Politips Mobile App Data Analysis project

Politips is a politically based non-partisan cell phone application that relays the policy platforms of political parties, point by point, to users. Each point is described in 150 words or less, and the main goal is to increase voter knowledge in order to engage and increase electorates' participation in democratic governance. The app is interactive and succinct so the user does not have to sift through several webpages to get the information that they are seeking; rather, the homepage sorts and compares topics of the political parties by issue and policy points. *Politips* previously completed the app for the October 2015 Canadian federal election, but is now seeking to expand its scope of countries, beginning with provisional usage in Uganda. The goal of this project is to collect the data that the user is 'saving' to their profile and organize it in a user-friendly format that could be analyzed for relevant patterns. For instance, if a particular gender (e.g., males) age (e.g., 21) are saving noticeably more points from a category (e.g., the environment) than any other category, it would be important to be able to discern this pattern in the data. This capability would allow political scientists to analyze and draw conclusions from the data linked to the app. This app is available for download on the Apple Store and Google Play.

Since *Politips* app already exists, the project could evolve in many forms, according to how the developers (you), see fit. In other words, the design of the format, interface, etc, are completely up to the developers. One option is to create an entirely new app that fulfills the purpose of organizing political points in an easily digestible way for the average citizen. It would be interesting to see the design that the developers come up with and what the developers deemed the easiest way to organize the points. Another option is to model a new app after the old app (i.e., recreating the app but keeping the same design). The developers could take as many or as little of the elements form the old app as they wanted. A third option is to modify and expand from the original app. The developers are welcome to choose this option, but should speak to the professor about the challenges that come with such modifications! Please note that all the platform points for each level of government in Uganda will be provided to the developers. The points are the policy promises the government has made to the electorate. Essentially, the app can assist citizens so that they can follow the flow of responsibilities through the levels of government. Therefore, the app should be organized in a way that a regular person could locate the level of government that they want to read about.

Client contact information:
Ms. Pamela Simpson ◉ Queen's University
416 809 0702 – 12pes3@queensu.ca
Dr. J. Andrew Grant ◉ Queen's University
613 533 6235 – andrew.grant@queensu.ca