

ISU GRAPHICS GROUP, FEBRUARY 28TH, 2020

POLITICAL DATA JOURNALISM: A HISTORY OF ELECTION GRAPHICS IN THE U.S.

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- Political information, (particularly information on politicians and elections) is a constant presence in the news

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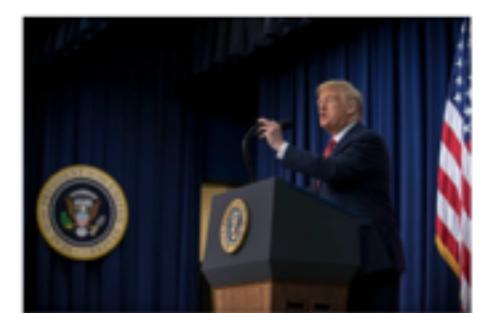
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NEWS ANALYSIS

A Presidency Increasingly Guided by Suspicion and Distrust

Presidential paranoia is not a new phenomenon but Mr. Trump, burned by impeachment, seems to have elevated it to a governing philosophy of his White House.

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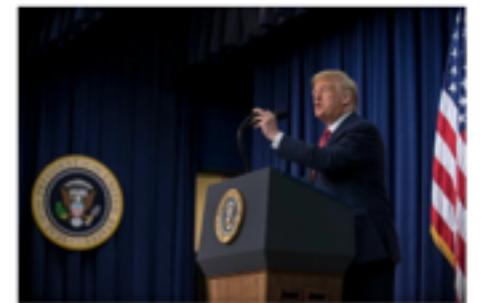
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Bloomberg's Money Machine: 5 Takeaways on His Political Spending

The presidential candidate has donated billions to progressive causes over the years. That has earned him enormous influence with Democrats, even those who take issue with parts of his record.

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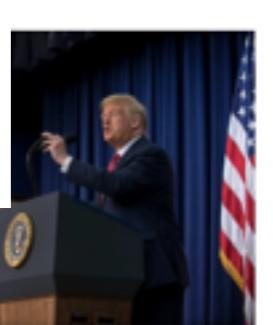
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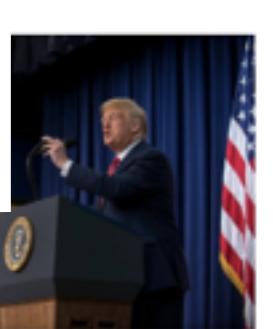
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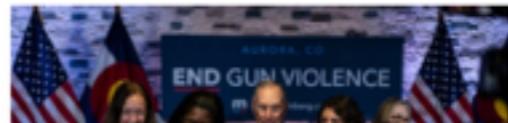
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Pete Buttigieg’s Dash for Cash: 10 Fund-Raisers in Two Weeks

He leads in the delegate race after Iowa and New Hampshire. But the map is dramatically expanding ahead of Super Tuesday and so are the costs of campaigning.

By SHANE GOLDMACHER



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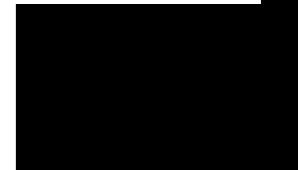


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→ Politics

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A Scholar of Democracy Gets a 2020 Lab for His Ideas

He's a senior adviser to Elizabeth Warren. He was one of Pete Buttigieg's groomsmen. For him, the debate between those two rivals on progressivism vs. centrism is personal.



Bloomberg

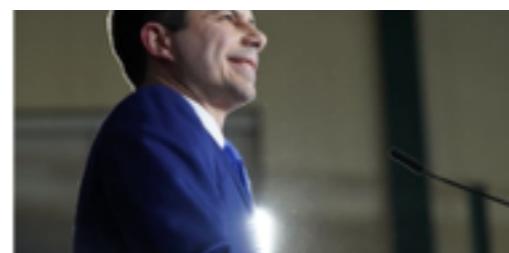
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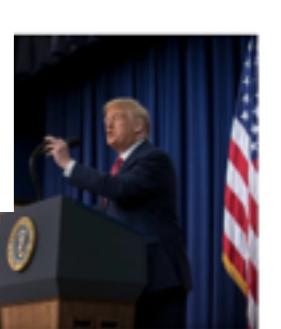
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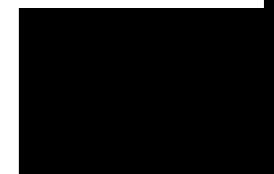
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The Fallout From New Hampshire: This Week in the 2020 Race

There are “only” eight candidates left in the Democratic primary and we still do not know who won Iowa. Here is a recap of what you might have missed from a busy week in the Democratic primary.

By MATT STEVENS and MAGGIE ASTOR



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“AHHHHHHHHHHHHH!!!!”

-GENERAL AMERICAN PUBLIC, 2020

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- Beginning with... graphics from the 1800's!

- Scribner's Statistical Atlas
- Followed (and inspired by)
Francis A. Walker's
Statistical Atlas

PREFACE.

THE study of statistics, with the means ordinarily at command, is a dry and difficult one. It should not, therefore, be a matter of surprise that comparatively little information regarding the condition and resources of a country, is to be found among its people. Such information is, for the most part, hidden away in long and forbidding columns of figures, and dispersed through many volumes more or less inaccessible. To group the various classes of facts, and to determine their bearings one upon another, is, with raw statistics, a formidable task.

Let these facts be expressed not alone in figures, but graphically, by means of maps and diagrams, appealing to a quick sense of form and color and "clothing the dry bones of statistics in flesh and blood," and their study becomes a delight rather than a task. The density of settlement, the illiteracy of the people, the wealth or poverty of different sections, and many other features of great importance, hitherto but vaguely comprehended, are made to appear at a glance, and are so vividly impressed as not to be easily forgotten. By such aids not only the statistician and political economist, but the masses of the people, who make public sentiment and shape public policy, may acquire that knowledge of the country and its resources which is essential to intelligent and successful government.

It is the aim of this work to bring together and to present by graphic methods, all the leading statistical facts regarding the physical, social, industrial, commercial and political conditions of the United States. It portrays the physical features of the country, which more or less determine its development; the political history of the nation, the succession of parties and the ideas for which they existed; and the progress of settlement, from the eastern seaboard, across the Appalachians, throughout the valley of the Mississippi, and beyond the barriers of the Cordilleras. It treats of the population, its varieties of race and nativity, its educational and religious condition, its occupations, and its mortality. Passing to the industries, it exhibits the great leading branches, agriculture, manufactures, mining, trade and transportation. Under the head of Finance and Commerce, it pictures the wealth of the country, its public debt and taxation, its foreign commerce and carrying trade, its expenditures and its sources of revenue—thus presenting to the comprehension of all, the balance sheet of the General Government. The work closes fittingly with a series of diagrams which summarize and bring together for comparison, the leading facts previously developed.

In the belief that the simpler methods of illustration are, as a rule, the most effective, care has been taken to avoid over-elaboration. By the use of different shades of color, the maps are made to present a bird's-eye view of the various classes of facts, as related either to area or to population. The diagrams are all of the simple *linear* character, in which comparisons are shown by extent in one dimension only. Of the many kinds of diagrams hitherto used in the illustration of statistical facts, this form is at once the simplest and the most effective.

The maps of the United States employed, are of three sizes: A folio map, in which the county is the unit of comparison; a state map, covering half a page, the data for which were first plotted by counties on the larger map and transferred, with such modifications as the reduction required; and a miniature map, for representing the

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-PREFACE OF SCRIBNER'S STATISTICAL ATLAS

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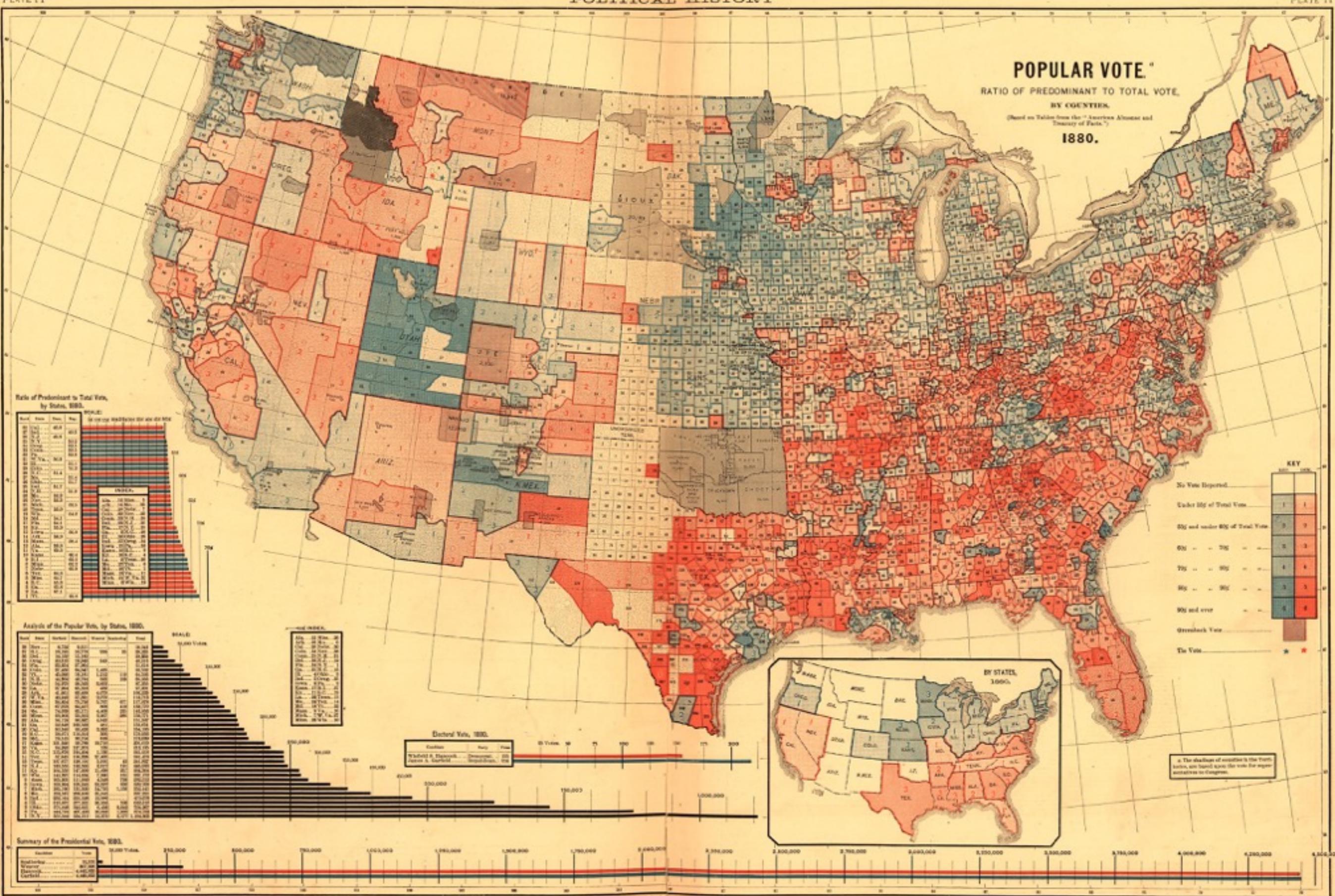
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PLATE 11

POLITICAL HISTORY

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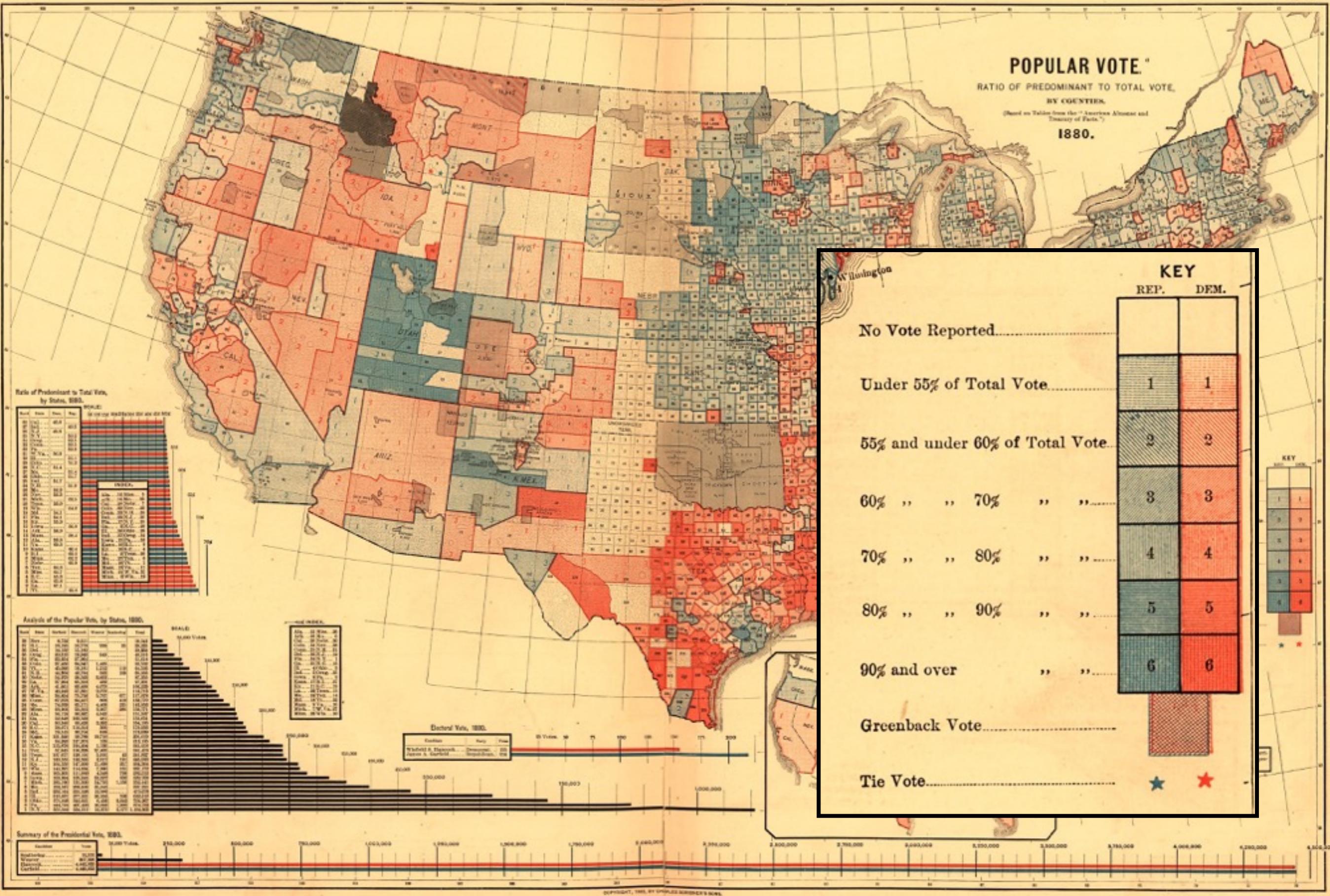


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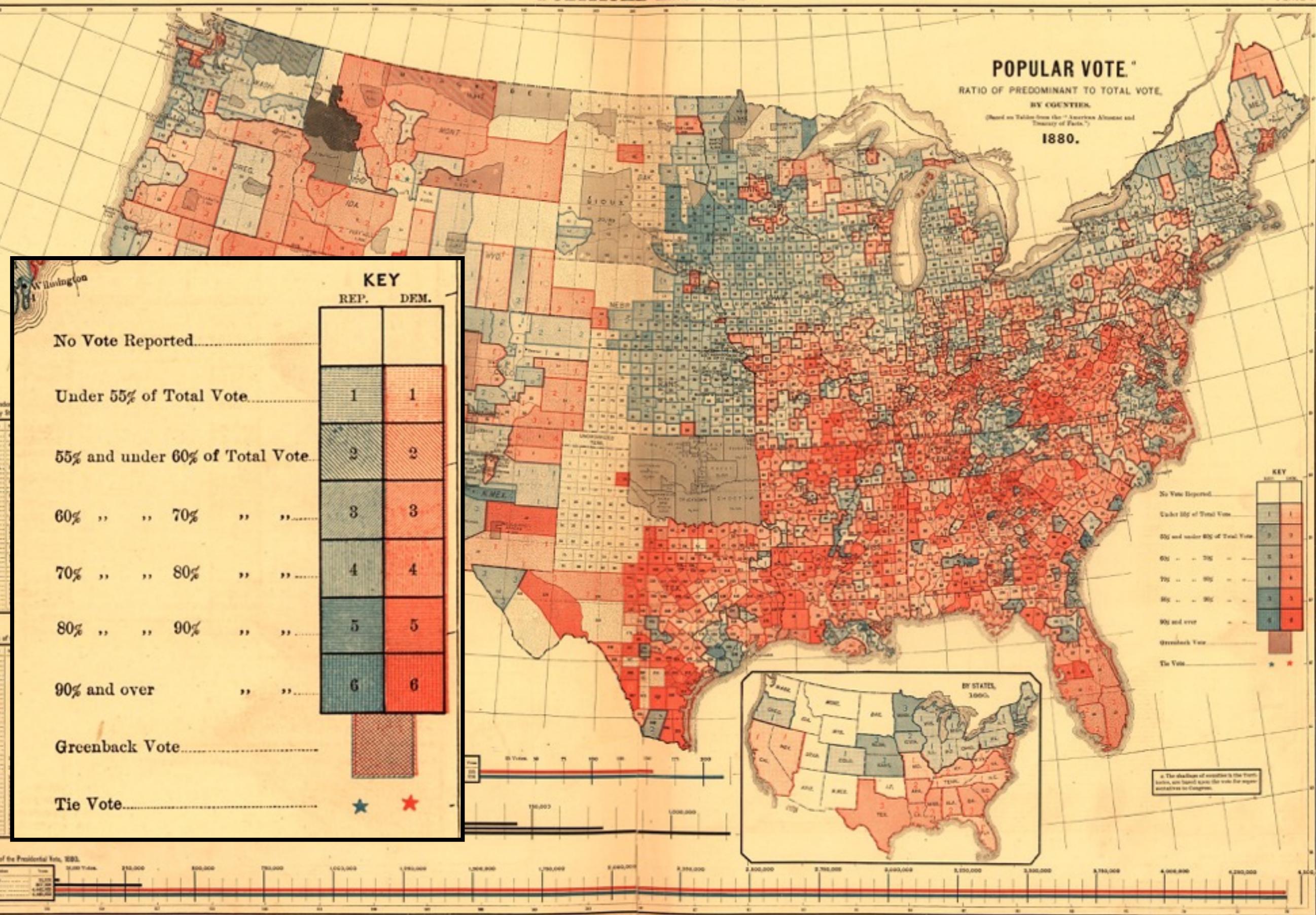


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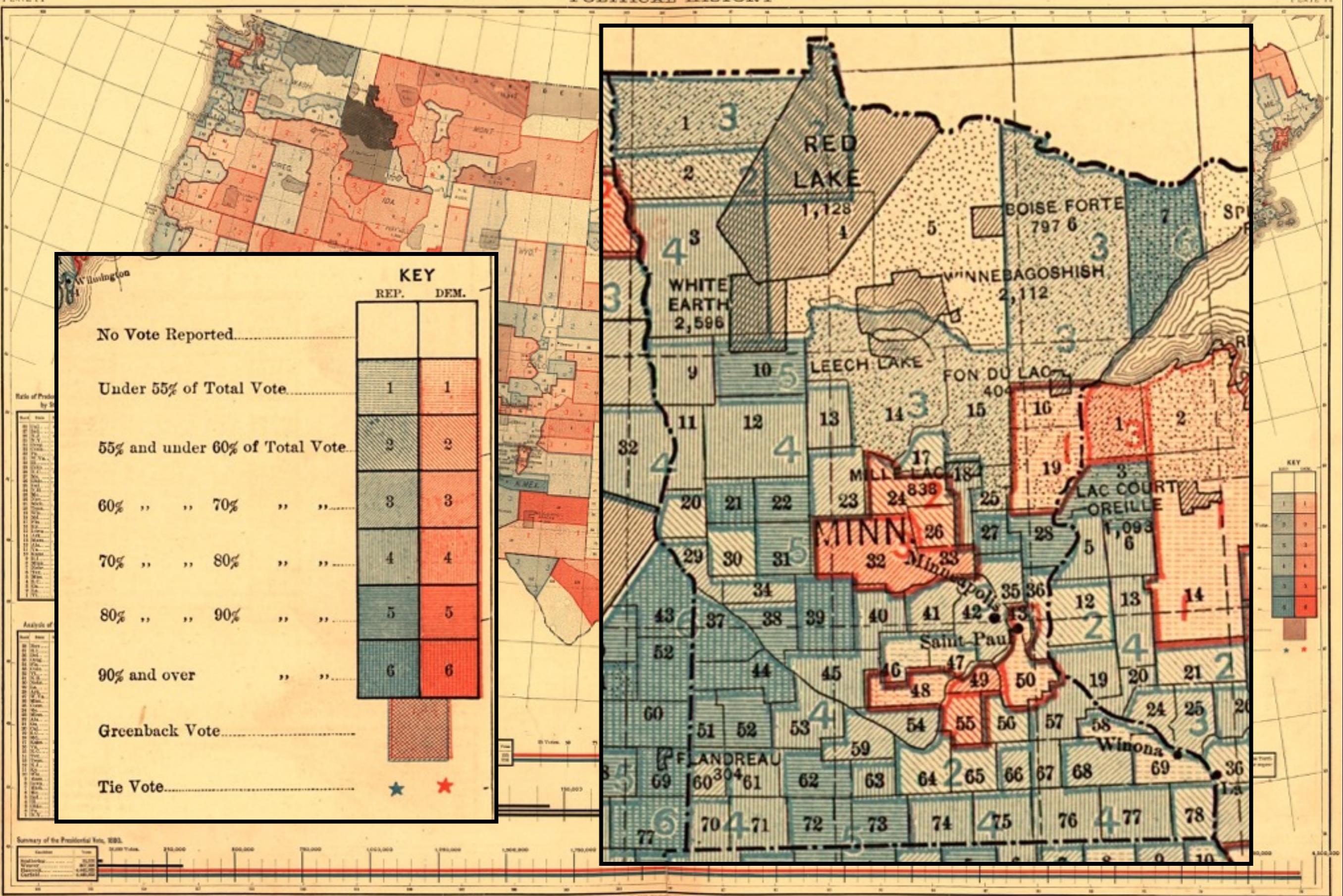


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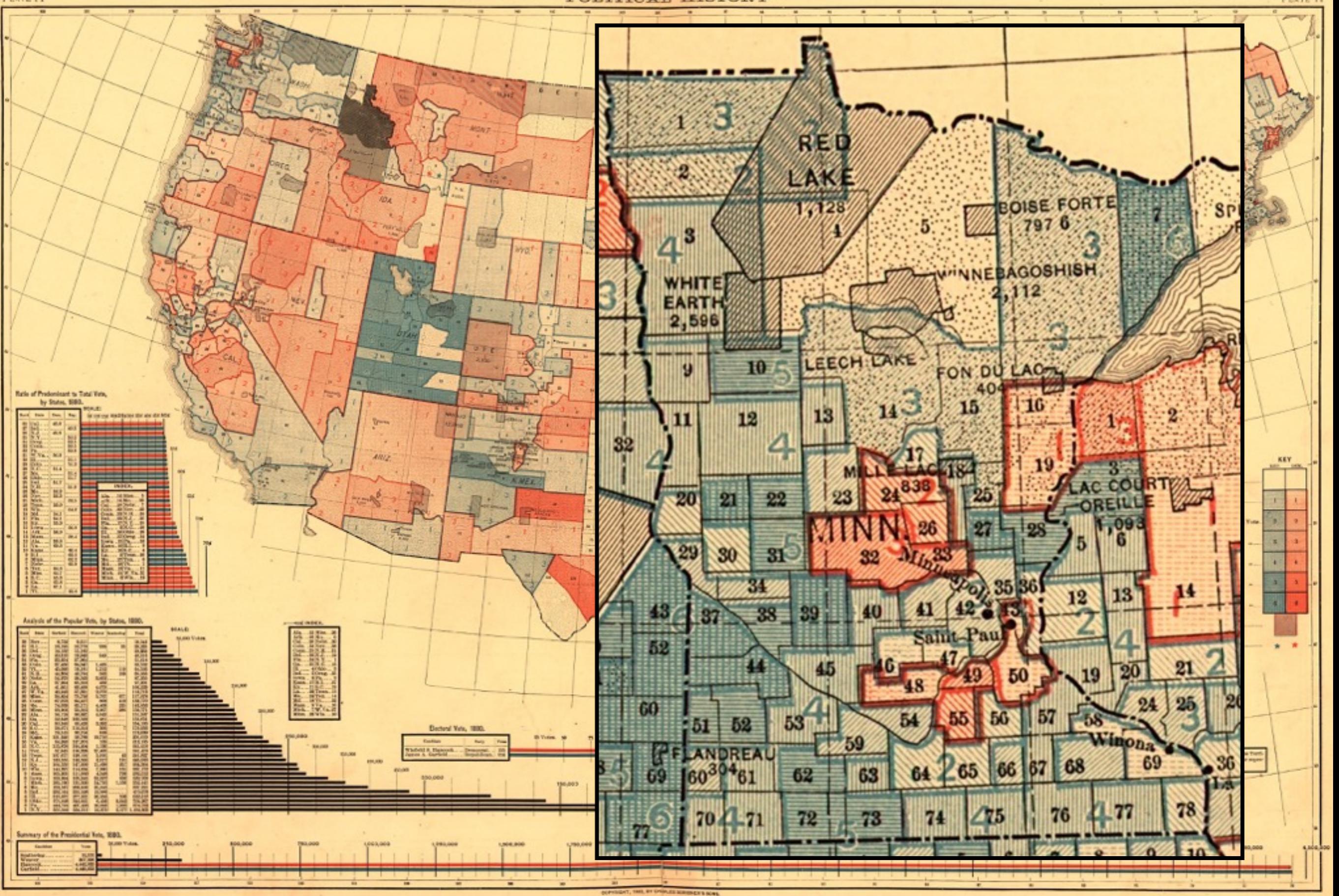


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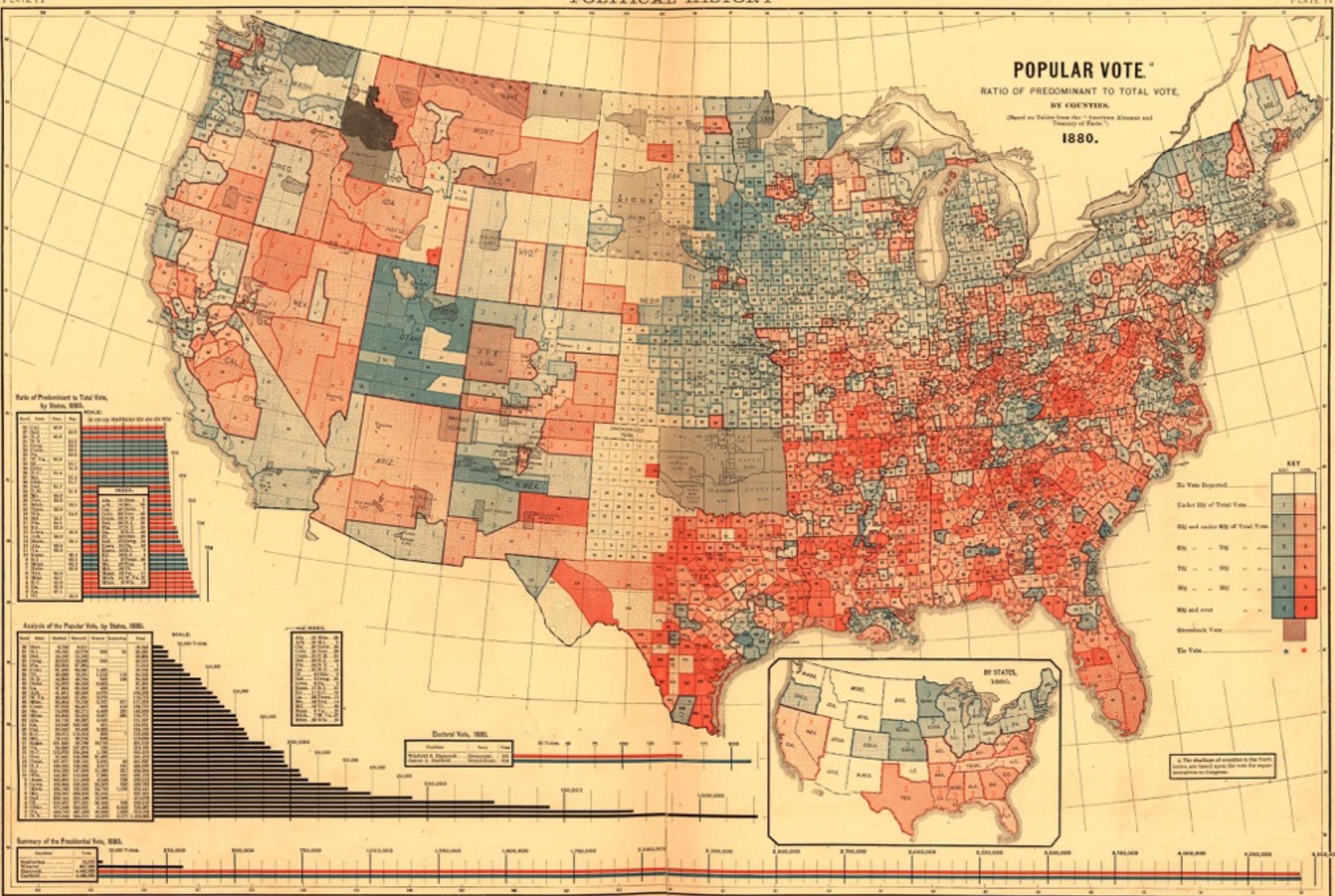


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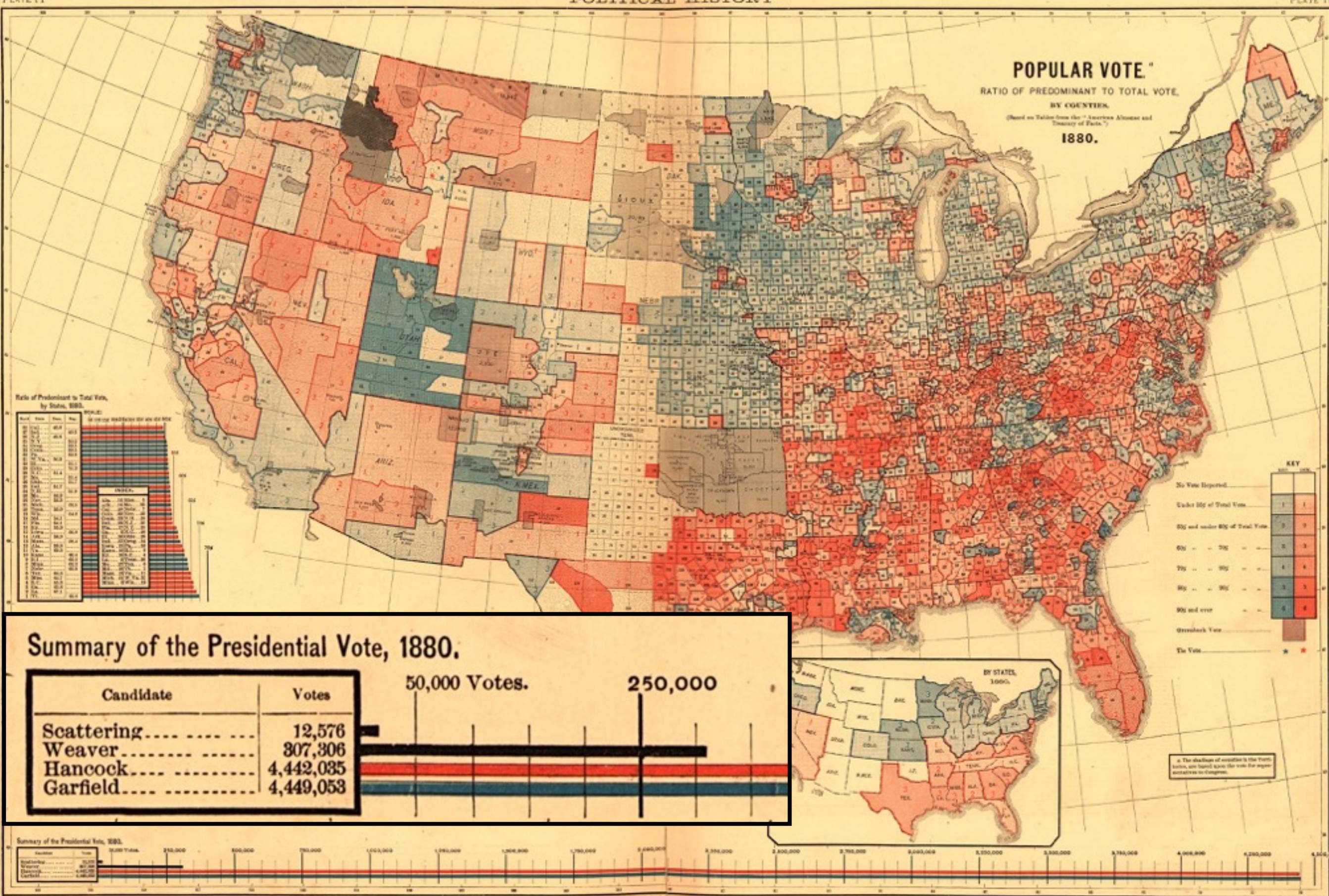


