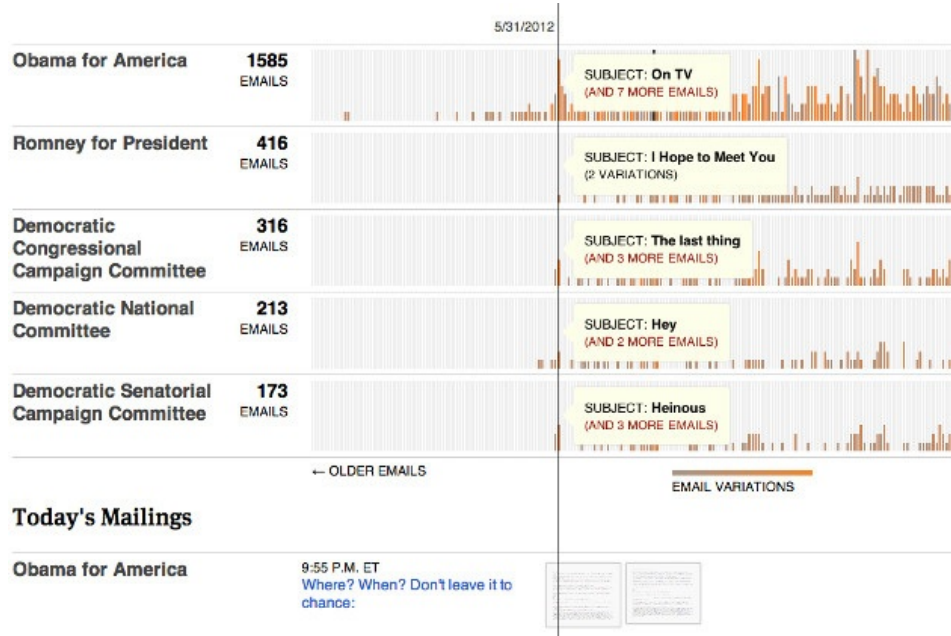


# LA CYBERPROPAGANDE D'OBAMA ET ROMNEY

LE 2 NOVEMBRE 2012 SYLVAIN LAPOIX

Appelant ses lecteurs à partager le mailing des deux candidats à la présidentielle américaine, le site ProPublica s'est lancé durant les derniers mois dans un projet sans précédent : prouver l'utilisation de fichiers personnels par Barack Obama et Mitt Romney.



Mr et Mrs Sinker, mari et femme, assis sur un même canapé à Chicago, **ont reçu en mars dernier le même mail de l'équipe de campagne de Barack Obama**. Le même, à un détail près : M. Sinker se voyait proposer un don de 20\$ et madame, de 25\$. Une simple ligne corrigée automatiquement par une machine ayant eu accès à une information cruciale : Mme Sinker, 61 ans, avait auparavant été identifiée comme une grosse donatrice dans les fichiers du parti démocrate.

## Message Machine: "You Probably Don't Know Janet"

by Jeff Larson, Al Shaw and Lois Beckett  
ProPublica, March 6, 5:29 p.m.

Tweet 190 Like 68 E-mail Print

Campaigns are increasingly tailoring their messages — and their funding requests — using massive databases of personal information about potential voters. Here are six variations of a Thursday night message from the Obama campaign, based on emails submitted by 190 recipients across the country. Click a tab to select an email. Then hover over the other tabs to compare your selection to the others. [Related Story](#)

**155**  
People in our sample got this email

EMAIL 1 vs. EMAIL 4  
\*\*\*\*\*

**About This Group**

Gender:

Age: 17 - 74

Previous Donor?

Requested Donation: \$3 - \$300

Subject Line # Emails

Janet just found out	151
Janet from Accokeek	3
Meet Janet	1

This email, which touted the chance to win a seat at a dinner with the President, asked some recipients for a donation of \$3 and others for a donation of \$25. Many of those who received the e-mail told us they had not donated to Obama for America before.

EMAIL 1 EMAIL 2 EMAIL 3 EMAIL 4 EMAIL 5 EMAIL 6

You probably don't know Janet from Accokeek, Maryland.

But you two could be having dinner with President Obama together sometime soon.

Janet was the first guest selected for the next Dinner with Barack. And we're counting down the hours until we draw the next name.

