

Propaganda Machine

Donald Trump Campaign



Cambridge Analytica

- Data marketing firm
- It harvests online information to create microtargeted content



Campaign Strategie

C.A. took facebook data

Identified target voter groups

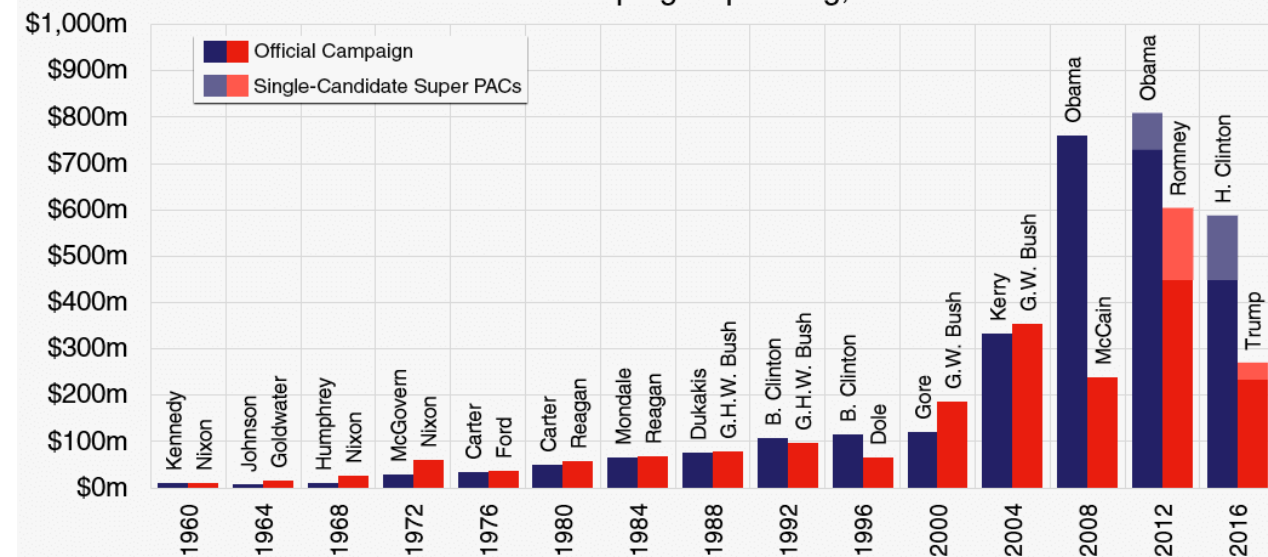
Designed target messaging to influence

APPS on facebook with special permission to harvest the data.

