Listening to the Future: Makana 360's Data-Driven Election Forecasting and Social Insight Model

Proven Success in Predicting Global Elections, Shaping Policy, and Understanding Societal Trends through Advanced Digital Analysis

Case Study: A Data-Driven Analysis Model that Redefined Accuracy in Predicting the 2024 U.S. Presidential Election and Global Elections

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Jordan-based analytics firm proves data intelligence can outpace traditional polling methods

About Makana 360

Makana 360 is a specialized research and marketing consultancy based in Jordan, focused on delivering comprehensive strategic services that enhance client presence, engagement, and reputation across digital and traditional media landscapes. **Our services span a diverse range of expertise areas including Perception Management, Media Monitoring and Analysis, Sentiment Analysis, Strategic Insights, Media Planning, Agenda Setting, and Campaign Coordination.** We support clients in developing tailored communication strategies, whether for government, private sectors, or high-profile individuals, by providing data-driven insights and performance metrics.

Our approach integrates innovative tools, such as our Buraq analysis platform, which we combine with AI-powered sentiment analysis from different social listening tools. This allows us to monitor and assess **public perception in real-time and adjust strategies to maximize positive impact.** In addition to strategic insights, **we offer specialized content creation, including infographics, digital designs, and multimedia content that effectively communicate complex data and messages.**
Makana 360's robust team of experts ensures that each project aligns with critical national themes such as economic growth, healthcare reforms, digital transformation, and youth empowerment, among others, with the flexibility to respond to emerging issues and provide crisis management when needed.

Methodology: Redefining Election Forecasting

Makana 360's election forecasting model leverages a holistic blend of social media data, traditional polling metrics, and proprietary algorithms to provide robust, near-real-time predictions. Makana 360's prediction model incorporates:

- **Engagement Metrics:** We captured direct interactions (likes, comments, shares) with posts related to each candidate, illustrating engagement strength and potential voter momentum across regions.
- **Sentiment Analysis:** Sentiment data was tracked hourly, allowing for a granular view of public perception shifts. The system recorded changes in positive, neutral, and negative sentiment, highlighting factors that affected each candidate's public support.
- **Potential Reach:** Estimating the audience exposed to each candidate's messaging.
- **Context of Discussions and Hashtags:** that trended in each candidate's favor were continuously monitored, revealing the most resonant campaign messages and allowing for a clear analysis of the issues motivating voters.
- **Swing State Dynamics:** Customized approaches for U.S. Electoral College states and similar regions.
- **Polling Data Integration:** Balancing traditional poll data with real-time online engagement for a holistic forecast.

A Track Record of Success: How Makana 360 Foresees the Pulse of Nations

Over the years, Makana 360 has consistently demonstrated its ability to accurately predict election outcomes in diverse political landscapes, from Western Europe to the Middle East. Here's a look at our recent successes:

🇫🇷 French Presidential Elections, 2022

In April 2022, Makana 360 monitored and analyzed **1.1 million conversations** related to the French elections. Over a seven-day period from April 17-24, we captured public sentiment and support dynamics across digital platforms. Our analysis indicated **64% support for Emmanuel Macron and 36% for Marine Le Pen.** The official result closely reflected our predictions, with **Macron securing 58.8% of the vote and Le Pen 41.2%.** This prediction accuracy demonstrated Makana 360's ability to account for cultural and political nuances through a purely digital analytical lens.

🇹🇷 Turkish Presidential Elections, 2023

The 2023 Turkish elections were marked by heightened national discourse. Makana 360 analyzed a remarkable 60 million digital dialogues in the last three days leading up to the election, from May 10-13. Our data revealed a near parity in support between the candidates, **projecting Recep Tayyip Erdoğan with 51.6% and Kemal Kılıçdaroğlu with 48.4%.** These figures closely aligned with the **final election outcome of 52.18% for Erdoğan and 47.82% for Kılıçdaroğlu**, further validating our model's sensitivity to digital engagement signals and cultural contexts.

🇯🇴 Jordanian Parliamentary Elections, 2024

For Jordan's parliamentary elections, Makana 360 employed sophisticated digital listening tools over a 30-day period, analyzing 2.3 million conversations. Our prediction of **a 35.5% voter turnout (±2.5% margin of error) closely matched the actual turnout of 32.25%.** Additionally, Makana 360 uniquely forecasted the **Islamic Action Front (IAF) would capture four times the support of other parties**—a prediction unmatched by any other regional analysts, highlighting our unparalleled insights into localized political dynamics.

🇺🇸 U.S. Presidential Elections, 2024

Makana 360 tracked real-time social media metrics, sentiment analysis, engagement trends, and swing-state dynamics. Our forecast, published 48 hours before Election Day, **projected Trump at 55.65% and Harris at 44.35%.** This was a close match to the actual results, **where Trump secured around 58% of the electoral vote (312 seats) compared to Harris's 42% (226 seats)**, affirming our model's applicability across diverse political contexts.

