

Geographical Variation of U.S Presidential Candidates' Speeches in 2024 Presidential Election

EPPS 6356 Data Visualization
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Research puzzle

Motivations

Do U.S. presidential candidates **adjust their speeches** based on the audience at presidential rallies?

Rally locations →
Swing states
voters (e.g. Ohio
→ Jobs)

Social media →
All voters

Goals

1. **What:** Prioritized issues
2. **Where:** Geographical variations? → Congruence?

Topics

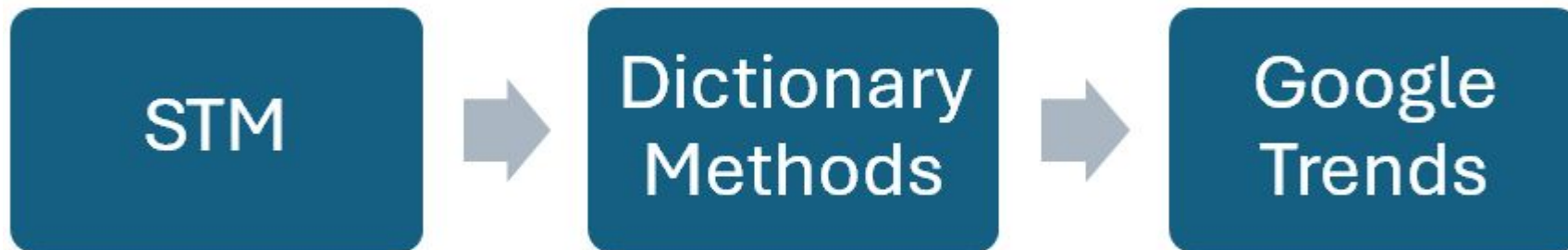


Data and Methods

Data:

- Corpus of all the 2024 presidential candidates' speeches of Trump and Harris ([Documents Archive Search | The American Presidency Project \(ucsb.edu\)](#))

Method:



Data Visualization

Objectives

- Geographical variations in speech content
- Topic emphasis and changes over campaign period
- Interactive exploration of data

Tools

- Bar and Line Charts
- Trend Analysis
- Geographical Heat Maps
- Word Clouds

Implementation

- Dynamic, user-interactive dashboard
- Key features
 - Interactive maps and timeline sliders
 - Toggle options to filter data

References

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