

Week 1 Scrum (Feb 24th)

Date: Feb 24, 2024

Attendance:

- Team Members: Haotian Shangguan, Po-Han Lu, Hui Zheng, Hao Qi, Mao Mao

Team Updates:

This week, our team members discussed face-to-face, learned the overall process of the project, reviewed the full picture of the email data, and brainstormed on data extraction and preliminary data analysis according to the requirements we received.

- What is overall goal of the project?
 - From the project description:
 - "The client hopes to get a comprehensive database of all political emails from campaigns for the US Senate in November and assess what narratives and perspectives are being pushed through these content mediums. "
 - "The client would also like you to identify narrative, talking points, potential misinformation, links shared, and conspiracy theories spread through these campaign emails, and do some basic sentiment analysis to see how positive, or negative, campaigns are being in their email correspondences. "
 - This is the goal for the base project, and we will have more discussions with our client about the extended project after we finish the base project.
- Why is this project important?
 - Political Transparency: Creating a comprehensive database of political emails from US Senate campaigns may increase transparency in political communications. It provides a clearer picture of the messages being disseminated by candidates.
 - Data-Driven Decisions: For the client, this database and the corresponding analysis will support data-driven decisions in their operations, whether in policy making, political strategy development, or voter engagement efforts.
- What types of data will you collect or be analyzing?
 - We will collect data from a shared email account subscribed to all campaigns for all senate elections. Here is the email address: jengabuilding90@gmail.com.
 - In the future, we might have a shared Facebook account and more data from it.
- What are the potential limitations of the project?
 - Limited Data: Since we can only access the shared data, we need to provide a clearer and more unique data analysis product compared with other teams.

- Diverse Data: The emails sent by different candidates vary in form, including text, images, and posters. We need to implement a robust method to extract and organize these contents from the mailbox.
- Bias in Analysis: Identifying narratives, talking points, and misinformation is subjective and could be influenced by the analysts' biases.
- What are your next steps? Divide tasks amongst the team.
 - Haotian Shangguan: Start working with our client and project manager on clarifying goals and accessing more data resources (e.g., Facebook).
 - Mao Mao and Hui Zheng: Start collecting current data (from the shared email address).
 - Hao Qi and Po-Han Lu: Sort the current data and try to build a database.

Other Notes:

Our team is just starting out, and there are still some questions about project design and schedule management that need to be clarified by the client or project manager. For example, we envision using a Microsoft Excel file as our database rather than employing systems like Microsoft SQL Server that most people might require additionally. And we hope to primarily use Slack for communication and GitHub for storing project files.

Our work will be more organized in one to two weeks, and we look forward to achieving a fruitful result.