**Previous Research:**

1. Impact of Twitter Data on US Presidential Elections

Social media plays a pivotal role in impacting the outcome of national elections ([Bruns and Stieglitz, 2013](https://www.sciencedirect.com/science/article/pii/S004016251731421X" \l "bb0105)).

Twitter is clearly an effective tool for analyzing the field of politics. Twitter dominates the political social media landscape, and its discourse can have real effects on events outside its domain. Twitter behavior clearly varies based on the politics of each individual using it, despite the presumption that Twitter is by-and-large a place for the hyper-partisan. Not only does Twitter reflect real-life politics, but it can also serve as a predictive tool for public opinion, and provide useful feedback for politicians aiming to sharpen their message. In short, maybe Twitter actually is real life (Shackelford).

This study broadens the literature surrounding social media by presenting how community formation and polarization of voting outcome is feasible based on acculturation of ideologies through social media platforms. This study contributes to various research avenues such the role of influencers in information propagation over a network, the social psychology of online users, best practices in computer-mediated communication, acculturation of ideologies, user polarization and social media usage.( <https://www.sciencedirect.com/science/article/pii/S004016251731421X>)

1. Sentiment Analysis on the US elections (<https://drive.google.com/drive/u/1/folders/1L4F1XwhbkVgNxzt7y461RYa0F-X6iuUR>)

This research paper carries out a sentiment analysis to conduct a hypotheses to ensure that the Twitter sentiment figures calculated by following a certain methodology is a good representative of the general public behavior towards a certain candidate in the US presidential election 2016.

ii) <https://www.census.gov/content/dam/Census/library/publications/2018/demo/P20-582.pdf>

This discusses the US voters population characteristics since 1980s generally and not specific to the Twitter data or any particular forum.

iii) Political Ideology reflected through impact of words used by Democrats or Conservatives on Twitter

This article runs a model which analyzes the tweets generated by both the parties to determine the behavior being reflected by these tweets. It hypothesized that the language used by liberals emphasizes their perception of uniqueness, contains more swear words, more anxiety-related words and more feeling-related words than conservatives’ language. Conversely, we predicted that the language of conservatives emphasizes group membership and contains more references to achievement and religion than liberals’ language. The model used analysed Twitter timelines of 5,373 followers of three Twitter accounts of the American Democratic and 5,386 followers of three accounts of the Republican parties’ Congressional Organizations. The results support most of the predictions and previous findings, confirming that Twitter behavior offers valid insights to offline behaviour.

1. Important Campaign Topics 2020 Presidential Elections (<https://www.washingtonpost.com/elections/2020/trump-policies-vs-biden-policies/>)

After their election campaigns and presidential debates, the two main candidates for the US elections 2020 were classified in response to their views on how to address a few important issues of the country. Whilst a few of these topics displayed a similar perspective, for instance on the advancement on the Corona vaccine development, the two candidates differed greatly on other pressing issues. This article highlights upon those to classify the topics upon which the candidates are basing their campaigns upon.

1. The Allan Lichtman Model

Regardless of the political scenarios and the global circumstances, Alan Lichtman has predicted every US election correctly since 1984 based on his ‘13 keys’ system. With a 100% accuracy in his predictions, Lichtman does not let external factors impact his ’13 keys’ as determinants of the election outcomes. Based on his 13 keys model (<https://pollyvote.com/en/components/models/mixed/keys-to-the-white-house/>), Lichtman predicts a victory of Biden over Trump in the US presidential elections 2020.