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SSC 442 - Social Science Data Analytics Capstone

Professor Bushong

February 25, 2020

Group Project Outline

High-level Plan:

Given the proximity to elections this fall, we find it timely to investigate characteristics of voters. We plan to examine this through the lens of a think-tank team explaining our analytical findings to our C-suite. Using a number of analytical methods and visualizations, we aim to illustrate actionable insights based off statistical learning algorithms. In addition, we will attempt to look at predicting the 2020 election based on current conditions.

Visualization and Analysis Discussion:

- Linear Regression
- Map visualization (with animated maps to visualize?)
- What if we created a random world and gave population certain characteristics - who would win then?

Think about visualization and analysis and what we will do

Potential Data Sources:

1. United States Census Bureau
 - a. <https://www.census.gov/content/census/en/data/datasets/2016/dec/rdo/2013-2017-CVAP.html>
 - b. Current population survey data <https://www.census.gov/programs-surveys/cps/data/datasets.html>
 - c. American Communities Survey www.census.gov/programs-surveys/acs/data.html
2. Pew Research Center
3. FiveThirtyEight

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- a. <https://data.fivethirtyeight.com/> Sets: congress-trump-score.zip, pollster-ratings.zip, redistricting-atlas-data-master.zip, trump-approval-ratings.zip
4. <https://transition.fec.gov/pubrec/fe2016/2016presqresults.pdf>
5. Current polling data for predictions - FiveThirtyEight

Questions of Interest:

1. How likely is it that Trump will win the 2020 presidential election?
2. What states are most likely to vote for each candidate in the upcoming election?
3. Which factors have the most influence on whether an incumbent president will win or lose an election?
4. Which demographics are more likely to vote for each political party?
5. What should each party do between now and the election to maximize its candidate's probability of success in the election?
6. How does voter turnout influence the likelihood that a certain candidate will win?