The second seat could be ~~your~~ **yours**. ~~Make a donation today to be automatically entered:~~

~~entered when you donate \$XX or whatever you can today.~~

~~-- you'll be automatically~~ because you've saved your payment information, all you have to do is click the link below to complete your donation.

**QUICK DONATE: \$XXX [By clicking here, your saved credit card will be charged immediately.]**

**Or click here to donate another amount.**

Janet told us that when she donated \$XX last week she was just trying to show her support for the President.

No one ever thinks they'll be picked until they are. Take the chance.

~~chip in \$XX or more~~ **QUICK DONATE: \$XXX [By clicking here, your saved credit card will be charged immediately.]**

**Or click here to donate another amount:**

<https://donate.barackobama.com/The-Second-Guest>

Décortiqué dans un graphique (voir l'illustration ci-dessus), ce cas d'école a été le départ d'une opération



de **“reverse engineering”** (déconstruction d’un processus technologique) des **“mail machines”** des principales équipes de campagne. Si la première version du mail s’adressait en part égale à des hommes et à des femmes, donateurs réguliers ou non, pour une somme faible, la version 4 n’a été reçue que par des militants ayant déjà versé de l’argent, majoritairement des femmes, et proposait des montants allant de 0 à 300 dollars. La 5<sup>e</sup> mouture, elle, s’adresse principalement à des hommes, seulement au-dessus de la trentaine et pour des petites sommes.

En faisant appel à ses lecteurs pour qu’ils partagent tous les mails reçus de la part des deux équipes de campagne, les journalistes du site *ProPublica* ont mis en place **un système d’analyse comparative des différents mails envoyés** avec pour objectif de prouver que ces équipes avaient recours à des systèmes automatisés de microciblage des militants.



## LES MYSTÉRIEUSES BASES DE DONNÉES DE MITT ROMNEY

**Aux États-Unis, le candidat républicain joue avec des bases de données (et avec la vie privée) de millions de potentiels ...**

Message Machine - Obama for America

# A big problem right now

Search Emails    
For example, dinner or Sarah Jessica Parker

Did you get a version of this email, or any other campaign email? Join this project to see how political campaigns are targeting you by forwarding it to [emails@messagemachine.propublica.org](mailto:emails@messagemachine.propublica.org). If you're already signed up, [log in](#).

The model for this email is accurate, and found it may have been targeted based on **donation signal**\*

3 email variations	donation signal*	Compare variations
<p><b>102</b> recipients</p> <p>Subject: A big problem right now From: info@barackobama.com Sent: July 7, 12:50 p.m. ET</p> <p>...</p> <p>Election Day will be here in less than four months. And we're facing a big problem right now that could directly affect the outcome that day.</p> <p>The Romney campaign and the Republicans raised \$X million in the month of June alone. That is a massive sum.</p> <p>Just wait until they start spending all that money in full force in key states we need to win.</p> <p>Folks, here is the simple reality: Building this campaign today is more important than it was a few days ago. We can still win even while getting outraised by these guys. But we've got to keep it close.</p> <p>That means none of us -- not one -- can wait to make a difference right now, with whatever we can afford to chip in:</p> <p>[url]</p> <p>A little incentive: A donation before midnight tonight will also automatically enter you for the chance to sit down with me for a cup of coffee sometime soon. We'll fly you out, and you can bring a guest.</p> <p>And really -- thanks, for whatever you're able to give today.</p> <p>Joe</p> <p>No purchase, payment, or contribution necessary to enter or win. Contributing will not improve chances of winning. Void where prohibited. Entries must be received by July 7, 2012. You may enter by contributing to Obama for America here or click here to enter without contributing. Two winners will each receive the following prize package: round-trip tickets for winner and a guest from within the fifty U.S. States, DC, or Puerto Rico to a destination to be determined by the Sponsor; hotel accommodations; and coffee and snacks with Vice President Biden on a date to be determined by the Sponsor approximate retail value of all prizes \$X. Odds of winning depend on number of entries received. Promotion open only to U.S. citizens, or lawful permanent U.S.</p>	<p>donate \$200 - 240:9 emails</p> <p>Subject: A big problem right now From: info@barackobama.com Sent: July 7, 1:38 p.m. ET</p> <p>...</p> <p>Election Day will be here in less than four months. And we're facing a big problem right now that could directly affect the outcome that day.</p> <p>The Romney campaign and the Republicans raised \$X million in the month of June alone. That is a massive sum.</p> <p>Just wait until they start spending all that money in full force in key states we need to win.</p> <p>Folks, here is the simple reality: Building this campaign today is more important than it was a few days ago. We can still win even while getting outraised by these guys. But we've got to keep it close.</p> <p>That means none of us -- not one -- can wait to make a difference right now, with whatever we can afford to chip in:</p> <p>Because you've saved your payment information, your donation will go through immediately:</p> <p><b>QUICK DONATE: \$X:</b></p> <p>[url]</p> <p>You can also choose from the amounts below.</p> <p>--QUICK DONATE: \$X:</p> <p>[url]</p>	<p>...</p> <p>Election Day will be here in less than four months. And we're facing a big problem right now that could directly affect the outcome that day.</p> <p>The Romney campaign and the Republicans raised \$X million in the month of June alone. That is a massive sum.</p> <p>Just wait until they start spending all that money in full force in key states we need to win.</p> <p>Folks, here is the simple reality: Building this campaign today is more important than it was a few days ago. We can still win even while getting outraised by these guys. But we've got to keep it close.</p> <p>That means none of us -- not one -- can wait to make a difference right now, with whatever we can afford to chip in:</p> <p>Because you've saved your payment information, your donation will go through immediately:</p> <p><b>QUICK DONATE: \$X:</b></p> <p>[url]</p> <p>You can also choose from the amounts below.</p> <p>--QUICK DONATE: \$X:</p> <p>[url]</p>

