Dhruvi Patel (118878676), Nandini Ramachandran (118556574), Kamala Sreepada (119309087)
Professor Fardina Alam
CMSC330 - 0201
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Media, Demographics, and Campaign Spending Influence on US Presidential Elections

1. A link to your Github repository:

   https://github.com/nani-r/cmsc-320-project

2. What datasets are you choosing? Cite the source(s).

   US Elections Project - Voter turnout data. (n.d.).

   https://www.electproject.org/election-data/voter-turnout-data

   Lab, M. E. D. a. S. (2017). U.S. President 1976–2020 [Dataset]. In *Harvard Dataverse*.

   https://doi.org/10.7910/dvn/42mvdx

   US Census Bureau. (2021, November 22). *Voting and registration tables*. Census.gov.

   https://www.census.gov/topics/public-sector/voting/data/tables.2020.List_1863097513.

   html#list-tab-List_1863097513

   Kaur, P. (2024, June 20). *US Election 2024 news Datasets: A mega compilation*.

   Newsdata.io - Stay Updated With the Latest News API Trends.

   https://newsdata.io/blog/us-elections-news-datasets/

   Presidential candidate data summary tables - FEC.gov. (n.d.). FEC.gov.

   https://www.fec.gov/campaign-finance-data/presidential-candidate-data-summary-table

   s/?year=2024&segment=15

   OpenSecrets. (n.d.). *Online political ad spending*. https://www.opensecrets.org/online-ads

   Online disinformation in the 2020 U.S. Election: swing vs. safe states. (n.d.).

   https://arxiv.org/html/2402.18664v1

   Pratelli, M., Saracco, F., Petrocchi, M., & De Nicola, R. (2022). Twitter data on 2020 U.S.

   Presidential Election Debates [Dataset]. In *Harvard Dataverse*.

   https://doi.org/10.7910/dvn/anbptc

3. Why are you choosing this dataset?
   We are looking at media and campaign influences in swing states for presidential elections. Each dataset offers unique insights into different aspects of voter behavior, media consumption, and campaign strategies.

   - **Voter Turnout Data:** US Elections Project and Census Bureau data provide insights into past voting trends and voter behavior across demographics and election cycles.
   - **Swing State Shifts:** The U.S. Presidential Election Results dataset from Harvard Dataverse allows analysis of political and demographic shifts in swing states over time.
   - **Campaign Finance:** Data from FEC and OpenSecrets highlight how campaign spending, including urban vs. rural advertisements targeting, affects voter turnout and party preferences in swing states.
   - **Media Influence:** Datasets on media, such as Twitter activity and misinformation research, examine the role of social media and online disinformation in shaping voter opinions.
   - **Demographics:** Census data provides context on key factors like racial diversity, immigration, and voter registration, which influence election outcomes in swing states.

Overall, these datasets summarize how media, demographics, and campaign strategies affect voter behavior and election results in critical swing states.