

# Final Project

Analyzing the Cuba Data  
17.801 Fall 2017

# Assignment

There are three main objectives in this assignment:

1. Determine if/how facial appearance correlates with vote share.
2. Determine which variables correlate most with vote share in Cuba.
3. Determine what variables correlate most with Mexican's ratings of candidates.

Two teams

# The Data

- Data structure
  - Cuban election data and Mexican survey data from FB
  - N = 282
  - Candidates = 608
  - each row represents a respondent's evaluation of a single candidate (most respondents rated 20 candidates)
- Variables
  - (next slide) Any questions on variables?

# Survey data: Mexicans on FB

Variable Name	Variable Label	Source of data
ResponseID	Unique Survey respondent ID	Survey Mexico
Progress	Percentage of Survey Completed	Survey Mexico
Duration_Sec	Duration of Survey in seconds	Survey Mexico
Finished	Logical, Finished survey	Survey Mexico
→ CandidateID	Unique Candidate ID	Survey Mexico
→ rating	Rating for each candidate	Survey Mexico
rating_num	Rating for each candidate(1:not likely at all, 2:a little likely, 3:somewhat likely, 4:very	Survey Mexico
gender_resp	Respondent's Gender (1: Female)	Survey Mexico
yob_resp	Respondent's Year of Birth	Survey Mexico
purpose_study	Guessed purpose of study	Survey Mexico
nationality_pic	Respondents' guess of pic's nationality	Survey Mexico
type_of_people_pic	Respondents' guess of type of people in pics	Survey Mexico

# Electoral data from Cuba

Variable Name	Variable Label	Source of data
districtID_cuba	District ID for candidate in Cuba	Cuban Data
namecand_cuba	Name of candidate	Cuban Data
lastname_cand_cuba	Last name of candidate	Cuban Data
voteshar_cuba	Voteshare of candidate	Cuban Data
gender_cuba	Gender of candidate (1:Female)	Cuban Data
skincolor_cuba	Skin color of candidate (not race!) (See LAPOP skin color table attached)	Cuban Data
education_cuba	Education of candidate	Cuban Data
cand_degree_cuba	I=engineer, CF=physical trainer, A=arts, S=Military, MU=music	Cuban Data
new_to_politics_cuba	1: New to politics	Cuban Data
incumbent_cuba	1: incumbent	Cuban Data
weights_survey	1/number of raters per candidate	Cuban Data
communist_cuba	1> ever member of PCC central committee	Cuban Data
hero_cuba	1: ever named hero of the republic of cuba	Cuban Data
mun_delegate_cuba	1: ever municipal delegate	Cuban Data
province_delegate_cuba	1:ever provincial delegate	Cuban Data

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# A. Correlation between rating and vote share

1. Make rating variable numeric

Not likely at all	A little likely	Somewhat likely	Very Likely
1960	1798	1556	591

**Hint:** IF() function in excel will be helpful here

2. Create dataset that has 1 observation for every candidate — with the average rating

- Use pivot table in excel (see assignment instructions)

3. Calculate correlation between rating and vote share

- CORREL() function in excel will be useful

4. Create a scatterplot of the data

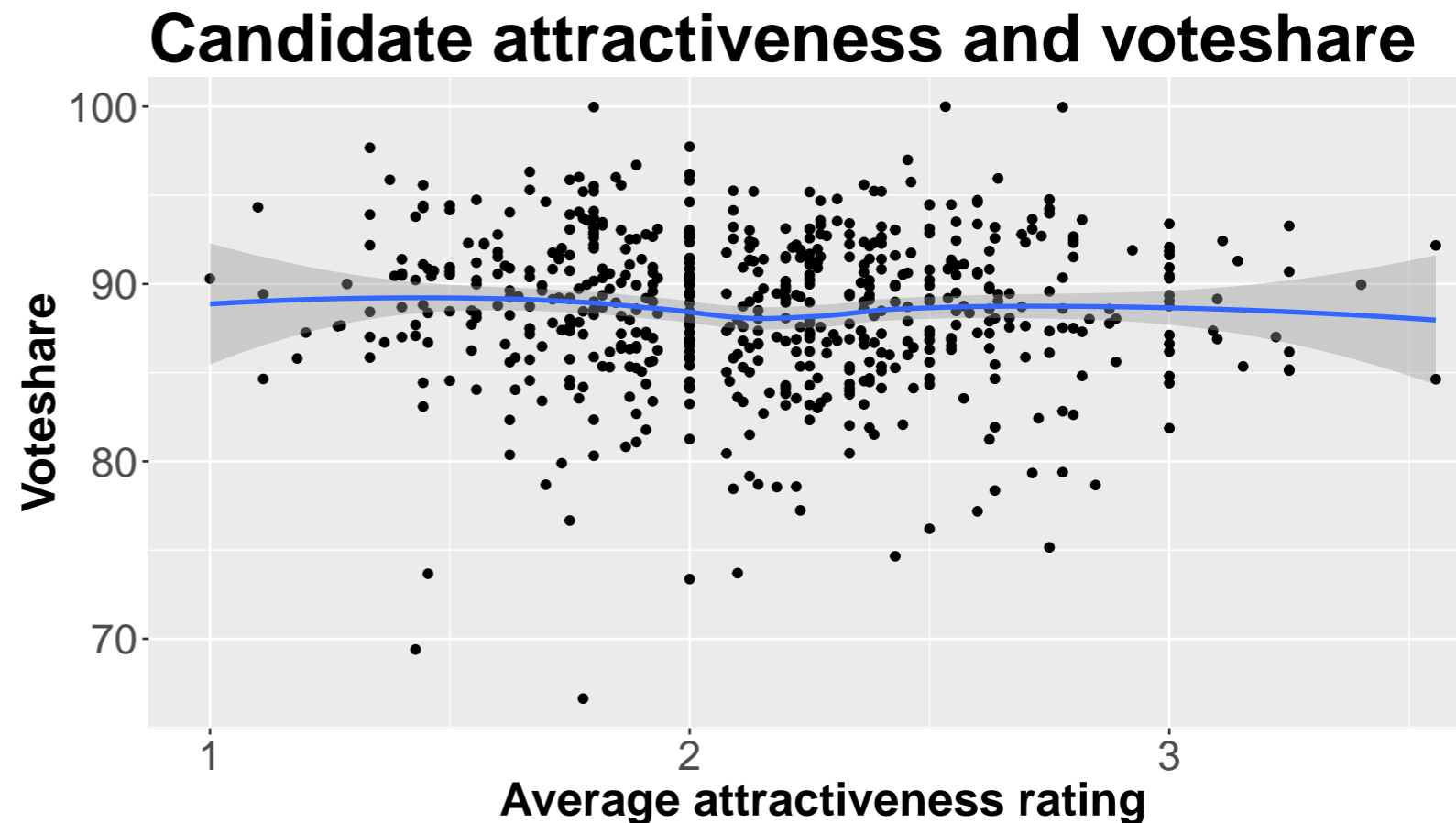
# Assignment (continued)

- B. Calculate a correlation between all the variables from the Cuban data and **vote share**. Discuss briefly the relationships you see.
- C. Calculate the correlation between variables in the Cuban data and the **Mexicans' ratings**. Find what correlates with *rating*. Explain.
- D. Provide any other analyses, plots or tables you think would be interesting in understanding how facial appearance seems to affect Cuban elections.



# Presenting your results

- Research question
- Data/Data sources
  - N
  - variables
- Results - graphs, charts, etc.
  - Tip: nice way to present correlations is a scatterplot
  - ProTip: read the “hints for making presentations” in syllabus



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