



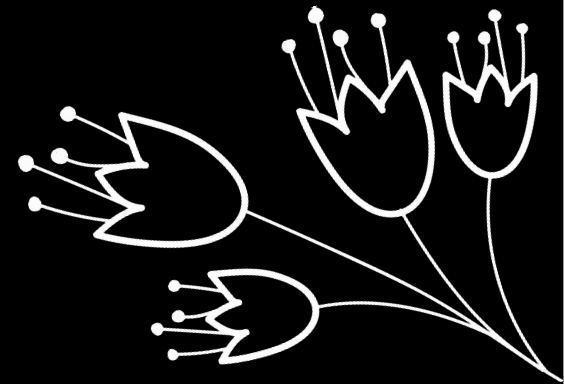
Identifying Political Party and Agenda from ads



By: John Sheehan

- ◆ **Business problem**
- ◆ **Data Understanding**
- ◆ **The Model Performance**
- ◆ **Conclusion**
- ◆ **Next Steps**

Overview



Business Problem

Classify Ads by Party

- ❖ First determine if an ad is democrat or republican
- ❖ Many ads are disguised as neutral but may be biased

Identify common words and agenda of parties

- ❖ Determine if a party is saying common phrases
- ❖ Identify agendas party is pushing

Run Model on New Ads

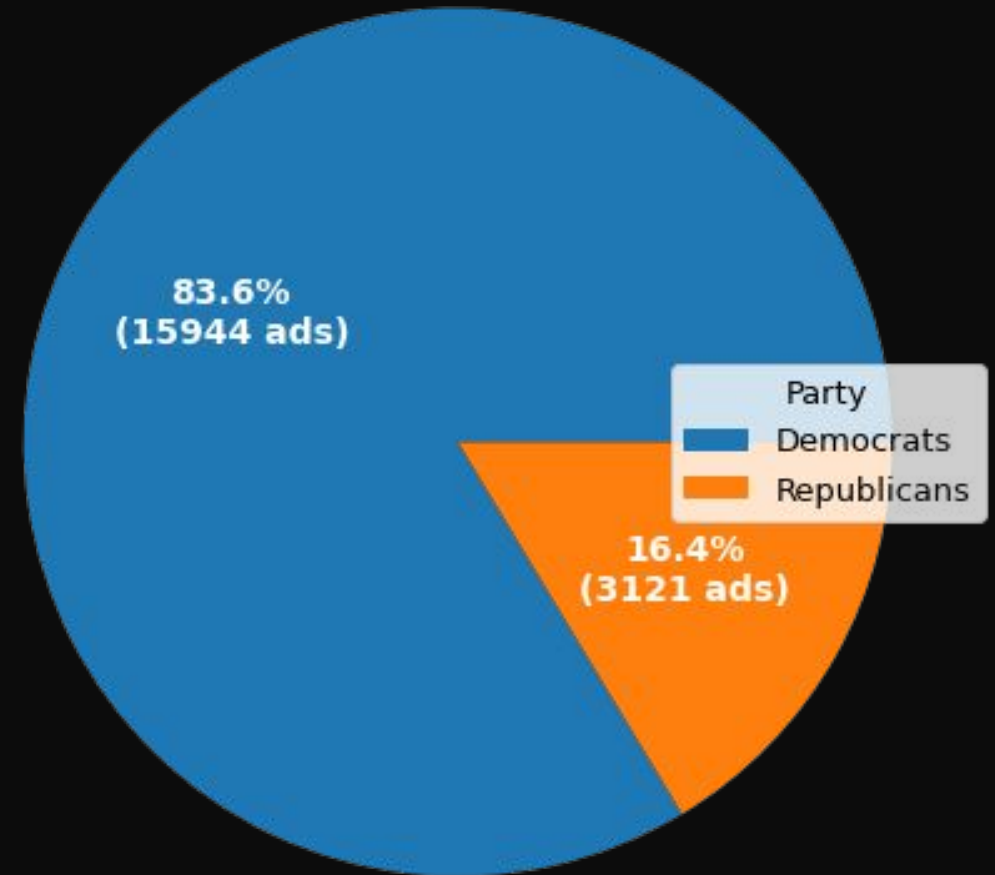
- ❖ See if agendas are changing
- ❖ Find new talking points