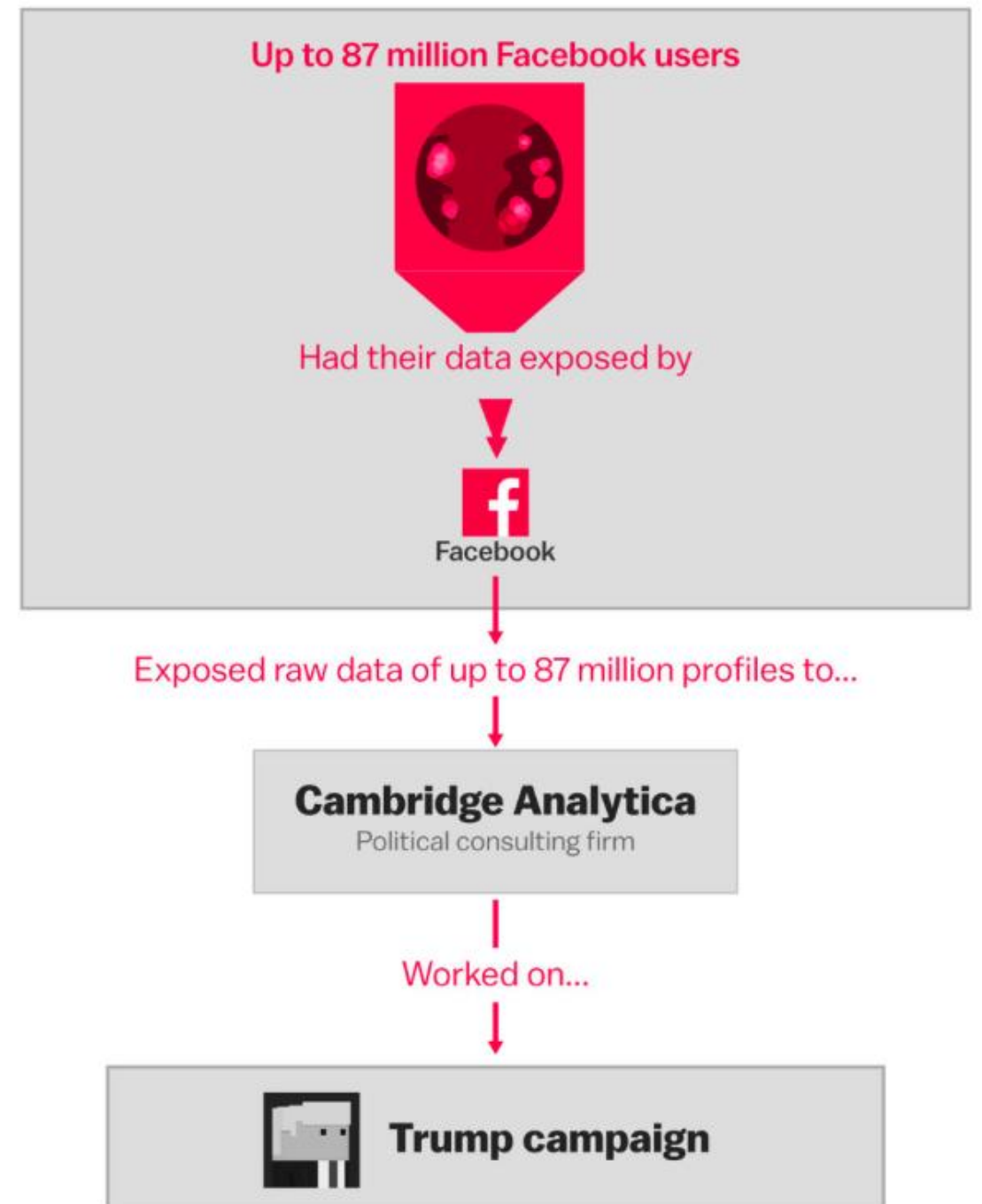
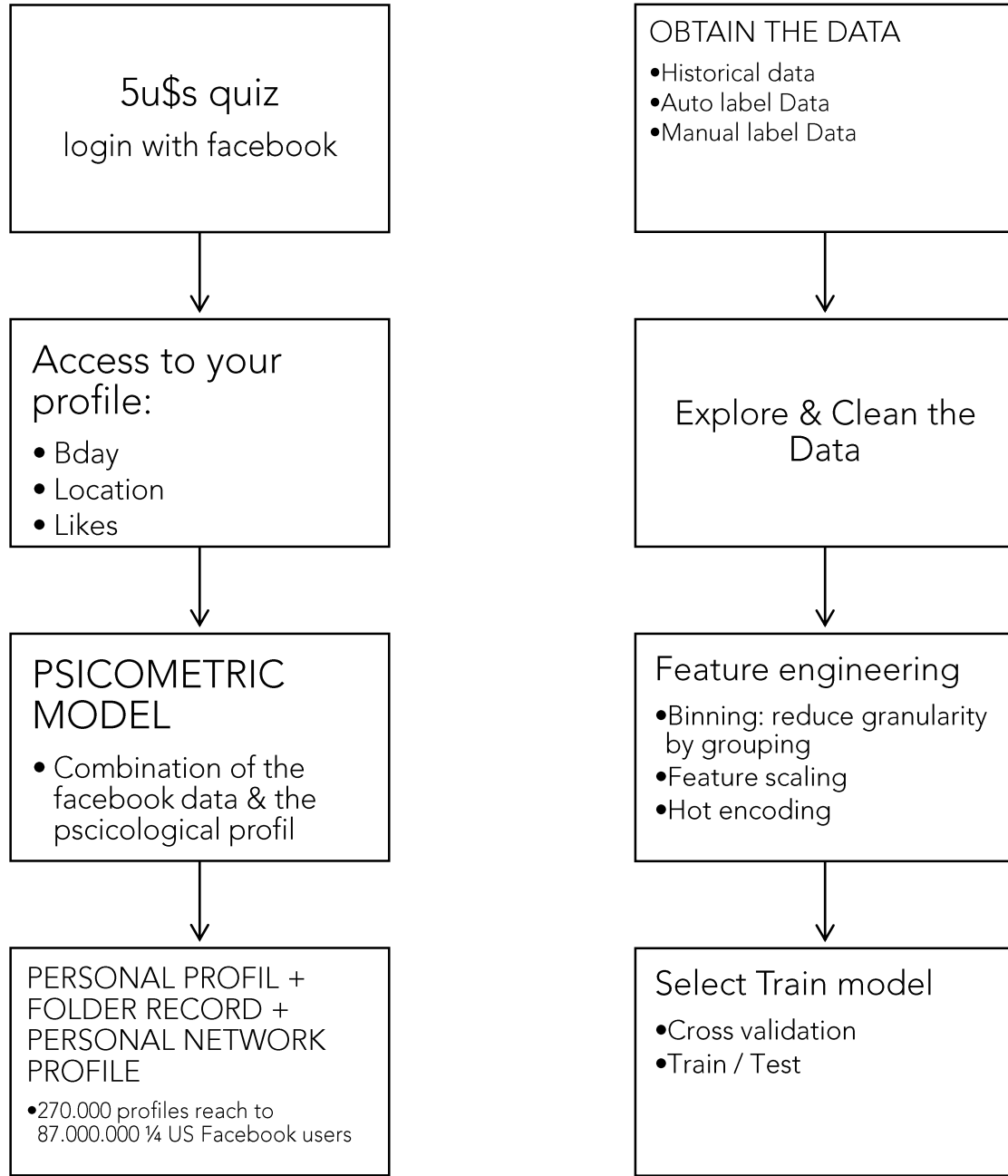
- Ej: Likes, Status, Private Messages

