Democracy in the Information Age: A New Political Enigma

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What is the impact of Big Data and predictive analytics on individual autonomy and how does this contribute to an increasingly fragmented society?

Case Study analysis on campaign behaviour during the 2008 & 2016 US Presidential campaigns
Political Operations Overview

Agenda Setting Operations

Emotional Framing

Injustices into Action
Behavioural Analytics

Big Data &
Predictive Analytics

Regression Modelling

Social Network Analysis
Case Study 1: 2008 Presidential Campaign of Barack Obama
What was the Frame?

YES WE CAN!

Grassroots Mobilization Strategy
The Institutionalization of Data

Quantified Voters: 170 Million Americans

I. Likelihood to Support Obama
II. Likelihood to Vote
III. Can they be persuaded to vote
IV. Can they be Persuaded to vote Obama
Who was the Target?

Targeted Online Communications

Campaign donations 2.5x
John McCain
Case Study 2: 2016 Presidential Campaign of Donald Trump
Cambridge Analytica & The Republican National Party

YouYou, Kosinski, Stillwell. 2015. “Computer-based personality judgments are more accurate than those made by humans”
Giles-Parscile Marketing Agency

Psychometric Profiling

Fake News and Bots
Making America Great Again

41% of MSM News Stories Were on Trump

Injustice Framing & “Erosion of American Values”

Political Malaise of Clinton Supporters
The Engineering of Consent

Fragmented Ecosystems

Pseudo-Politics of Self Regard

Homophilic Populations
Analytics to Echo Chambers

Bakshay, Messing, Adamic 2015: Homophily in Social Networks

i. No means to verify truth,
ii. Believe bias is the truth,
iii. Engage in vigorous counter claims against their opposition
Echo Chambers to Social Fragmentation

Lack of Unified Political Consciousness

The Creation of Multiple Truth-Regimes