



Classifying Political Organizations Using Ad Contracts

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Question/Motivation

Can we classify political committees from the advertising contracts they purchase?

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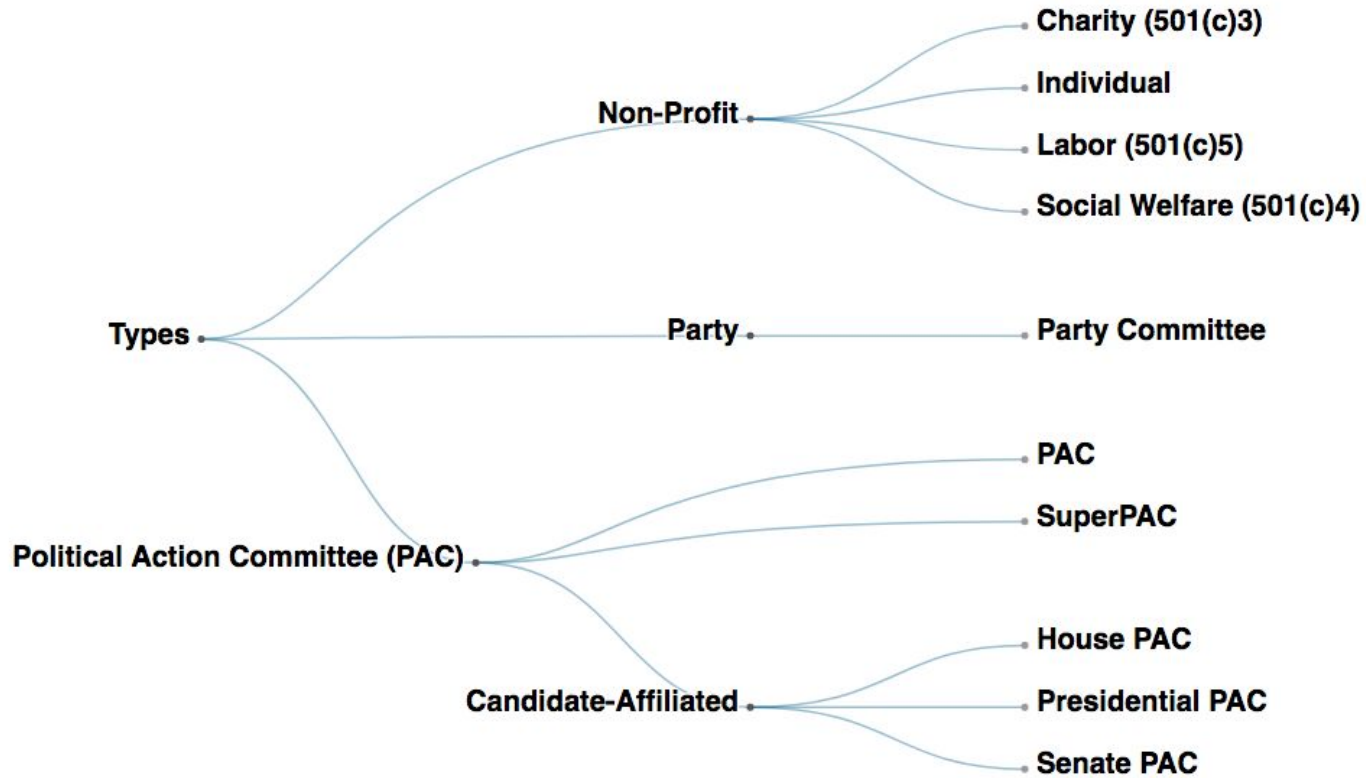
Can we classify political committees from the advertising contracts they purchase?

- Money as political speech

Question/Motivation

Can we classify political committees from the advertising contracts they purchase?

- Money as political speech
- Are there patterns?



Committee Types

Data/Tools

ProPublica

Free the Files Filing Data

Free the Files API

Campaign Finance API

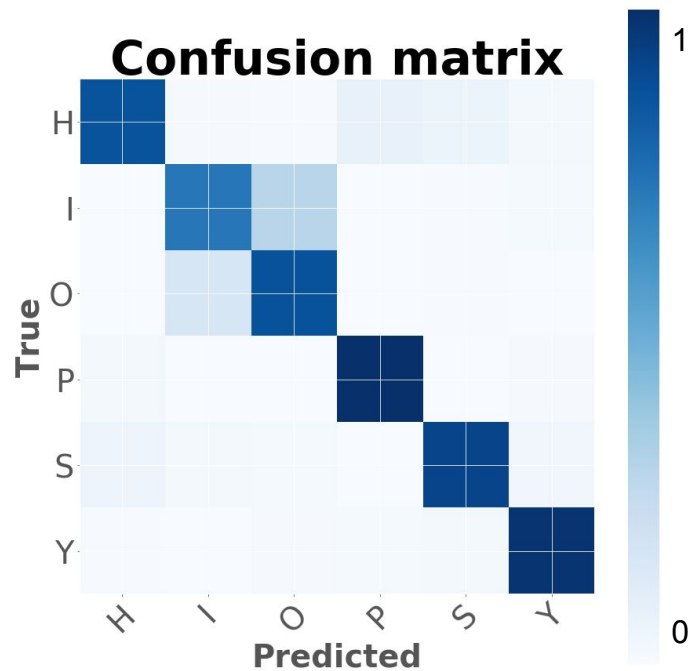
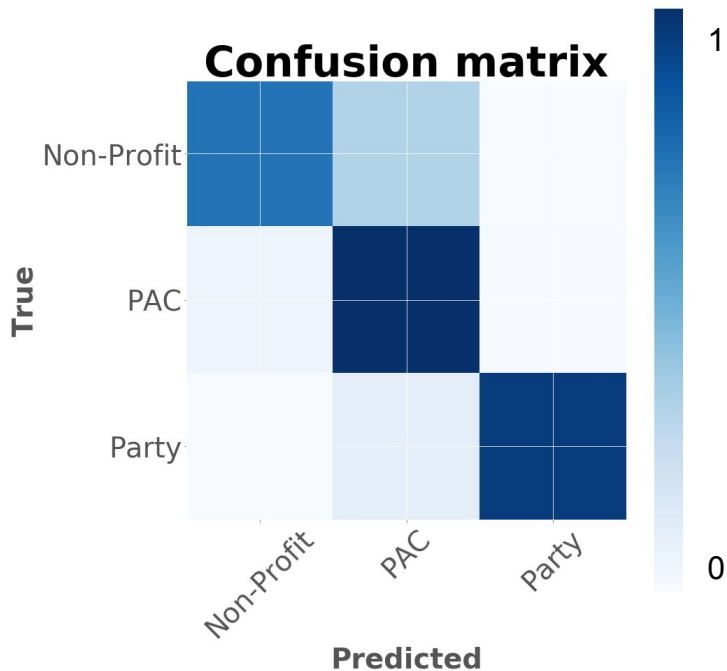


Requests
http for humans



Results

Model: Decision Tree



Next Steps

- Explore relationship of advertising agencies and types of organizations
- Try for finer classification
- Time series analysis

Thank You

1976: Buckley v Valeo

2007: Wisconsin Right to Life

2010: Citizens United

1974: Federal Election
Campaign Act

2002: McCain-Feingold

Campaign Finance Timeline