Scalation structure: touching 200.000 were enough to reach almost ¼ of the total US Facebook's user.

Presidential Campaign Spending, 1960-2016



METODOLOGIE



RESULTS

What kind of messaging you would be susceptible to

Where you are going to consume that

How many times do you need to be expose to it in order to change how you think about something.

Used the FB data to help build tools that could identify the personality of American voters and influence their behavior.

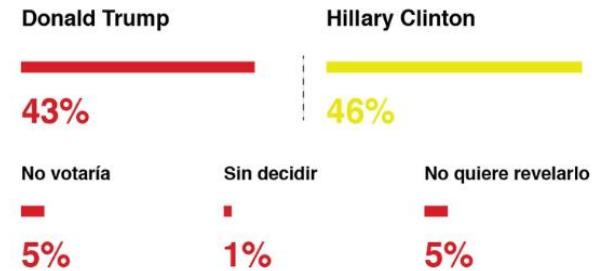
TARGET & OPTIMIZE ADVERTISING in a specifically way.

Machine learning uses:

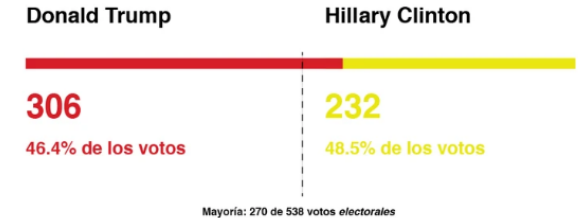
Show news that matches the individual political identity of each profile

Geographically see where Trump could potentially persuade people to vote him (ej. The Swing States)

Encuesta de las elecciones presidenciales de EU, 2016*



Resultados de las elecciones presidenciales de EU, 2016



* Encuesta hecha por Bloomberg Politics

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Border Patrol agents in South Texas arrested an illegal alien from Honduras that had previously been deported and convicted of Rape Second Degree.

Thanks to Obama's and Hillary's policy, illegals come here because they wait for amnesty promised. The wrong course had been chosen by the American government, but all those politicians are too far from the border to see who actually sneaks through it illegally.

Rapists, drug dealers, human traffickers, and others. The percent of innocent poor families searching for a better life is too small to become an argument for amnesty and Texas warm welcome.

DON'T MESS WITH TX BORDER PATROL

ALWAYS GUIDED BY GOD

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Like Comment Share

A New Yorker supporting Trump

Being Patriotic Sponsored · 🇺🇸

Hillary Clinton is the co-author of Obama's anti-police and anti-Constitutional propaganda

Down With Hillary!

Sat 1 PM EDT · 1 Pierrepont Plz, New York City, ...

180 people interested · 45 people going

★ Interested

763 Reactions · 76 Comments

Like Comment