Emily Kuang

MAT 1372

Many of us have this mind frame that if we place a person or many people in a room, and make them watch a commercial everyday for the next few days or months, their opinion of the commercial would change. In Brooks’ article, “The Philosophy of Data” he mentions about Barack Obama and Mitt Romney’s campaign strategies. Obama display many ads, to improve his chances of winning but in reality, the ads had no long lasting effects, which made no to very little difference in his election.

This theme connects to Brooks’ column about how ad campaigns, aren’t always effective. I recently came upon this article that mentions about if attack ad campaigns actually work or not. I found it interesting that 38% of voters found the ad attack on TV was “untruthful.” Every politician tries to get every single vote, and it doing so, they must manipulate voter’s mindsets. I also feel if voters believe in what you have to say and what you’ve already said, it would not change their minds, regardless the harsh intentions of “ad attacks.” Another article that Brooks’ column linked to was by John Sides. He collects data and explains to us if Obama’s ads a game changer in running for the election. He claimed to do research, and found that the ads had little to no long-term effects on voters. He also has graphs and data that shows it may have a few bumps, here and there, but overall did not show any big toll to the election.

Another article written by Alex Becker and he explains how some voters take emotion into account when viewing these ads. The group VanderBilt/YouGov ad projects, surveys the Americans as soon as they finish watching the commercial. Negative campaigning is used to manipulate one’s mind and exaggerating the actual facts to sway voter’s views. Some experienced anger and hatred for that candidate afterwards, while some had no effect. Negative ads, especially, some felt that it was an unfair strategy to get voters. According to the article, some experts have said that making one feel emotion towards the ad would help sway the election.

Ultimately, who is making ads to promise Americans in what we need for the present and future? Every election, every candidate spends a ridiculous amount of money on negative ads. Effective or not, voters must decide in the end.