Digging Deep into the U.S. Elections: A Data-Driven Victory

In the 2024 U.S. Presidential Election analysis, Makana 360 leveraged its proprietary Buraq tool to track real-time social media metrics, sentiment analysis, engagement trends, and swing-state dynamics—focusing on a multi-layered approach that integrated traditional polling data, historical election patterns, and digital engagement insights.

The final pre-election prediction, released 48 hours before Election Day, projected Donald Trump at **55.65%** and Kamala Harris at 44.35% in terms of electoral strength based on our composite score model.

This forecast was remarkably close to the actual election results, where **Trump secured 58% of the electoral vote (312 seats) compared to Harris's 42% (226 seats).** This underscores the effectiveness of Makana 360's unique methodology, reflecting real-time, data-driven accuracy.
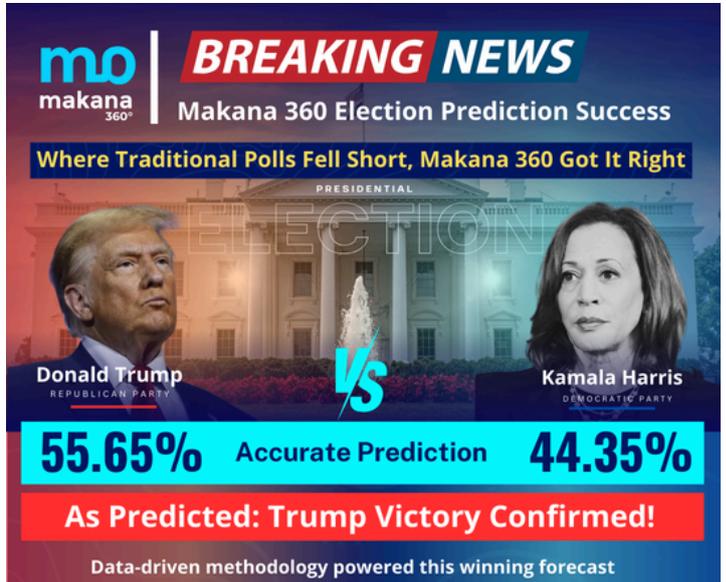
Our analysis methodology was comprehensive, examining **19 million online conversations and over 140,000 news articles within a 24-hour period.** Additionally, polling data from reputable sources (FiveThirtyEight, Pew Research, Quinnipiac, CNN, Emerson, Reuters, Rasmussen, ABC News, Gallup, and AP News) were analyzed to provide insights into voter preferences, particularly within swing states. This data provided the crucial contextual awareness needed to capture shifts in voter sentiment and engagement as Election Day approached. **Here's How Our Methodology Was Applied:**

Metric	Weight	Rationale
Engagement Level	25%	Measures direct interactions and activity on social media.
Sentiment (Positive & Negative)	20%	Reflects public perception quality.
Potential Reach	15%	Indicates how many people are potentially seeing each candidate's content.
Top Themes & Hashtags	15%	Monitoring trending themes and hashtags, we identified the campaign messages that resonated most with voters, providing insights into issue-based motivations.
Swing State Performance	15%	Our analysis concentrated on these pivotal states, assessing unique engagement, sentiment, and polling data to understand each candidate's regional dynamics.
Polling Performance	10%	Combined traditional and digital polling insights for a well-rounded analysis.

A New Standard in Election Forecasting

In the ever-evolving landscape of electoral politics, traditional surveys and polls alone are increasingly limited in scope. They often rely on small, moment-in-time samples that fail to capture the fluidity of public opinion. In contrast, Makana 360's data-driven approach offers a dynamic, layered analysis that captures both digital engagement and socio-political trends in real-time, producing predictions that adjust with the pulse of the electorate.

Our methodology is particularly powerful in fast-paced electoral environments where public opinion and voter behavior can change rapidly. By continuously analyzing shifts in online sentiment and engagement, Makana 360 provides a far more resilient prediction model.

The Voice of the People: Why It Matters in Policy and Decision-Making

Understanding public sentiment is no longer a luxury—it's a necessity. As digital platforms become the primary spaces for political dialogue, they offer invaluable insights into the motivations, fears, and hopes of voters. Listening to the voice of the people through digital channels allows leaders to stay ahead of emerging issues, mitigate risks, and align policies with the public's true concerns.

Makana 360's analysis doesn't just predict who will win an election; it provides insights into why people feel and act the way they do. This understanding is crucial for governments, businesses, and organizations seeking to engage meaningfully with their communities.

Beyond Elections: Makana 360's Impact on Policy, Social Behavior, and Economic Development

Makana 360's digital intelligence model has applications far beyond elections. Our insights can empower policymakers to:

- **Shape and Refine Policy:** By understanding the public's stance on critical issues, governments can craft policies that resonate with societal needs.
- **Monitor Social Behavior Trends:** From public health to climate change, tracking behavioral shifts helps organizations tailor communication and intervention strategies.
- **Support Economic Development:** Economic reforms often require public buy-in. By gauging public sentiment on proposed changes, Makana 360 helps stakeholders anticipate and address concerns, facilitating smoother reform implementations.

Meet the minds behind Makana 360's groundbreaking analysis and strategic insights.

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