Anders Hornor

Decision making is an aspect of social interaction that relates to many different fields. Particularly, decision making in the field of consumer choice has been studied widely over the past years (Dahr, 1997). Within the fields of social sciences decision making goes further than the consumer choice though. The process of decision making has been applied across fields and strong relationships between consumer preference and political preference have been explicated (Farmer, 2014). One way to examine this aspect of political development in democracies like the US is through mass surveys used to develop meaningful statistics on how people view the current political situation. Another is through computational lifestyle segmentation studies. One example of this is an automated neural network (ANN) generated in South Africa to determine the geodemographic lifestyle makeup of the region (Schwabe et al., 1999) Although ANNs have been developed to look at large swaths of the population, we still do not have a free, accurate model of social decision making, namely in relation to voting. This opens one up to how can we accurately predict voting outcomes.

To answer this question I suggest the comparison of demographic data, used to categorize geographies by lifestyle, and political census data. The application of the two data sets will generate a better picture of political preference and will better predict

The process will first generate a meaningful, lifestyle-makeup data set by analyzing demographic data from the United States Census Bureau and USA.gov. Next I plan to compare data from the American National Election Studies data sets and contemporary large Media surveys to the lifestyle makeup datasets generated through demographic census analysis.

I expect to find a correlation between lifestyle and election preferences. This would shed light on the nature of political views and how people act on the those views. this could lead to further research into how we determine lifestyle statistics as well as further research directed toward how lifestyle data can be used for managing large groups of people

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