Election 2016 Project

For this project focused on data visualization, our group set to work within relevant political parameters given the 2016 primary elections taking place. There are four main candidates (Trump, Cruz, Sanders, Clinton) that are discussed often on social media, the news, and in online articles, and when they're talked about they're analyzed on more than just their political stances. In our project we chose to focus on analyzing aspects of their personalities through their use of language.

To begin this breakdown of personality analyzation through language, a Python script was used to decompose transcript samples, resulting in numerical data, thus creating various sized bubbles representing personality between the following categories: formality, thought complexity, self involvement, and social awareness. Our project captures the candidates' various personality traits in a visual, dynamic way that allows for a direct visual understanding.

There's the ability to compare and contrast the candidates, allowing for understanding of the individual candidate's personality traits compared to each other, or to contrast where each candidate stands next to the others.

http://www.scientificamerican.com/article/you-are-what-you-say/

http://www.npr.org/sections/alltechconsidered/2015/12/22/459954667/i-asked-a-computer-to-be-my-life-coach

http://homepage.psy.utexas.edu/HomePage/Faculty/Pennebaker/Reprints/Tausczik&Pennebaker2010.pdf

Jackie: design ideation, wireframe design

Danielle: icon design, design ideation

Morgan: majority of code, research behind idea chosen, Python script