Campaigning on the Court:

Congressional Campaign Ads and their Effect on U.S. Supreme Court Legitimacy

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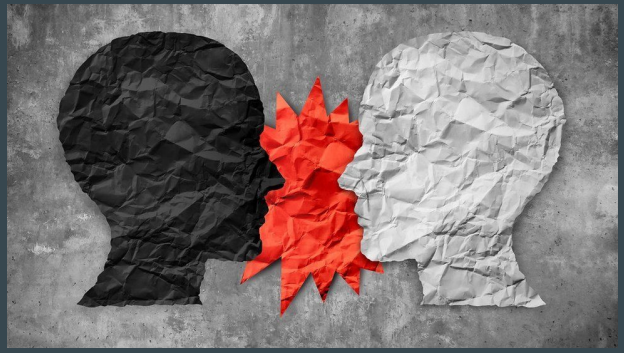
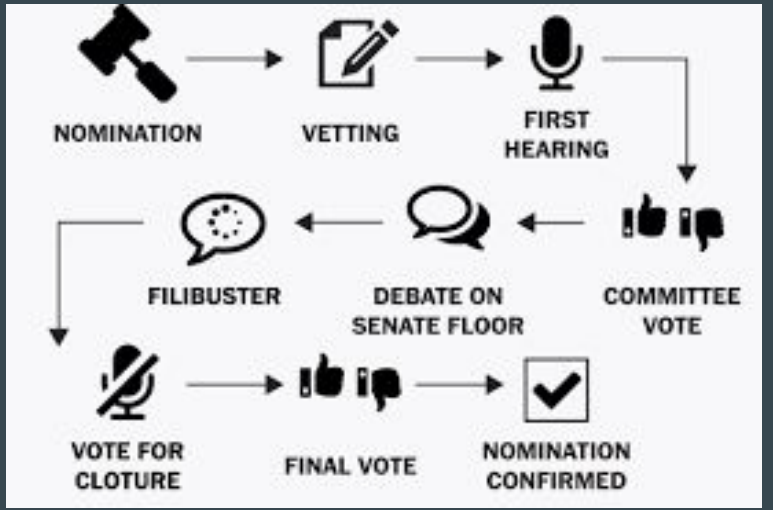
The Power of the Court

Issues with the Court

- Political Polarization
- Appointment Process
- Lack of Diversity
- Legislation on Social Issues





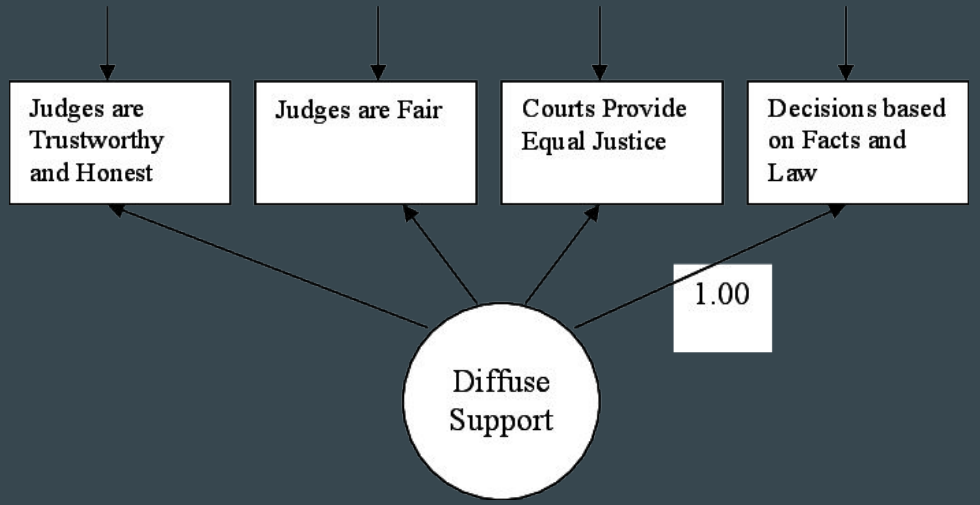
Hypothesis/ Research Question

This study aims to identify how and when the Supreme Court is characterized in political advertisements by nominated public officials ranging from the Senate, House of Representatives, and Presidential appointments.

- I hypothesize that the Supreme Court is more likely to be mentioned by political candidates both in specific and diffuse support when the state or district's prior election was a vote for that of the opposite political party.
- I also believe that there will be no immediate relation to mentioning the supreme court and winning said election, rather I the Supreme Court is used as a sort of last resort in terms of campaign issues.