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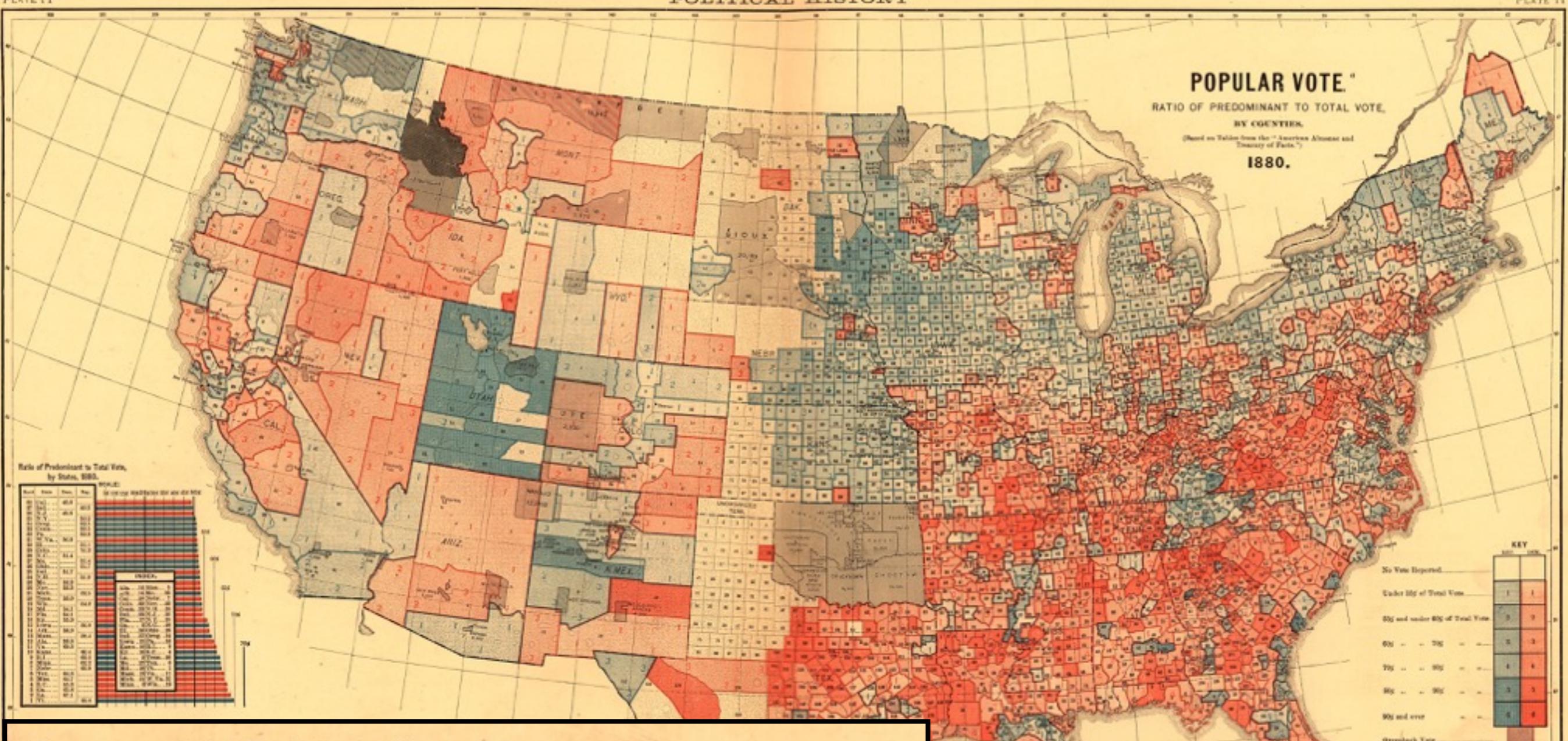


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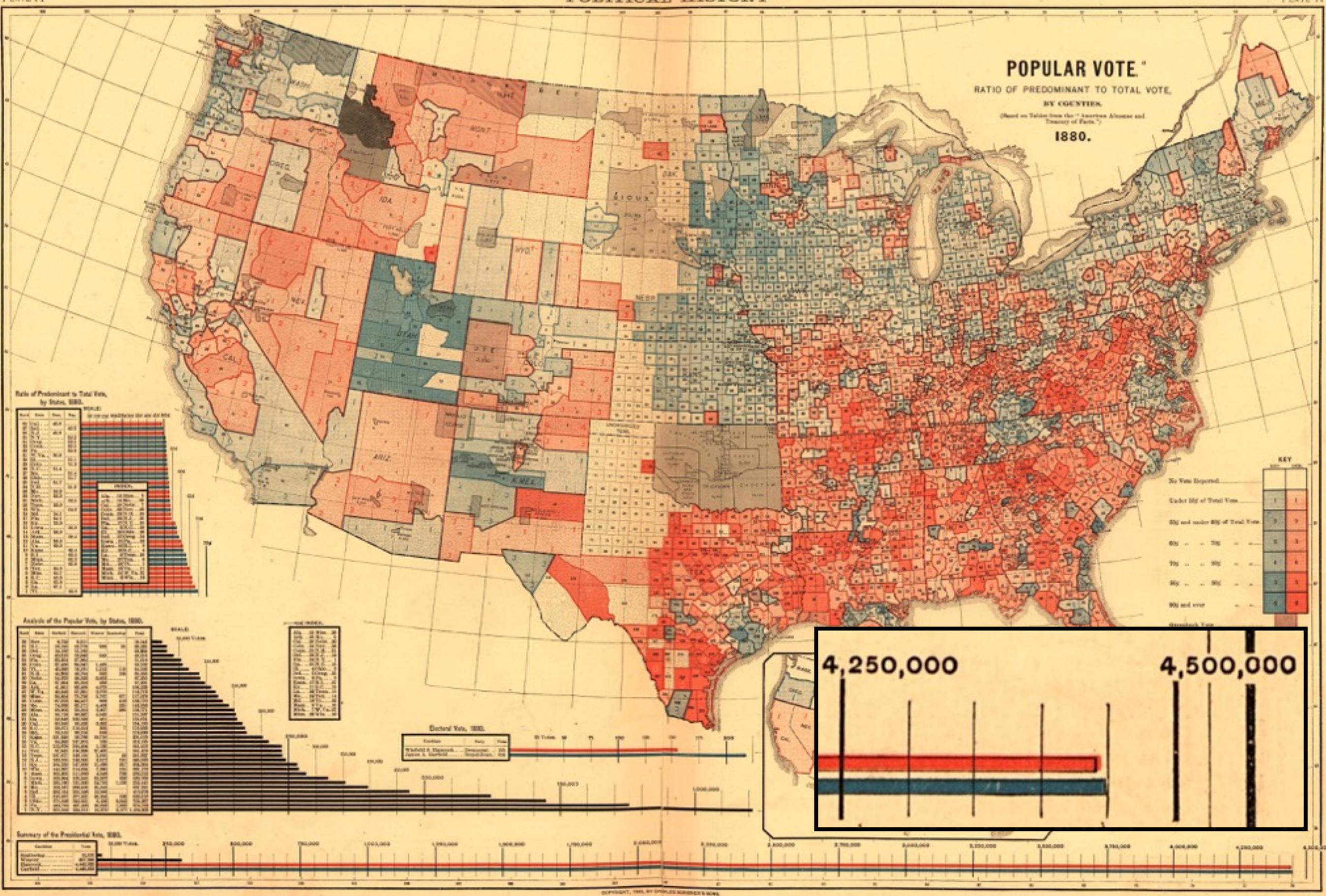


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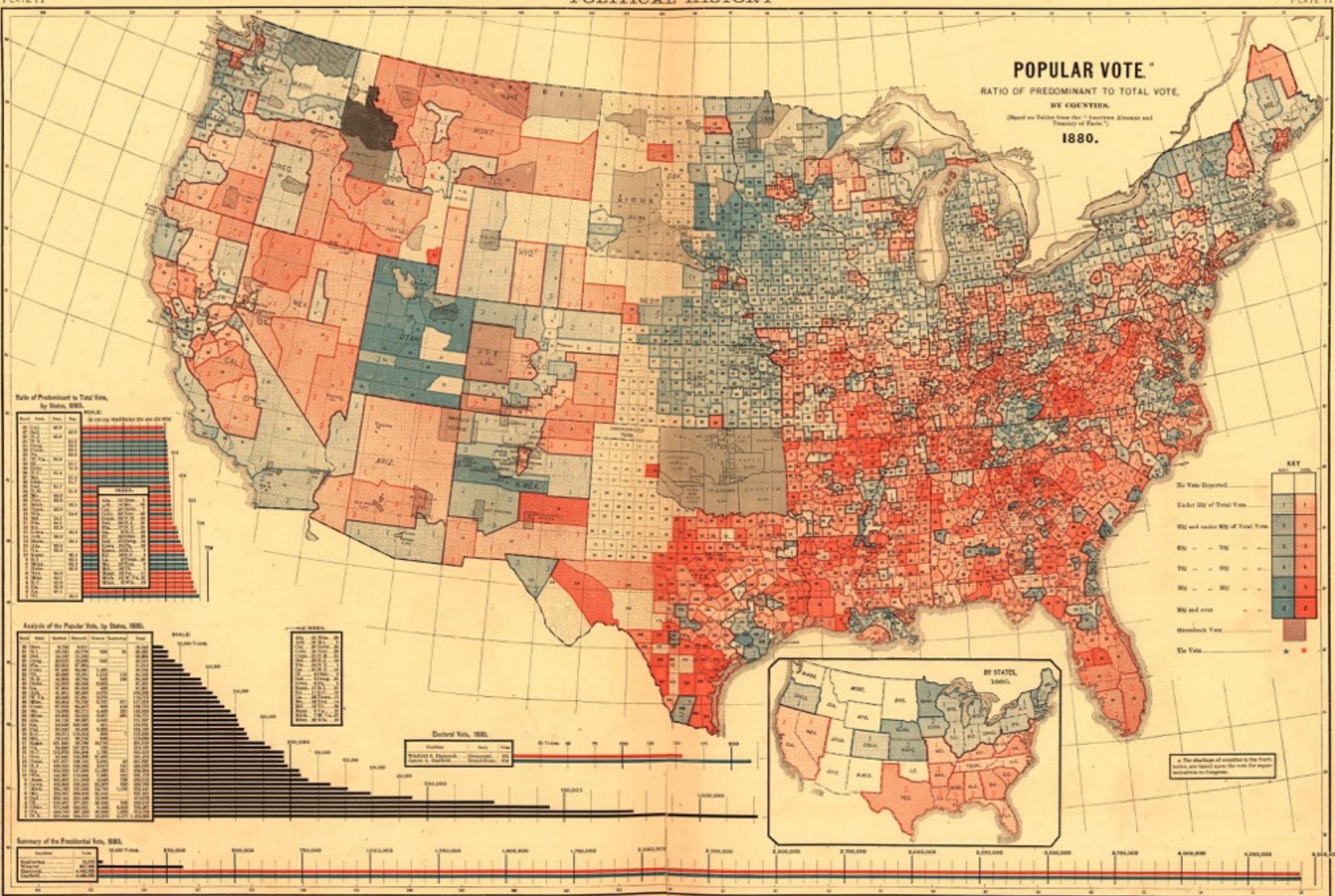


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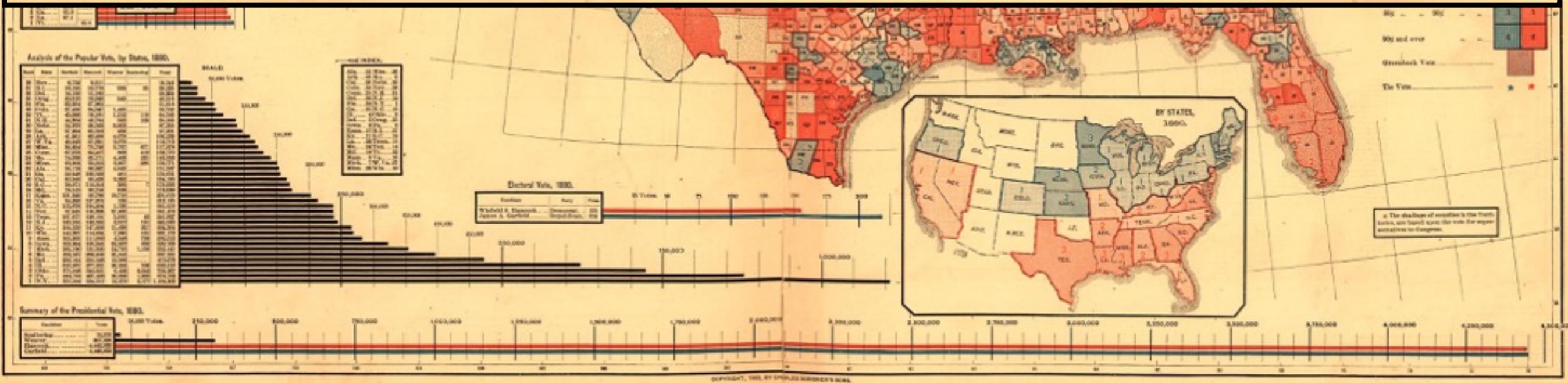
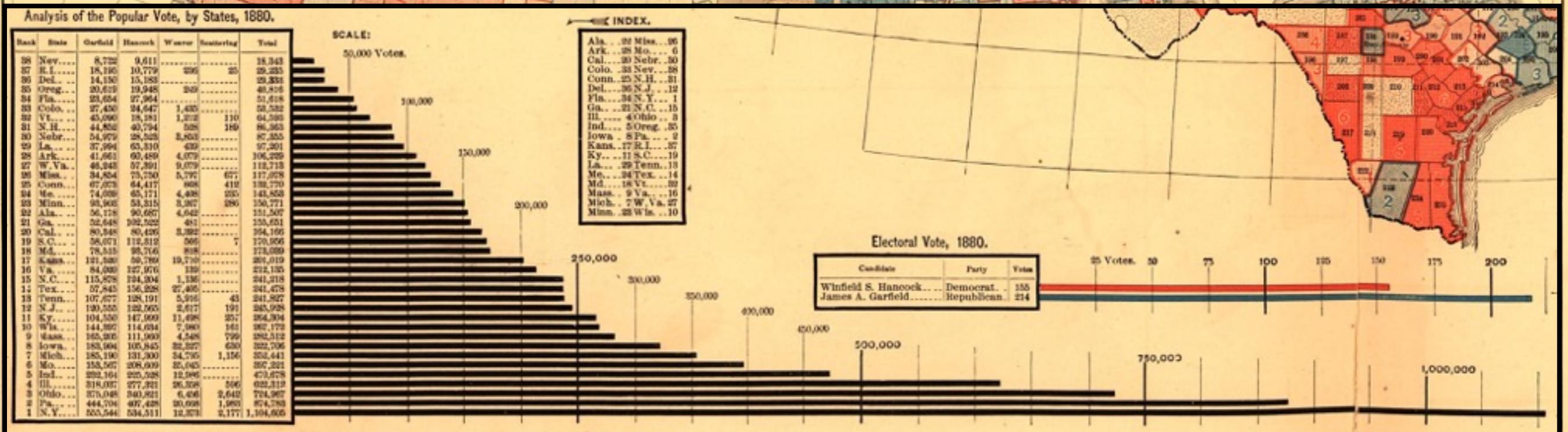
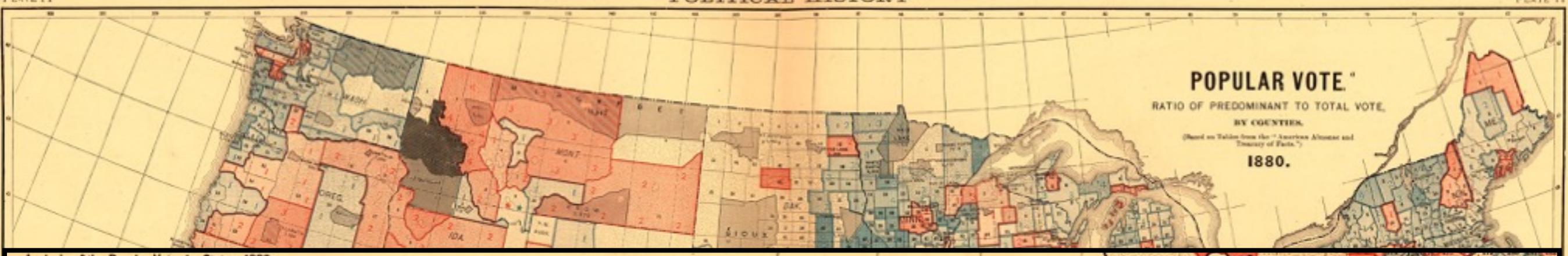


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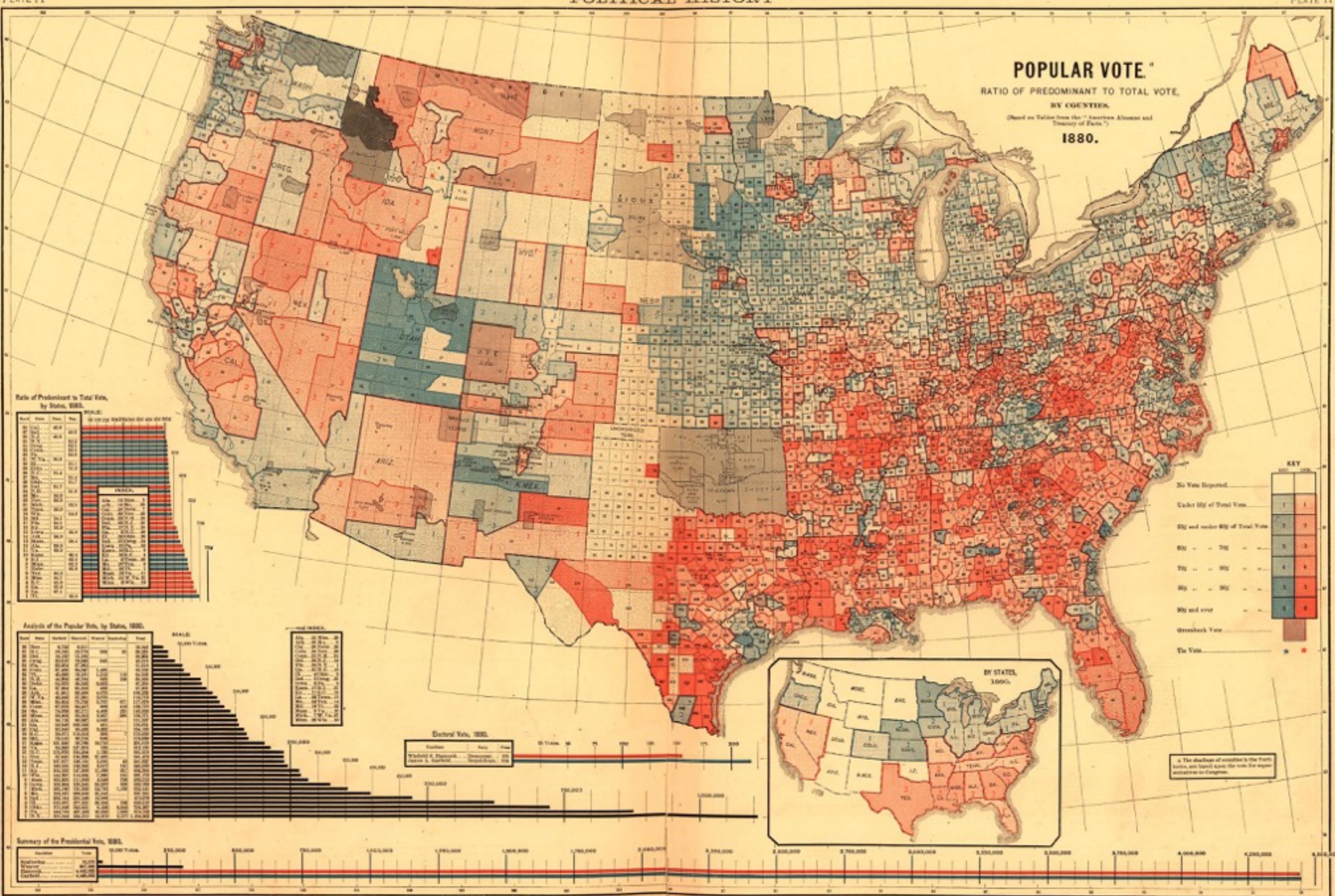


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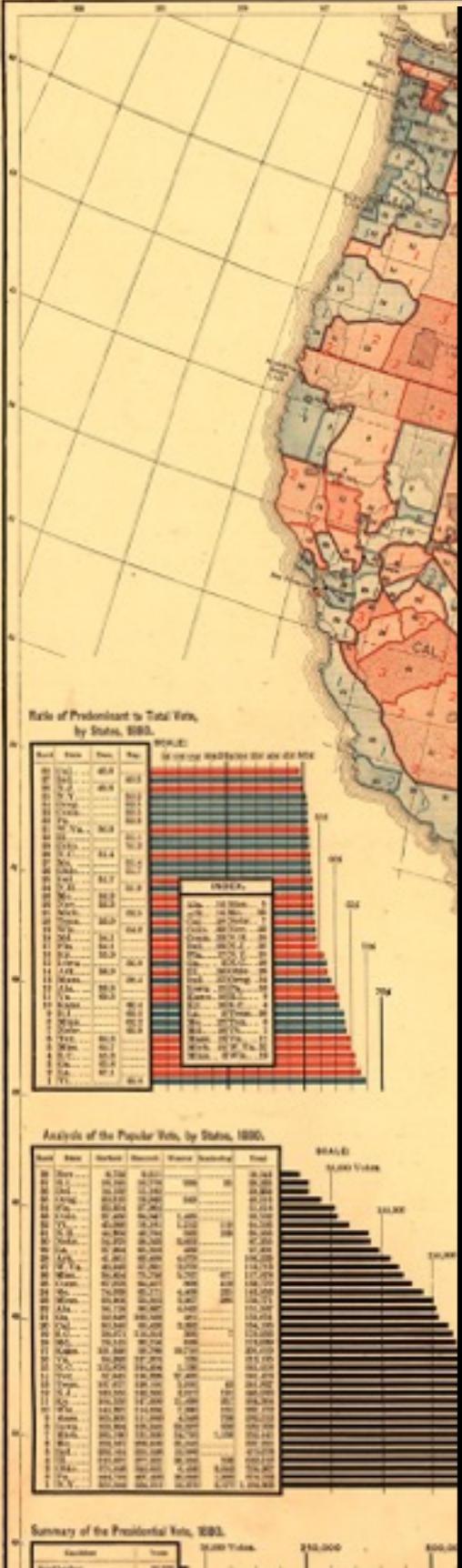
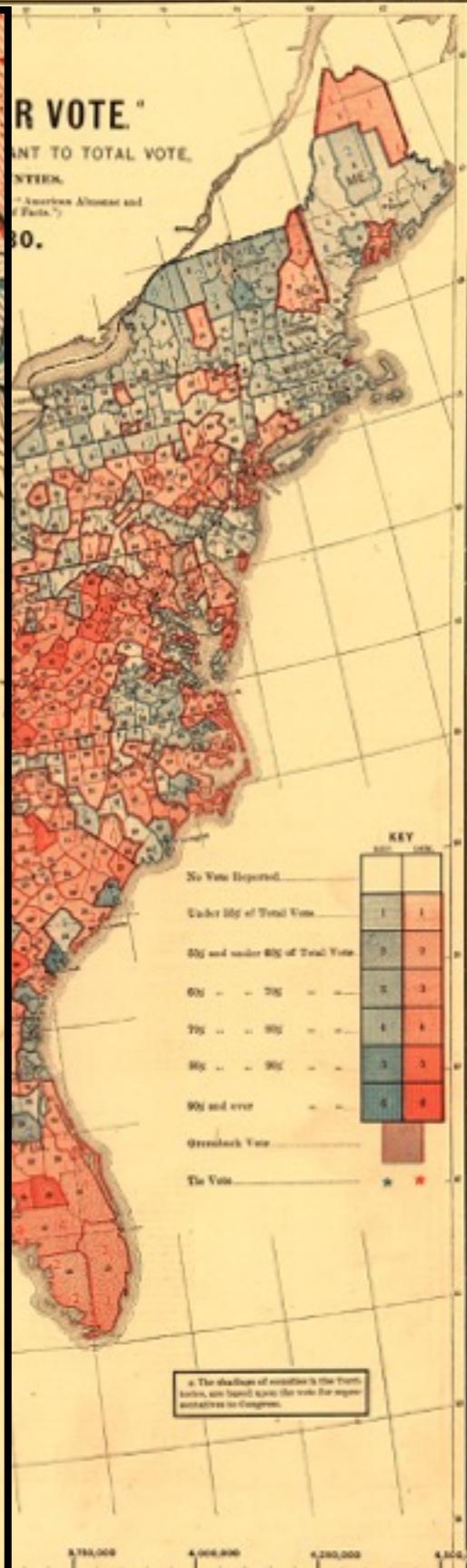
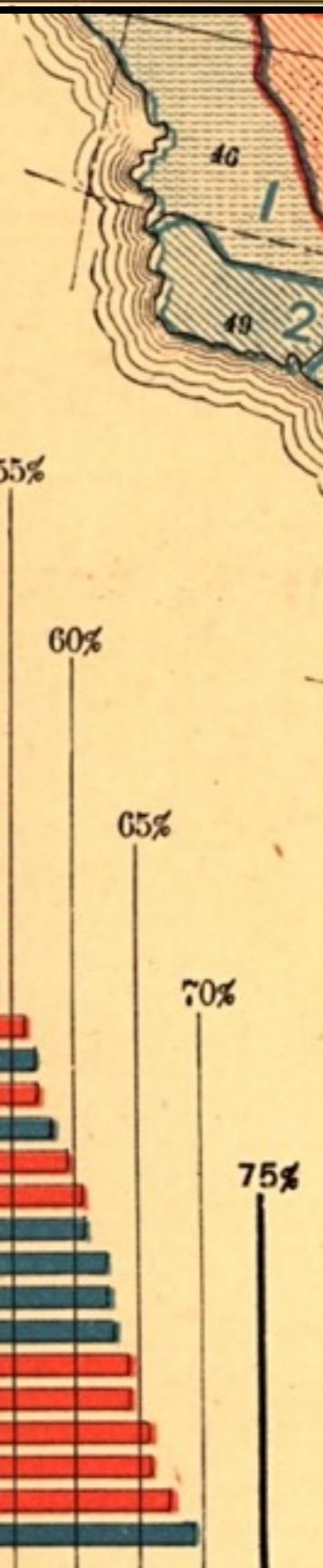
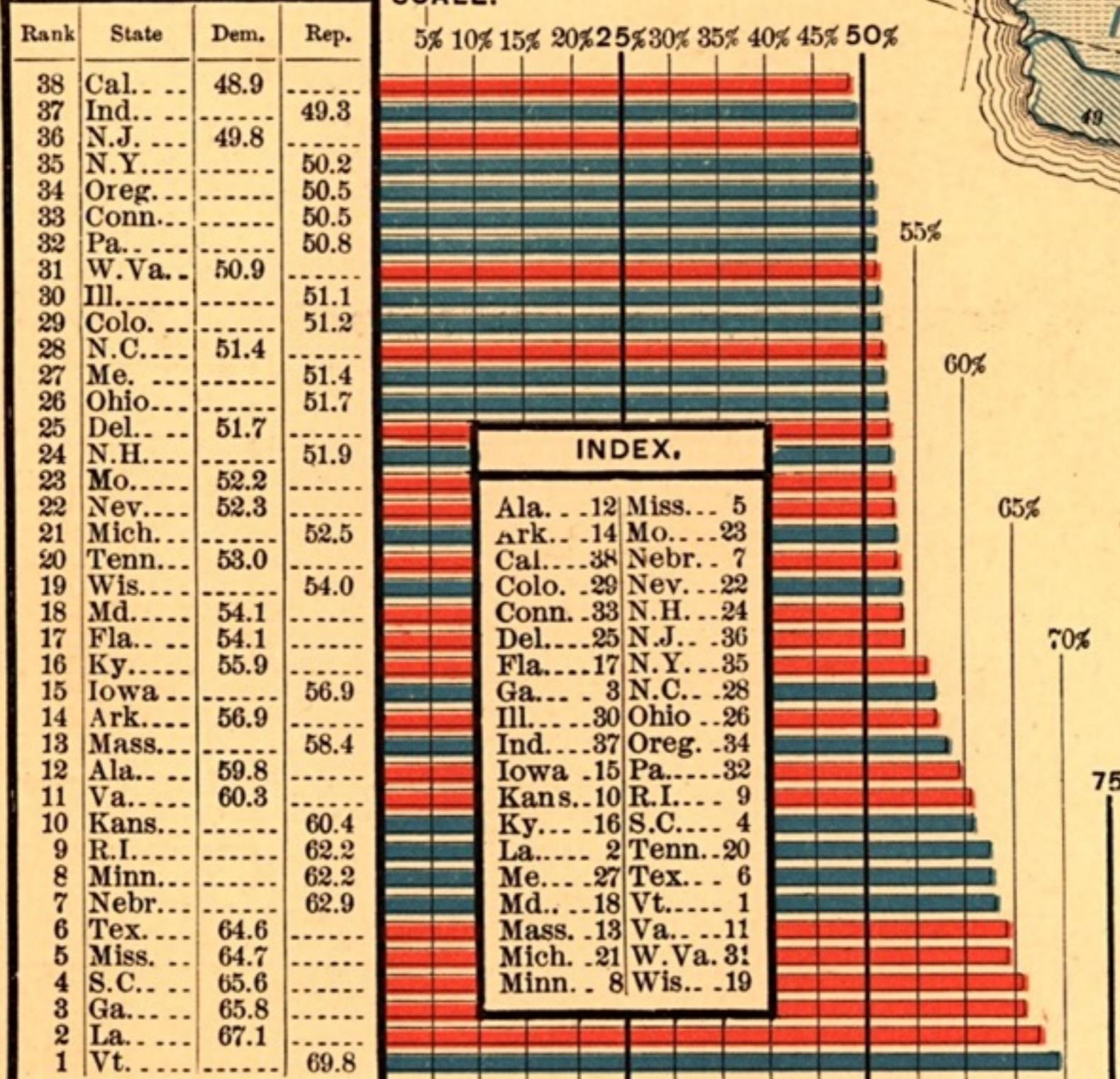
POLITICAL HISTORY

PLATE 11

Ratio of Predominant to Total Vote, by States, 1880.

