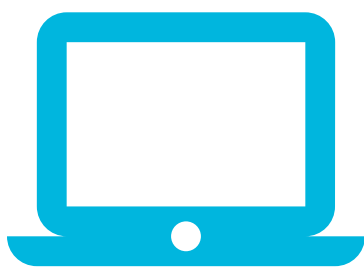# The Influence Industry Project

CHEAT SHEET

Learning modules

The Influence Industry Learning Hub will help you learn about the role of private firms in political influence and the collection, analysis and sales of political data.

Module 1. Introduction to Personal Data and Political Influence. **Read more** →
- Defining Political Influence
- The History of Personal Data

Module 2. Technologies Used by the Influence Industry **Read more** →
- The Political Data Technology Framework
- Data as a Political Asset
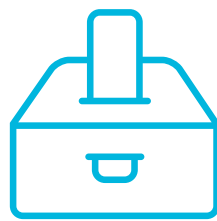
Resources

Voter's guides — Videos, guides, and articles to support voters in developing knowledge, literacy, and skills relating to political influence

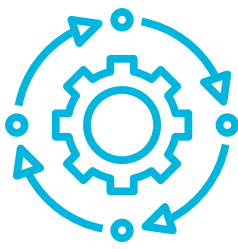A Voter's Guide: 7 Tips to Detox Your Data. **Read more** →

[Video] Your Data, Our Democracy. **Read more** →

Companies and the industry — Research on a wide industry of consultants, digital campaigns firms and data brokers working with political groups to conduct influence campaigns.

Inside the Influence Industry: What's for sale? **Read more** →
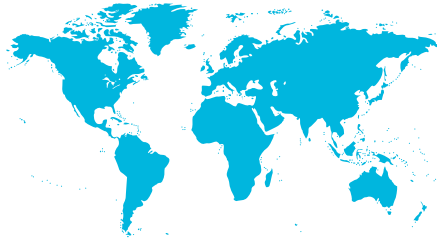
The Influence Industry Long List. **Read more** →

Who's Working for Your Vote? **Read more** →

Countries and Regions — International picture of the influence industry around the world.

Here you can find our case studies, regional overviews, and other location-specific resources. **Read more** →

Technologies and Tactics — Tools and tactics of digital influence

Find technologies, examples of their use in influence campaigns, and analysis of their impact on politics. **Read more** →

Commentary — Opinion and Commentary

Analyses of the impacts of the use of data in political campaigns, the trends and potential future uses. **Read more** →