The Power of Data Analytics and Microtargeting in Political Campaigns, Cambridge Analytica Strategy, Donald Trump Victory the 2016 U.S. Presidential Election

Andina Reftiyani Putri Pesat Gatra

{andinapesatgatra@gmail.com}

Faculty of Social and Political Sciences, Prof. Dr. Moestopo (Beragama) University, Jakarta, Indonesia.

Abstract. The Cambridge Analytica scandal revealed the power of data analytics and microtargeting in political campaigns, as well as the potential for unethical and manipulative practices. By exploiting social media data and using psychological tactics, Cambridge Analytica was able to create a campaign that resonated with targeted voters and helped to secure Donald Trump's victory in the 2016 U.S. Presidential Election. This research aims to determine Cambridge Analytica's Role in winning Donald Trump at the 2016 United States General Election. The method used in this research is qualitative and explanative model data analysis. Data collections technique used in this research is the study of literature in the form of books, documents, or reports, journal articles and website. The theory used in this research is the theory of politics propaganda and political marketing as the concept. This research trying to explain the role of Cambridge Analytica in assure that Donald Trump campaign massage can be delivered well to each individual based on behavioral science, data analysis and Targeted Ads

Keywords: Behavioral science, cambridge analytica, donald trump, data analysis, marketing politics.

1 Introduction

In this global era, data has become the most valuable assets and surpass oil in value [1]. The transborder nature of the internet as well as the speed and sheer volume of communications pose problems to cybersecurity such as those related to the identification, investigation, jurisdiction, criminalization and prosecution of those who commit security and data breaches. In this environment, security of informations is concern of government, businesses and consumers alike [2]. There is higher possibility of data flow without the control of the data owner. Information has a high economic value because the high accuracy of predicting and modeling [3].

Through information technology, trillions of bytes of data are created every day from various sources, such as from social media, video surveillance, and smart grids. This much of data leads to

one terminology, namely big data. The term big data refers to data that is so large, fast or complex that it is difficult or impossible to process using traditional methods. Big data can be defined as information assets in large quantities (volume), moving quickly (velocity) and variety which can be processed effectively and innovatively to provide input and assist in decision making process. To make the data usable and become high in economic value it need to be processed and the data processing is then called Big Data Analysis [4].

The results of big data analysis have high potential to be used in various sectors such as business, government, and including political campaign strategy. The United States General Election in 2000 was the first election in which half of the voters were internet users and in the same year internet users experienced a significant increase in internet use where a third of Americans were active in seeking political information, news or matters relating to campaign activities in the United States [5].

Due to the Data Harvesting Scandal, the name of Cambridge analytica highly appear as it carried out in 2016 to help increase the vote of Donald Trump's voters in the 2016 United States Presidential Election (Rehman, 2019). In analyzing its data, Cambridge Analytica collects social media activity data from a large number of American voters and uses it to conduct micro-targeting through advertisements on social media such as Facebook, Twitter, and Instagram[6]. Cambridge Analytica was once considered to have violated the privacy of voter's personal data in the United States. In addition, the CEO of Cambridge Analytica, Alexander Nick was suspected of being involved in breaking the campaign rules on the Donald Trump Campaign. But the case has not been proven. Even so the CEO of Cambridge Analytica, Alexander Nick was finally dismissed, the Cambridge Analytica office in the UK was finally closed and the British Government issued a press release banning Alexander Nick from leading or establishing a business in the UK (Gov.UK, 2020).

In the 2016 United States of America Presdiential Election, Donald Trump won the Electoral College with 306 Electoral Votes while Hillary Clinton got 232 Electoral Votes. Although in the popular votes Donald Trump only managed to get 62 million votes while Clinton got quite a lot of votes, namely 65 million votes. With the Electoral Votes in the Presidential Election system in the United States, it is possible for candidates to focus on voting strategies and winning electoral collages even though they generally do not win the majority of the people's votes.

In the campaign for presidential election, data plays an important role as a source of information to determine the demographics and characteristics of voters in a country. The more data you have, the better, but the more difficult it is to process. However, in this global era, a lot of data actually produces Big Data which can then be analyzed and the results become more accurate. Collecting data and processing population data needs to be done so that the campaign process can be more effective, targeted and measurable [5]

In the 2016 United States General Election, Donald Trump spent some of his political campaign funds on Cambridge Analytica as a data analyst for Donald Trump's campaign team. According to US Federal Election Commissions Records, Donald Trump recruited Cambridge Analytica and paid $6.2 million. Cambridge Analytica was incorporated in January 2015 with its registered office in Westferry Circus, London. As a research institution at SCL Group, Cambridge Analytica performs data processing using Psychographic Analysis where one of the data obtained is from Facebook [7].