Data

- ❖ 222,186 total Facebook ads between 2017 and 2020
- ❖ Brought it in a list of all U.S Politicians and isolated the data to only ads from those individuals
- ❖ Categorized based by party

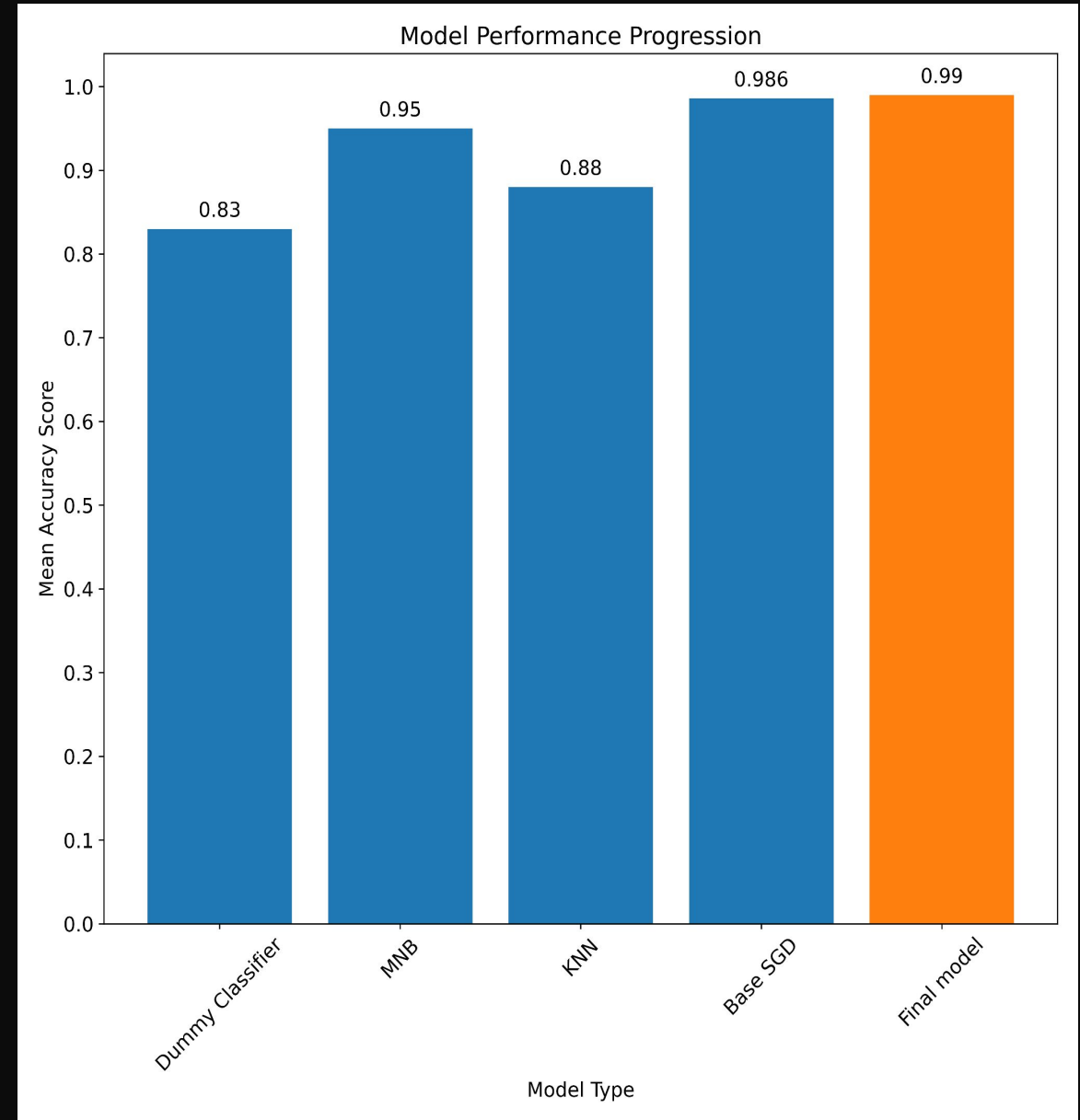
Percent Ads by Political Party

Ads by Political Party

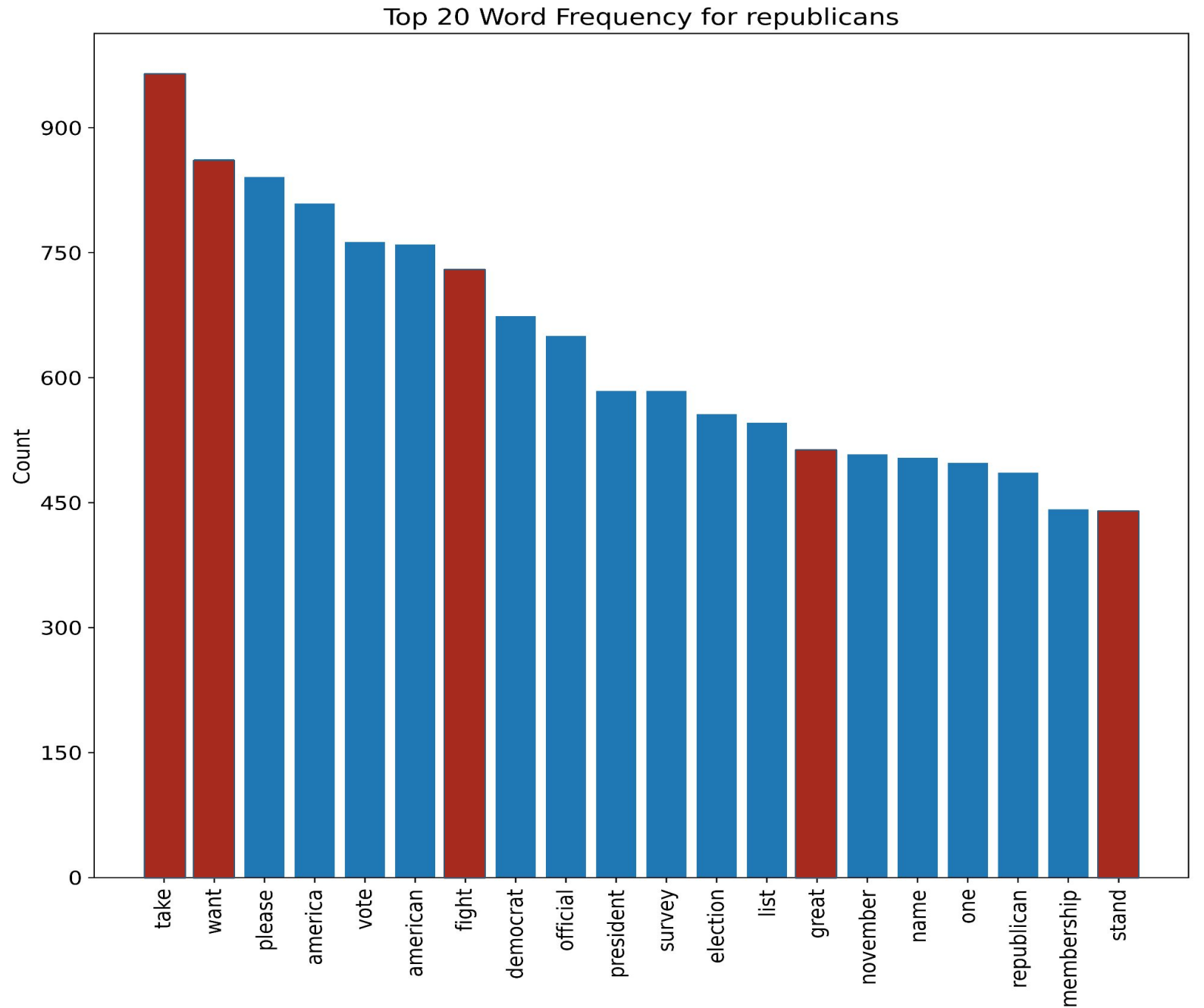


Model Performance

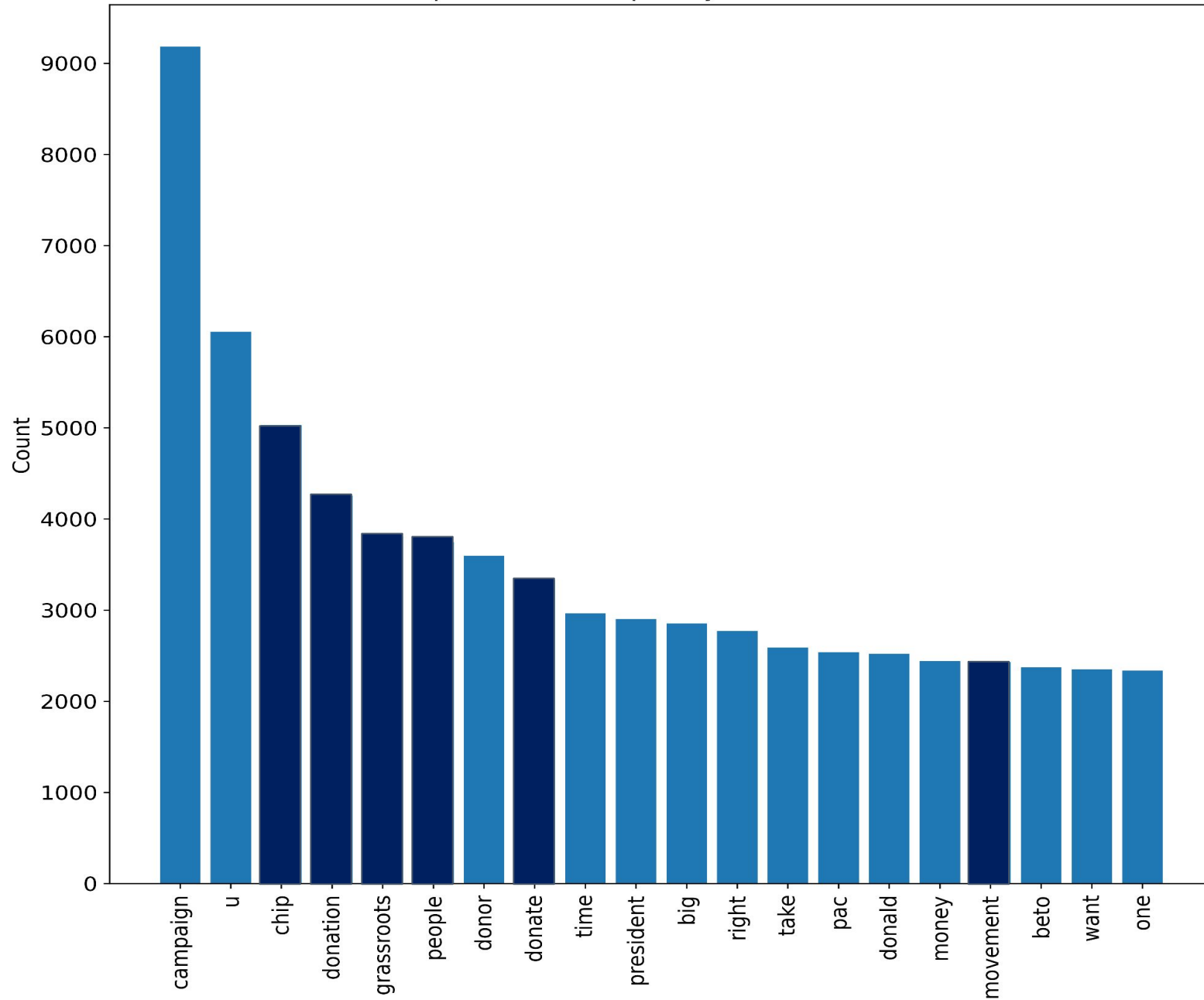
- ❖ Accuracy Score of 99% on both training and unseen data.
- ❖ Might not be as accurate for ads in future
- ❖ Tailored for Facebook ads



❖ Combative targeted action words



Top 20 Word Frequency for democrats



Democrat

- ❖ Words targeted about community



Ad Prediction

- ❖ Republican Ad: 'Democrats are totally out of touch with the american people we need to send a resounding message to the left that big government socialists like alexandria ocasio cortez and ilhan omar don't represent the views of the american people take the official socialism approval poll before 1159 pm tonight to let me president trump know what you think of democrats' socialist agenda' - Donald J Trump
- ❖ Democrat Ad: 'Hey team it's 2020 and this will be among the most important years in american political history we must beat trump and we must take the senate we're busy working our ossoff to flip georgia and the senate blue but if we're going to win this key senate race we need to build a movement of grassroots supporters who will be with us all the way to election day chip in now to become one of the first official 2020 donors' - Jon Ossoff

