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978-1-107-10289-7 - Hacking the Electorate: How Campaigns Perceive Voters

Eitan D. Hersh

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## Hacking the Electorate

### *How Campaigns Perceive Voters*

*Hacking the Electorate* is the most comprehensive study to date about the consequences of campaigns using microtargeting databases to mobilize voters in elections. Eitan D. Hersh traces the path from data to strategy to outcomes. Hersh argues that most of what campaigns know about voters comes from a core set of public records. States vary in the kinds of records they collect from voters – and these variations in data across the country mean that campaigns perceive voters differently in different areas. Consequently, the strategies of campaigns and the coalitions of voters who are mobilized fluctuate across the country because of the different ways campaigns perceive the electorate. Data policies influence campaigns, voters, and, increasingly, public officials.

Eitan D. Hersh is an assistant professor of political science at Yale University. His research has been published in journals such as the *American Political Science Review* and the *Proceedings of the National Academy of Sciences*, as well as featured in news outlets such as PBS *NewsHour* and the *New York Times*. Hersh has served as an expert consultant in several election-related court cases.

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*In honor of my parents*

*Kenneth M. Hersh and Leah Ehrenhaus-Hersh*

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EITAN D. HERSH

*Yale University*



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