SCALE:

5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

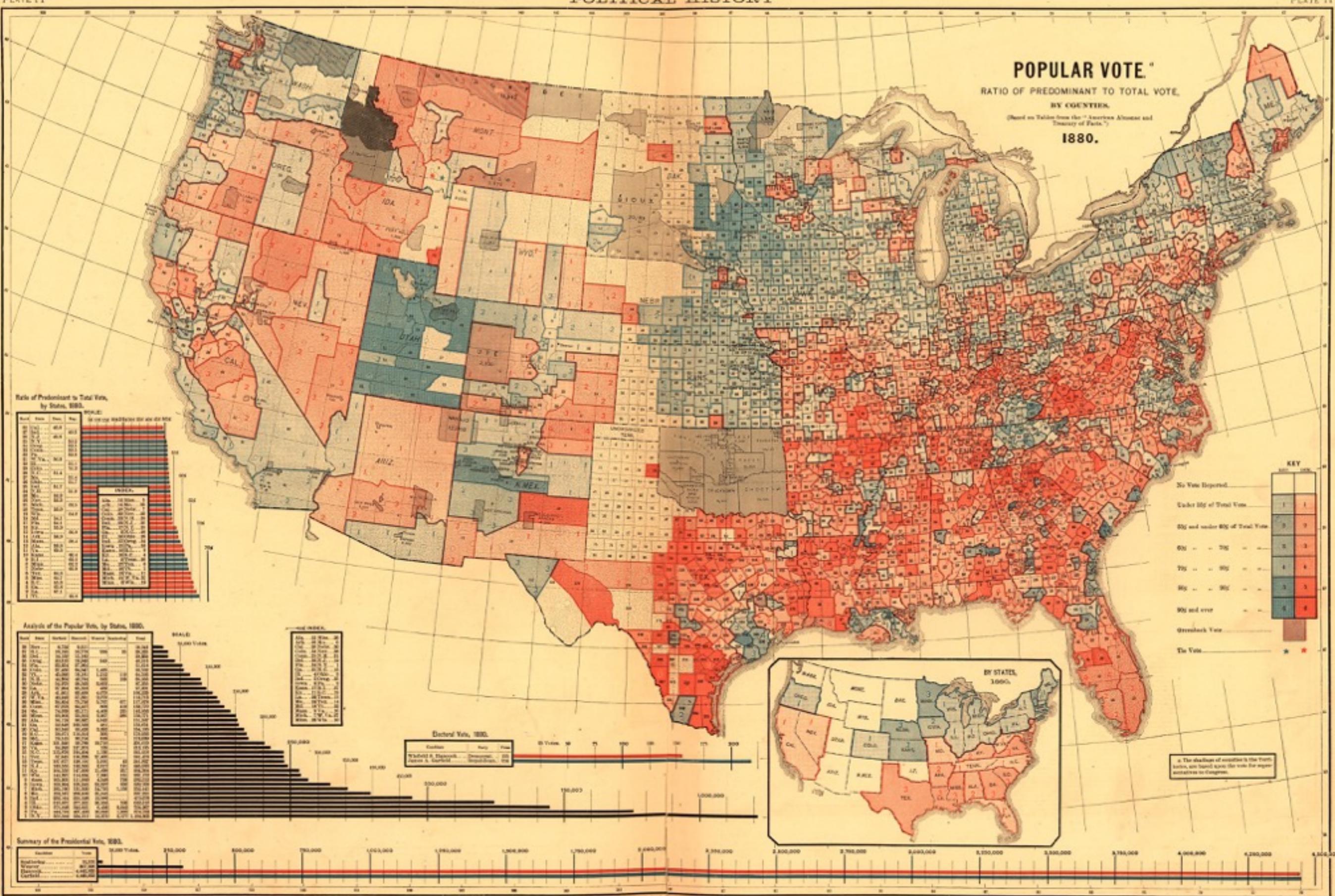


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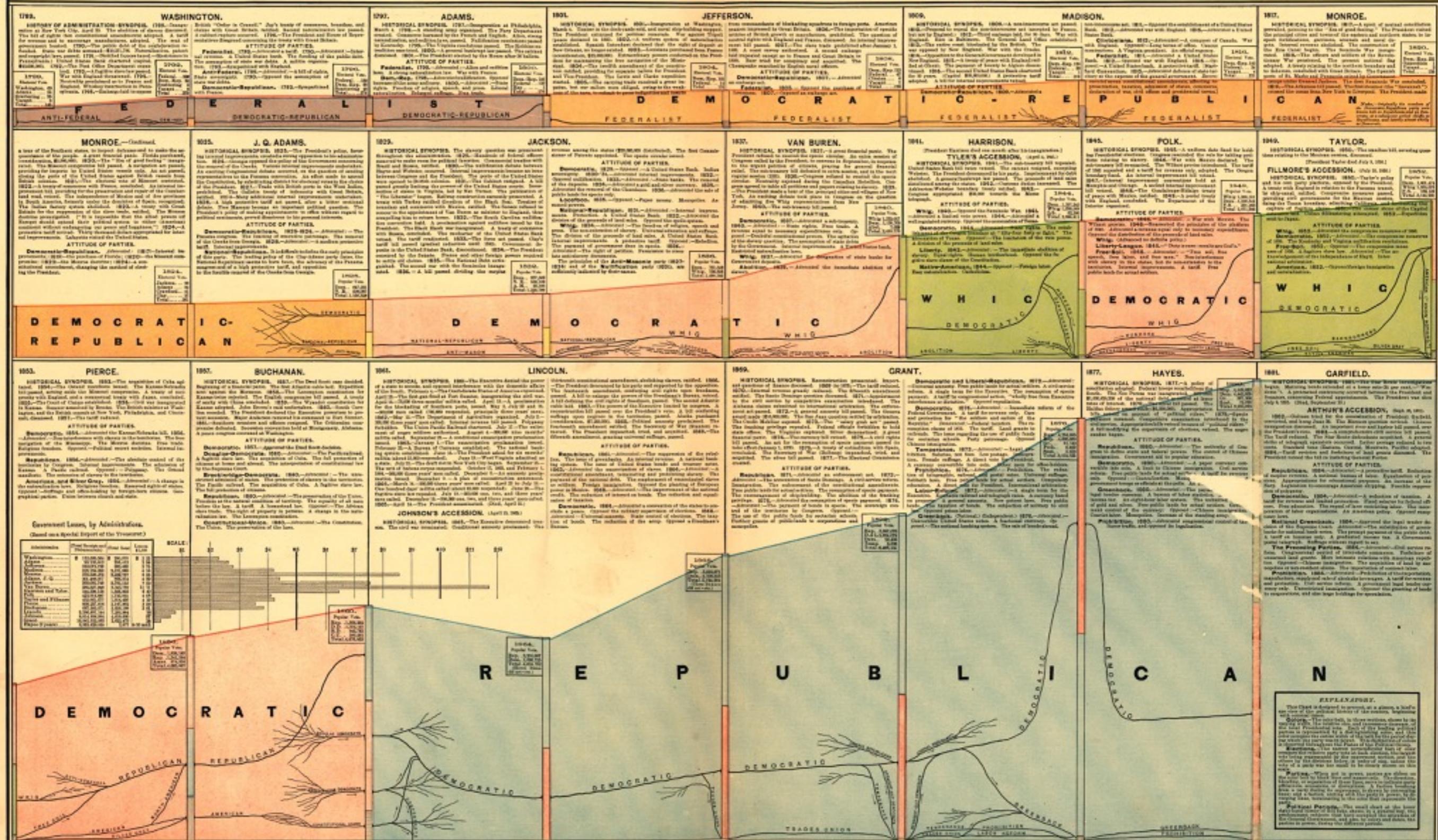
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SUPREMACY OF PARTIES AND INCREASE OF THE POPULAR VOTE.



THE COLONIAL PERIOD

total, 1774—a declaration of rights to be transmitted, 1776—Independence proposed, 1776—Adopted, 1776—Signed, 1776—The Northern Patriots called, "The Sons of Liberty."—The Southern Government expected, to receive and process various manufactures and other goods, 1776—Wrigg, 1781—Admiral

THE END OF PARTIES.

For more information, contact your local BCI office.

Conservatism, "General Conservatism," and the "Particularists," and
so on.

Anti-Federalists.	Admitted as confederates.
1787	1798

POLITICAL PERIODS.

OND PERIOD.
ON TRAINS.

1944
1945 1946 1947
THIRD PERIOD
10 YEARS

1873

SCRIBNER'S STATISTICAL ATLAS, 1890

POLITICAL HISTORY

SUPREMACY OF PARTIES AND INCREASE OF THE POPULAR VOTE.

President. The Black Hawk war inaugurated. A treaty of commerce with Russia, concluded. The re-charter of the United States Bank vetoed. The tariff readjusted. 1833.—The force act passed. Clay's tariff bill passed (gradual reduction until 1842). Government deposits in the United States Bank, discontinued. 1834.—The President censured by the Senate. France and other foreign powers required to settle old claims. 1835.—The National Debt extinguished. The second war with the Seminoles inaugurated. 1836.—A bill passed dividing the surplus

1832.
Popular Vote.
Dem.. 687,502
N. R. 530,189
A. M. 33,108
Total 1,250,799

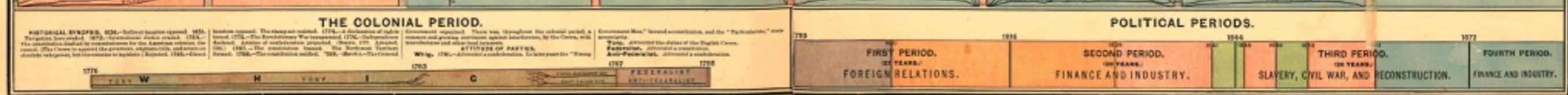
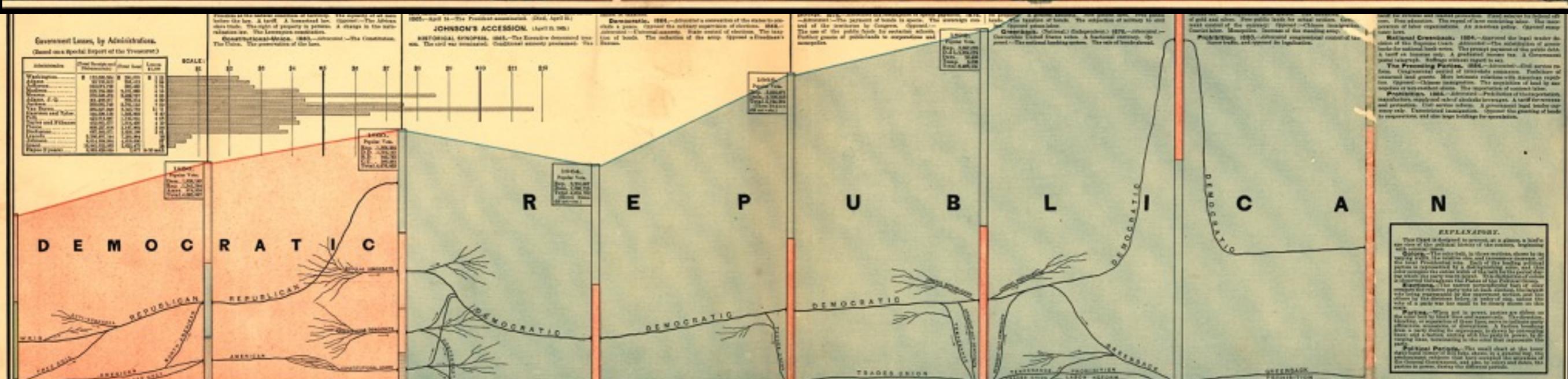
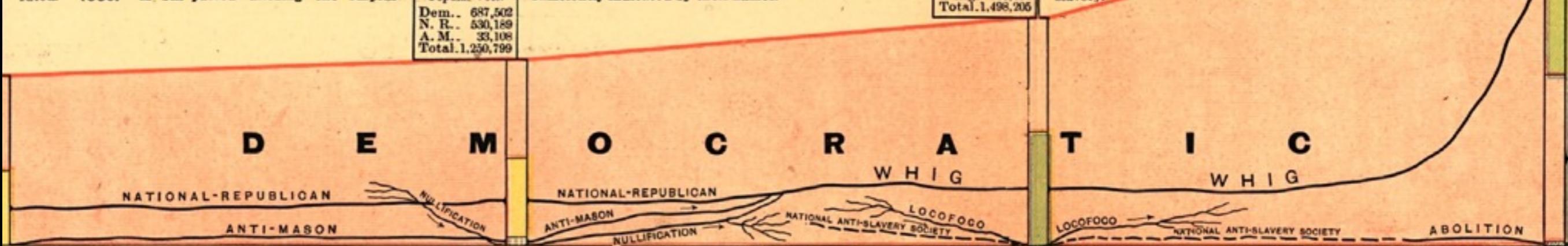
Whig. 1834.—*Advoacted*:—The freedom of religion, speech and press. The non-extension of slavery. Universal education and suffrage. The division of the proceeds of land sales. A United States Bank. Internal improvements. A protective tariff. *Opposed*:—Rebellion. The payment of government dues in specie. 1836.—*Advoacted*:—The right of petition. Permission to circulate anti-slavery documents.

The principles of the **Anti-Masonic** party (1827-1834) and of the **Nullification** party (1831), are sufficiently indicated by their names.

1840. — *Advocated*: — State rights. Free trade. A revenue equal to necessary expenditures only. *Opposed*: — Doubtful constitutional powers. The agitation of the slavery question. The assumption of state debts by the Government. Internal improvements. A United States Bank. Restricted naturalization laws.

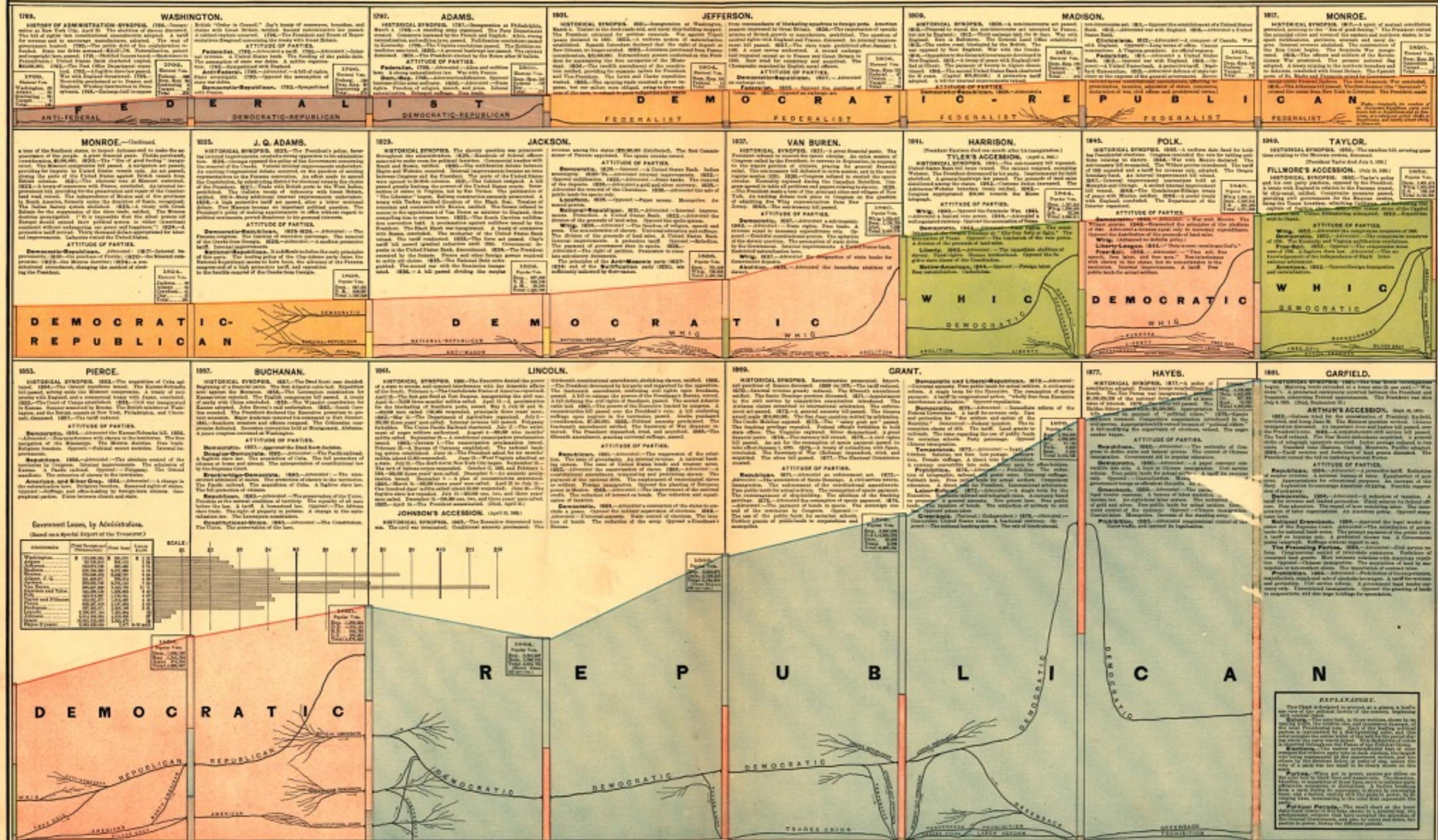
Whig. 1837.—Advocated the designation of state banks for Government deposits.

Abolition. 1839.—Advocated the immediate abolition of slavery.



SCRIBNER'S STATISTICAL ATLAS, 1890

SUPREMACY OF PARTIES AND INCREASE OF THE POPULAR VOTE.



THE COLONIAL PERIOD

1293

TYPE OF PARTIES
a confederation. Unlike most like "T-3

1787	1788
Constitution Rec'd.	Constitution Ratified.
Anti-Federalists.	Admitted a confederation.
Federalists.	Admitted a constitution.
Virginia.	Admitted the slaves of New England Colonies.

POLITICAL PERIODS.

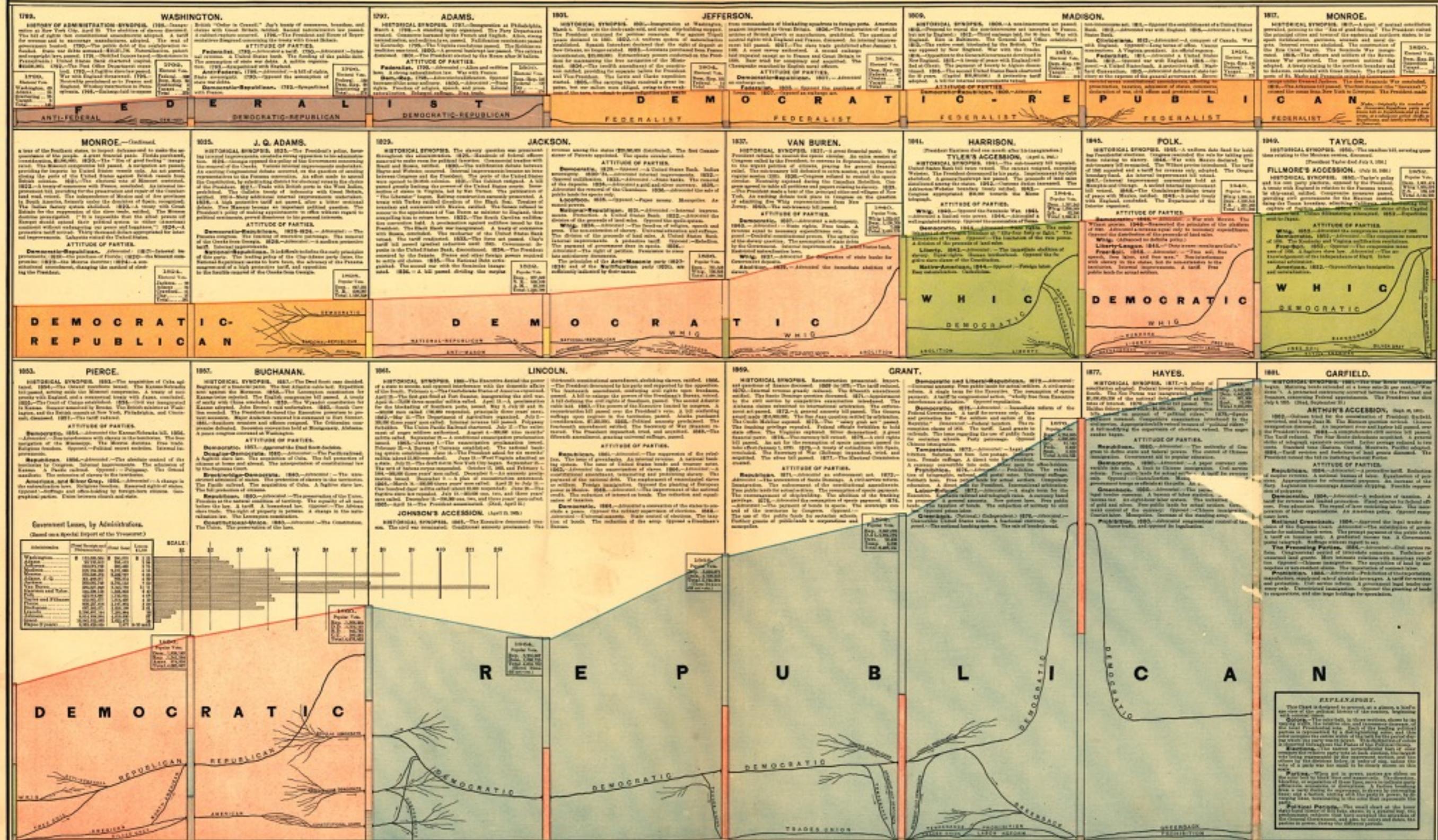
SECOND PERIOD.

1944
1945
1946
1947
THIRD PERIOD
(10 YEARS)

1873 FOURTH PERIOD.

SCRIBNER'S STATISTICAL ATLAS, 1890

SUPREMACY OF PARTIES AND INCREASE OF THE POPULAR VOTE.



THE COLONIAL PERIOD

1293

THE END OF PARTIES.

and a combination. To learn more file "B

Conservatism, "General Conservatism," and the "Particularists," and
so on.

Anti-Pedestrian. Advanced to consideration.
1787 **1795**

POLITICAL PERIODS.

SECOND PERIOD.
1901-1905.

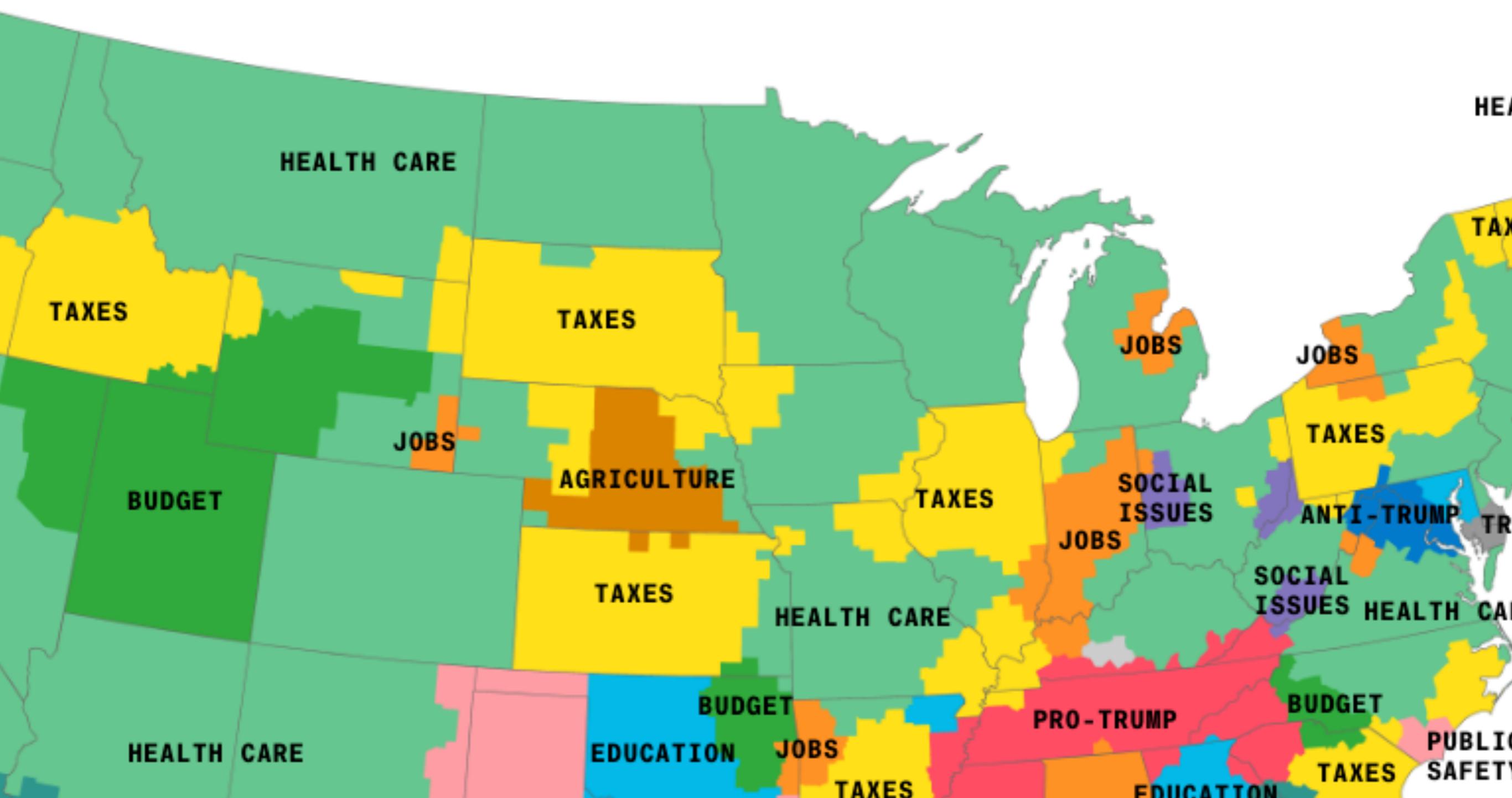
1944

1872

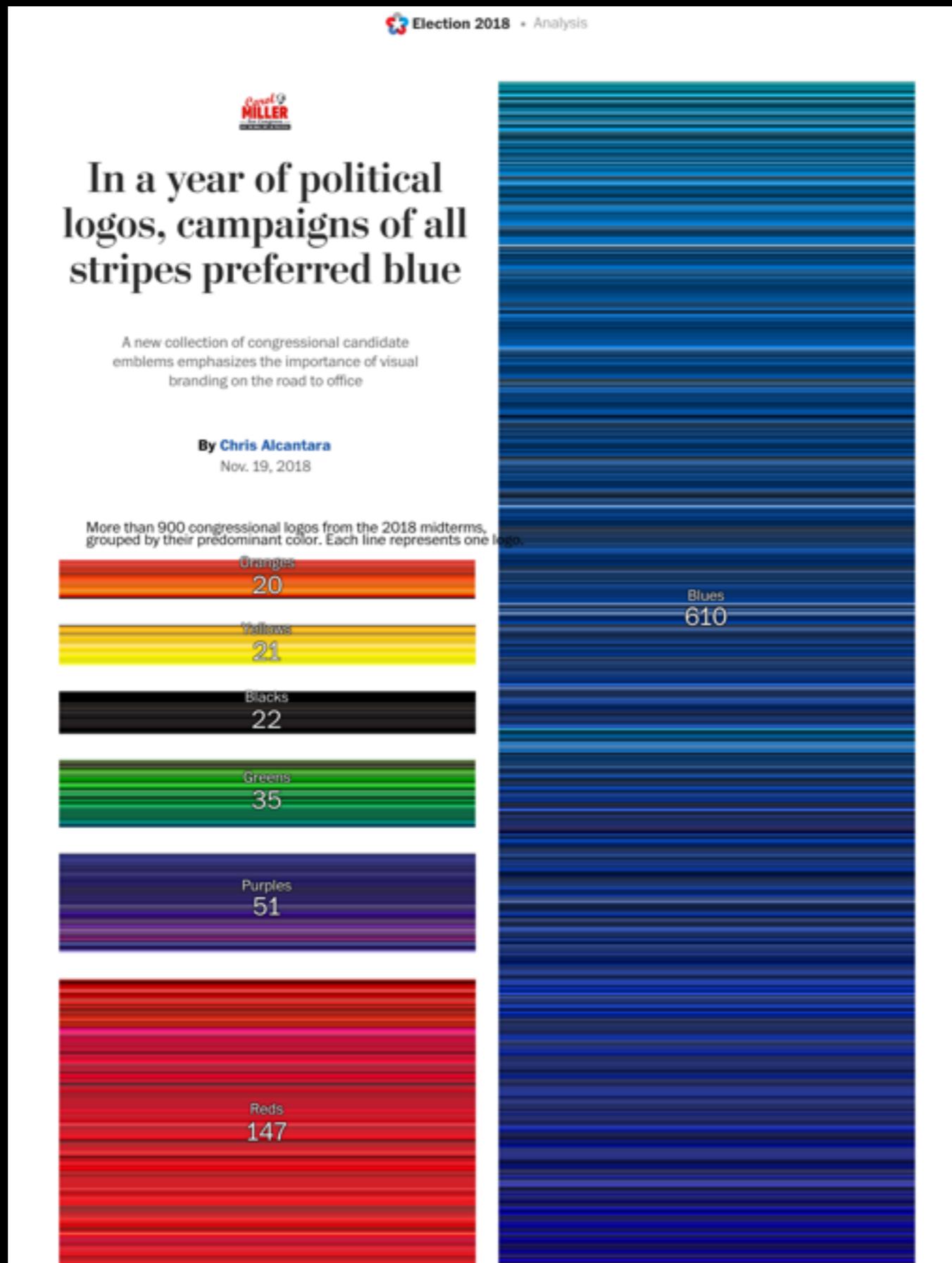
INNOVATION IN MODERN ELECTION GRAPHICS

- Lots of data, so lots of approaches:
 - Results
 - Turnout
 - Predictions
 - Campaigns and advertising
 - Other fun innovations!

CAMPAIGNS & ADVERTISING



WASHINGTON POST: COLOR IN CAMPAIGN LOGOS



WASHINGTON POST: COLOR IN CAMPAIGN LOGOS

Each line is one logo

DEMOCRATS

470
logos

More Democrats opted to use purple in their designs

REPUBLICANS

423

Republicans didn't shy away from their flagship color

Bloomberg

What the 2018 Campaign Looks Like in Your Hometown

By Demetrios Pogkas and David Ingold

November 2, 2018

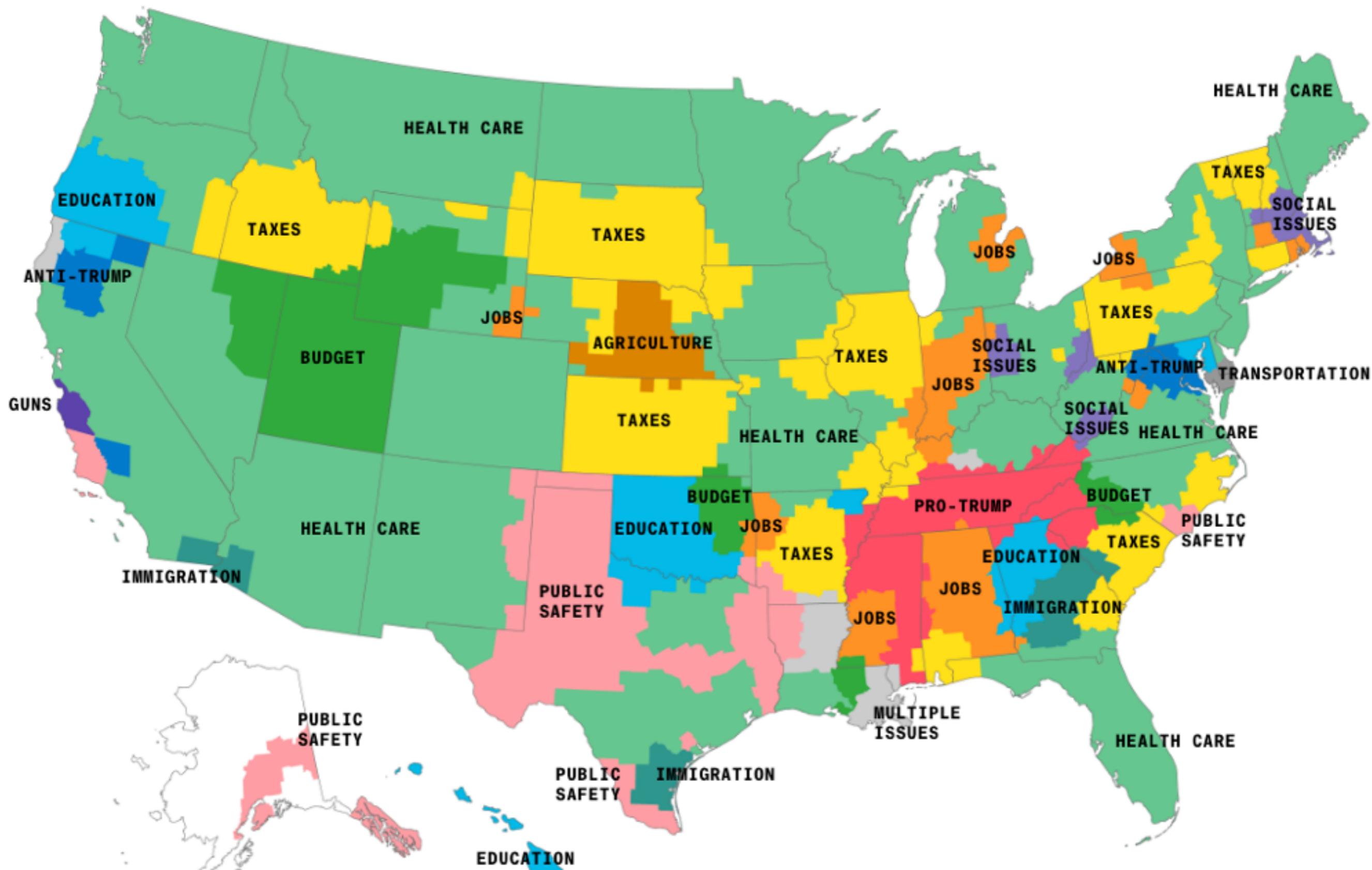
With a few days to go until the midterm elections, campaigns across the country are making their last push to sway voters on Tuesday. But the dominant themes of election ads that voters have seen on television look very different depending on where you live.

