

WORD IMPORTANCE



RECOMMENDATIONS & NEXT STEPS



DEPLOYMENT

Create an app that classifies specified email



FEATURE ENGINEERING

Include additional features



BEYOND 2020

Include emails beyond 2020 election cycle



BEYOND ELECTION

Explore political email outside of an election

THANKS!



Do you have any questions?

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