

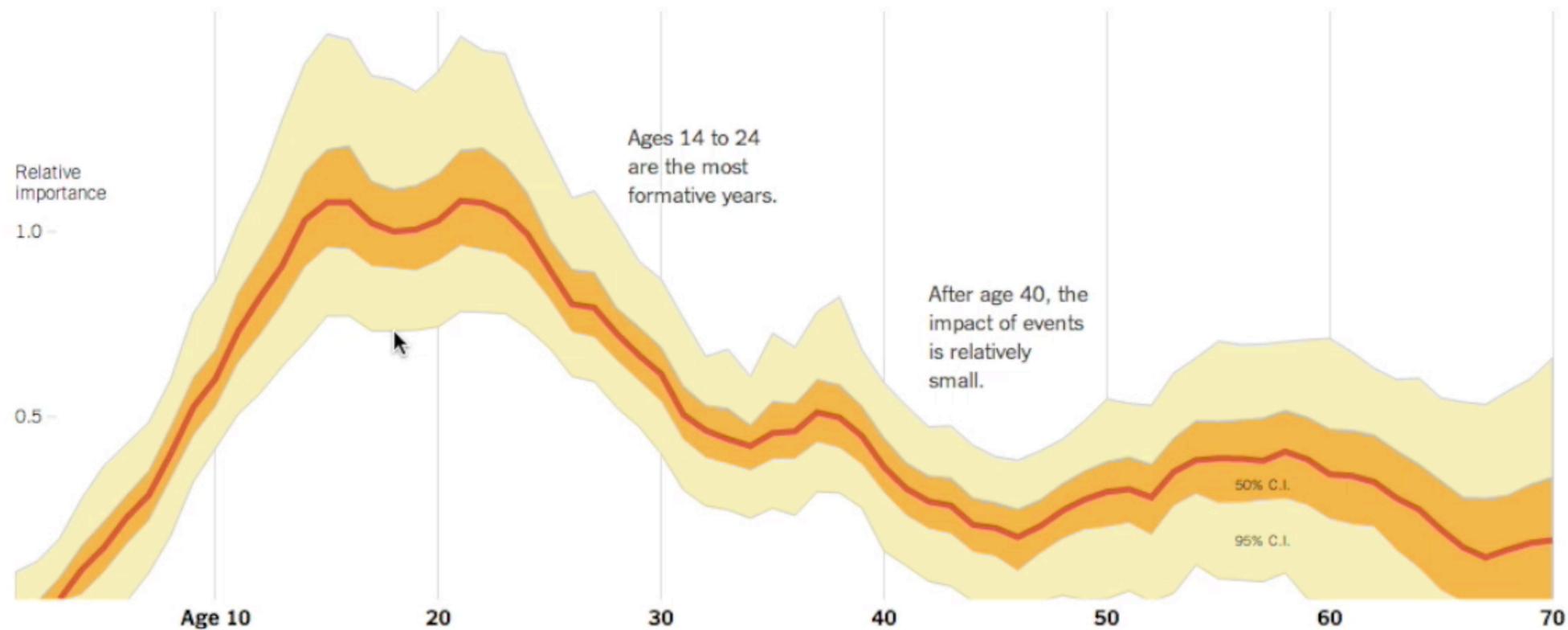
**This. is. D3.**

and Columbia University, uses hundreds of thousands of survey responses and [new statistical software](#) to estimate how people's preferences change at different stages of their lives.

The model assumes generations of voters choose their team, Democrats or Republicans, based on their cumulative life experience — a “running tally” of events. By using Gallup's presidential approval rating as a proxy for those events, Yair Ghitza, chief scientist at Catalist, and [Andrew Gelman](#), a political scientist and statistician at Columbia University, were able to estimate when political preferences are formed.

### The most formative years

Events at age 18 are about three times as powerful as those at age 40, according to the model.



Knowing how formative events are at different ages, along with the president's approval rating, allows Mr. Ghitza and Mr. Gelman to estimate a group's presidential voting tendencies over time, including during childhood. These preferences are not necessarily how the group voted, because they do not take into account short-term



# Act I: DOM Manipulation



# Act II: Data-driven documents



# Act III: Scales



# Act IV: Working with Data



# Act V: Mapping



# Act I: DOM Manipulation

[bit.ly/D3ActI](http://bit.ly/D3ActI)

# Act II: Data-driven documents

[bit.ly/D3ActII](http://bit.ly/D3ActII)

# Act III: Scales

[bit.ly/D3ActIII](http://bit.ly/D3ActIII)

# Act IV: Working with Data

[bit.ly/D3ActIV](http://bit.ly/D3ActIV)

# Act V: Mapping

[bit.ly/D3ActV](http://bit.ly/D3ActV)

CS171. See you there.

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