With various controversial political promises, Donald Trump managed to excel from Hilary Clinton who is quite popular in the United States political world. One of the factors supporting Trump's victory was the micro targeting assistance carried out by Cambridge Analytica (Beaumont, 2016). Micro targeting in political campaigns is considered effective and accurate. Politicians can use big data analysis services to analyze the habits, behavior, backgrounds and tendencies of voters. Then the results of this analysis can be categorized as micro targeting. Each individual who has been analyzed is grouped and given information intake according to their respective tendencies. It is very possible for politicians to shape the emotions, behavior, reactions and mindsets of voters to match their targets so as to change the preferences of voters in order to increase voter turnout [8].

This success makes the writer interested in discussing more about the role of Cambridge Analytica in winning Donald Trump in the 2016 United States General Election. This topic is very interesting to analyze for several reasons. First, the fact that Big Data is used as a form of surveillance capitalism and a voluntary invasion of privacy. Second, there is a change in campaign patterns and political behavior in the 2016 United States General Election with the use of Big Data by Cambridge Analytica as a non-state actor. And lastly, how Cambridge Analytica, which is a political consulting agency domiciled in the UK, can play a role in winning Donald Trump in the 2016 United States General Election.

2 Method

The research that will be conducted is descriptive qualitative research. This research will attempt to describe, record, analyze and interpret the conditions or events related to the proposed problem. So that in this study, the theoretical basis is used as a guide so that the research focus is in accordance with what is in the field. In addition, the theoretical basis is also useful for providing an overview of the research background and as a material for discussing research results. In qualitative research, the person concerned uses observation techniques or is directly involved, the practice is that the researcher reviews several existing documents and artifacts. In qualitative research, data can be in the form of photos, documents, artifacts and field notes at the time the research was conducted and sounds, or a combination of several forms [9].

The data collection method used is by means of library research, which is meant by seeking various information, news analysis, concepts from the thoughts of experts published in books, scientific papers, internet, official websites and or journals published related to the theme. Therefore, the data analysis method that will be used by the author is a contextual and categorical method, namely by searching for data and information that is in accordance with the predetermined time dimension. Then, the data will be matched with categories that have been grouped based on conceptual definitions in the theoretical framework.

3 Result and Discussion

Cambridge Analytica is a British political consulting firm which is a subsidiary of the SCL Group Strategic Communication Laboratories) a communications strategy and research firm headquartered in Chelmsford, England. One of the key figures in the SCL Group is Nigel Oakes [10]. With his psychology background, Nigel Oakes founded his first company, The Behavioral Dynamics Institute (BDI). BDI then became a company that offers research services and communication strategies where BDI also offers services to identify group dynamics, local incentives, cultural conditions, community complaints, understand trends in order to determine voter views at a certain time and place to influence election results. From there, the SCL Group was formed and divided into four categories, namely SCL Election, SCL commercial, SCL social and SCL defense [11].

However, in 2003, SCL experienced financial problems and at that time Alexander Nix was present who had a financial analyst background (Casual, 2018). Alexander Nix joined as one of the directors and was given responsibility for managing the growth of SCL elections by opening new SCL markets in behavioral products and services (Group, 2016). At SCL elections the services offered include research and strategy, IT and Infrastructure, Capacity Building, and Communication. On research and strategy SCL offers research on the data needed for election strategies and tactics that are beneficial to campaigns. SCL also offers facilities and services in the IT sector with qualified equipment to support research and campaign needs. In terms of Capacity Building, SCL also offers training services so that the results of existing research and technology can be applied by the campaign team. And the services offered are in the form of communication, where SCL offers macro-level campaign planning.

Under the leadership of Alexander Nix, he then created a subsidiary that aims to penetrate the European and United States markets. That's where Cambridge Analytica's journey began. In 2013 Alexander Nix hired Christopher Wylie a data analyst who created the Ripon app. The application is an application containing voter data such as demographics, election history, and party affiliation. This data is also collected along with other voter data such as magazine subscription data, individual credit scores, and so on to be processed and become TargetedAds (Casual, 2018).

According to US Federal Election Commissions Records, Donald Trump recruited Cambridge Analytica and paid $6.2 million to become a data analyst on his campaign team. Prior to joining Donald Trump's campaign team, Cambridge Analytica joined the campaign team of Ted Cruz, a Republican candidate who was Trump's rival in the Primary Election.