For much of the nation, health care has been the central talking point of 2018. It's the most commonly mentioned congressional and gubernatorial campaign topic in television ads in 45 percent of local media markets this year, according to data provided by Kantar Media/CMAG.

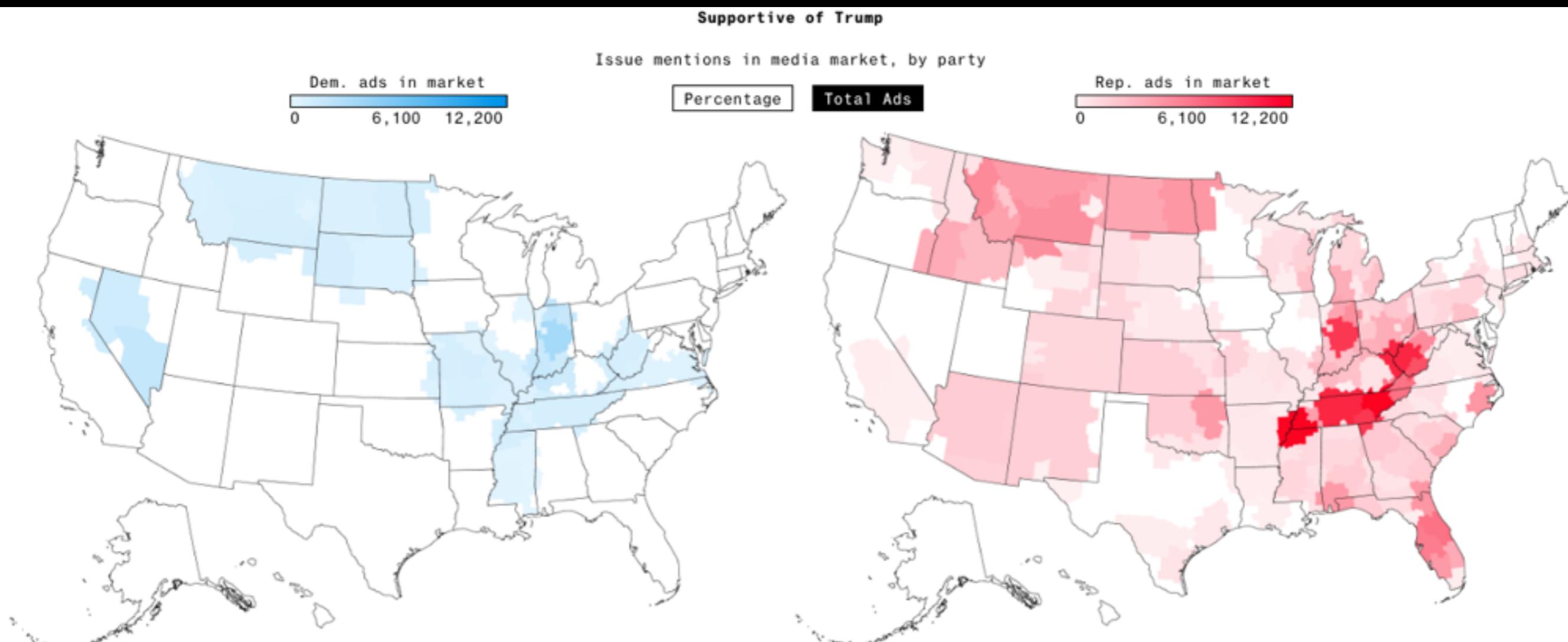
BLOOMBERG NEWS AD ANALYSIS, 2018 MIDTERM ELECTIONS

The Big Issues You're Seeing on TV: Health Care, Taxes and Jobs

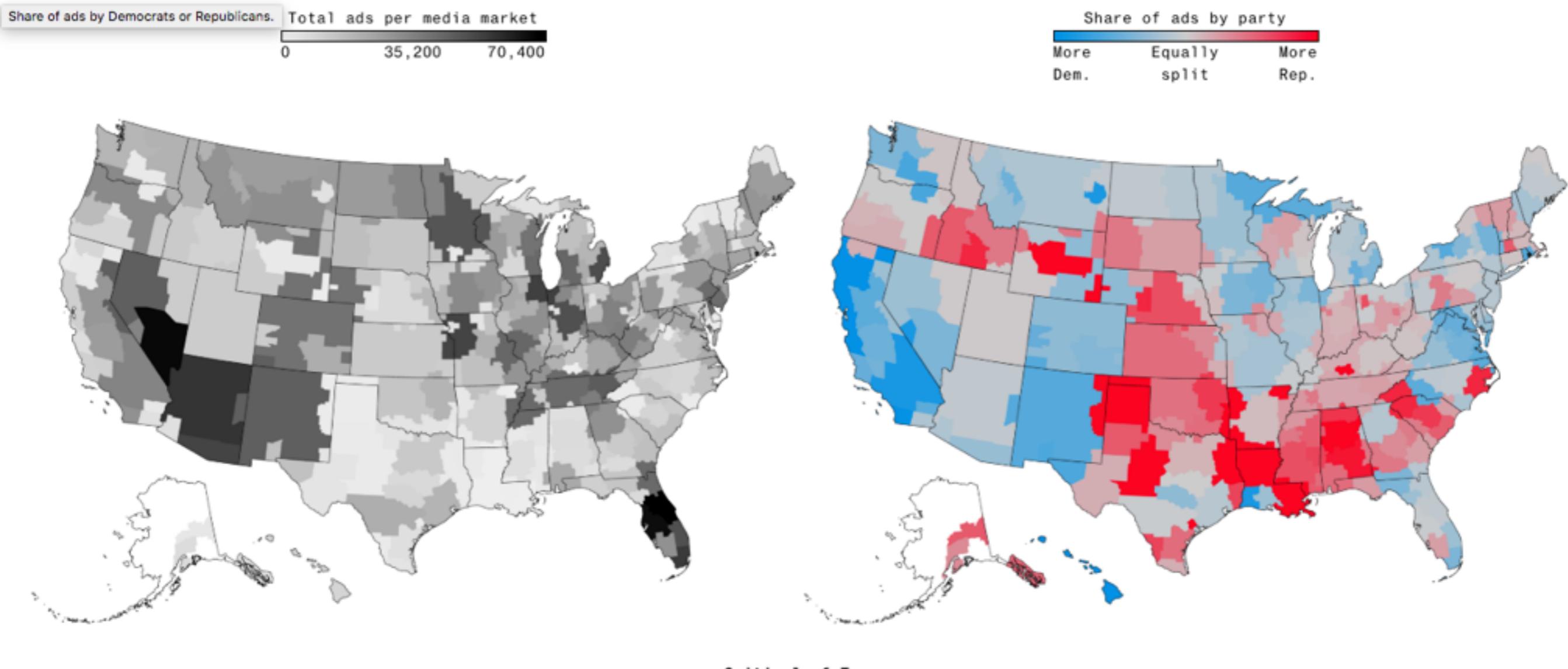
Issue mentioned most often in ads in House, Senate and gubernatorial races in 2018, by Nielsen media market



BLOOMBERG NEWS AD ANALYSIS, 2018 MIDTERM ELECTIONS



BLOOMBERG NEWS AD ANALYSIS, 2018 MIDTERM ELECTIONS



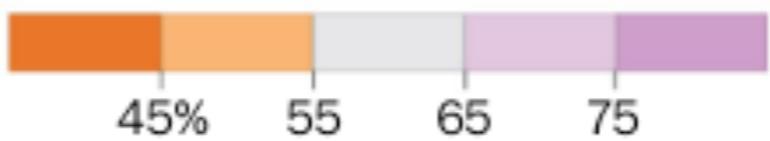
NEW YORK TIMES TV AD SPENDING, 2016 (AND EARLIER)

VOTER TURNOUT

Share of adult citizens who voted in 2016

◀ Lowest Average turnout Highest ▶

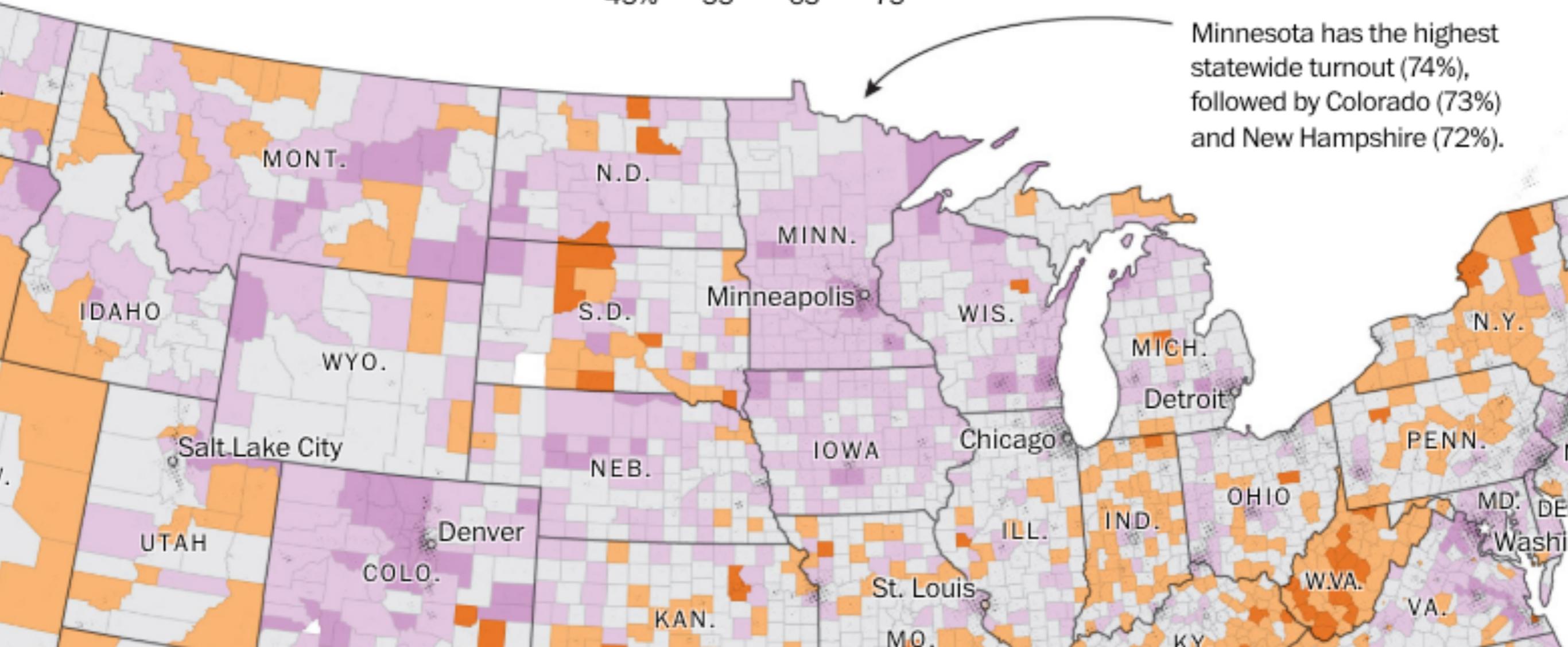
Population



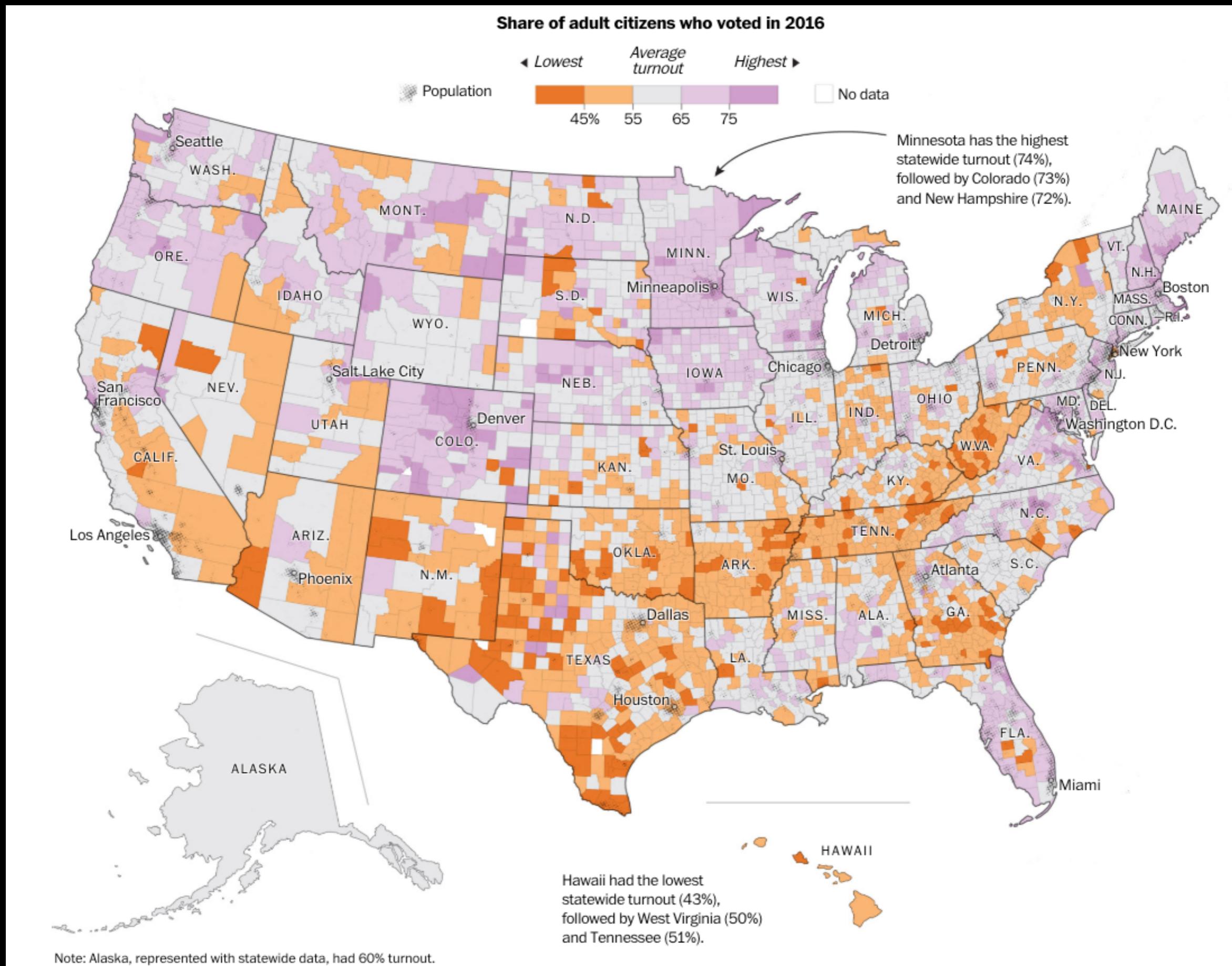
No data

45% 55 65 75

Minnesota has the highest statewide turnout (74%), followed by Colorado (73%) and New Hampshire (72%).



WASHINGTON POST 2016 ELECTION TURNOUT VISUALS



WASHINGTON POST 2016 ELECTION TURNOUT VISUALS

**Majority non-white counties
with low voter turnout**



**Predominantly white counties
with low voter turnout**



WASHINGTON POST 2016 ELECTION TURNOUT VISUALS

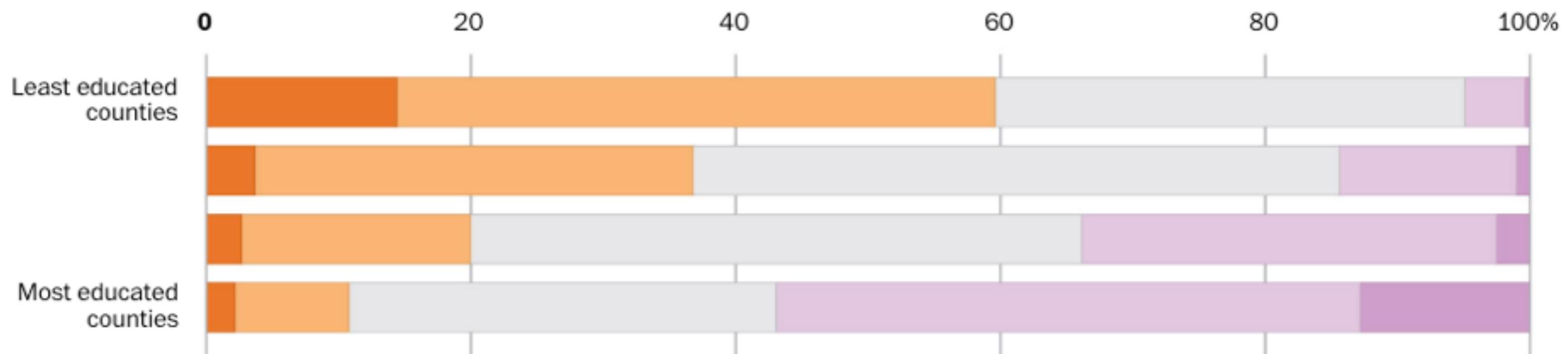
**Majority non-white counties
with low voter turnout**



**Predominantly white counties
with low voter turnout**

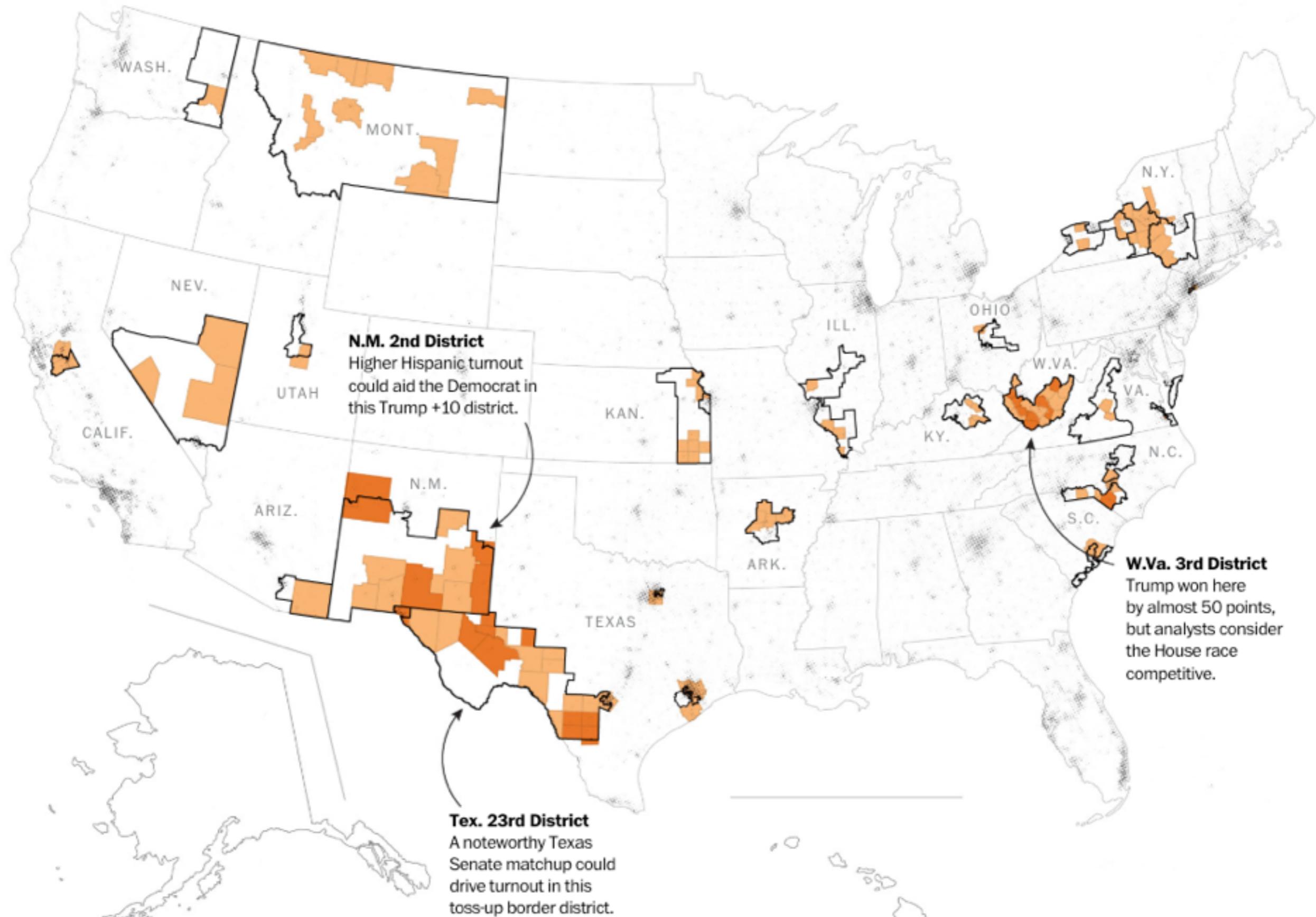


Share of counties with **low, average or **high** turnout in 2016, by education level**



WASHINGTON POST 2016 ELECTION TURNOUT VISUALS

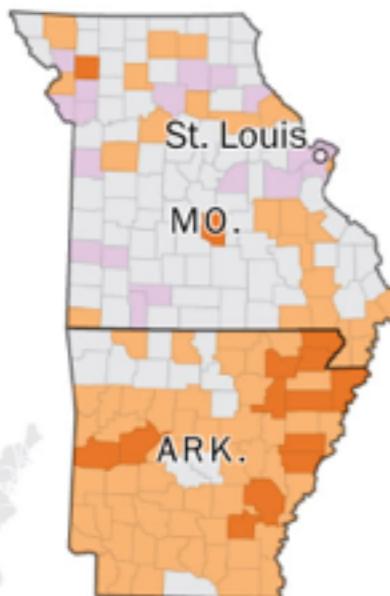
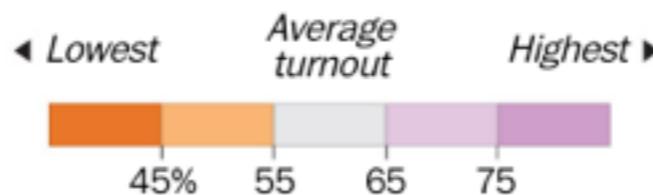
Where low-turnout counties intersect competitive House races



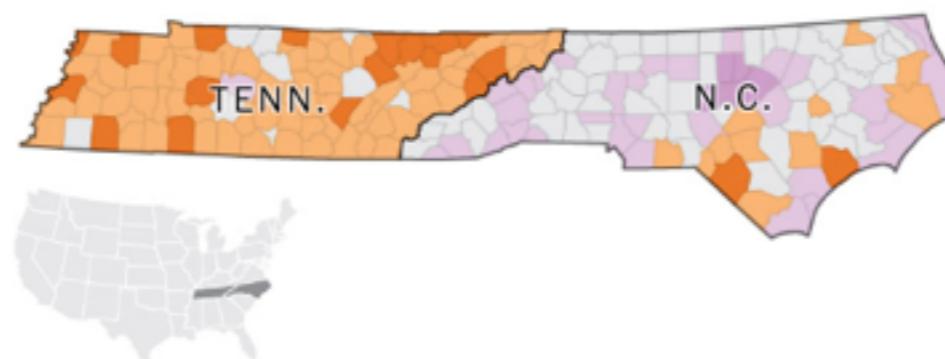
WASHINGTON POST 2016 ELECTION TURNOUT VISUALS

Stark differences in neighboring states also reflect in part the differing culture and traditions in areas such as civic involvement and in minority relations, said Jay Barth, a politics professor at Hendrix College in Arkansas.

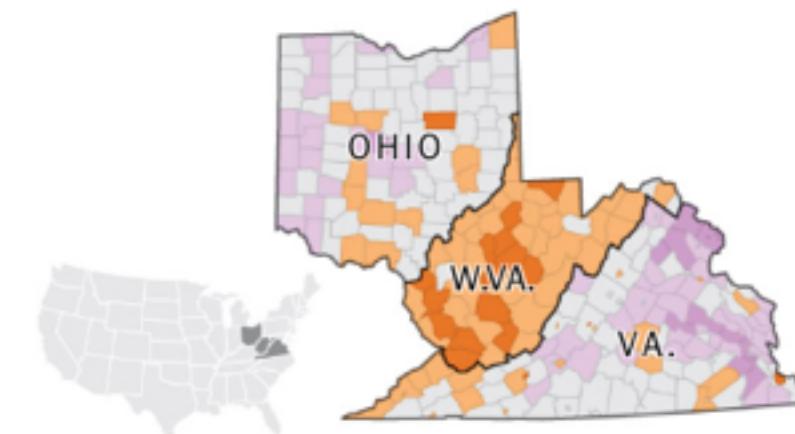
Share of adult citizens who voted in 2016



Missouri and Arkansas



Tennessee and North Carolina



Ohio, West Virginia and Virginia

WASHINGTON POST 2018 MIDTERM TURNOUT VISUALS

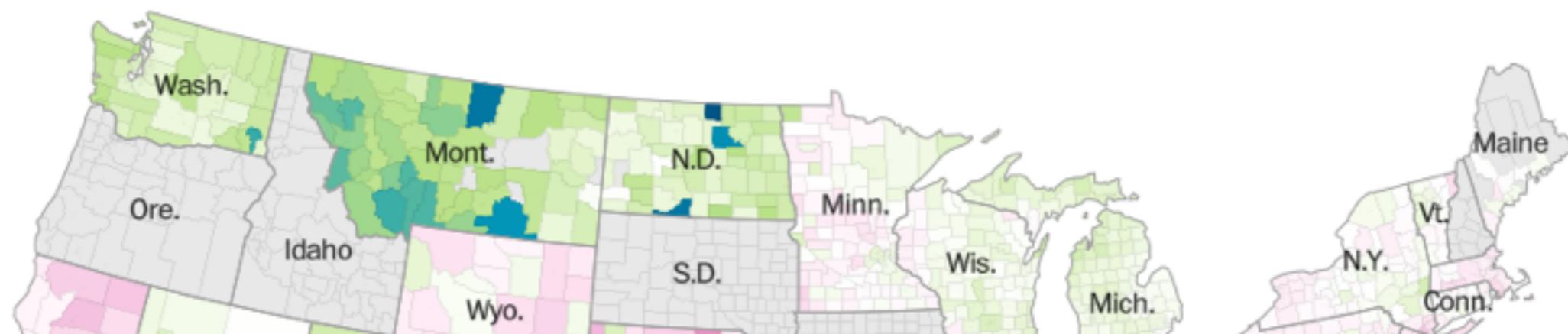
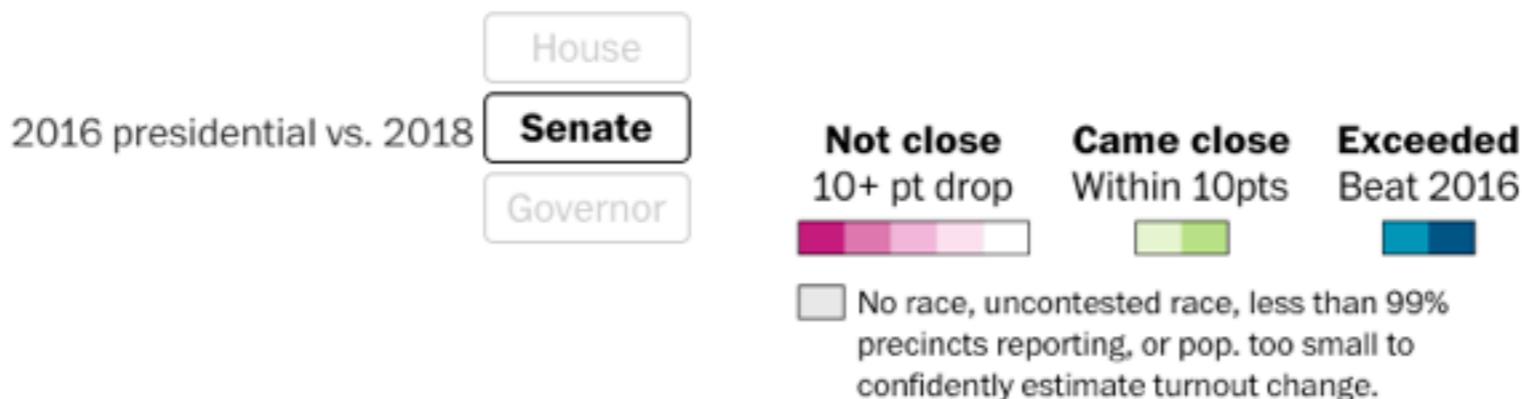
The Washington Post
Democracy Dies in Darkness



How did voter turnout in your county compare to the 2016 presidential election?

The 2018 midterms didn't have as many voters as 2016. But they got pretty close.

By [Manas Sharma](#), [Ted Mennink](#) and [Reuben Fischer-Baum](#) Dec. 31, 2018



WASHINGTON POST 2018 MIDTERM TURNOUT VISUALS

2016 presidential vs. 2018

House

Senate

Governor

Not close

10+ pt drop



Came close

Within 10pts

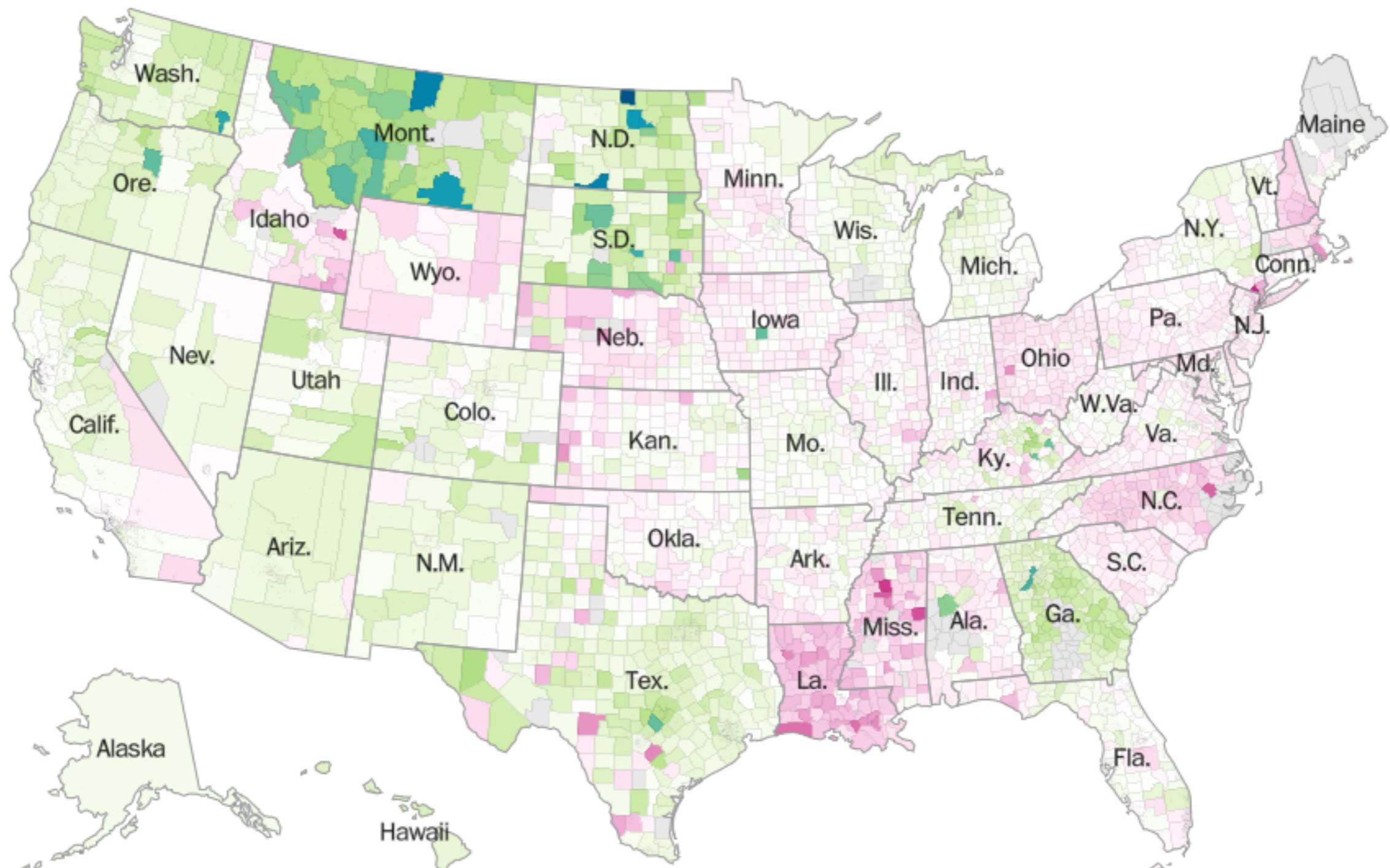


Exceeded

Beat 2016



No race, uncontested race, less than 99%
precincts reporting, or pop. too small to
confidently estimate turnout change.