Conclusion and limitations

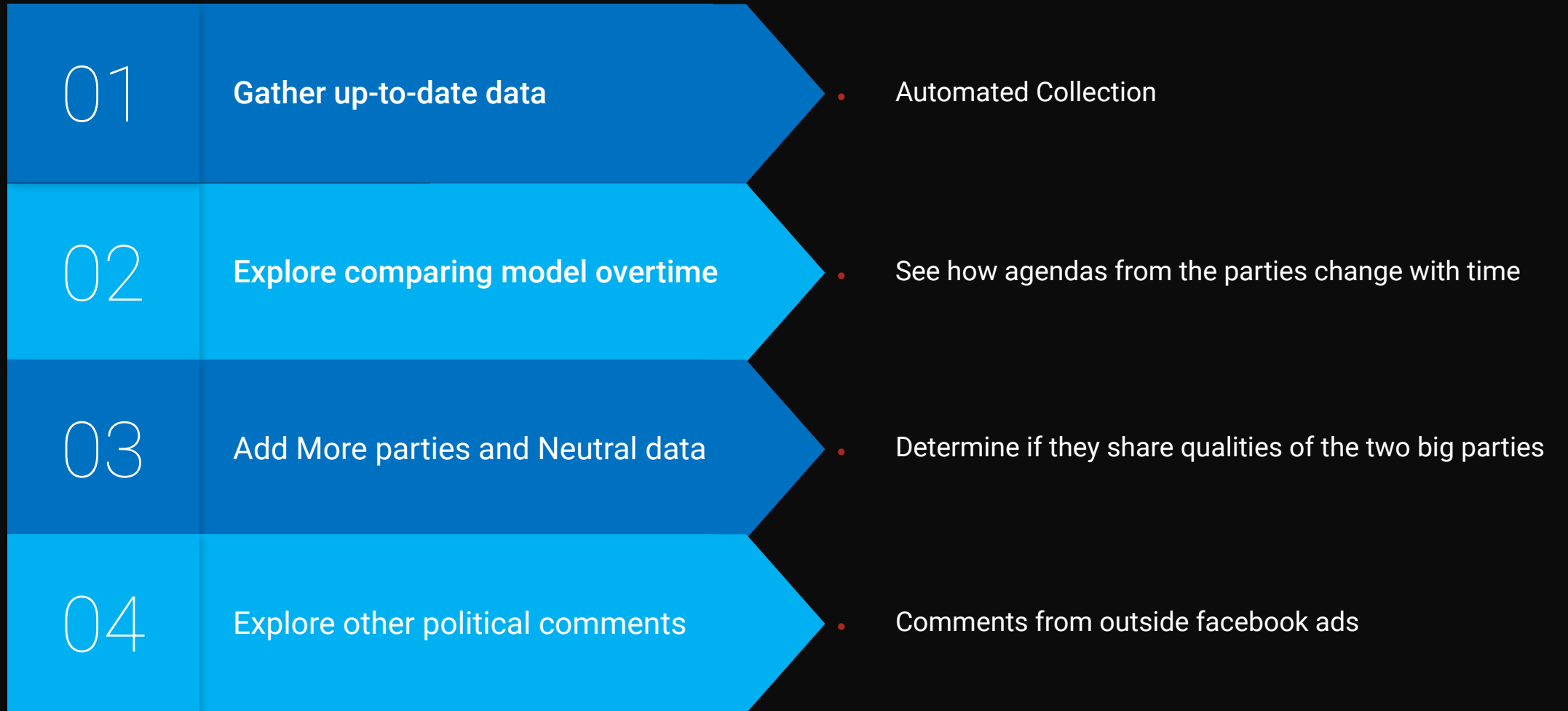
- ❖ Conclusion:

- Many ads don't have a clear party association
- Identifying the ad and political party agenda

- ❖ Limitations:

- Agendas and messaging change overtime
- Model only received facebook ads

Next Steps



Thank you any questions?

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