Alexander Nix had appeared at the Concordia Summit and delivered his presentation on The Power of Big Data and Psychographic. In the presentation Alexander Nix used the Ted Cruz Campaign as a case study. He said that Cambridge Analytica played a role in the Ted Cruz campaign even though the results were not quite satisfactory for the Ted Cruz Winning Team. However, there are significant results where candidate Ted Cruz, who previously did not hold more than 5% of the vote, became a strong enough candidate to compete until the end of the Primary Election against Donald Trump.

This Youtube video uploaded by the Concordia Summit is also a source for writers to find out the methods used by Cambridge Analytica in working on general election projects, one of which was in the 2016 United States General Elections. In this presentation, Alexander Nix conveyed a

lot of important information. One of them is the fact that the presentation took place at the same time as the campaigns of Donald Trump and Hilary Clinton. Nix said that one of the two candidates used the same method that Cambridge Analytica prepared for Ted Cruz. And the fact that Donald Trump has recruited Cambridge Analytica in his campaign team confirms that the methods used in the Ted Cruz campaign are the same as those used in the Donald Trump campaign.

In a campaign or doing political marketing, there are three important things, namely segmentation, positioning and targeting. This was also applied by Cambridge Analytica when he joined the Donald Trump campaign team. As Alexander Nix explains how Cambridge Analytica works. Cambridge Analytica uses three methods, namely Behavioral Science, Data Analysis and Targeted Ads. These three things are the implementation of three important things that must be done in political marketing.

Cambridge Analytica plays a role in the United States General Election by ensuring that Donald Trump's campaign message can be conveyed correctly and received by the right people so as to increase the vote of Donald Trump's voters. This is done by using Behavioral Studies or behavioral science as the basis for the analysis, then the existing behavioral data are grouped by data analysis methods. Then the results are applied in Targeted Ads or targeted ads where information that has been mass-produced with various models is distributed according to the habits or behavior of each individual.

In the application of behavioral science, Cambridge Analytica applies observations of these behaviors for grouping or what is known as Psychographic Analysis. Grouping of individuals based on their psychological conditions. Cambridge Analytica does not only classify based on psychology but also based on behavior or habits. In general, the segmentation is based on demographics, namely race, religion, background of residence, and gender. Cambridge Analytica still believes that demographics, geography and economic status still influence a person's behavior, but what is more important is psychographics where psychographics can more accurately describe a person's personality and personality can determine how a person behaves.

In more detail, Cambridge Analytica introduces Psychographic Analysis with The Big Five Model or OCEAN Model as a method that is used and is believed to be successful in delivering targeted information. By knowing a person's personality through the OCEAN Model, communication and marketing in the context of an election campaign can be delivered according to the personal audience so that the message conveyed can be more easily accepted.

The OCEAN Model or commonly referred to as The Big Five refers to five personality dimension factors, namely Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism (Bordwin, 2018). With its Big Data, Cambridge Analytica analyzes each individual using the OCEAN Model. One of the data collection techniques is through an application on Facebook called "This Is Your Digital Life". Cambridge Analytica analyzed the data using the "OCEAN Model" research technique and psychographic segmentation analysis. By using the "OCEAN Model", Cambridge Analytica is able to measure and predict the behavior of the people obtained.

Individuals who have been analyzed through the OCEAN Model are grouped according to their respective variables. With the results of the OCEAN Model, it is not only individuals who support and do not support Donald Trump. But it can also be seen based on their behavioral tendencies, individuals who are in the swing voters group or voters who can still be influenced by

their voices. There are groups of individuals who may vote but have not yet determined their vote or can still be influenced. This group should be given the intake of advertising and campaigns that are in accordance with their habits and possible compatibility by voting for Donald Trump. There are also groups of individuals who will not come to the polls so it must be ensured that their votes will not go to other candidates. With the results of this ocean model analysis, the campaign team can work more effectively and accurately so that the campaign can be right on target.

On its website, Cambridge Analytica also mentions its segmentation technique as Behavioral Microtargeting where they combine user data collection techniques (big data) with ever-evolving engagement techniques. Behavioral microtargeting is claimed to anticipate and predict how behavior can change over time so that candidates can build services, products, and campaigns that are appropriate for the audience.

As written on its web page, Cambridge Analytica also participated in the Make America Number One campaign where the campaign is affiliated with the Defeat Crooked Hillary campaign. This campaign is carried out, of course, to increase data points and ad data so that they can become an additional basis for the targeted ads variable.