WASHINGTON POST 2018 MIDTERM TURNOUT VISUALS

2016 presidential vs. 2018

Senate

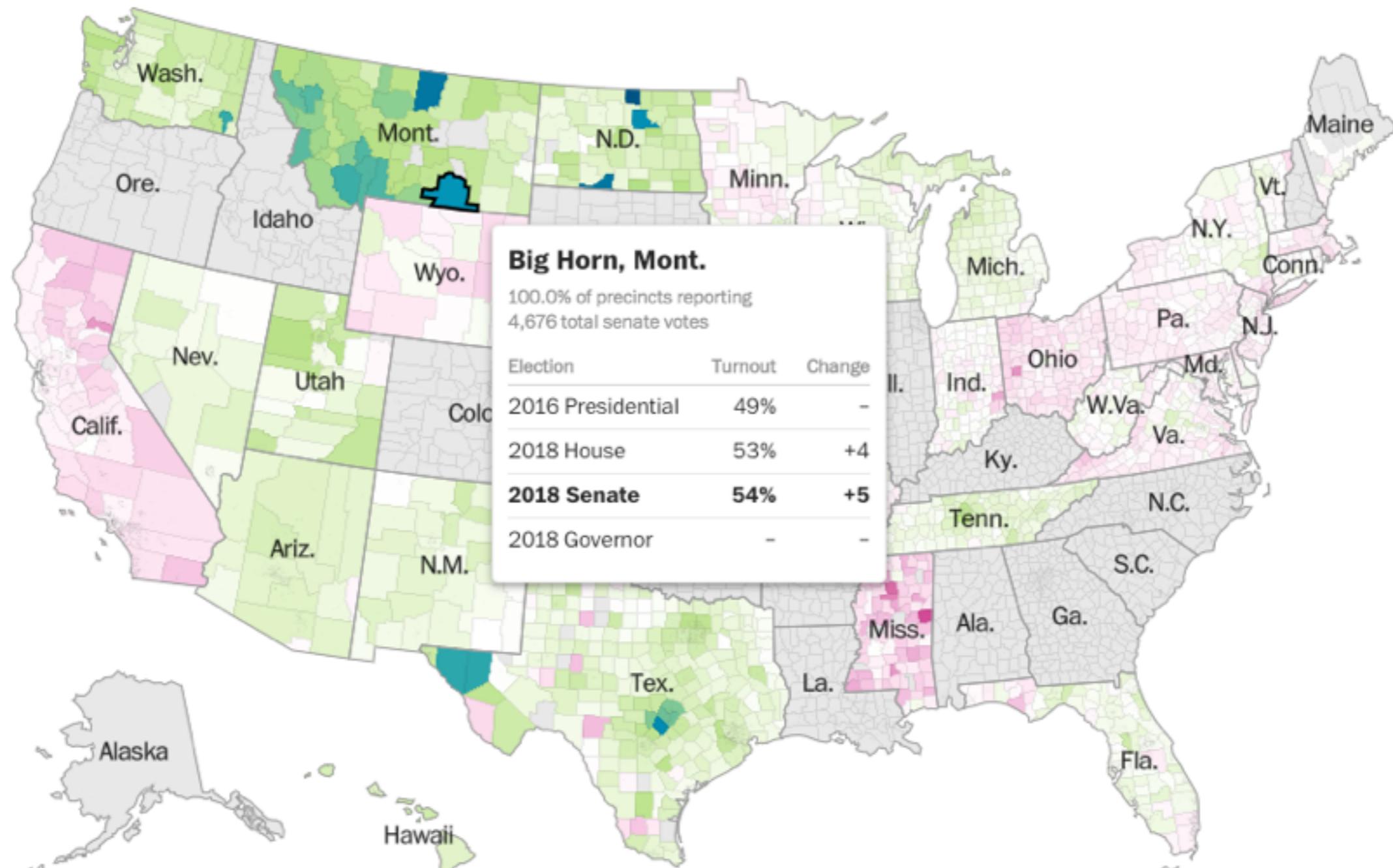
Governor

Not close
10+ pt drop

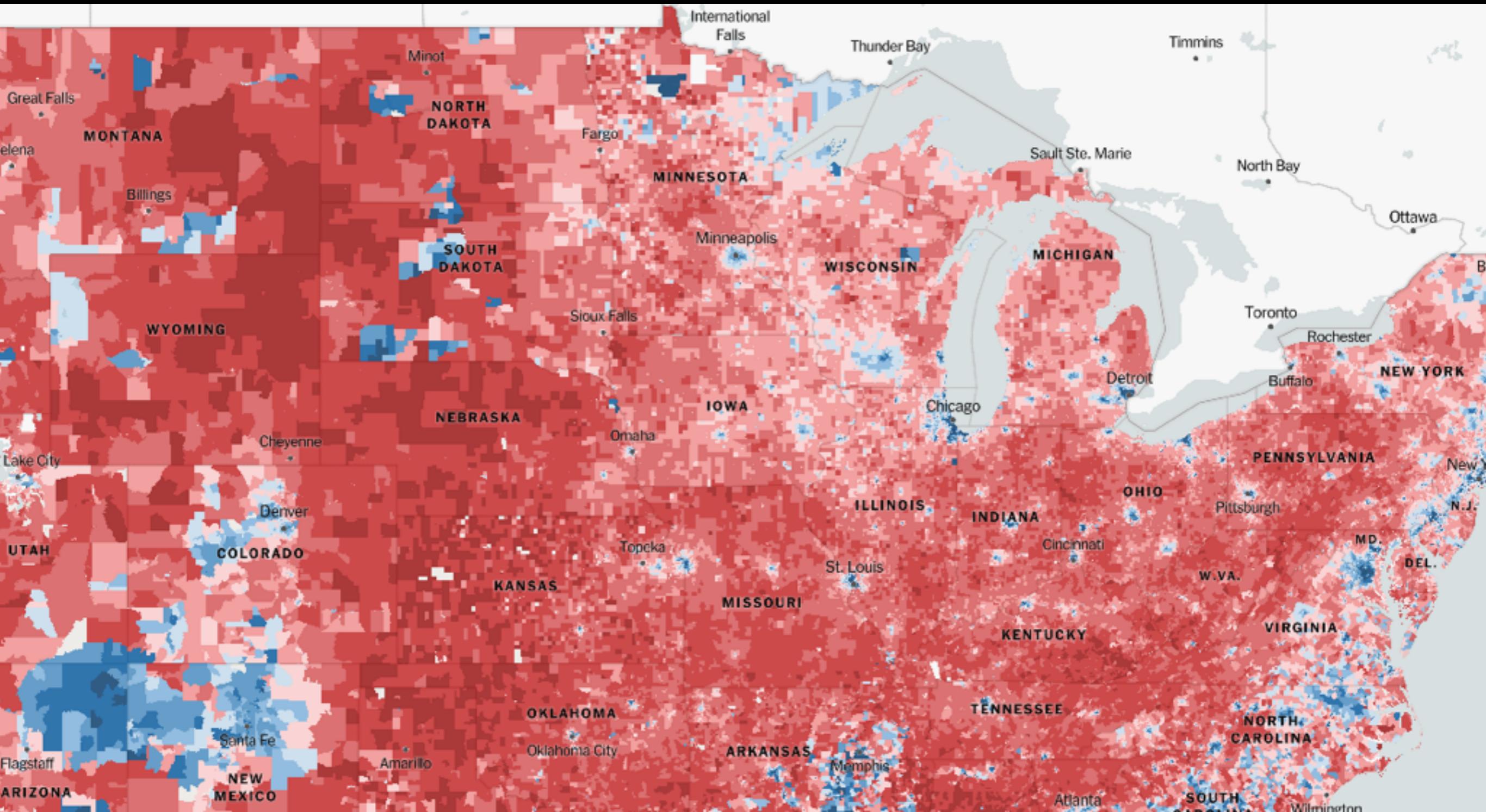
Came close
Within 10pts

Exceeded
Beat 2016

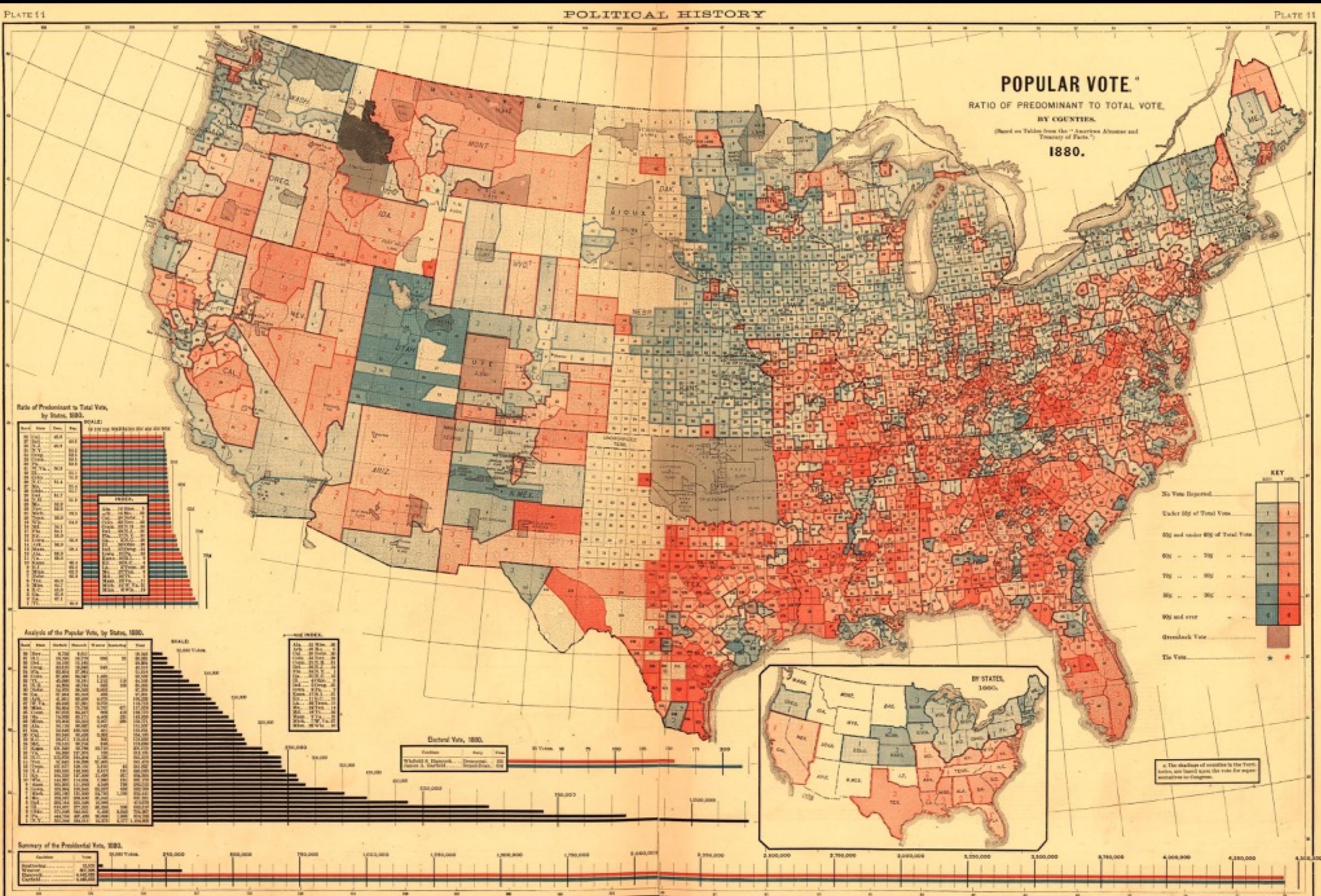
No race, uncontested race, less than 99%
precincts reporting, or pop. too small to
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ELECTION RESULTS

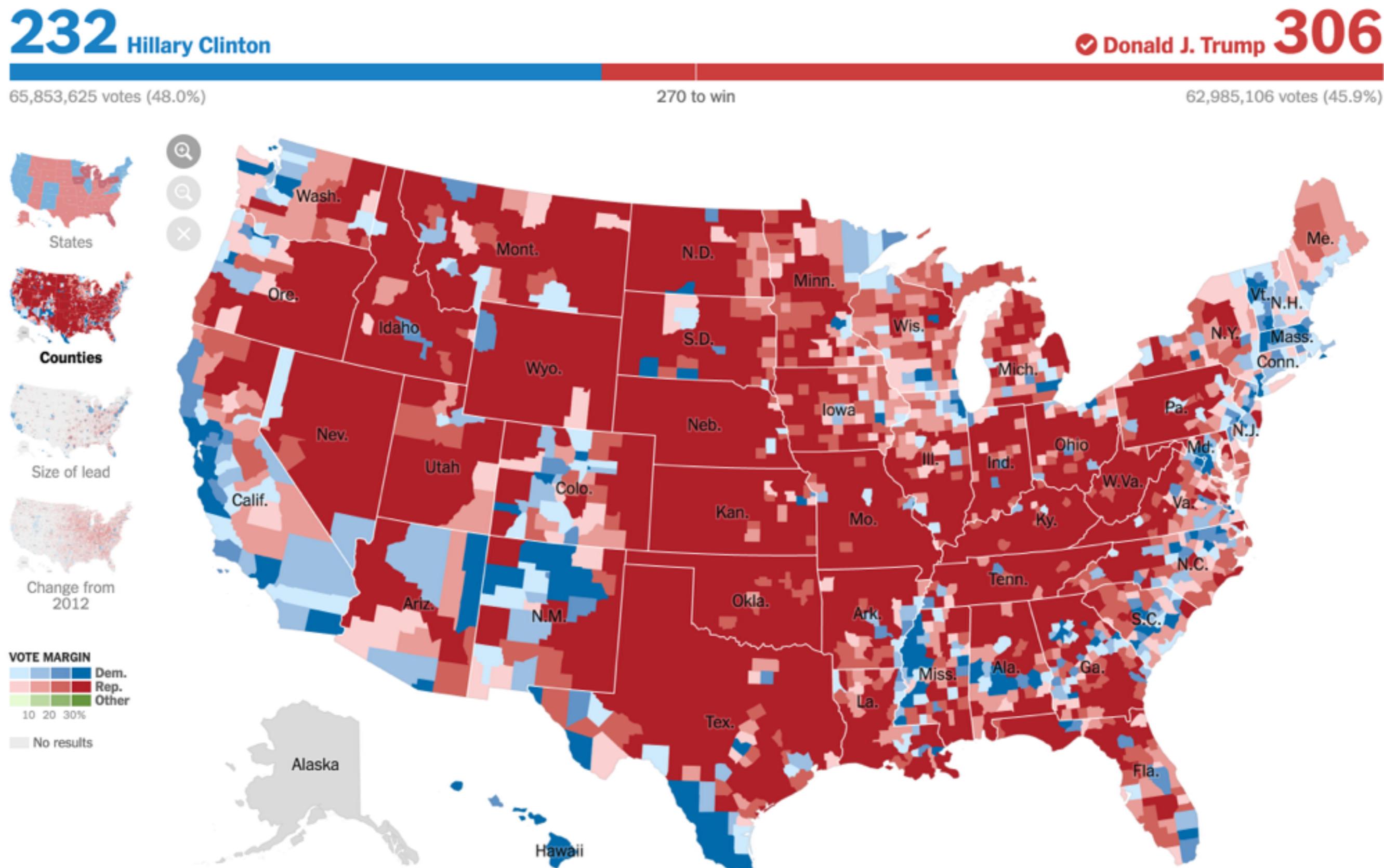


COUNTIES

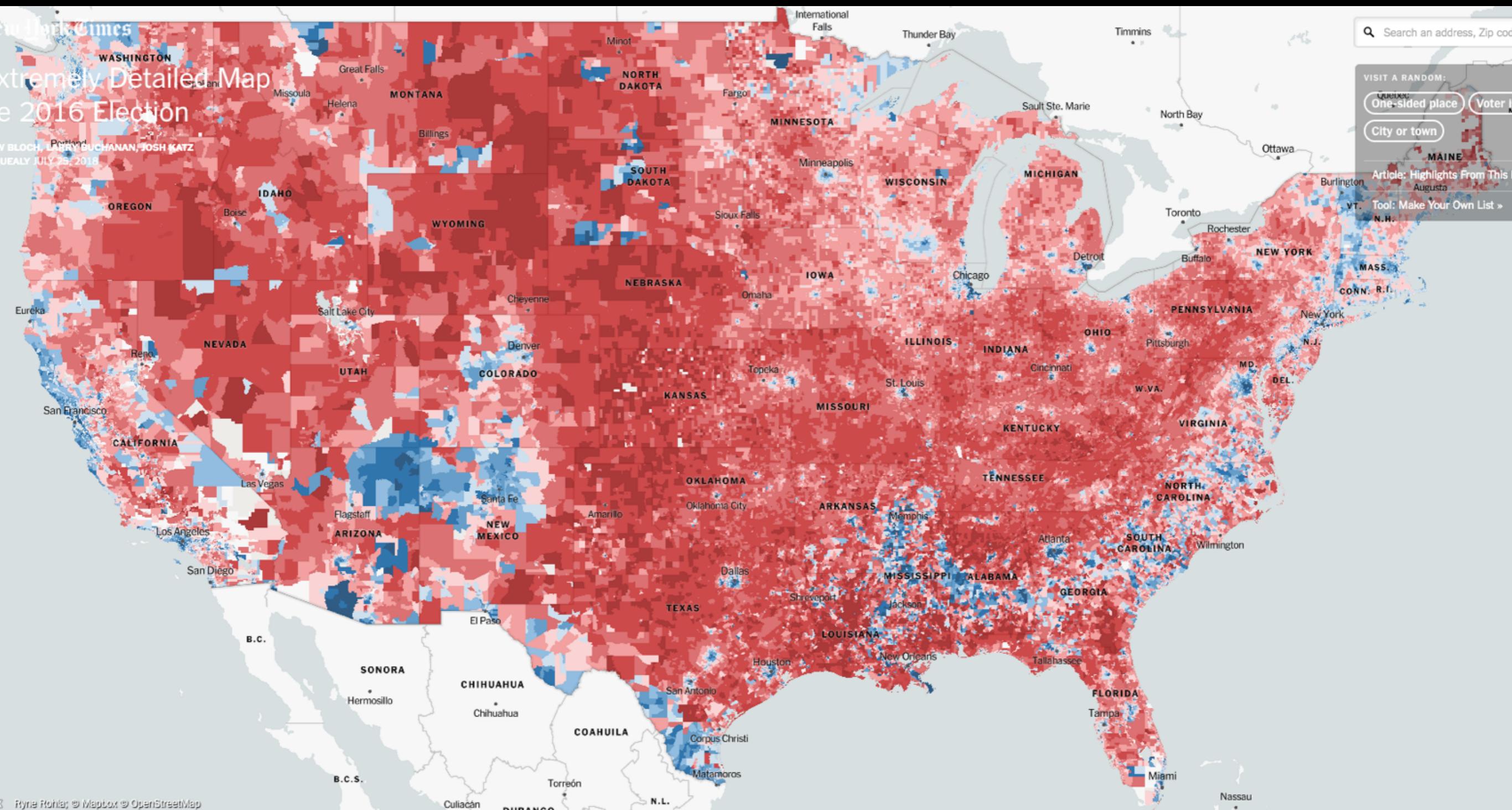


COUNTIES

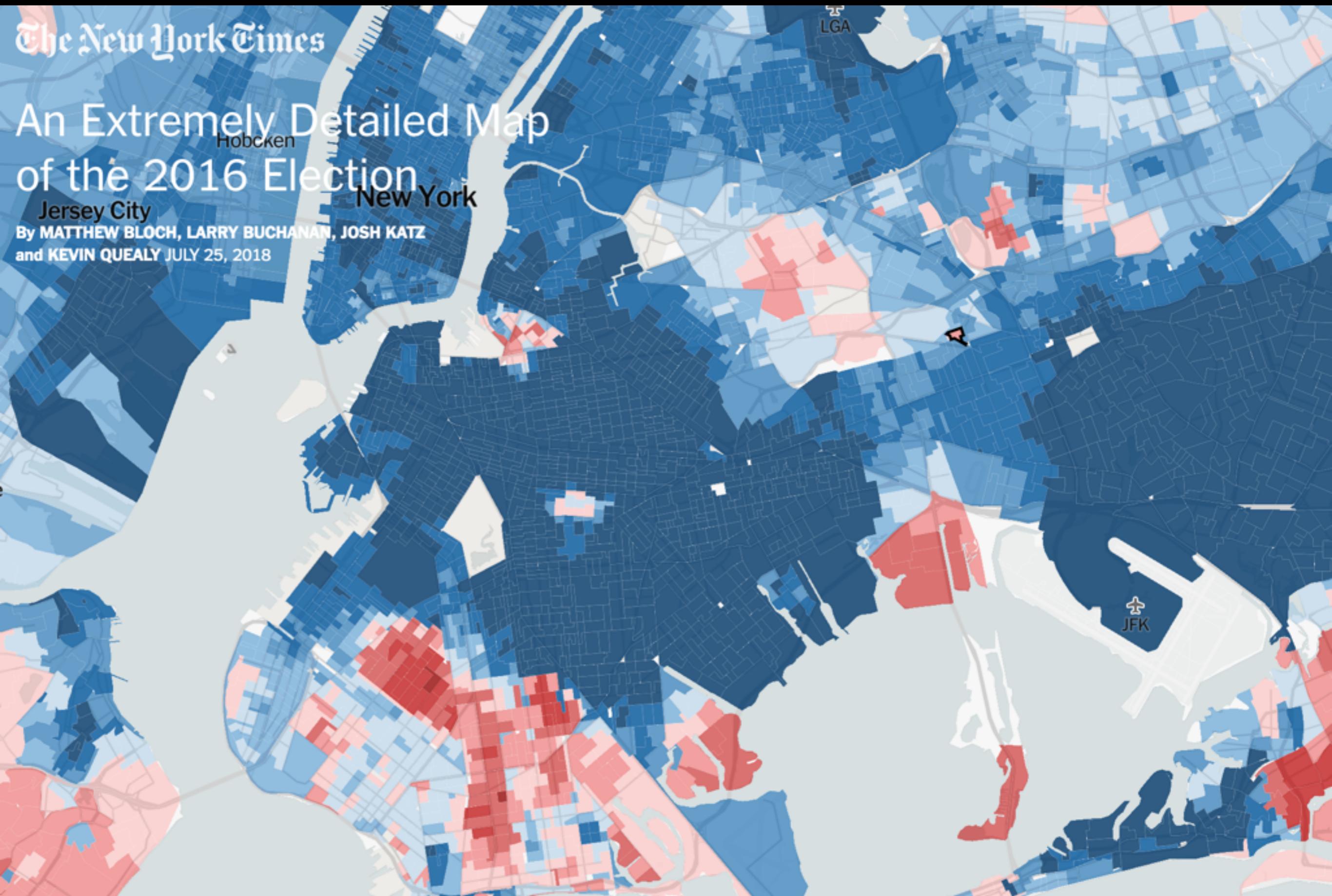
Donald J. Trump won [the Electoral College](#) with 304 votes compared to 227 votes for Hillary Clinton. Seven electors voted for someone other than their party's candidate.



