The Vote Smart API and Naturally Evaluating Digital Ads

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Female candidates

- Rachel's project
- Are Emerge candidates comparable to other candidates?

Database

- Candidate info: education, political experience, profession, and etc.
- Other info: elected officials, districts, leadership, committees, etc.

PROJECT VOTE SMART

Comparing and contrasting approaches

- Try and except approach
- Lists out everything

```python
from votesmart import votesmart
votesmart.apikey = 

f_out = open("masterCandidateBio.csv", 'w')
#f_in = open("CandidateIDsMasterList.csv", 'r')
#f_in = open("candlist_new.csv", 'r')
f_out.write("candidateID;crpId(OpenSecretsID);preferredName;f
n;gender;family;homeCity;homeState;education;profession;polit
;name;type;status;firstElect;lastElect;nextElect;termStart;te

f_out2 = open("masterCandidateBioFailedCandidates.csv", 'w')
f_out2.write("candidatesWithNoInfo(getBio)\n")

for candidate in range(1,10):
    try:
        print "Now on cand bio no.", str(candidate)
        bio = votesmart.candidatebio.getBio(int(candidate))
        #print bio
        f_out.write(str(int(candidate)) + ";")
        f_out.write(bio.crpId + ";")
        try:
            f_out.write(bio.preferredName + ';')
        except:
            f_out.write(';')
        try:
            f_out.write(bio.firstName + ";")
        except:
            f_out.write(';')
```

Comparing and contrasting approaches

- __getattribute__ and for loops

```python
from votesmart import votesmart
import csv
#set key
votesmart.apikey =
candidate_file = open("CandidateBios.csv",'w')
candidate_file.write("CandidateID,crpId,firstName,nickName,middleName,lastName,suffix,birthDate,birthPl
candidate_file2 = open("FailedCandidateBios.csv", 'w')
candidate_file2.write("candidatesWithNoInfo(Sad!)\n")
requests = ['crpId','firstName','nickName','middleName','lastName','suffix','birthDate','birthPlace','p
for candidate in range(1,180000):
    try:
        print "Now on cand bio no.", str(candidate)
        bio = votesmart.candidatebio.getBio(int(candidate))
        candidate_file.write(str(int(candidate)) + ",")
        for x in requests:
            try:
                candidate_file.write(bio.__getattribute__(x).replace(","," ").replace("\n"," ") + ",")
            except:
                candidate_file.write(",")
    except:
        candidate_file2.write(str(candidate) +", Very sad!" + '\n')
    candidate_file.write('\n')
```

Digital ads

- Evaluate digital appeals naturally
- Power problems in reality

New approach

- Facebook pixel
- HTML
- Reduces non-compliance problem

```
<p>Informed Consent</p>

<p> </p>
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');
fbq('init',             , {
em: 'insert_email_variable,'
});
fbq('track', 'PageView');
</script><noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=                =PageView&noscript=1"
/></noscript>
```

What it looks like

- Political knowledge tests
- Pixel is hidden from subject

What is the greatest cause of death in the United States?

- ○ Cancer
- ○ Heart Disease
- ○ Accidents
- ○ Stroke
- ○ Diabetes
- ○ Don't know

Challenges and next steps

- Grouping people's professions
  - Text analysis
  - Using crosstabs
- Additional get requests
- Running the Qualtrics survey

Tools used

- APIs
- Python
- Qualtrics
- A little HTML