



Political campaigns thrive on data and ensure their candidates garner as much media exposure prior to Election Day. In the modern political environment, voters have access to politicians thanks to an aggressive traditional media advertising schedule, an even more aggressive digital political campaign strategy on the internet, and endless offline voter contact activities during the election cycle.

The voter is the consumer of political information operation plans; and thus, each voter has the opportunity to seek information about political candidates, becoming an information seeker. A voter can access political candidates' information more easily through the internet, various political websites, and social media platforms.

When a potential voter wants to research a candidate, it is natural to query a politician's name online via a search engine. In many cases, individuals use Wikipedia as a resource to learn about a politician. Today, individuals can easily research a political candidate online and seek additional digital material that can help them determine political preferences leading up to Election Day.

The voter who actively looks for information is displaying "seeking behavior" and "information demand behavior." This type of behavior can implicitly reveal sentiment or preference thanks to the information seekers' activities online.

Use Case: Elections in a Particular Country

Current literature on information seeking behavior during election cycles on Wikipedia focuses on elections where the electorate's primary language is English. This project focuses on elections in other countries where native language speakers' would search and read content that are in their native language.

Party	Candidate (English)	Candidate (Foreign language)
Party 1	Candidate's Wikipedia page	Candidate's Wikipedia page
Party 2	Candidate's Wikipedia page	Candidate's Wikipedia page

Immediate Lessons Learned

- 1.) Does it mean that the candidate with the most page views are predicted to win? No.
- 2.) Is there a correlation between page views and winner in both English and native language(s) page views? No, there are relationships that we are currently exploring.
- 3.) Why not use Google Search? The original proposal indicated that Google Search would be used; however, we do not have access to Google Search data that has not been normalized for public consumptions.