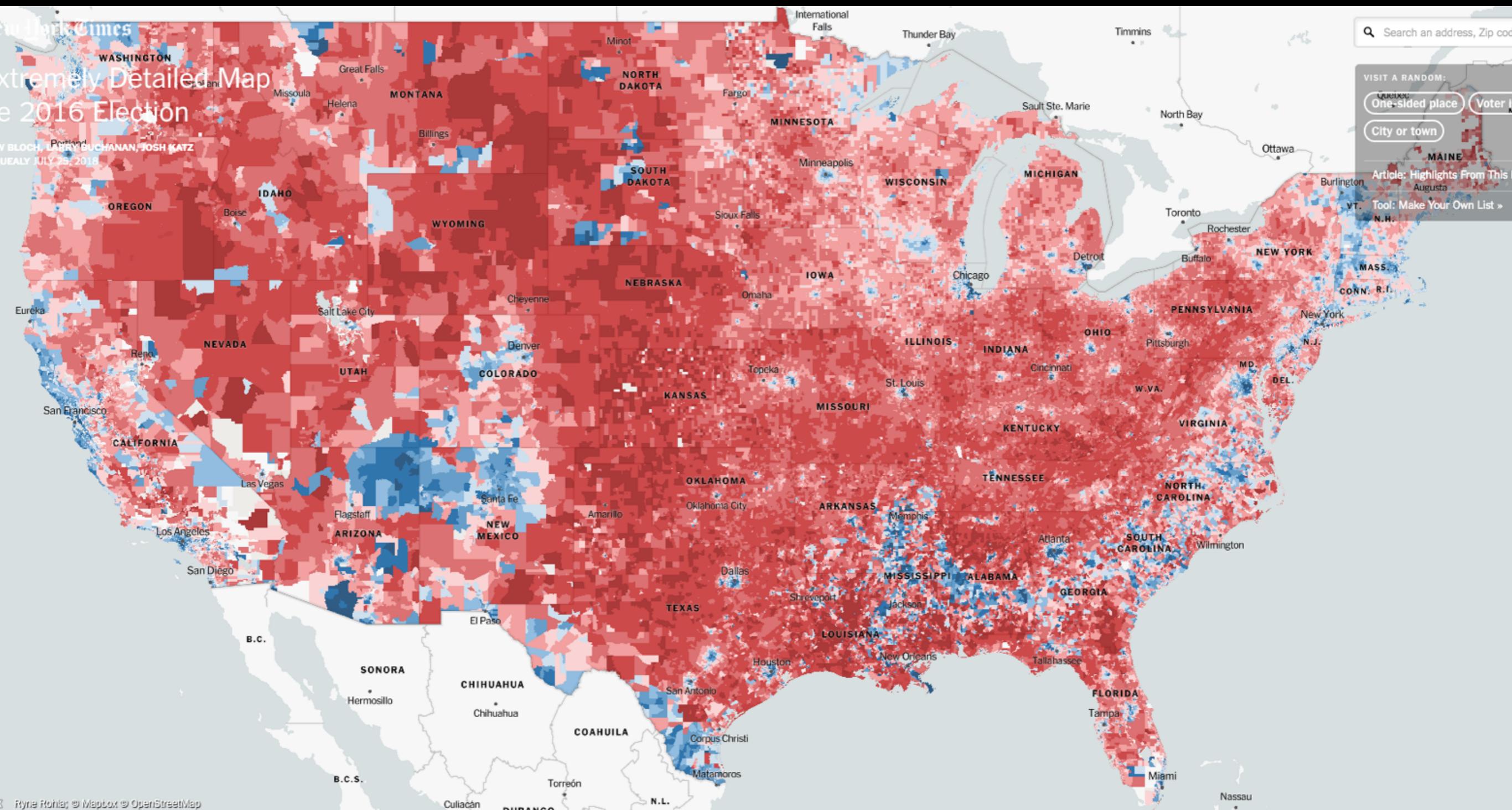
NEW YORK TIMES: EXTREMELY DETAILED PRECINCT MAP



NEW YORK TIMES: EXTREMELY DETAILED PRECINCT MAP



NEW YORK TIMES: EXTREMELY DETAILED PRECINCT MAP

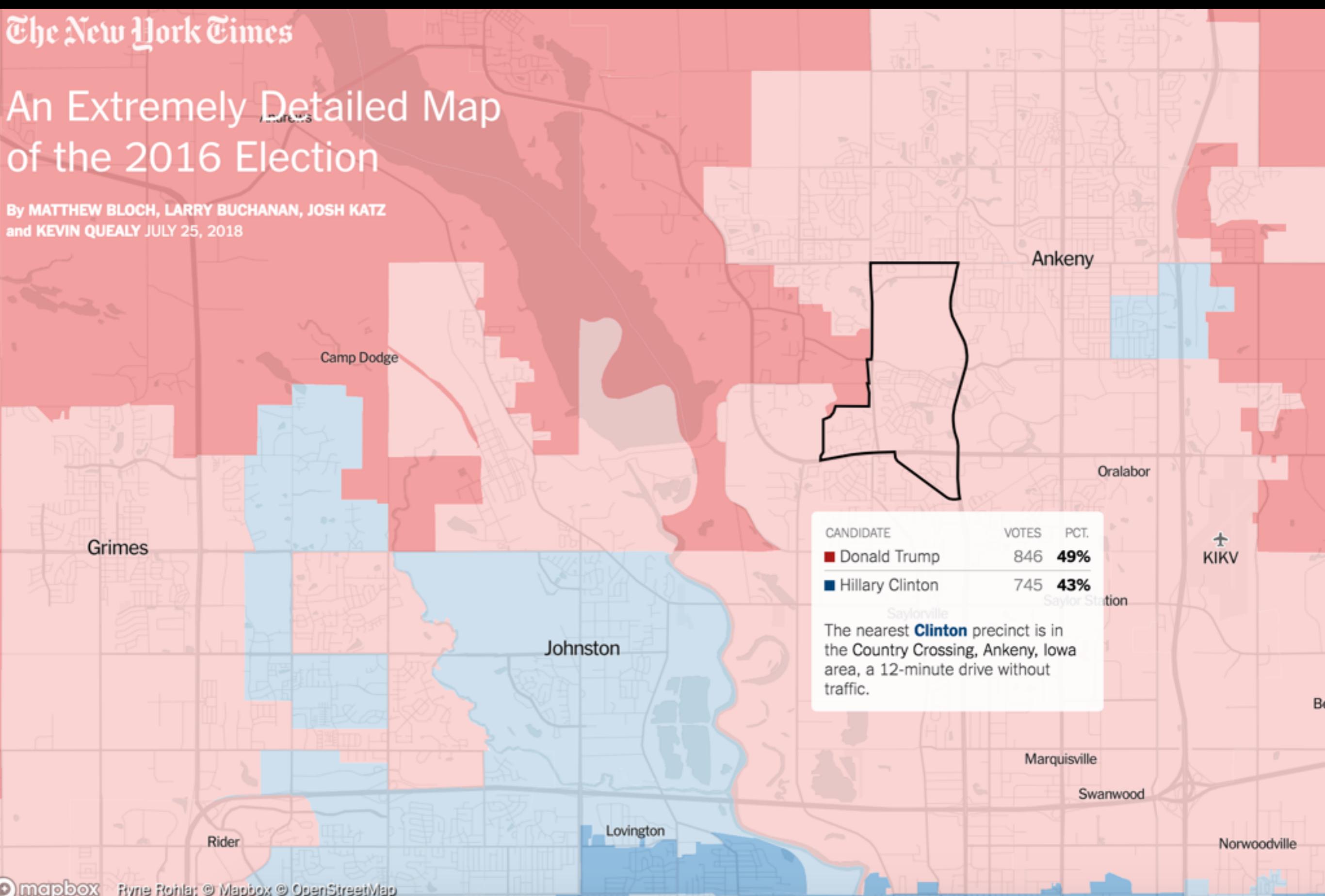


NEW YORK TIMES: EXTREMELY DETAILED PRECINCT MAP

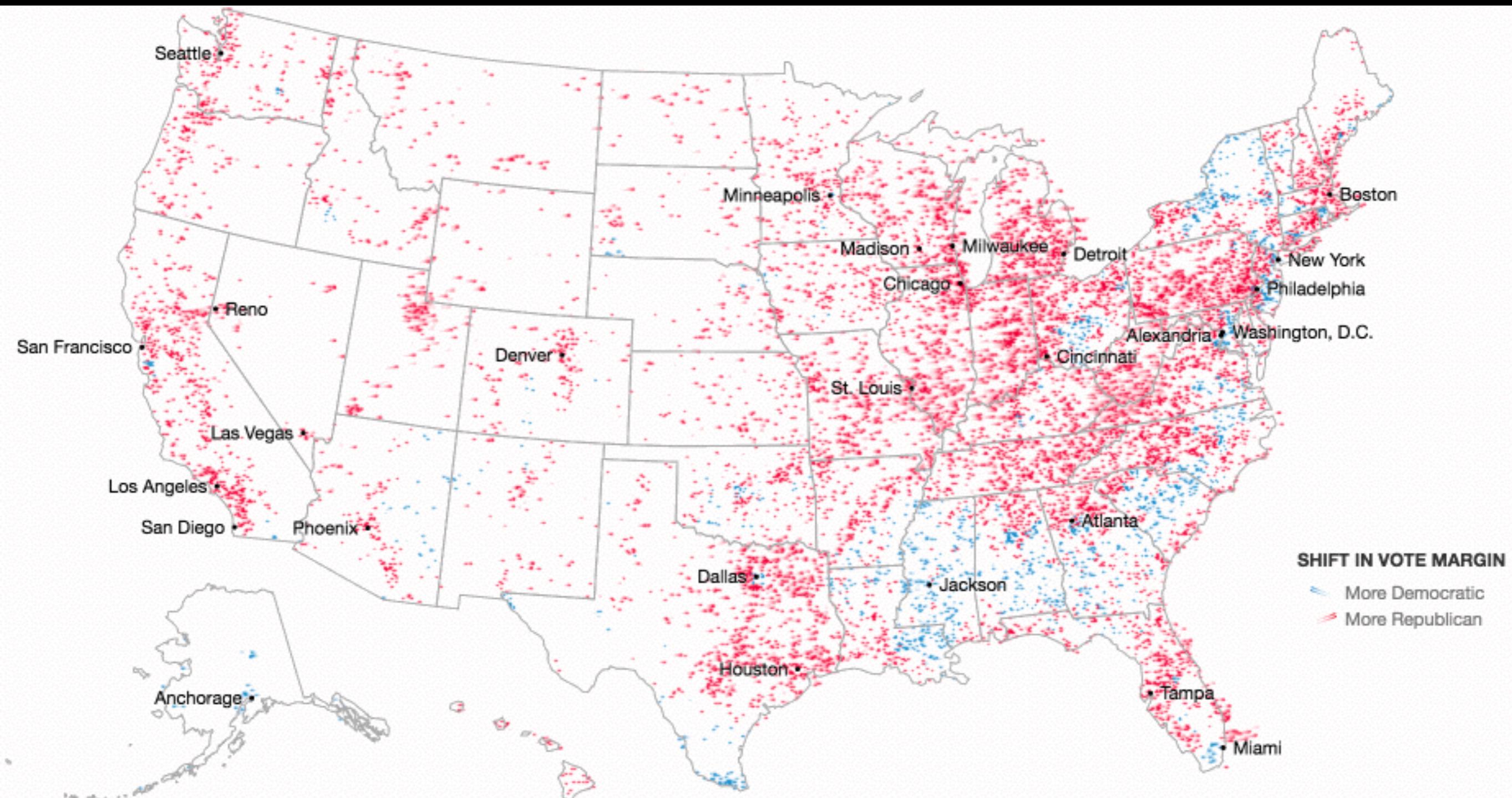
The New York Times

An Extremely Detailed Map of the 2016 Election

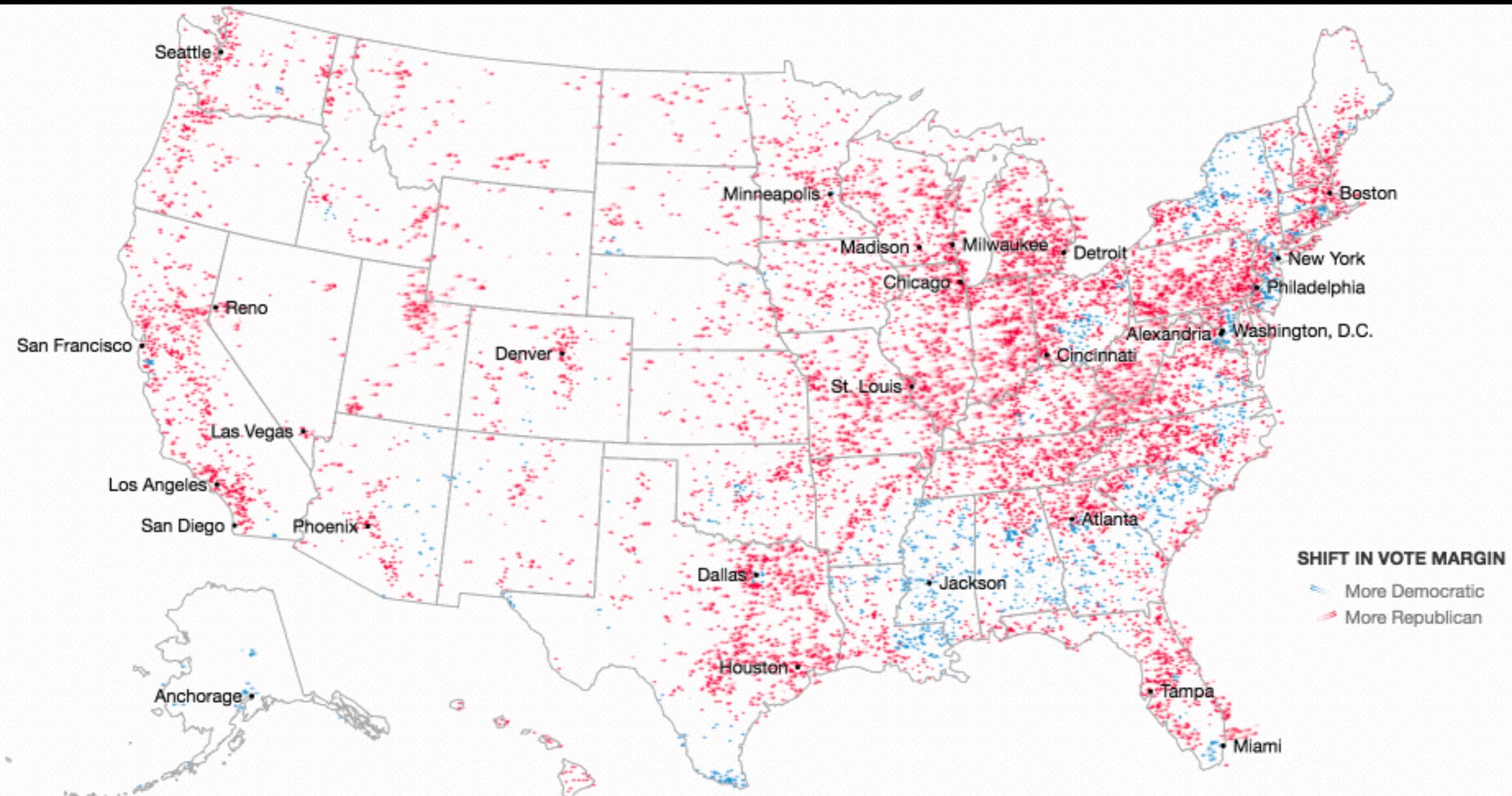
By MATTHEW BLOCH, LARRY BUCHANAN, JOSH KATZ
and KEVIN QUEALY JULY 25, 2018



NEW YORK TIMES: 2008 TO 2012 "WAVE"



NEW YORK TIMES: 2008 TO 2012 "WAVE"



NEW YORK TIMES: 2012 TO 2016 "WAVE"

→ Interactive! Let's take a look.

NEW YORK TIMES: 2016 TO 2018 MIDTERMS “WAVE”

→ Interactive! Let's take a look.

THE GUARDIAN: 2016 TO 2018 MIDTERMS “WAVE”

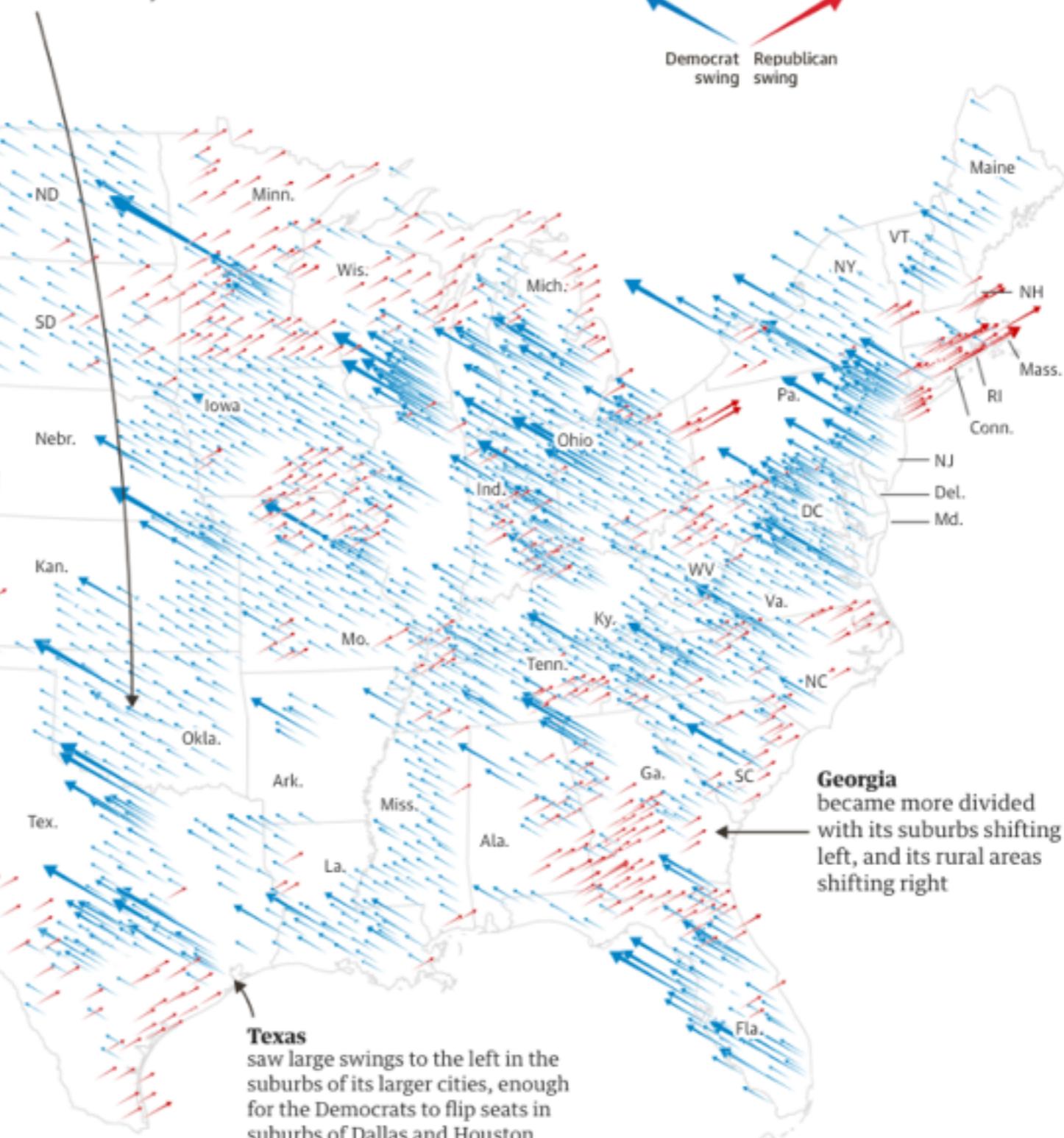
California

was one of a few states where the Republicans saw large swings to the right, but they failed to turn that into any gained seats



Oklahoma

saw a large shift to the left, which resulted in Kendra Horn upsetting Republicans to take the 5th District, which includes the state's largest city, Oklahoma City



Bigger arrows indicate bigger swing

Democrat swing Republican swing

Georgia

became more divided with its suburbs shifting left, and its rural areas shifting right

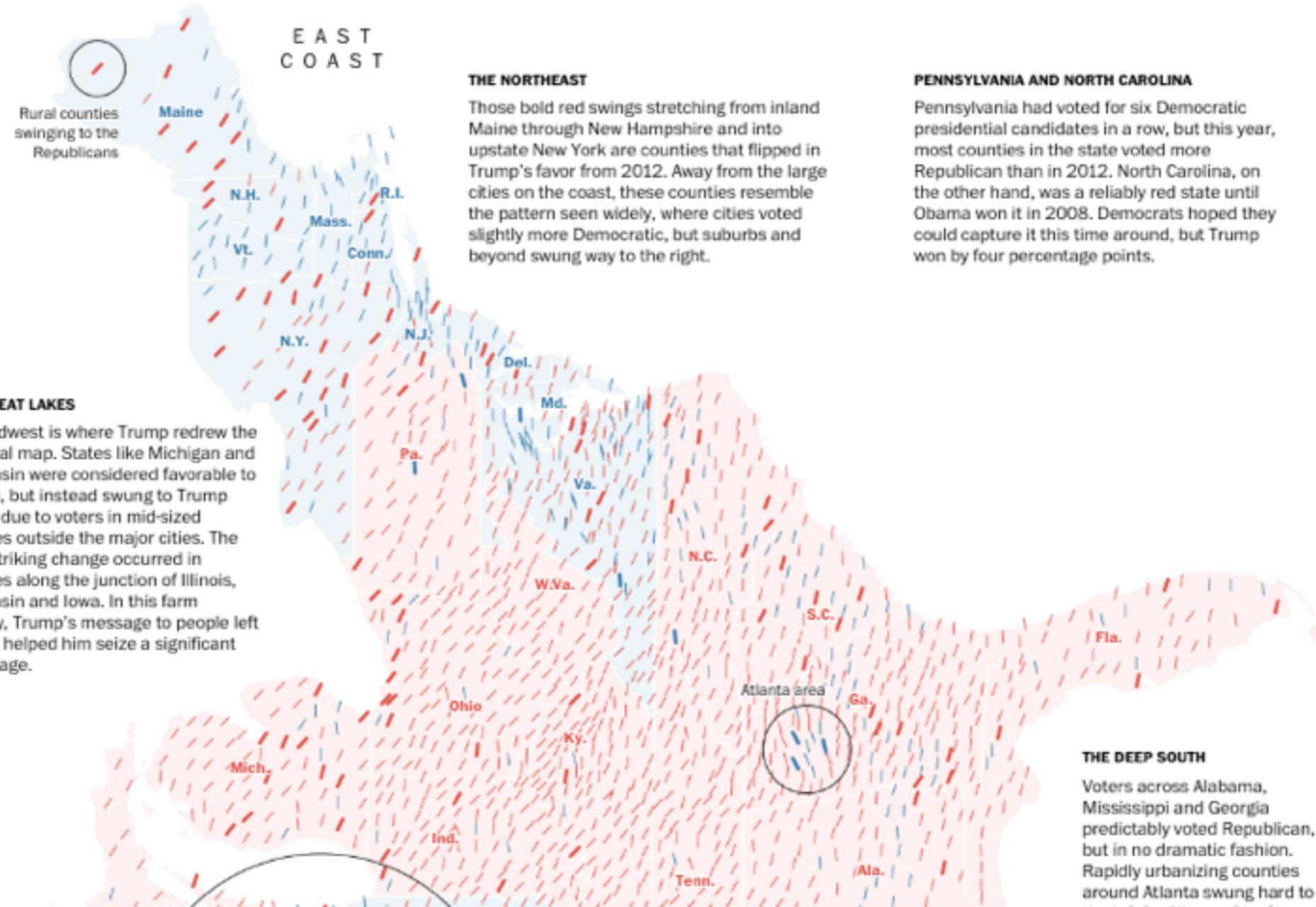
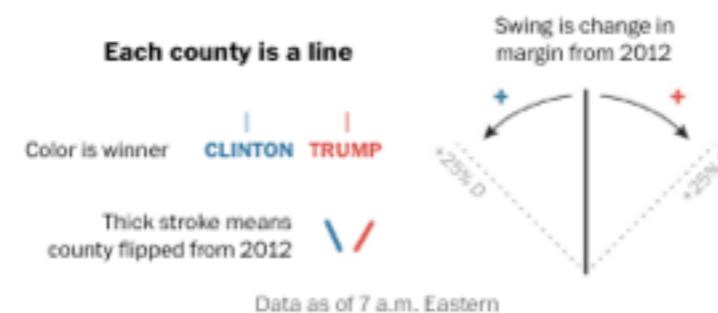
Texas

saw large swings to the left in the suburbs of its larger cities, enough for the Democrats to flip seats in suburbs of Dallas and Houston

WASHINGTON POST: HOW TRUMP REDREW THE ELECTORAL MAP, FROM SEA TO SHINING SEA

How the country swung to the right

Vast swaths of the nation voted more Republican than in 2012, with Trump flipping a large number of counties.



WALL STREET JOURNAL: MIDTERM 2018 RESULTS

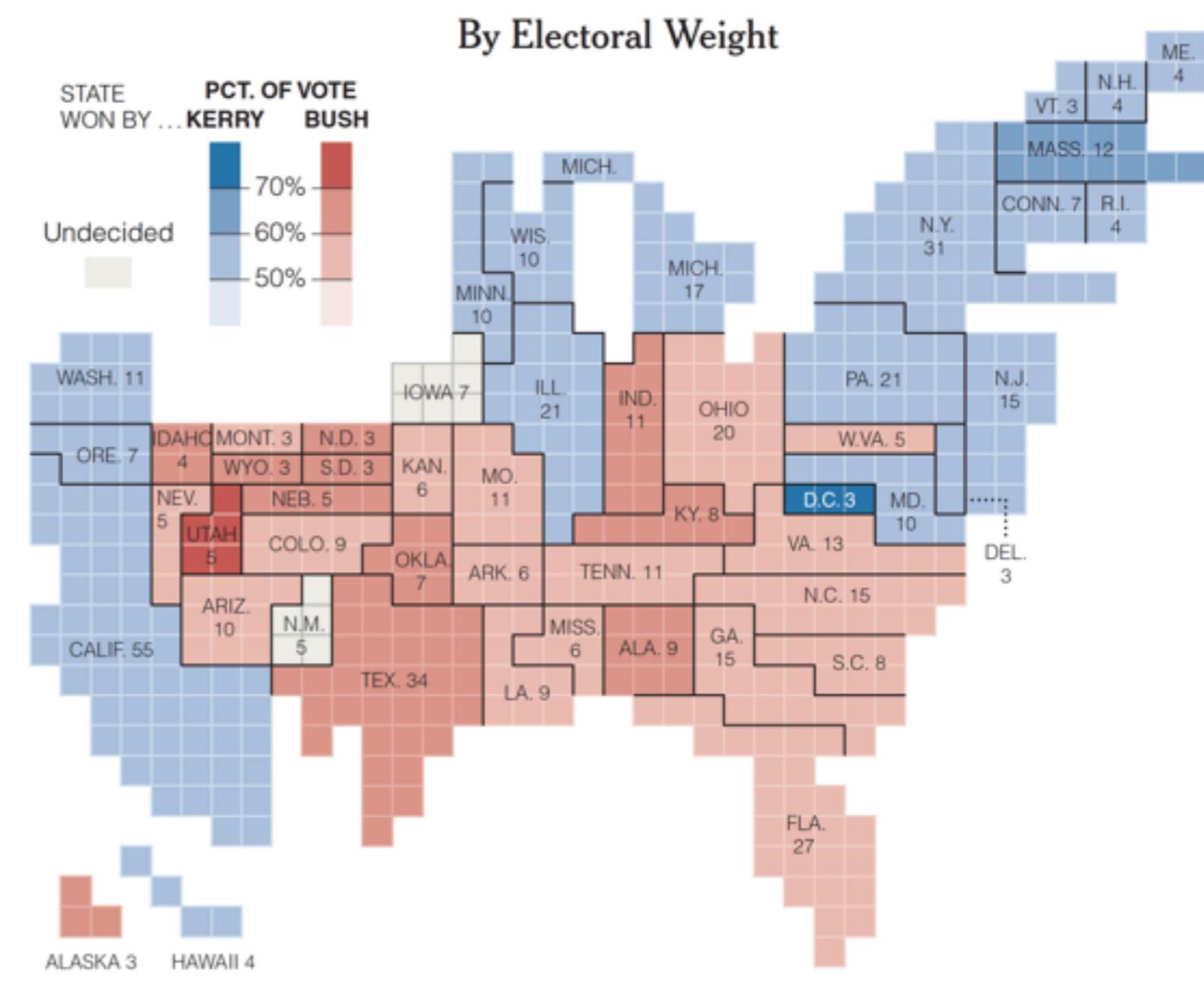
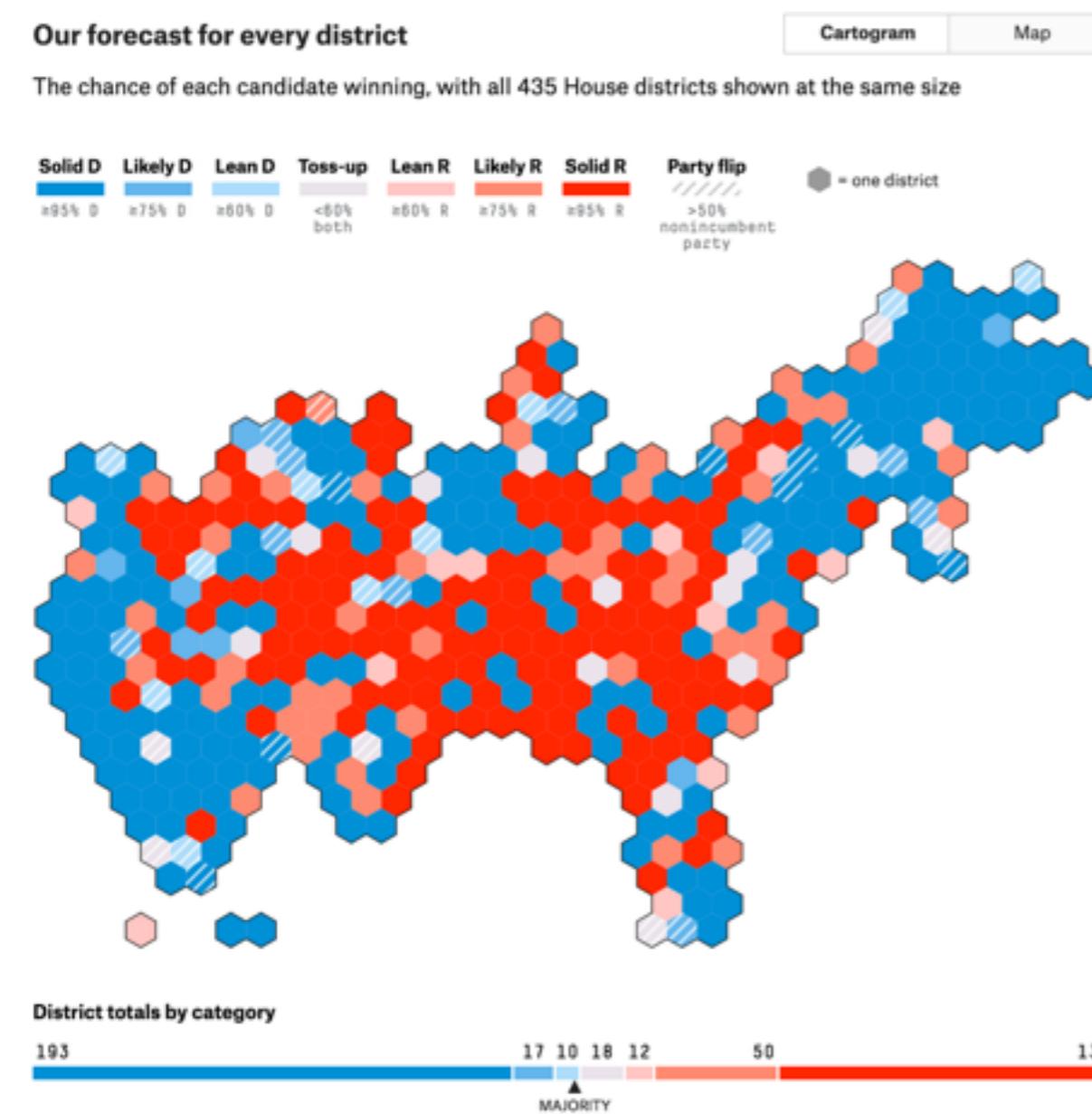
→ Interactive! Let's take a look.

NEW YORK TIMES: PRESENTING RESULTS IN MULTIPLE WAYS

→ Interactive! Let's take a look.

538 / NYT / OTHERS: REDRAWING THE COUNTRY

- States proportional to Electoral Votes
 - States proportional to campaign visits (national popular vote website)
 - States proportional to House and Senate representation

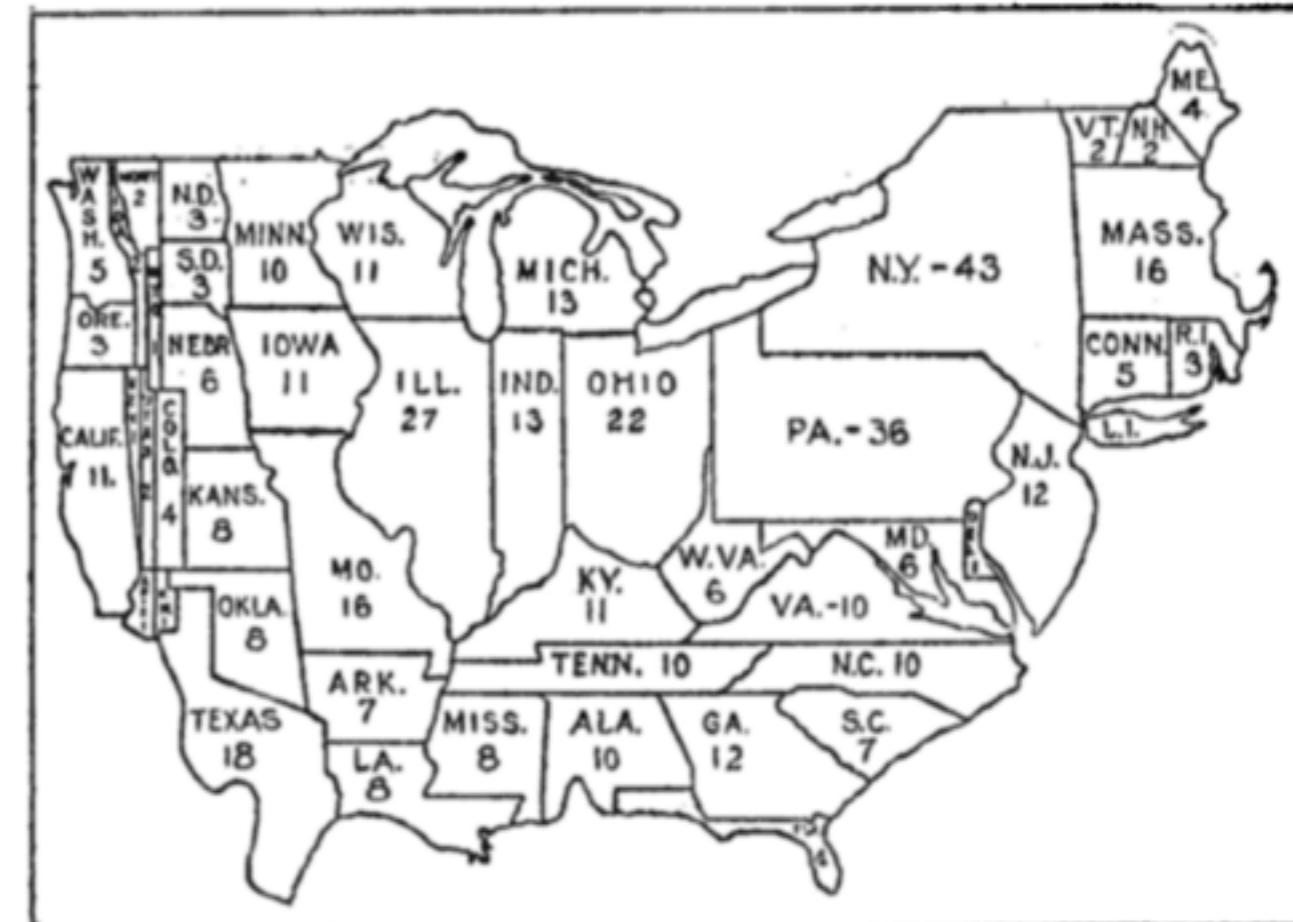


- States proportional to Electoral Votes
- States proportional to campaign visits ([national popular vote website](#))
- States proportional to House and Senate representation

SENATE REPRESENTATION



REPRESENTATION IN THE HOUSE

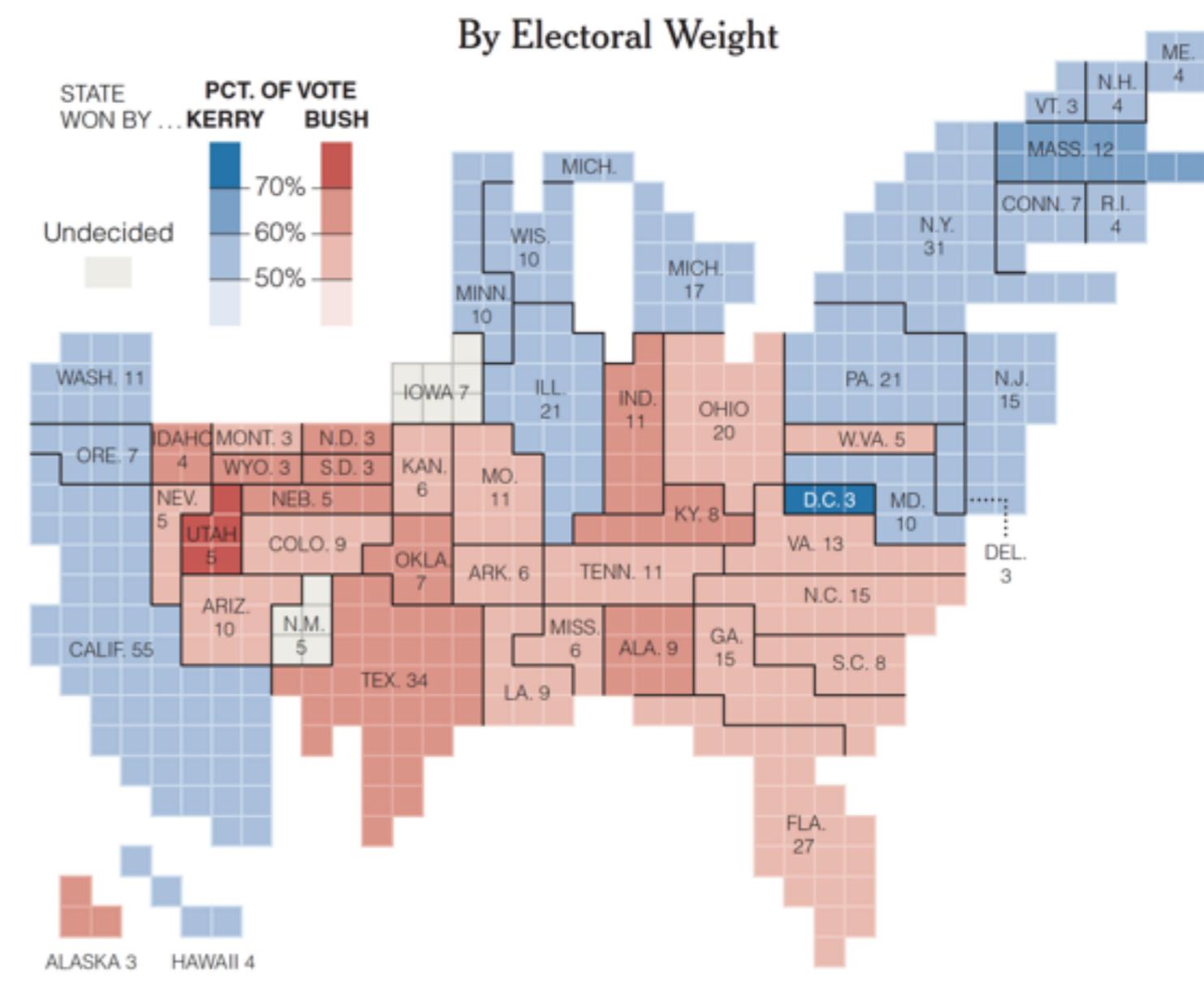
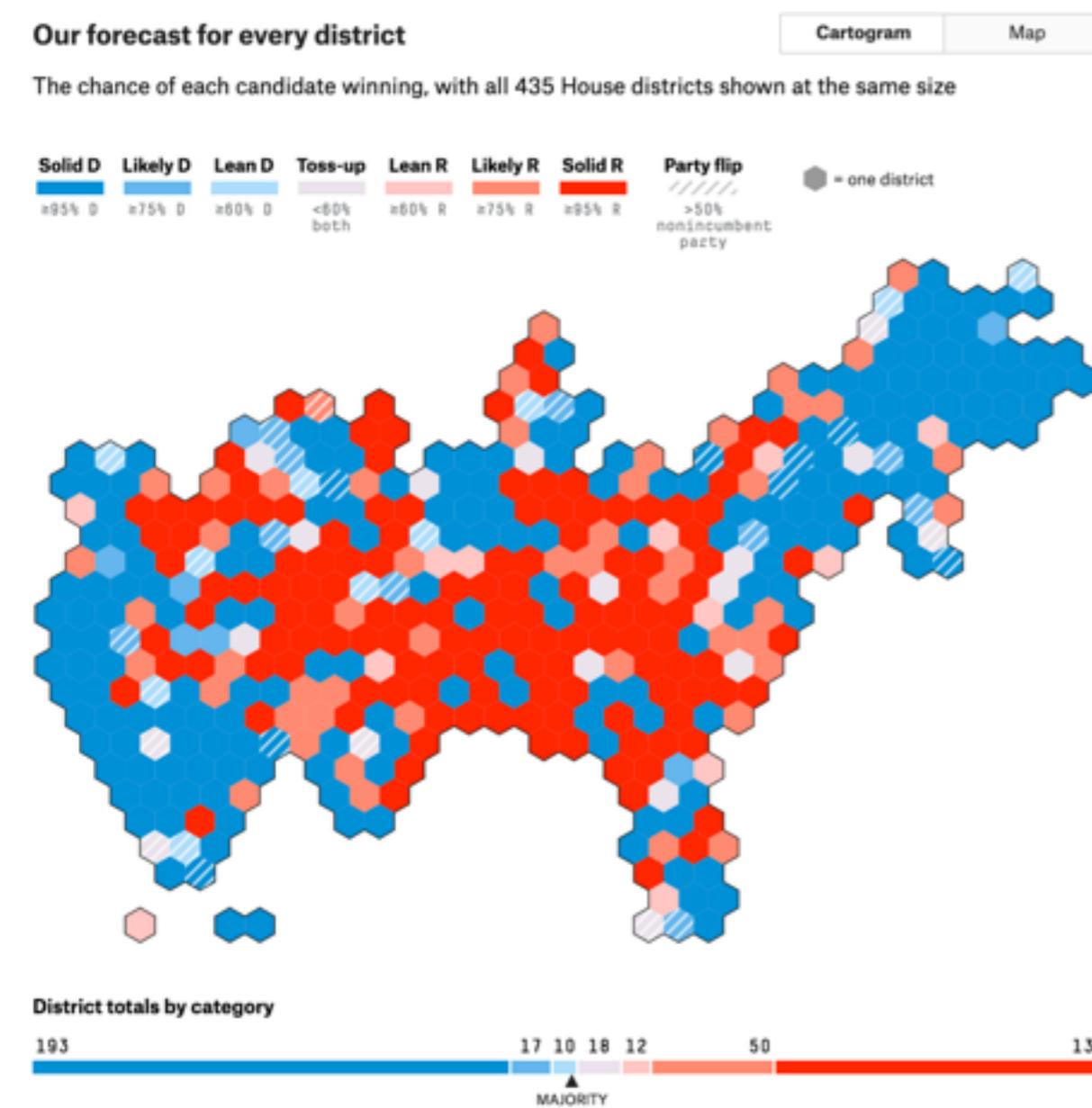


Map of the United States, Showing Equality of States as Represented in the Senate.

