

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 screenshot shows a Microsoft Internet Explorer browser window displaying the website for Howard Dean's campaign, "Dean for America". The browser's address bar shows the URL "http://www.deanforamerica.com/index.cfm". The website features a large banner at the top with the text "Howard DEAN for America" and a portrait of Howard Dean. Below the banner, there are navigation links for "Contribute" and "Volunteer". The main content area is divided into three columns. The left column contains a "Home" menu with links to "About Howard Dean", "Biography", "On The Issues", "Get Involved", "Contribute", "Volunteer", "Resources", and "Contact Info". The middle column has a large heading "Dean for America" above a photograph of Howard Dean interacting with a group of people. Below the photo is a thank-you message: "Thank you for visiting my website and for your interest in learning more about my vision for a better future for our". The right column is titled "Campaign Trail" and includes a sub-heading "Charleston, SC" above a photograph of Howard Dean meeting with Rep. David Mack, III. The browser's status bar at the bottom indicates "Internet".



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 is not surprising that 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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"Data Mining and Democracy: The Use of Technology and Data for Political Activities"