

# DATA MINING & DEMOCRACY:

Technology and Data for Political Activities

^  
and  
governing!

Marci Harris  
May 26, 2016

Gaming

Cats

Dating

Shopping

Communicating

??? (Health, Education, Governing)

Campaigns

Voting

Advocacy

Transparency

Service Delivery

Regulating

Policymaking

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## The Nation; Howard Dean's Internet Push: Where Will it Lead?

By GLEN JUSTICE  
Published: November 2, 2003

THESE are good times to be an Internet consultant working in politics. Just ask Ben Green, whose firm, Crossroad Strategies, has handled online duties for clients like Senators John Kerry and Hillary Rodham Clinton.

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"It inc He Dr. rai nat car Many who envision a day when the Internet plays a more prominent role believe it will actually influence the campaign's message when a candidate decides to run. Already, Internet consultants are beginning to join campaign managers, media specialists and other top advisers at the head table. The candidates who emerge may even change, as challengers play to the online audience's affection for insurgents with a biting message.

Consultants say not every candidate will be able to adjust to the type of campaign that generates interest and credibility on the Internet, particularly longtime incumbents or others used to tightly controlled, top-down organizations.

raised. In a world in which the highest-spending candidate wins at least three quarters of the time, the curiosity among politicians and big contributors is understandable.

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## Title search: Data Mining and Democracy: Technology and Data for Political Activities and Governing

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29<sup>th</sup> Annual Technology Law Conference session

"Data Mining and Democracy: The Use of Technology and Data for Political Activities"