Did Campaign Spending Have an Effect on Winning the Election during the Pandemic?

Title

- What was the Effect of Campaign Spending in 2020 Elections?

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Intro

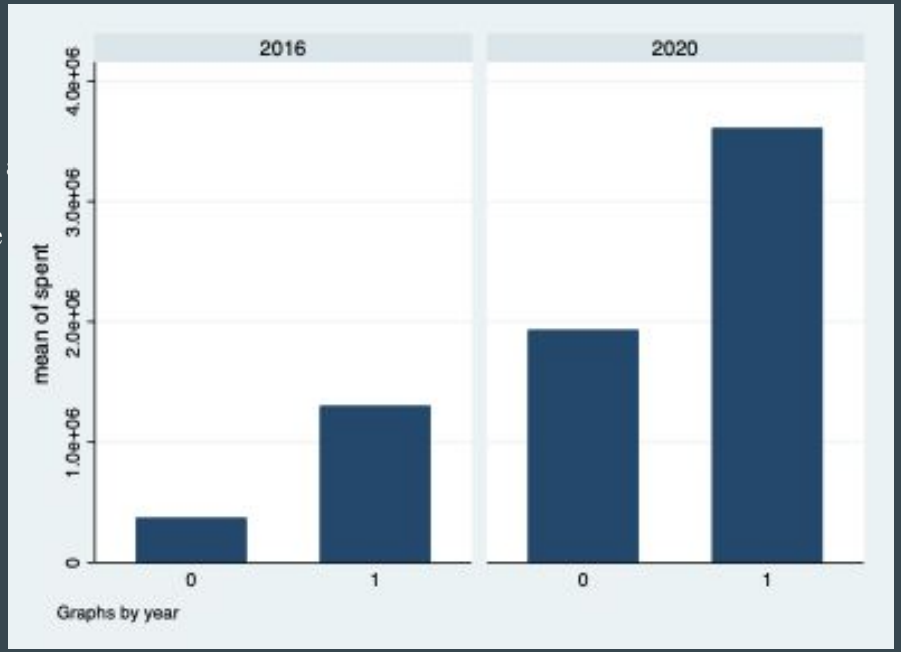
- Spending has always been important to campaign as multiple studies have shown. It is is important to discover the effect the Pandemic had on campaign spending

Methods

- Examined multiple state elections across the country
- Examined competitive elections
- Data collected from OpenSecrets.org
- DV: Campaign Spending
- IV: Pandemic

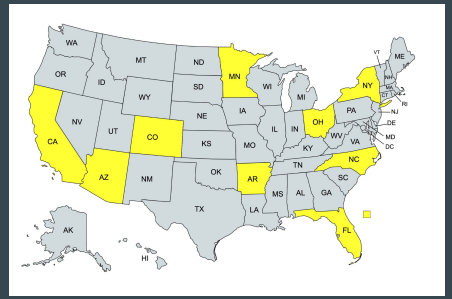
Discussion

- The amount of spending was emphasized more in 2020. Although there are outliers, the overall trend is that campaigns are much more effective if you spend more.



It took more money to win in 2020, but the average was less important in 2020

Discussion continued:

- A possibility for these results is that politicians could organize rallies and cheaper campaign tactics to gain name recognition before the Pandemic. Due to the pandemic, politicians cannot rely on in-person events and will have to spend more for ads and billboards

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