The three methods carried out by Cambridge Analytica are efforts made to ensure that Donald Trump's campaign message can be conveyed correctly and received by the right people so as to increase the vote of Donald Trump's voters. So that the pair Donald Trump and Mike Pence can win in the 2016 United States General Election.

At the 2016 Trump's Campaign, Cambridge Analytica use several platform to deliver their message to the voters. It is possible to Cambridge Analytica to showing two different categories of voters according to the detailed geographical information of visitors to the YouTube home page for example. Voters in areas where people were likely to be Trump supports were shown a triumphant-looking image of the nominee, and help finding their nearest polling station. Those whose geographical information suggested they were not fervent Trump supporters, such as swing voters, were shown photos of his high-profile supporters, including his daughter Ivanka Trump, a celebrity from the reality TV show Duck Dynasty, and Dana White, the president of the Ultimate Fighting Championship.

Cambridge Analytica also use Google ads to implement persuasion search advertising to push pro-Trump and anti-Clinton search result through the company's main search facility. The technique is to control the first impression and go negative on Hillary's positions and expose scandals and then drive traffic to relevant issue pages. In Iraq war issue for example the advertisement on google ads help the voters to persuaded by the news showed up first is about Hillary voted for the Iraq War and Donald Trump Opposed It.

By segmenting and targeting, Cambridge Analytica conducts Political Marketing in a more effective and efficient way because it uses thousands of data points so that the results are also more accurate. The use of social media, advertising on the google search engine and digital marketing in general as conveyed by Cambridge Analytica minimizes campaign costs, increases donation income and increases the chances of candidate Donald Trump's victory. With Psychographic Analysis as the basis for its segmentation, Cambridge Analytica succeeded in bringing Donald Trump to break the stigma of his defeat and the prediction of Hillary Clinton's victory which was based on surveys and demographic analysis.

Table 1. 2016 Election Results

Candidate	Party	Electoral Votes	Popular Votes
Donald J. Trump	Republican	304	62,984,828
Hillary R. Clinton	Democratic	227	65,853,514
Gary Johnson	Libertarian	0	4,489,341
Jill Stein	Green	0	1,457,218
Evan McMullin	Independent	0	731,218
Other: See Election Facts Below		7	

Some interesting facts about 2016 Election Facts:

Popular vote totals from Federal Elections 2016. Issues of the Day: Health care costs, Economic inequality, Terrorism, Foreign policy (Russia, Iran, Syria, Brexit), Gun control, Treatment of minorities, Immigration policy, Shifting media landscape One of only 5 elections (1824, 1876, 1888, 2000, 2016) where the popular vote winner was defeated. Hillary Clinton first female presidential nominee of a major political party. Clinton won Maine but Trump earned an electoral vote by winning the popular vote in the 2nd Congressional District. This marked the first time that Maine has split its electoral vote since it moved away from the winner-take-all method in 1972. Independent Evan McMullin received 21.5% of the vote in Utah; best '3rd party' performance in any single state since Ross Perot in 1992 Libertarian Gary Johnson received over 3% of the nationwide vote; best 3rd party performance nationwide since Ross Perot in 1996 There were seven faithless presidential electors. Aside from 1872 - death of Horace Greeley - it is the greatest number since electors began casting one vote each for president and vice president (12th Amendment, 1804). Three additional faithless votes, one each in Colorado, M aine and Minnesota, were disallowed. Clinton won Washington; however three electors cast votes for Colin Powell, one for Faith Spotted Eagle Trump won Texas; however one elector cast a vote for Ron Paul, another for John Kasich Clinton won Hawaii; however one elector cast a vote for Bernie Sanders

4 Conclusion

Hillary Clinton has won the 2016 United States General Election survey. However, after a long process, Donald Trump and Mike Pence finally won the United States Presidential General Election and served as President and Vice President. This of course does not escape the role of Donald Trump's campaign team who helped to make Donald Trump's nomination as president successful. Cambridge Analytica was recruited by Donald Trump to become his campaign team in the 2016 United States Presidential Election. Cambridge Analytica is tasked with ensuring that Donald Trump's campaign message can be conveyed correctly and received by the right people so as to increase the vote of Donald Trump's voters.

In the 2016 United States General Election, Cambridge Analytica played a role in winning Donald Trump, namely as the Research Team, Data Analyst Team and Data-based Digital Campaign Team in the Donald Trump Campaign. Cambridge Analytica applies Behavioral Science, Data Analytic and Targeted Ads methods to carry out political marketing. In political

marketing itself, there are three important points that must be done to achieve the goals of political marketing, namely positioning, segmentation and targeting. The three points were carried out by Cambridge Analytica in a more modern way and supported by more accurate technology and data so that the results obtained were also better and succeeded in winning Donald Trump. In the end, Donald Trump managed to get 29 electoral votes from three states which are swing states, which brought victory for Donald Trump and Mike Pence.