Methods & Data Collection

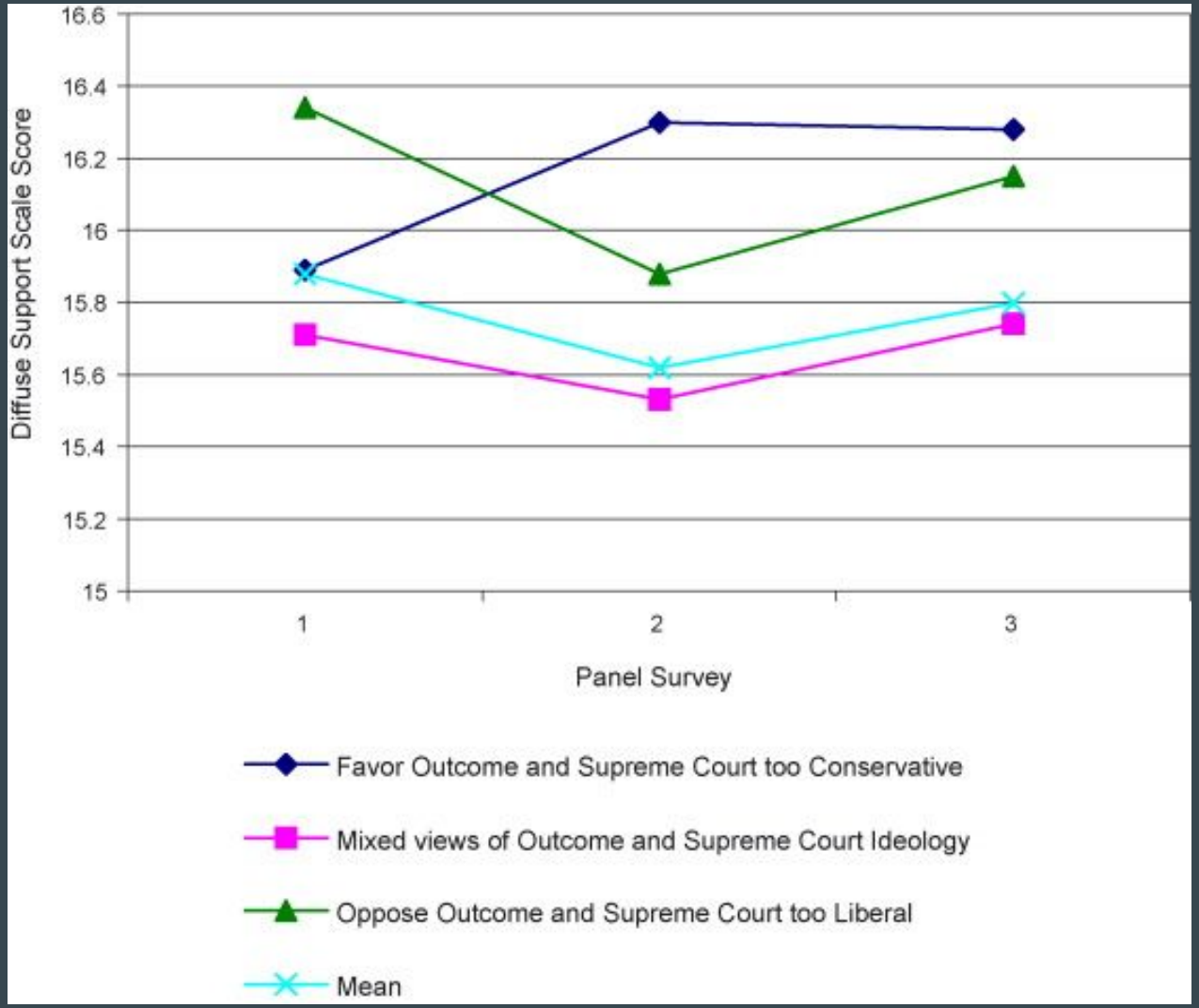
- Diffuse vs. Specific Support
  - David Easton (1965, 1975)
- Factors of influence
  - Race Win
  - Vote Count Closeness (10%<)
  - Presidential Elect by State/ District



Existing Data

Rick A. Swanson (2007)

"The Dynamics of Specific and Diffuse Support for the U.S. Supreme Court: A Panel Study,"



