Bringing Moneyball to Campaigns

Over the past decade, an entire industry has grown up around the use of data to help campaigns be more efficient and effective. Whether it is trying to identify that last persuadable voter or allocating resources to get your supporters out to the polls, today’s campaigns often rely on a staff of data analysts, statisticians and modelers. Together, data and analytics help identify which voters to target and what actions to take to generate the votes where they are needed.

In this talk I will introduce the tools and techniques involving data, analytics, and experimentation used by campaigns. We will discuss where many of these techniques came from and how they evolved in politics to culminate in President Obama’s 2012 campaign. This survey of the data-driven campaigns will include polling, micro-targeting and random controlled experiments.

Refreshments will be served!!!

Please RSVP by
Email (husam.jhu@gmail.com) or
Facebook (https://www.facebook.com/husam.at.hopkins/)