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Data Analytics MSc (ODL)

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**Project**  
**Literature Review**  
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## 1 Literature Review

### Context

- [3] Nicholas Biddle and Ian McAllister. *Explaining the 2022 Australian federal election result*. en. Report. Centre for Social Research and Methods (ANU), June 2022. url: <https://apo.org.au/node/318286> (visited on 12/10/2022).
- [4] *Election Night Analysis – Art or Science? – Antony Green’s Election Blog*. en-AU. url: <https://antonygreen.com.au/predicting-australian-elections/> (visited on 12/10/2022).
- [5] Canberra corporateName=Commonwealth Parliament; address=Parliament House. *Voting patterns by generation*. en-AU. text. Archive Location: Australia Last Modified: 2022-04-29 Publisher: corporateName=Commonwealth Parliament; address=Parliament House, Canberra, ACT, 2600; contact=+61 2 6277 7111. url: [https://www.aph.gov.au/About\\_Parliament/Parliamentary\\_Departments/Parliamentary\\_Library/FlagPost/2022/April/Voting\\_patterns\\_by\\_generation](https://www.aph.gov.au/About_Parliament/Parliamentary_Departments/Parliamentary_Library/FlagPost/2022/April/Voting_patterns_by_generation) (visited on 12/10/2022).
- [6] Andrew Jakubowicz and Christina Ho. *Was there an ‘ethnic vote’ in the 2019 election and did it make a difference?* en. url: <http://theconversation.com/was-there-an-ethnic-vote-in-the-2019-election-and-did-it-make-a-difference-117911> (visited on 12/10/2022).

### Theory

- [1] Paul R. Baines et al. “Market Segmentation and Product Differentiation in Political Campaigns: A Technical Feature Perspective”. In: *Journal of Marketing Management* 19.1-2 (Feb. 2003). Publisher: Routledge \_eprint: <https://doi.org/10.1080/0267257X.2003.9728208>, pp. 225–249. issn: 0267-257X. doi: 10.1080/0267257X.2003.9728208. url: <https://doi.org/10.1080/0267257X.2003.9728208> (visited on 13/10/2022).
- [2] Paul R Baines et al. “Product Attribute-Based Voter Segmentation and Resource Advantage Theory”. In: *Journal of Marketing Management* 21.9-10 (Nov. 2005). Publisher: Routledge \_eprint: <https://doi.org/10.1362/026725705775194102>, pp. 1079–1115. issn: 0267-257X. doi: 10.1362/026725705775194102. url: <https://doi.org/10.1362/026725705775194102> (visited on 13/10/2022).
- [8] Thomas Rusch et al. “Influencing Elections with Statistics: Targeting Voters with Logistic Regression Trees”. In: *The Annals of Applied Statistics* 7.3 (2013). Publisher: Institute of Mathematical Statistics, pp. 1612–1639. issn: 1932-6157. url: <http://www.jstor.org/stable/23566487> (visited on 13/10/2022).
- [9] *Three-D Political Segmentation*. url: [https://www.electoralcalculus.co.uk/services\\_casestudy\\_threed.html](https://www.electoralcalculus.co.uk/services_casestudy_threed.html) (visited on 12/10/2022).
- [10] Tiffany Winchester, John Hall and Wayne Binney. “Conceptualizing Usage in Voting Behavior for Political Marketing: An Application of Consumer Behavior”. In: *Journal of Political Marketing* 15.2-3 (July 2016). Publisher: Routledge \_eprint: <https://doi.org/10.1080/15377857.2016.1151126>, pp. 259–284. issn: 1537-7857. doi: 10.1080/15377857.2016.1151126. url: <https://doi.org/10.1080/15377857.2016.1151126> (visited on 13/10/2022).

### R packages

- [7] Peter Baker / *cropgrowdays* · GitLab. en. url: <https://gitlab.com/petebaker/cropgrowdays> (visited on 14/10/2022).