Political Campaign Ads

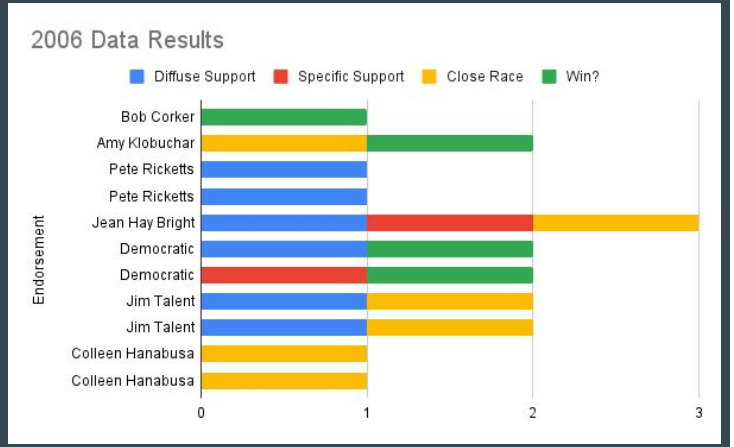
- 300+ Political Campaign Advertisements
- Range of:
  - Ideologies
  - Platforms
  - Electoral Races
  - Demographics
  - Years

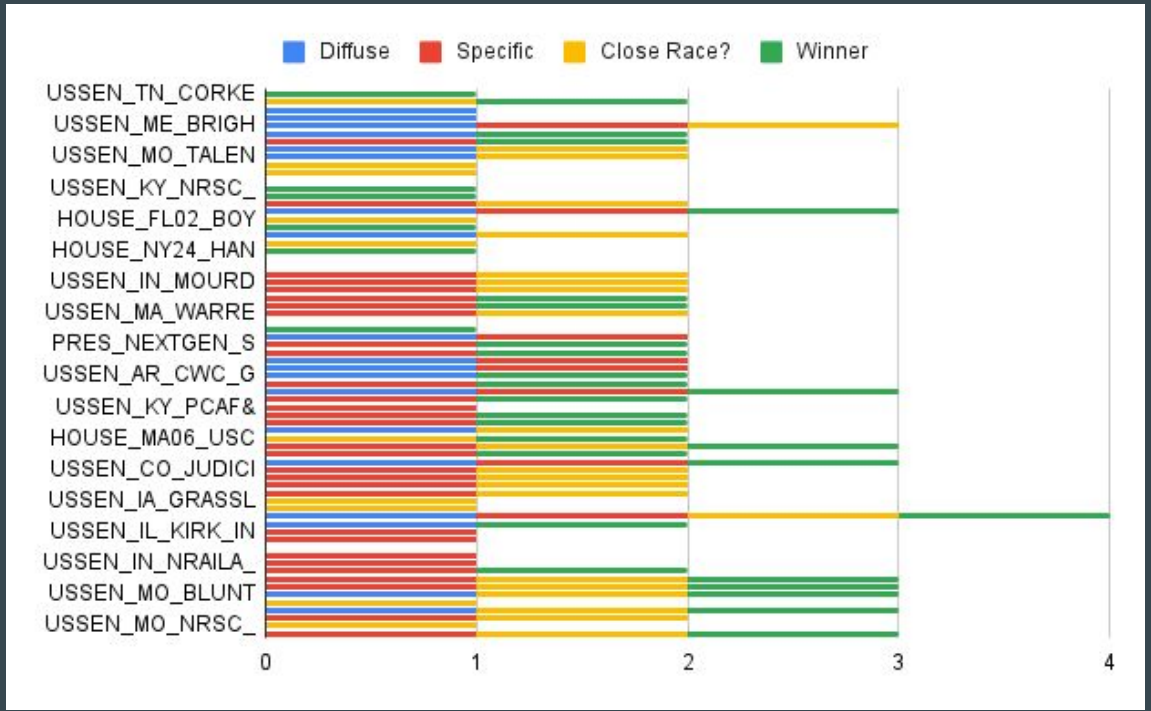
Political Factor Data Set

Year/ State/ FIPS Code/ District Name/ Political party affiliation/ past presidential vote count/ past presidential winner/ Election winner