Map of the United States, With States Drawn in Proportion to Numbers of Their Representatives.

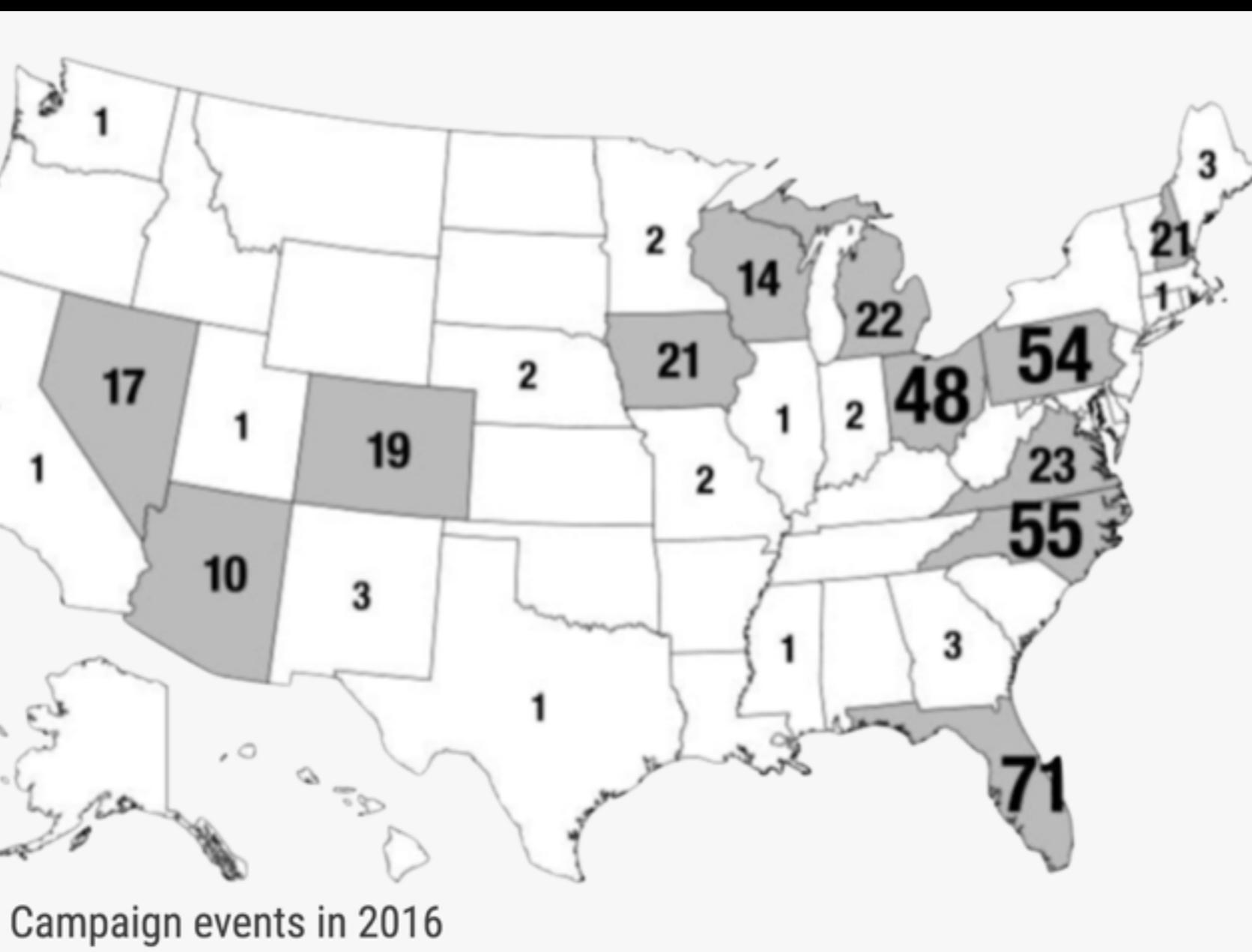
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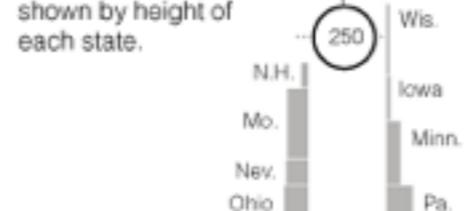
538 / NYT / OTHERS: REDRAWING THE COUNTRY

- Tower diagrams

270 electoral votes
are needed to win
the election.

270

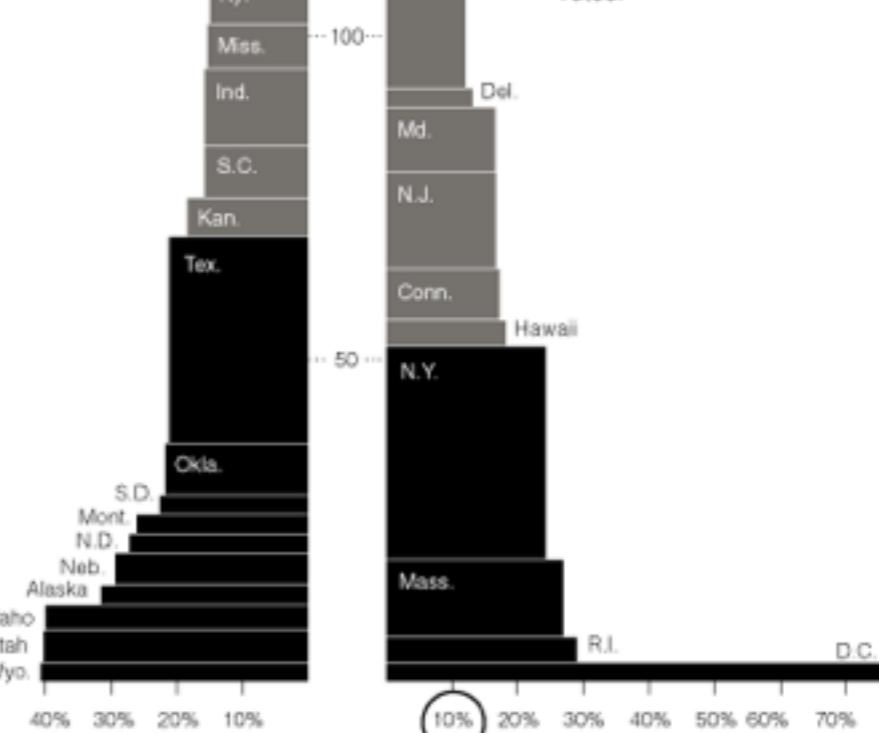
Electoral votes
shown by height of
each state.



BUSH
VICTORIES

GORE
VICTORIES

UNDECIDED
*Does not include Florida,
New Mexico and Oregon,
which total 37 electoral
votes.*



Margin of victory for each candidate
shown by the width of the each state.

Building An Electoral Victory

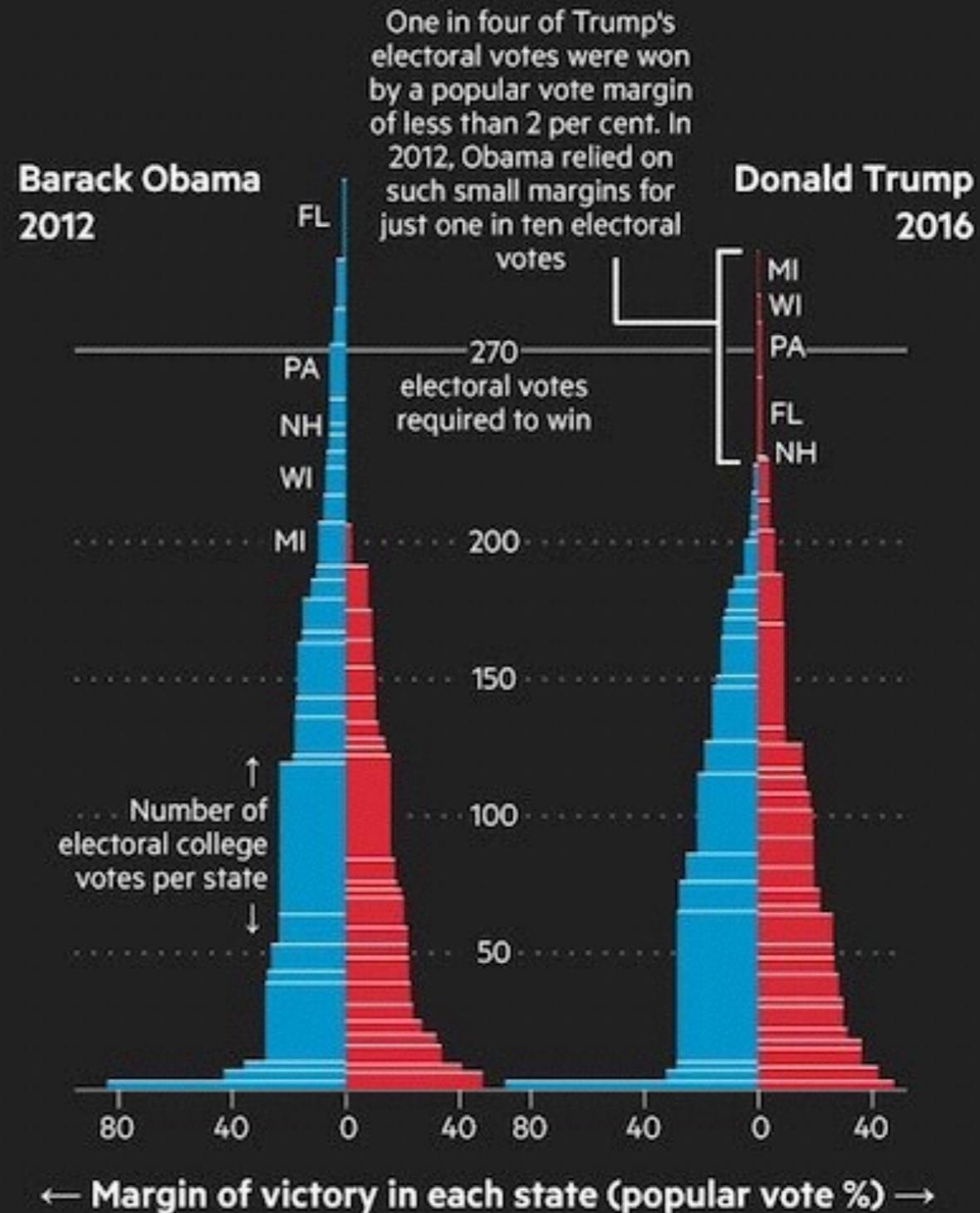
Because most states award electoral votes in a winner-take-all contest, even a slim statewide victory can catapult a candidate toward election. Electoral votes versus percentage margin of victory.

538 / NYT / OTHERS: REDRAWING THE COUNTRY

- Tower diagrams

Trump Tower: how the ‘Swing state spire’ won the presidency

Trump's victory in the electoral college was emphatic, but the states that gave him a towering lead over Clinton were won on gossamer-fine margins



FT graphic: John Burn-Murdoch/@jburnmurdoch
based on a concept from the New York Times (2000)
Source: Associated Press, FT research

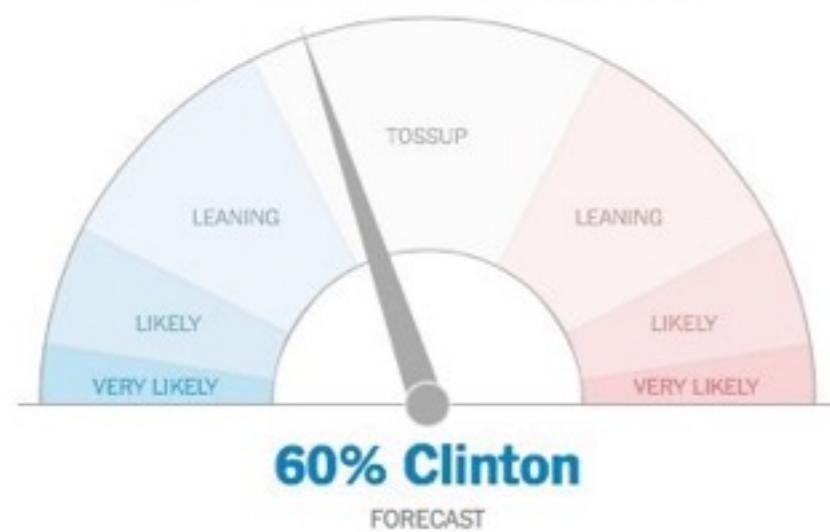
FT

VOTING PREDICTIONS

Heads-up: Forecasts may be volatile early in the night. These numbers will become more trustworthy once more votes have been counted.

Our best guess right now is that Hillary Clinton is on track to win. Below, our estimates of three key indicators:

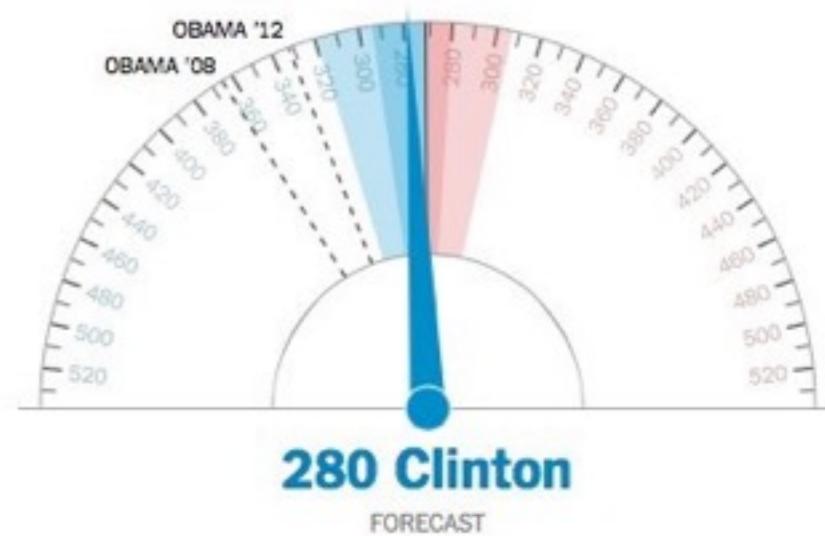
Chance of Winning Presidency



Popular vote margin



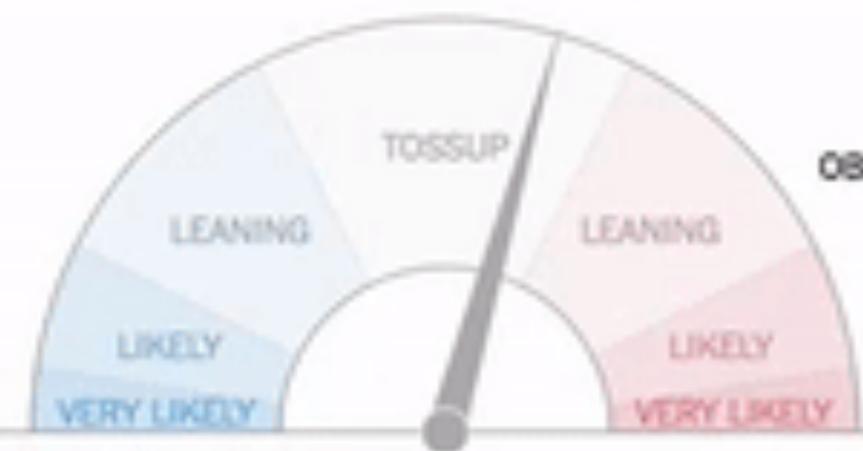
Electoral votes



VOTING PREDICTIONS

Heads-up: Forecasts may be volatile early in the night. These numbers will become more trustworthy once more votes have been counted.

Win Presidency



59% Trump

FORECAST

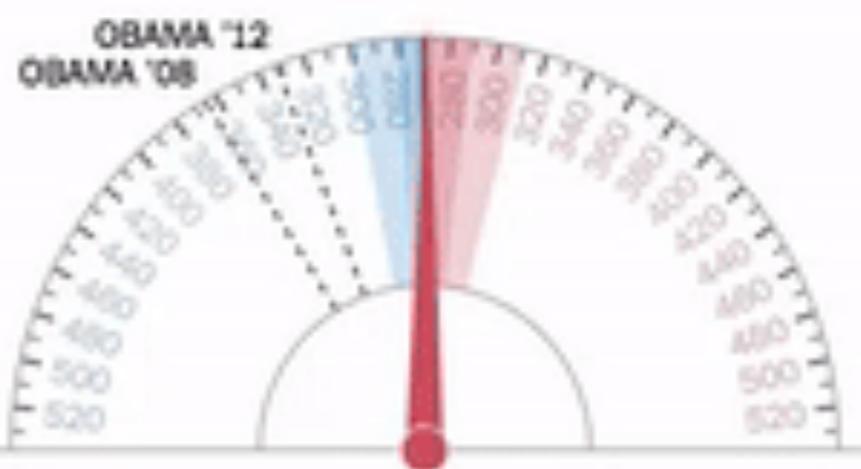
Popular vote margin



Clinton +2.0

FORECAST, in pct. points

Electoral votes

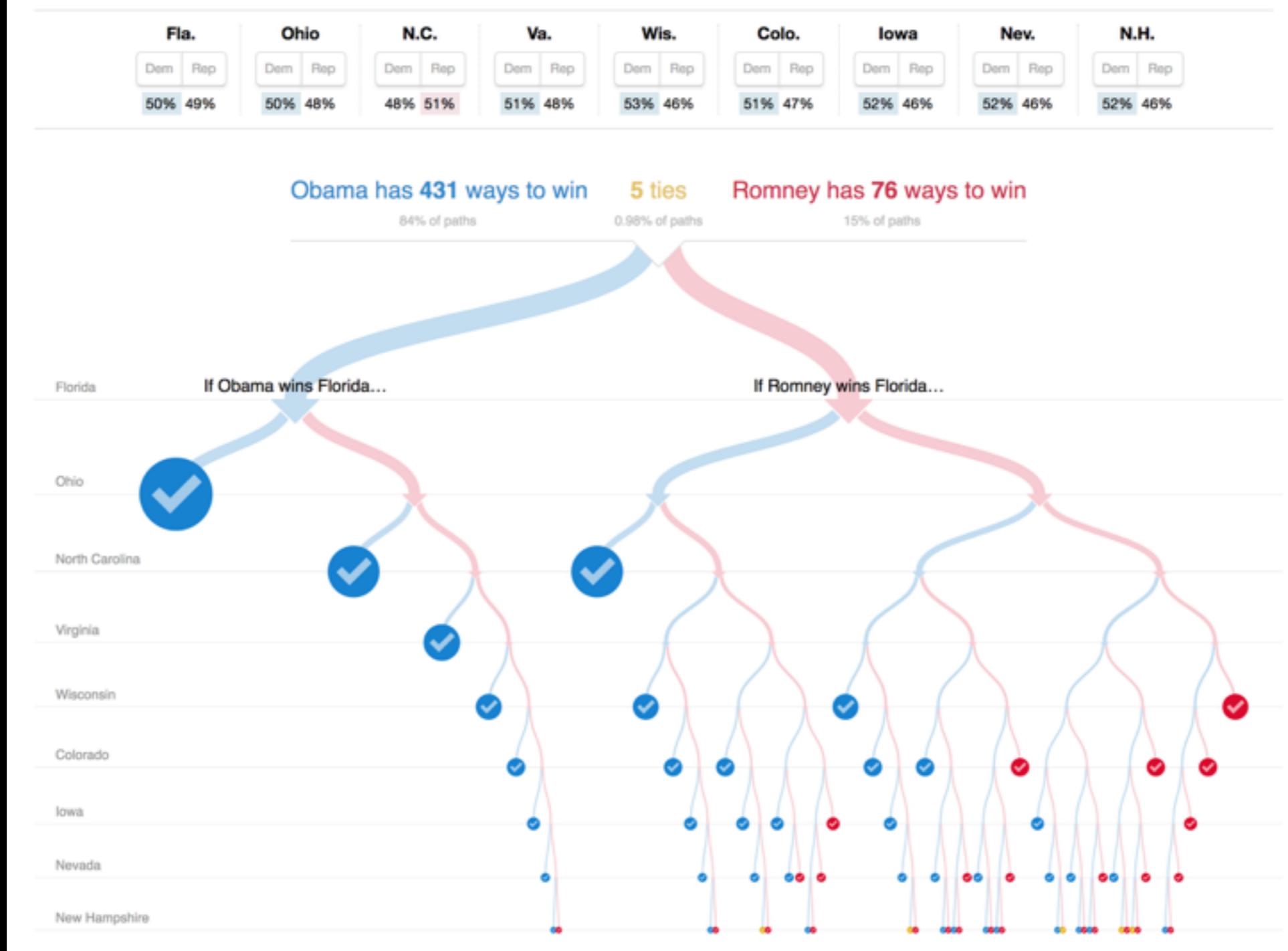


271 Clinton

FORECAST

NEW YORK TIMES 2012 "WAYS TO WIN"

President Obama won a clear victory, but his popular vote margin in several battleground states was very thin. Select a winner in the most competitive states below to explore alternate electoral outcomes.



→ Interactive! Let's take a look.

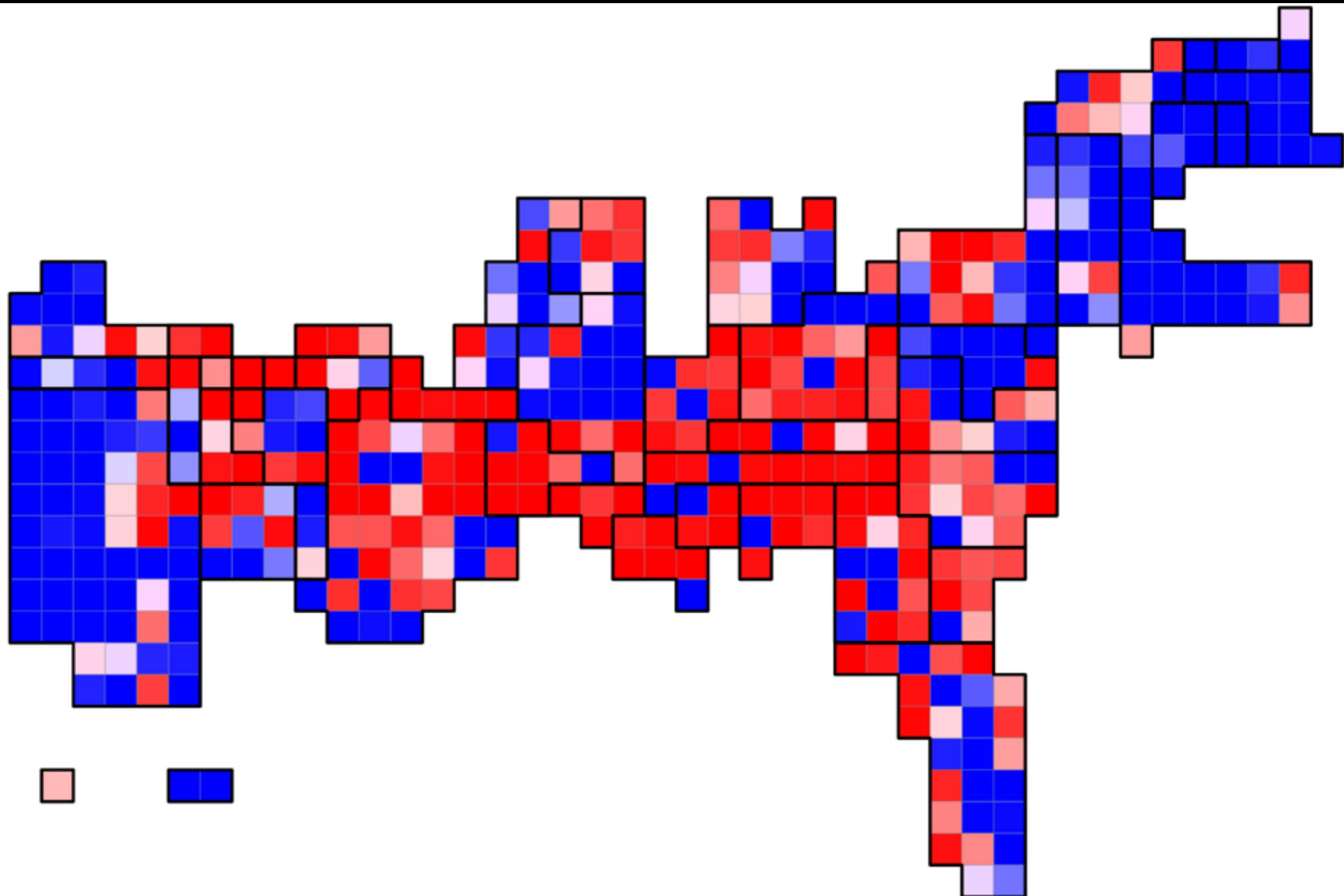
538 2016 FORECAST

NEW YORK TIMES 2016 PRESIDENTIAL PREDICTIONS

HUFFINGTON POST 2016 FORECAST

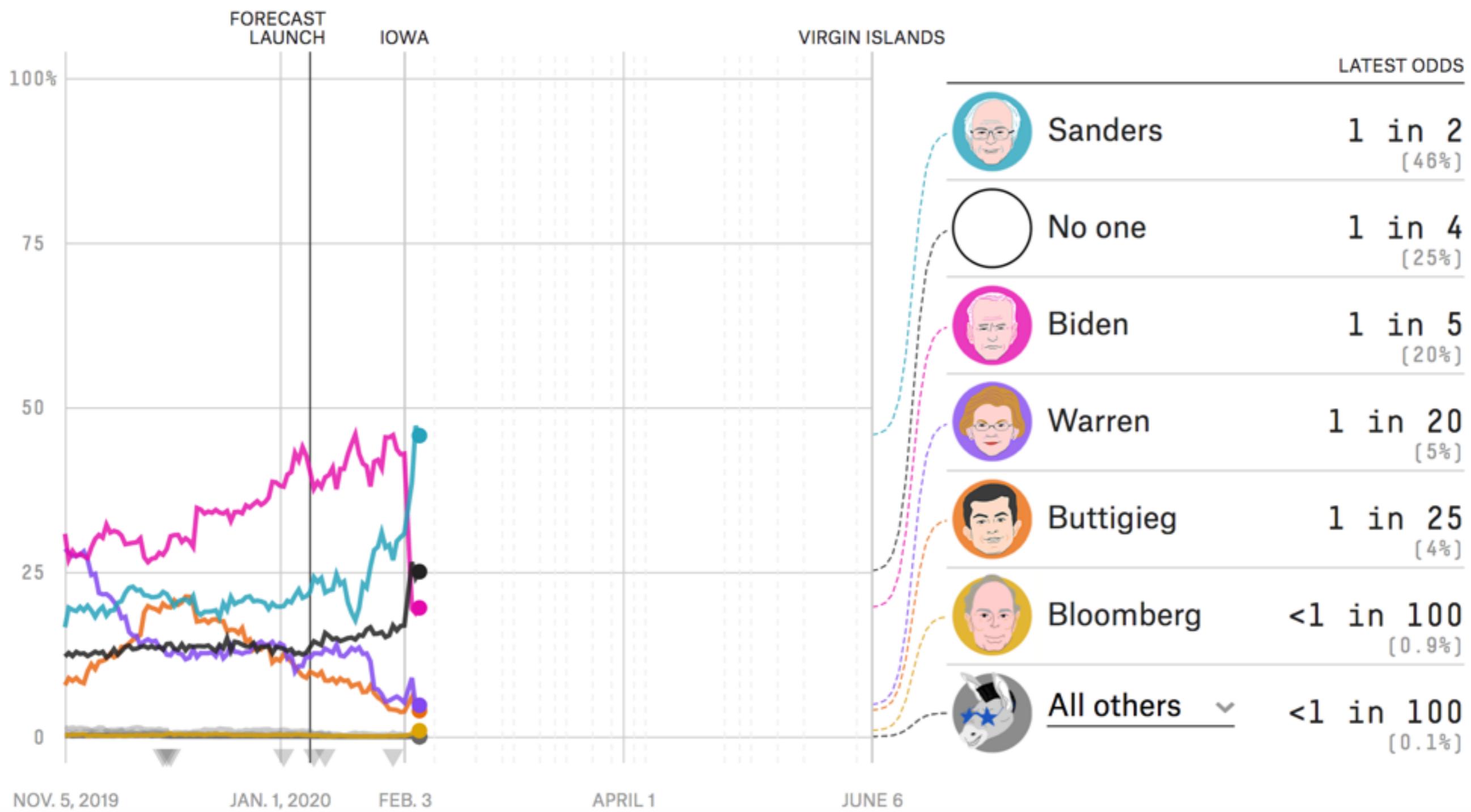
→ Lots to cover! Let's take a look.