In the method used by Cambridge Analytica, political campaigns are carried out not only to persuade people to vote for Donald Trump, but rather to influence and change the mindset of voters so that they are more likely to vote for Donald Trump. This can happen not only due to technological advances in data analysis and targeteads but also the community's volunteerism to provide data so that it becomes a data point that can be utilized by large companies and research institutions.

People voluntarily provide personal data when accessing the internet, especially social media. Like when subscribing to e-commerce, Instagram, Facebook, Twitter and so on. To use these services, people are often not aware that the price to be paid is to provide their personal data and is influenced through advertisements that are deliberately targeted to influence each individual.

In this case, not only the government but the people themselves must be aware of the importance of protecting personal data. With the Cambridge Analytica phenomenon, the author would like to provide suggestions and recommendations first to the government and second to the community.

First, the government is expected to be able to guarantee the security of individual data for each community by making regulations so that each application or site used by the community can give the community a choice whether or not the individual is willing to have their data accessed. Then the government must also make regulations regarding data disclosure where each individual who has provided data has access to find out how the data is used. In this case the author realizes that several countries and even the European Union have formulated rules regarding data protection or Data Protection. But unfortunately in some countries such as Indonesia and even the United States itself, the regulations regarding data protection itself have not been able to fully protect user data. Regulations regarding data protection must be able to facilitate each individual in protecting each individual's data from other individuals or from a company or from the government, among others, getting facilities to access information about how the data provided by each individual is used, getting notifications for each use of user data. and delete or withdraw data that has been provided. Regulations must also be able to facilitate each individual who feels that his personal data has been cheated and hacked to get his rights back and the perpetrators are given punishment so that the same thing does not happen again.

Second, the author would like to give advice to each individual to begin to realize the value and importance of personal data held by each individual. Each individual has the choice whether his personal data may be used by a group or not. In this case, the personal data that we have ourselves can be a weapon to re-influence the ideology and thoughts of each individual itself. Therefore, the protection of personal data is an absolute thing that must be done by each individual.

References

[1]   I. Lee, "Big data: Dimensions, evolution, impacts, and challenges," *Bus. Horiz.*, vol. 60, no. 3, pp. 293–303, 2017.

[2]   G. I. T. Monitor, "UNCTAD," *Impact Coronavirus outbreak Glob. FDI. unctad. org/en/pages/publications/Global–Investment–Trends–Monitor–(Series). aspx*, 2014.

[3]   S. Yuniarti, "PERLINDUNGAN HUKUM DATA PRIBADI DI INDONESIA," *Bus. Econ. Commun. Soc. Sci. J.*, 2019, doi: 10.21512/becossjournal.v1i1.6030.

[4]   T. Kramp, R. van Kranenburg, and S. Lange, "Introduction to the internet of things," in *Enabling Things to Talk: Designing IoT Solutions with the IoT Architectural Reference Model*, 2013. doi: 10.1007/978-3-642-40403-0_1.

[5]   B. Bimber and R. Davis, *Campaigning online: The Internet in US elections*. Oxford University Press, 2003.

[6]   M. Peters II, "Mindf*ck, Cambridge Analytica and The Plot to Break America," *Glob. Secur. Intell. Stud.*, vol. 5, no. 2, 2020, doi: 10.18278/gsis.5.2.9.

[7]   B. Kaiser, "Targeted: The cambridge analytica whistleblower's inside story of how big data," *Trump, Faceb. Broke Democr. How It Can Happen Again (Location*, 2019.

[8]   J. Dawson, "Microtargeting as Information Warfare." Center for Open Science, 2020. doi: 10.31235/osf.io/5wzuq.

[9]   S. Koesoebjono and S. Sarwono, "Managing the elderly in a crisis situation," *Indones. Cris. A Hum. Dev. Perspect.*, pp. 382–416, 2003.

[10]   H. Berghel, "Malice domestic: The Cambridge analytica dystopia," *Computer (Long. Beach. Calif).*, vol. 51, no. 05, pp. 84–89, 2018.

[11]   V. Bakir, "Psychological operations in digital political campaigns: Assessing Cambridge Analytica's psychographic profiling and targeting," *Front. Commun.*, vol. 5, p. 67, 2020.