5461	ALABAMA	AL	1	4	ROBERT ADERHOLT	REPUBLICAN	729,547: 1,318,255	Republican: Trump	Robert Aderholt (R)
5462	ALABAMA	AL	1	5	MO BROOKS	REPUBLICAN	729,547: 1,318,255	Republican: Trump	Mo Brooks (R)
5463	ALABAMA	AL	1	5	PETER JOFFRION	DEMOCRAT	729,547: 1,318,255	Republican: Trump	Mo Brooks (R)
5464	ALABAMA	AL	1	6	DANNER KLINE	DEMOCRAT	729,547: 1,318,255	Republican: Trump	Gary Palmer (R)
5465	ALABAMA	AL	1	6	GARY PALMER	REPUBLICAN	729,547: 1,318,255	Republican: Trump	Gary Palmer (R)
5466	ALABAMA	AL	1	7	TERRI SEWELL	DEMOCRAT	729,547: 1,318,255	Republican: Trump	Terri Sewell (D)
5467	ALASKA	AK	2	0	ALYSE S GALVIN	DEMOCRAT	116,454: 163,387	Republican: Trump	Don Young (R)
5468	ALASKA	AK	2	0	DON YOUNG	REPUBLICAN	116,454: 163,387	Republican: Trump	Don Young (R)
5469	ARIZONA	AZ	4	1	TOM O'HALLERAN	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Tom O'Halleran (D)
5470	ARIZONA	AZ	4	1	WENDY ROGERS	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Tom O'Halleran (D)
5471	ARIZONA	AZ	4	2	ANN KIRKPATRICK	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Ann Kirkpatrick (D)
5472	ARIZONA	AZ	4	2	LEA MARQUEZ PETERS	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Ann Kirkpatrick (D)
5473	ARIZONA	AZ	4	3	NICOLAS "NICK" PIERSC	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Raúl Grijalva (D)
5474	ARIZONA	AZ	4	3	RAUL GRIJALVA	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Raúl Grijalva (D)
5475	ARIZONA	AZ	4	4	DAVID BRILL	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Paul Gosar (R)
5476	ARIZONA	AZ	4	4	PAUL GOSAR	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Paul Gosar (R)
5477	ARIZONA	AZ	4	5	ANDY BIGGS	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Andy Biggs (R)
5478	ARIZONA	AZ	4	5	JOAN GREENE	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Andy Biggs (R)
5479	ARIZONA	AZ	4	6	ANITA MALIK	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	David Schweikert (R)
5480	ARIZONA	AZ	4	6	DAVID SCHWEIKERT	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	David Schweikert (R)
5481	ARIZONA	AZ	4	7	RUBEN GALLEGO	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Ruben Gallego (D)
5482	ARIZONA	AZ	4	8	DEBBIE LESKO	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Debbie Lesko (R)
5483	ARIZONA	AZ	4	8	HIRAL TIPIRNENI	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Debbie Lesko (R)
5484	ARIZONA	AZ	4	9	GREG STANTON	DEMOCRAT	1,161,167: 1,252,401	Republican: Trump	Greg Stanton (D)
5485	ARIZONA	AZ	4	9	STEPHEN L FERRARA	REPUBLICAN	1,161,167: 1,252,401	Republican: Trump	Greg Stanton (D)

Results


2006 Data Results
Diffuse Support
Specific Support
Close Race
Win?
Endorsement
Bob Corker
Amy Klobuchar
Pete Ricketts
Pete Ricketts
Jean Hay Bright
Democratic
Democratic
Jim Talent
Jim Talent
Colleen Hanabusa
Colleen Hanabusa
0
1
2
3


Diffuse
Specific
Close Race?
Winner
USSEN_TN_CORKE
USSEN_ME_BRIGH
USSEN_MO_TALEN
USSEN_KY_NRSC_
HOUSE_FL02_BOY
HOUSE_NY24_HAN
USSEN_IN_MOURD
USSEN_MA_WARRE
PRES_NEXTGEN_S
USSEN_AR_CWC_G
USSEN_KY_PCAF&
HOUSE_MA06_USC
USSEN_CO_JUDICI
USSEN_IA_GRASSL
USSEN_IL_KIRK_IN
USSEN_IN_NRAILA_
USSEN_MO_BLUNT
USSEN_MO_NRSC_
0
1
2
3
4

Conclusion

1. When the supreme court is mentioned due to the race being relatively close in votes, there is a higher likelihood of the court's character to be brought up by the political candidate.
    a. The Supreme Court, as mentioned in states traditionally labeled "swing states", proves that the Court is used as a scapegoat for political issues.
2. There was no evidence proving the mentioning of the court changed voters decisions substantially.
        a. In fact, when the court was mentioned in most cases the candidate lost the race which could indicate a correlation between their platform mentioning the Court and their losing