

Election Security: Presenting Accurate Information

Samuel Shin, Dena Chen, Simon Corpuz

Introduction

According to research done by survey groups such as Ipsos and the PBS Newshour, citizens across the United States consider voter suppression and voter fraud as the top two threats to fair elections. **Upwards of 80% of citizens, regardless of age group or political party**, are wary of the spread of false information.

Furthermore, **roughly 30% of citizens from Pennsylvania** believed there to be voter fraud during the 2020 presidential election. This is despite countless court cases, many coming from Pennsylvania itself and some even reaching the Supreme Court, rejecting the notion that fraud was present.

Our team wishes to propagate trust in the election process, particularly in Pennsylvania. Having discussed with our client, Professor Richard Stafford, we worked to plan out the basics of an ad campaign that would accomplish this goal.

Methods

Our group decided to target certain demographics when convincing citizens of state election integrity. Specifically, we chose people within the age groups of **18-29 years old and 30-49 years old**. Our intent was to capitalize on these groups' frequent use of social media, such as Instagram and TikTok, as a method of distribution for our message. **TikTok has an estimated 80 million active monthly users, 86% of which comprise** these age groups. Similarly, **72.5% of Instagram's 123 million active monthly users** come from these age groups.

After settling on our audience, we brainstormed up to three different approaches for our campaign message. These messages were based around techniques of persuasion, such as the idea that people are more likely to change their opinion when **presented with new information that destroys previous assumptions or beliefs**.

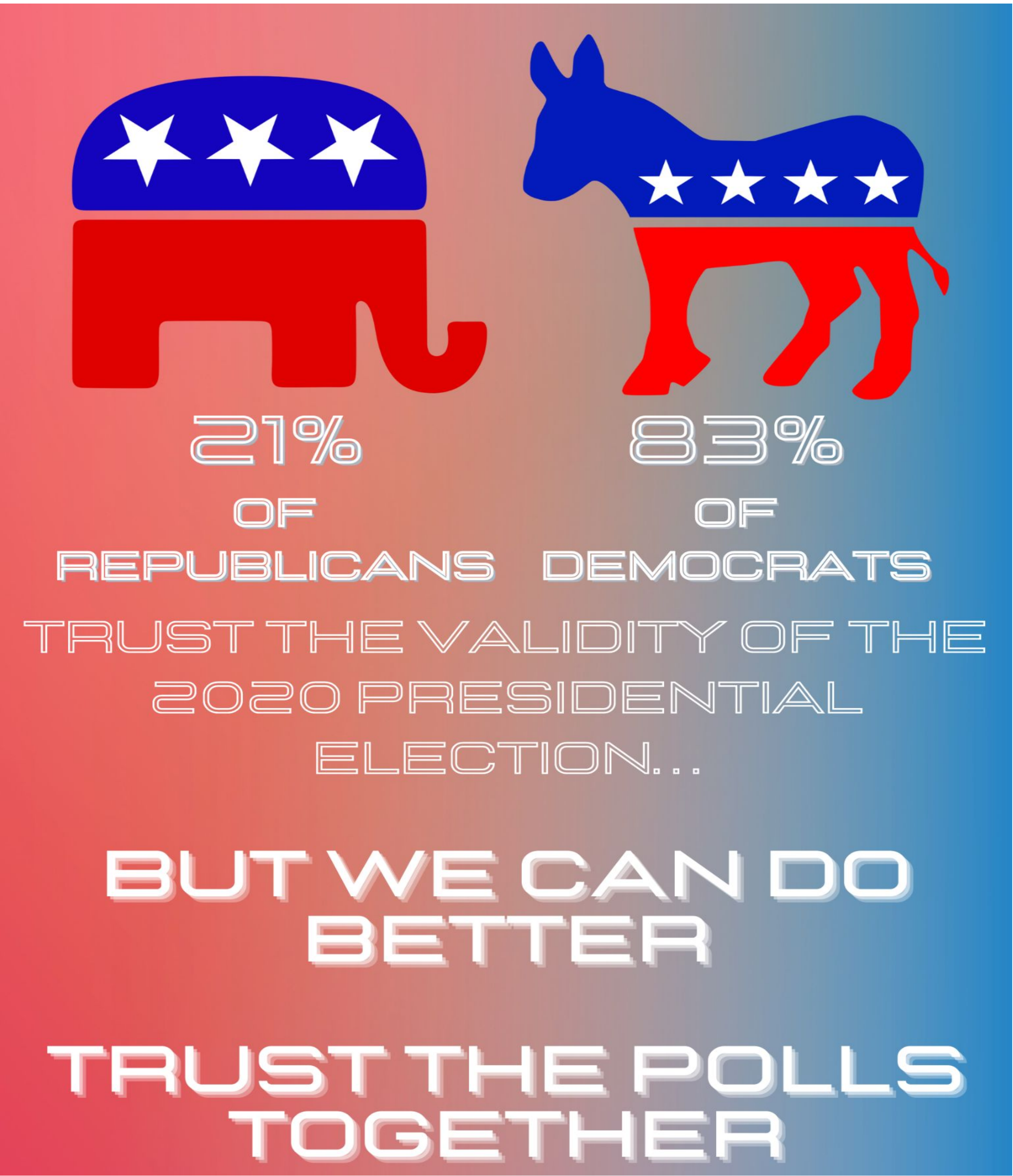
As part of our research, we came upon vital information that many citizens aren't very likely to know about. This includes **percentages on the number of people who trust their governor of state, view on the outcome of the most recent presidential election**, etc. However much of this information was given in a manner that would be hard for everyday people to digest, such as through bar charts and or tables with too much information at once.

Thus, one of three approaches we've established is to present this information one fact at a time, in a way that can **better inform citizens** of the whole situation, and **urge them towards the choice** of trusting the election process once their previous assumptions have been broken.

Results

Pictured to the right is a mock-up of a possible advertisement using this methodology. While giving generalized information on how many people from each major political party trust the results of the 2020 presidential election, the advertisement uses a quote meant to **instill feelings of unity** between those people in each party that already display trust.

Instilling this feeling of trust, along with introducing information that the audience might not be immediately aware of, is expected to **help facilitate chances in attitude** towards the election process.



Discussion

While the research for this campaign takes into account the segmented groups that the audience is naturally divided into, we are admittedly lacking in proof that our chosen methods will be especially effective. Future work should focus on ascertaining that these approaches are effective, as well as looking into more possible methods of distribution outside of social media.