
Political Ads and Social Media Response

MIDS W205 Project Proposal
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Initial Pitch

What's the ROI for political ads in specific markets?

TV Advertisements



Twitter Sentiment



Value Added



- Our goals
 - To ensure that our attempts to influence sentiment are actually working
 - To understand what works and plays best in each market
 - To help our party buy and direct ads optimally in future campaigns

Data Sources

Political TV Advertising Data

- Records of political TV ads
 - Time, Market, Creative Content, Subject, Candidate, Sentiment, Issues
 - <http://politicaladarchive.org/data/>
 - Updates daily, batch collection of new records for ingestion
- Twitter
 - Streaming feed of tweets, retweets
 - Storing for sentiment analysis
 - Geolocate by market to connect with TV ad exposure



Information Organization Challenges

A need for two different pipelines

- Structured vs. unstructured data
- High velocity vs. low velocity
- High volume vs. low volume
- Streaming vs. batch



Extensions

- Poll data integration
 - Must be consistent and ingestible
 - Many various formats, scopes, nuances
- NLP on transcripts of debates
 - Word usage in debate and viewer reaction

I'm going to read a list of potential candidates for the 2016 Republican nomination. Please tell me which one you would like to see as the Republican presidential nominee. [IF NOT SURE, ASK: Well, if you had to decide today, which one would you choose?] [RANDOMIZE] [AMONG Q9 LIKELY REPUBLICAN PRIMARY VOTERS]

	13-15 Jul 15 N=389	21-23 Jun 15 N=378	31 May - 2 Jun 15 N=370	9-12 May 15 N=413	19-21 Apr 15 N=383	29-31 Mar 15 N=379
Donald Trump	18%	11%	4%	4%	5%	3%
Scott Walker	15	9	12	11	12	15
Jeb Bush	14	15	12	13	9	12
Rand Paul	8	9	9	7	10	9
Marco Rubio	7	8	7	9	13	8
Ben Carson	6	10	11	13	6	11
Ted Cruz	4	4	8	6	8	10
Mike Huckabee	4	6	6	10	9	10
Chris Christie	3	2	5	6	6	4
John Kasich	2	2	2	2	2	1
Rick Santorum	2	3	2	2	1	2
Carly Fiorina	1	3	2	1	-	1
Rick Perry	1	2	4	2	2	3
Lindsey Graham	-	1	2	-	1	-
Bobby Jindal	-	2	1	1	1	2
George Pataki	-	1	2	-	1	1
(Other)	1	-	1	1	1	1
(None of the above)	4	3	2	3	3	4
(Don't know)	9	9	10	10	9	6

