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ETHICAL ISSUES

Politics and the Internet: The Candidate's View (CONTINUED)

kind of campaign. The campaign's analytics department was five times larger than that of the 2008 campaign. For two years they collected, stored, and analyzed data. This data collection and mining effort helped Obama raise \$1 billion, created detailed models of swing-state voters, and updated the process of targeting TV ads.³

The campaign of the 2012 Republican candidate, Mitt Romney, had a mobile-optimized application called *ORCA* to be used

to get out the vote on Election Day. Volunteers in polling stations would report which voters had turned out. Those who had not voted could be contacted in a last-minute effort to get them to the polls. However, the system had major problems on Election Day. The system crashed periodically and volunteers complained about a lack of prior briefing. One surge of traffic was misinterpreted as a denial-of-service attack and the system was intentionally taken down.⁴

KEY TERMS

Cardinality constraint

Cell

Circular reference

Database

Database management system

Electronic commerce

Entity-relationship (ER) modeling

ER diagram

Field (or attribute)

Information system

Key (database)

Query

Range

Record (or object, or entity)

Relational model

Schema

Spreadsheet

Spreadsheet function

Structured Query Language (SQL)

Table

What-if analysis



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