WLC Write Up

The ProPublica.org website lists approximately 2500 messages from 5 different political organizations (http://projects.propublica.org/emails/):

-Obama for America

-Romney for President

-Democratic Congressional Campaign Committee

-Democratic National Committee

-Democratic Senatorial Campaign Committee

We contacted ProPublica and obtained a .csv database file of 6,895 messages.

The “Analysis” sheet on the excel document contains one row for each message with the coding information. To see the complete text of the messages, refer to the “Raw Text” sheet in the excel document. The row numbers of these messages should match up with the row numbers on the “Analysis” sheet.

The “first\_seen” column represents the date at which the recipient first received the message. This is not to be confused with when the message was actually created, which may have been earlier.

Messages that were sent after the election are highlighted in yellow, and were not coded.

**Criteria:**

**Truncated**: Messages with a 0 in this column are incomplete, and should therefore not be considered in any analysis.

**Close (-1) vs. Blowout (1)**:

*Close*: Messages that provided polling results with small margins, mentioned that the race was “tightening,” or stated that the election would “come down to a handful of votes,”.

*Blowout*: Messages that made it seem as though victory was definite.

*Blanks* signified that there was no mention of how close the race was. They usually pertained to contests or policy briefs.

**Winning (1) vs. Losing (-1):**

*Winning*: Examples of winning messages are ones that made mention of a clear advantage in fundraising or a stronger grassroots movement that could win the election.

*Losing***:** messages may have mentioned a wide funding gap that caused a disadvantage, or a deficit in the number of voters registered for example.

*Blank***:** Messages that were left blank had no mention of a clear advantage or disadvantage. They usually pertained to contests or policy briefs.

**Policy Mention**:

We coded a **1** if the message contains some reference to a policy issues. This included health care, education reform, economic policy, the war in Iraq, alternative energy, taxes, women’s rights and marriage equality (refer to the 3rd sheet for the complete list). This complete list of topics was found on the State Department website (http://www.state.gov/policy/).

*Messages with a -1* had no mention of substantive policy issues and usually pertained to contests, updates, fundraising or event logistics.

**Sender**:

**-1**: If the sender of the email was an employee of the campaign, like a campaign manager or finance director.

**1**: If the sender was a candidate, relative of the candidate, celebrity or other politician.