**Le 7 juillet**, le site a ainsi analysé trois envois de l’équipe d’Obama. Grâce aux données récoltées par *ProPublica*, les journalistes ont pu classer les mails par **“donation signal”**, c’est-à-dire selon les montants des dons proposés lors des précédents mails. Aux profils gros donateurs, habitués aux mails demandant 220 à 280 dollars est envoyée une version remplie de liens de dons en un clic, prélevant automatiquement la somme proposée sur le numéro de compte enregistré. Pour les petits donateurs, bombardés de demandes de dons à moins de \$40, il faut passer par une URL. Une preuve de la génération de mail “sur mesure” selon un critère renseigné dans les bases de données des partis.

## Message Machine

Reverse Engineering the 2012 Campaign

Tweet 249 Like 81

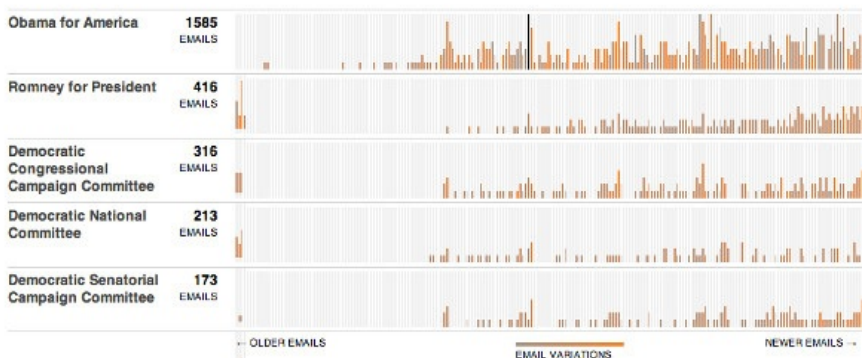
*By Jeff Larson and Al Shano, ProPublica. Updated Nov. 1, 2012.*

Political campaigns send many variations of each email to supporters. We've been collecting emails from political campaigns and tracking the variations. Here you can explore those emails. You can be a part of this project by forwarding political emails you get to [emails@messagemachine.propublica.org](mailto:emails@messagemachine.propublica.org). If you're already signed up, [log in](#).

Search Emails

SEARCH

For example, [dinner](#) or [Sarah Jessica Parker](#)



Si l'analyse est encore en cours et les outils s'affinent au fil des jours, un résumé général donne à voir le bilan des mails déjà scannés. De mars à aujourd'hui, la quantité de mails est représentée pour chaque jour par une barre colorée, sur la ligne de l'expéditeur, dont la couleur change en fonction du nombre de variations, tirant vers le rouge pour les mails proposant le plus de versions différentes. Et dans les sondages comme dans l'utilisation des bases de données, Barack Obama semble conserver une avance certaine.

Illustration via la galerie Flickr de **Nick Jugular** [CC-byncsa]