HIGH SCHOOL POLISTAT CLASS PREDICTIONS



FIVETHIRTYEIGHT 2020 DEMOCRATIC PRIMARY FORECAST

How each candidate's chances of winning more than half of pledged delegates have changed over time



OTHER INNOVATIONS

Washington Post

We asked Iowa State Fairgoers to circle the candidates they could name. Their answers are below.

Everyone we asked knew these candidates

Four out of five knew these

Bennet

Biden

Booker

Bullock

Buttigieg

Castro

de Blasio

Delaney

Gabbard

Gillibrand

Harris

Hickenlooper

Inslee

Klobuchar

Messam

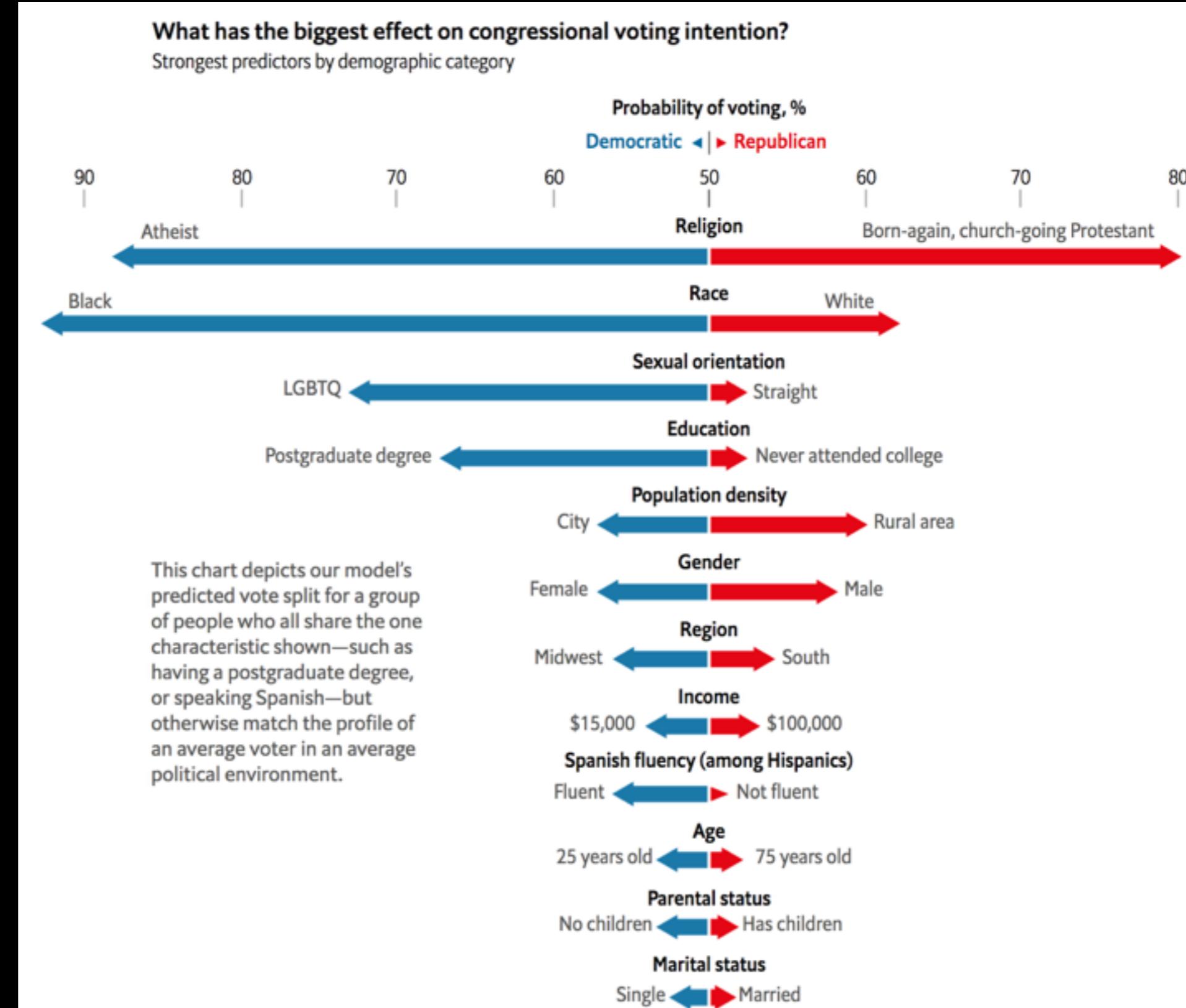
Moulton

O'Rourke

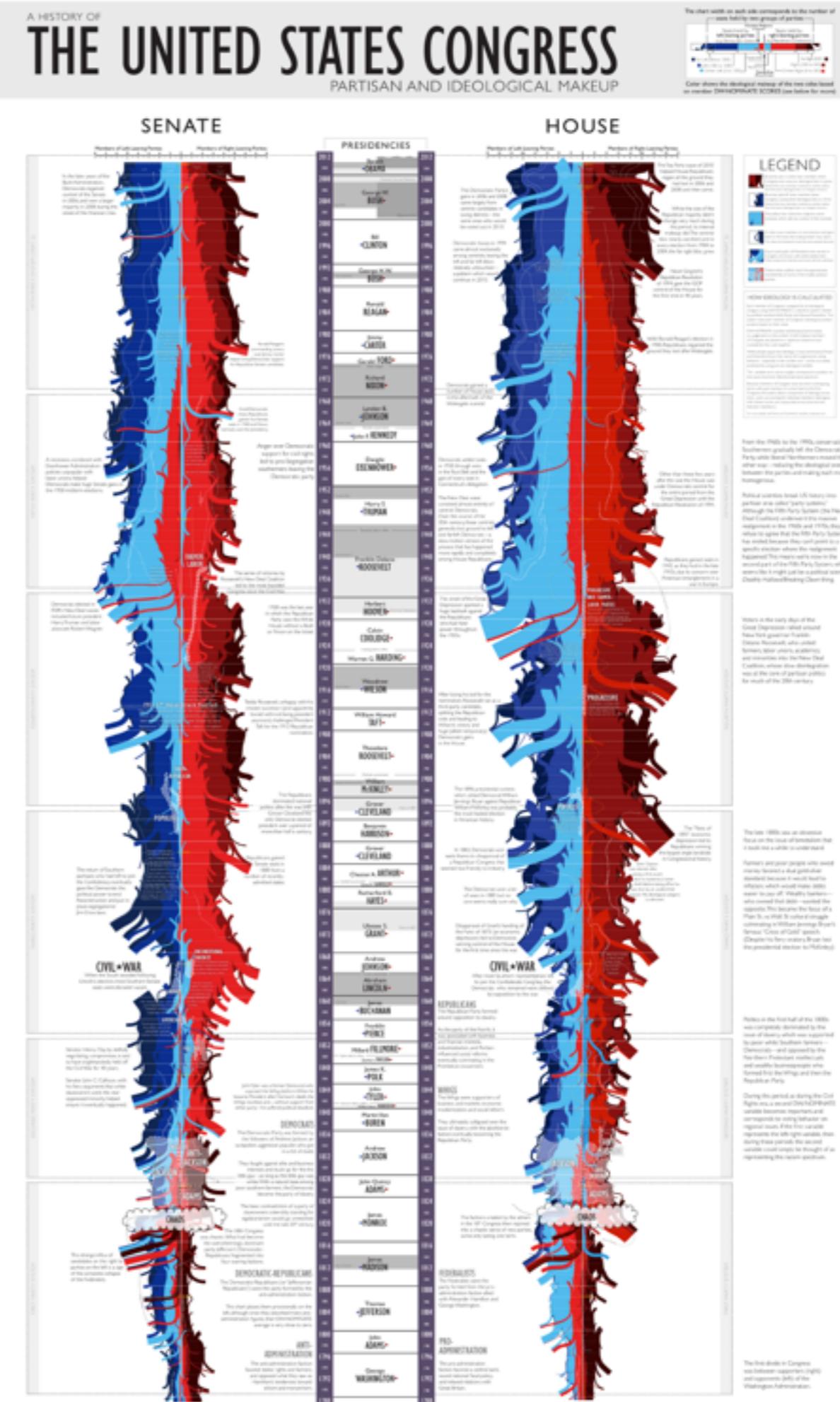
Ryan

GRAPHICS GETTING PERSONAL

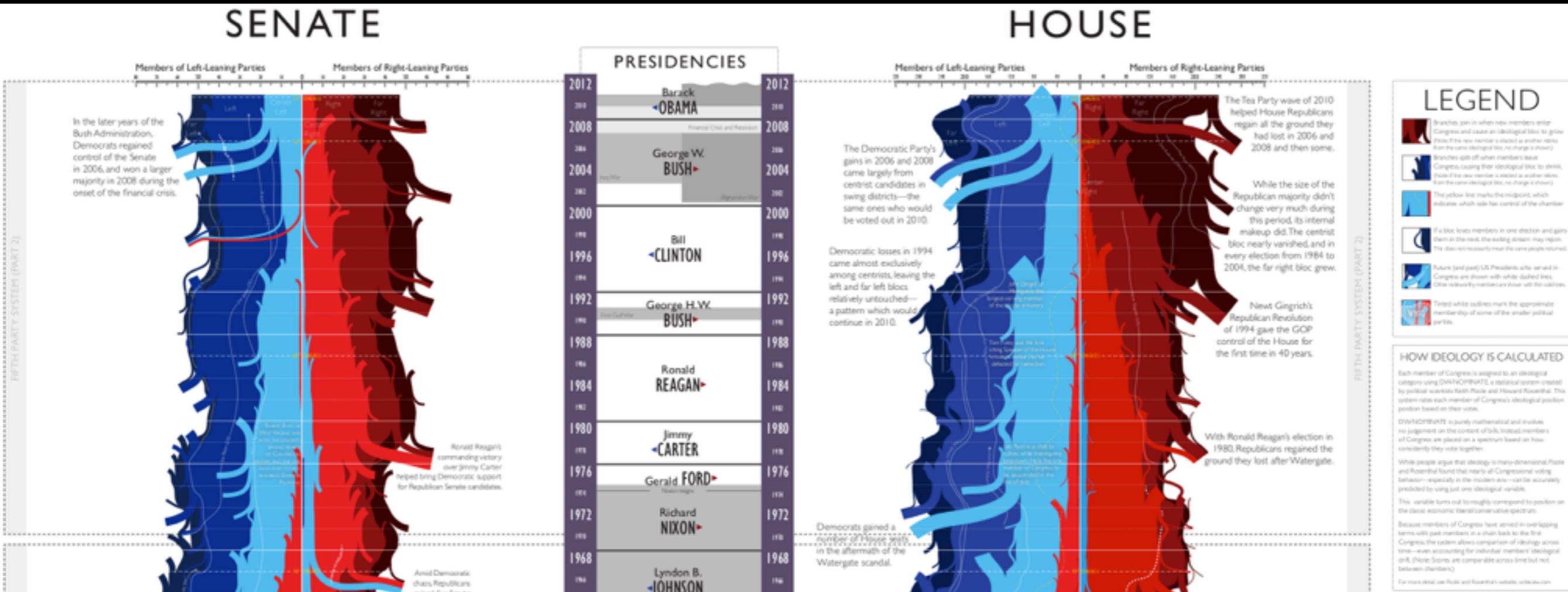
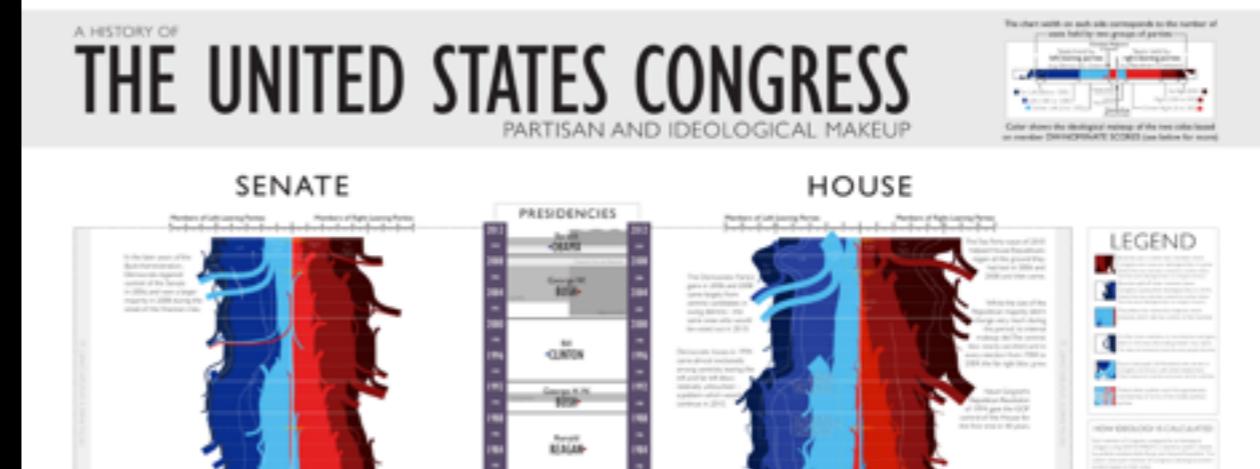
- New York Times: How Birth Year Influences Political Views
- Economist: All Politics is Identity Politics
- 538: Where Democrats and Republicans Live In Your City



LEAN OF CONGRESS (XKCD)



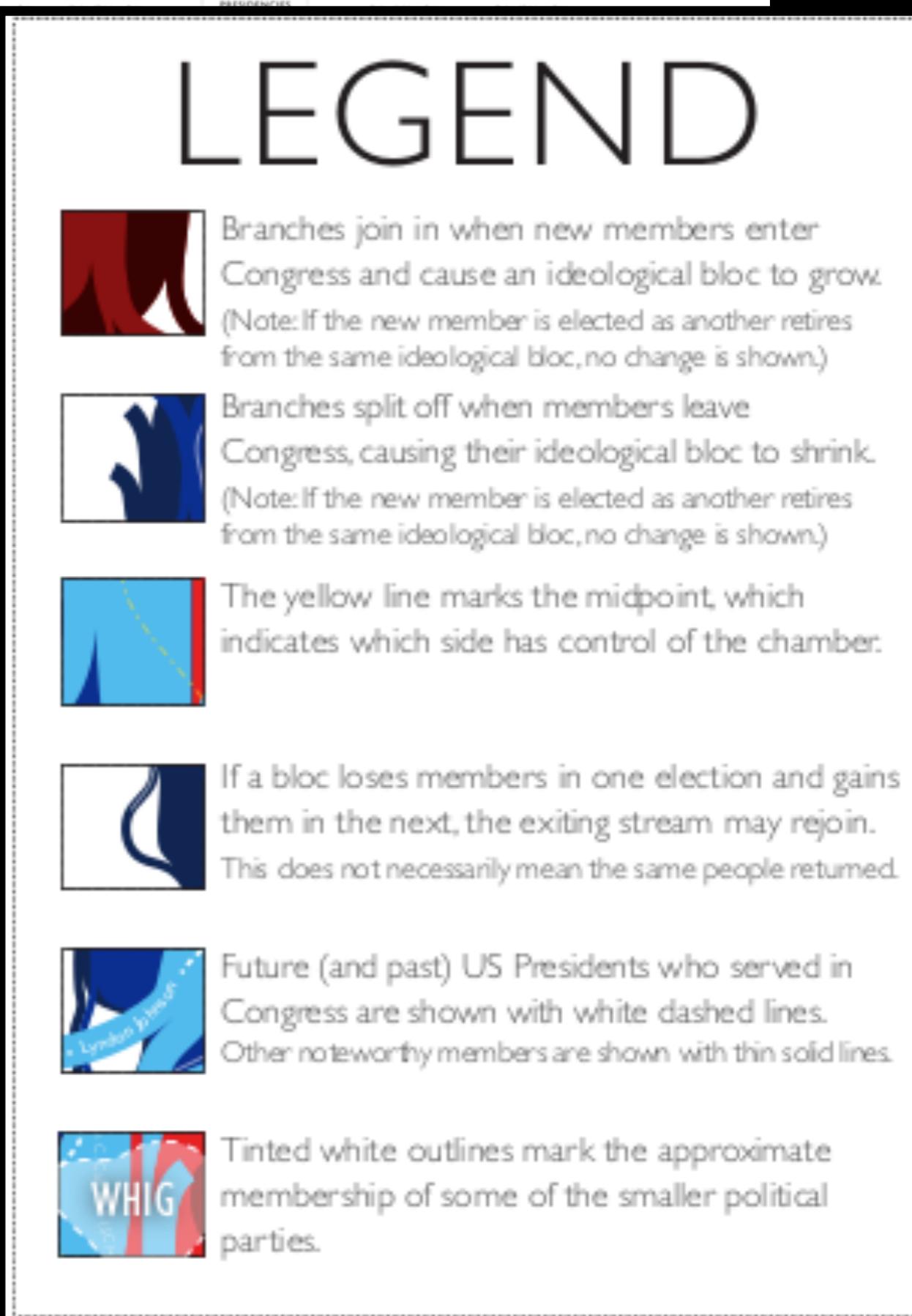
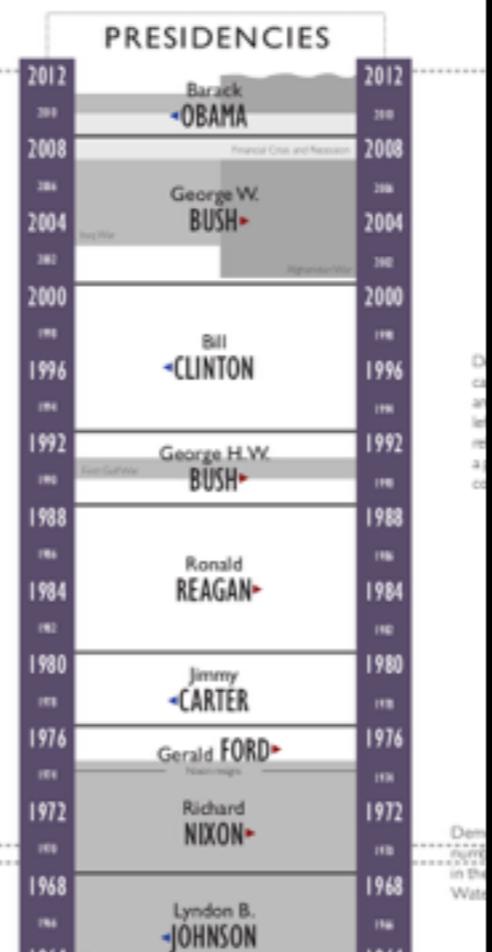
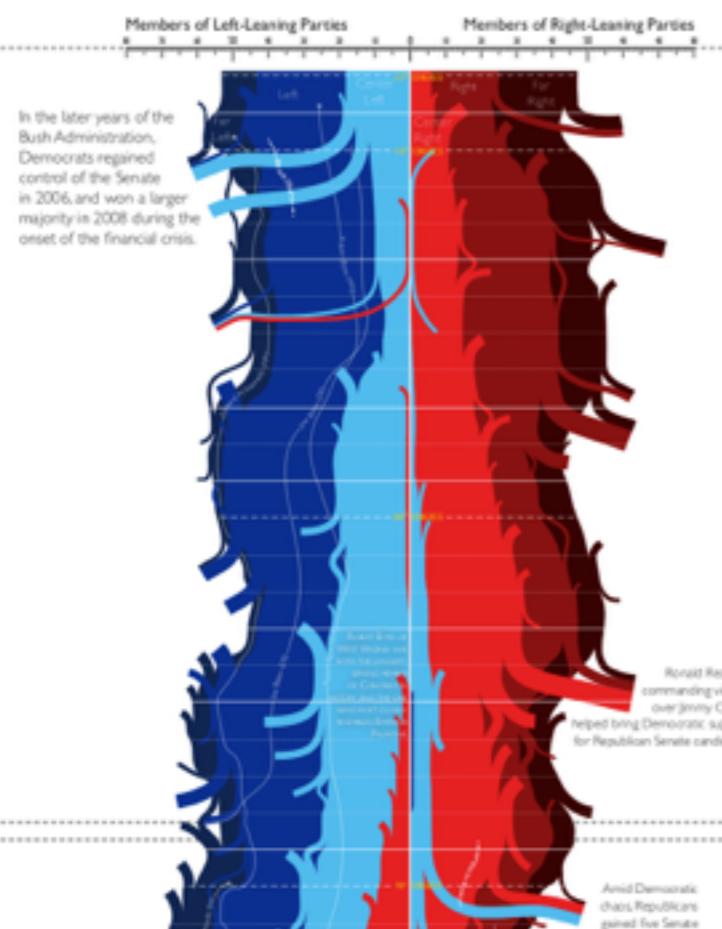
LEAN OF CONGRESS (XKCD)



LEAN OF CONGRESS (XKCD)



SENATE

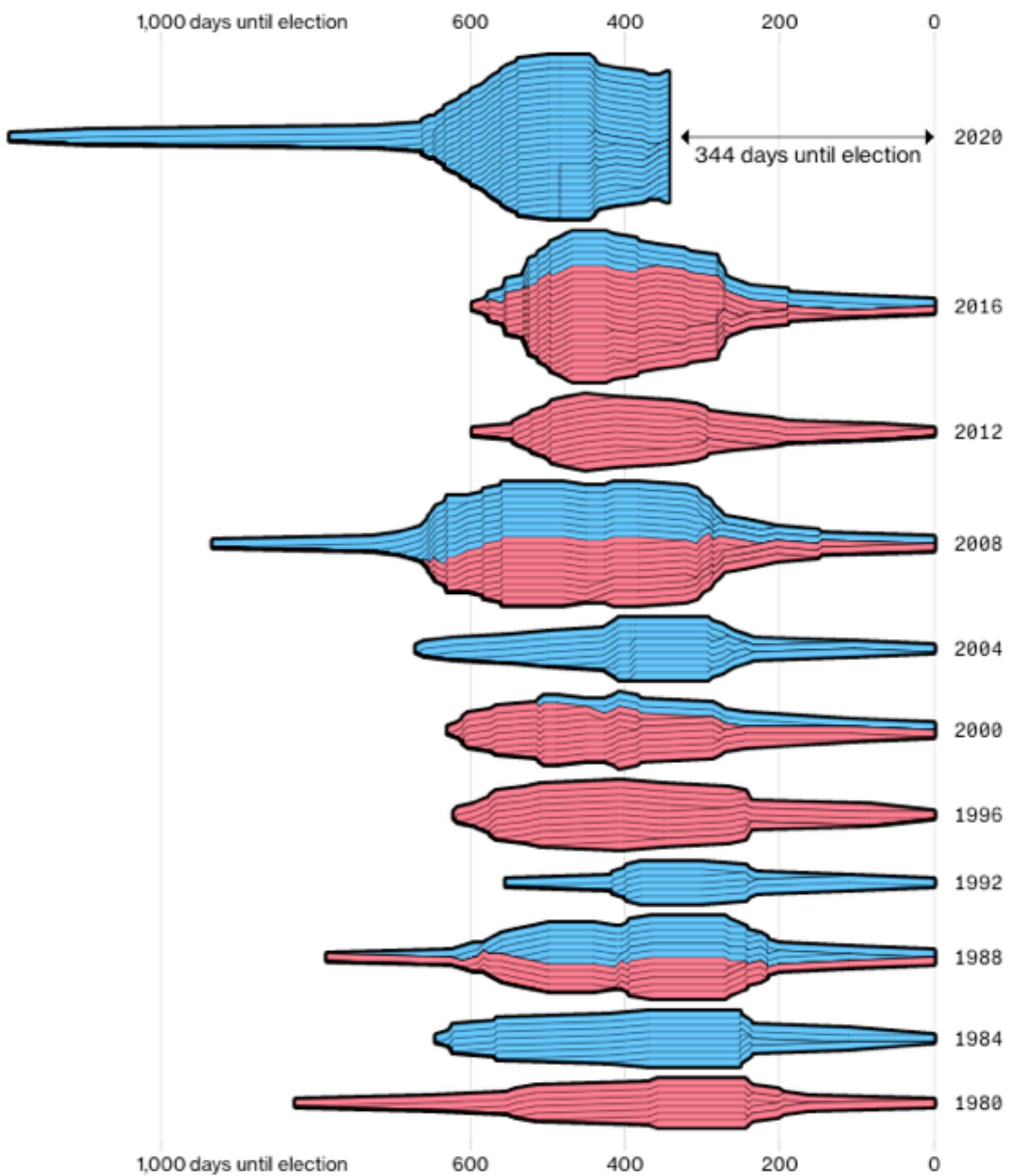


BLOOMBERG NEWS EARLY FIELD

An early field

When candidates entered and withdrew from the race (excludes party contests when an incumbent president ran for re-election)

• Click to expand.

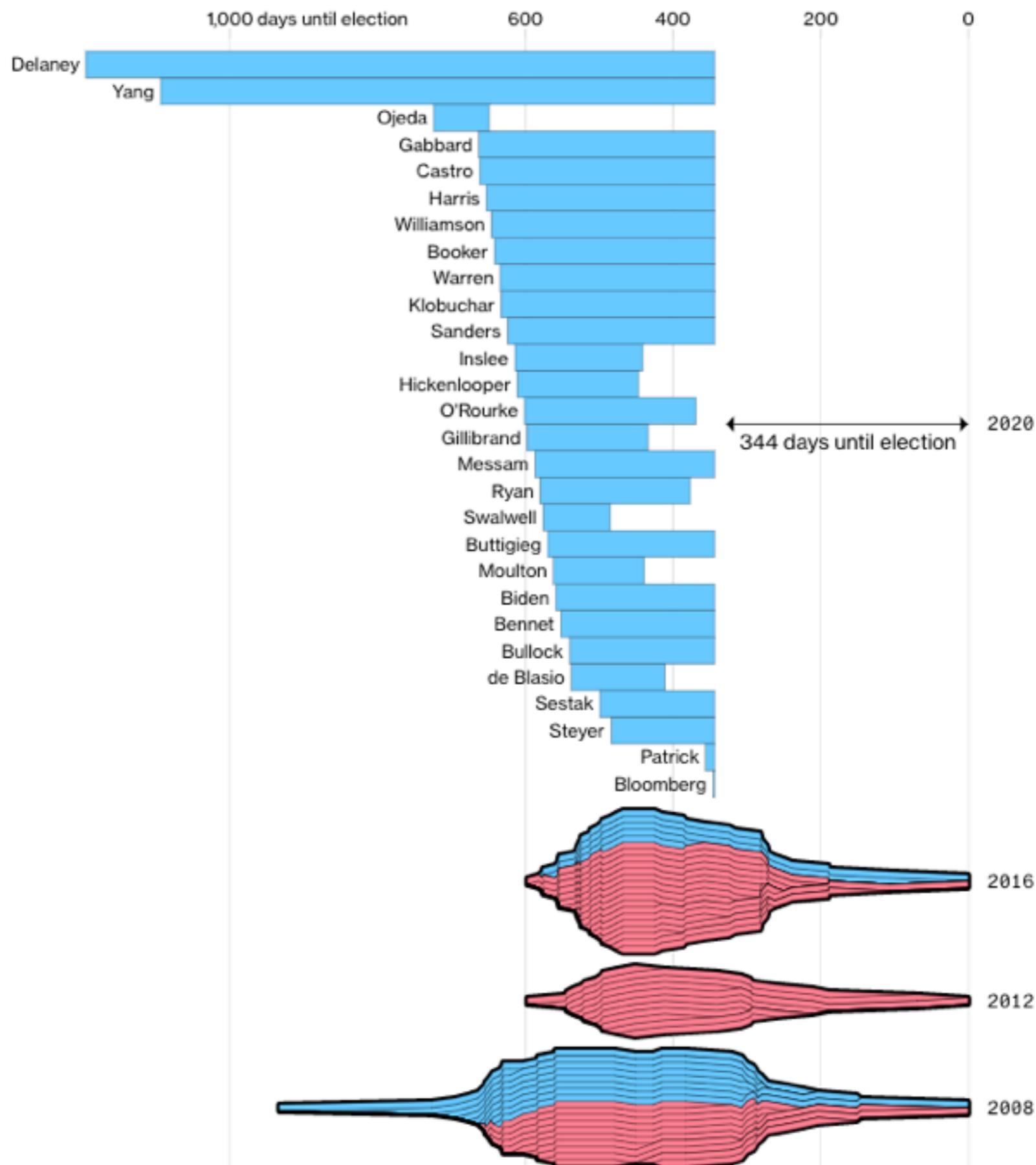


BLOOMBERG NEWS EARLY FIELD

An early field

When candidates entered and withdrew from the race (excludes party contests when an incumbent president ran for re-election)

ⓘ Click to expand.

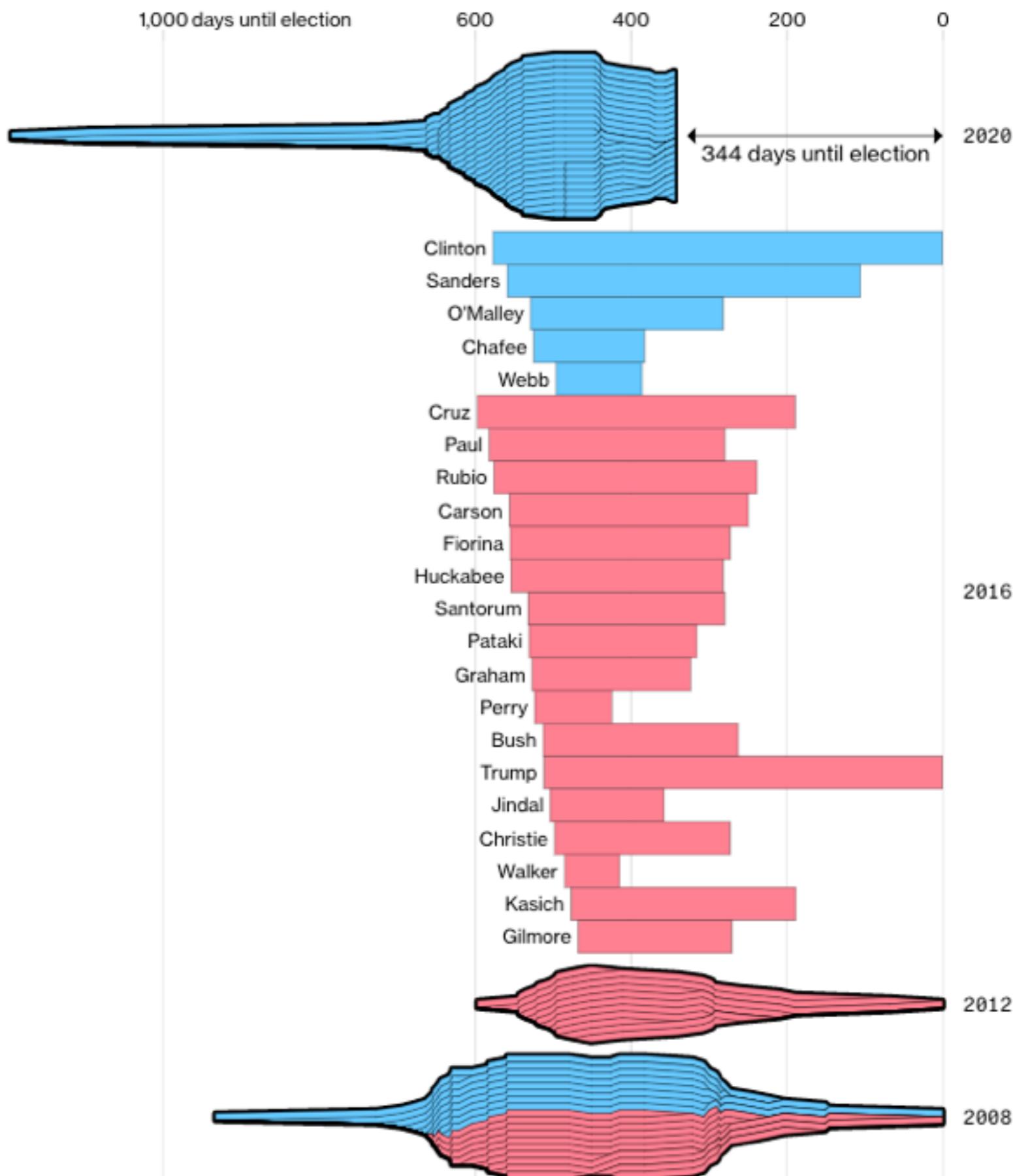


BLOOMBERG NEWS EARLY FIELD

An early field

When candidates entered and withdrew from the race (excludes party contests when an incumbent president ran for re-election)

ⓘ Click to expand.



THANK YOU!

LINKS FOR EVERYTHING INCLUDED :)