

AP[®] UNITED STATES GOVERNMENT AND POLITICS

2015 SCORING GUIDELINES

Question 3

5 points

Part (a): 1 point

One point is earned for describing a reason that the framers chose the electoral college method to elect the president. Possible descriptions include:

- Compromise between big and small states
- Protection against direct election by uninformed citizens/cater to elites
- Did not trust the people, Congress, or state legislatures to solely select president
- Reinforced federalism and gave states a role in presidential selection

Part (b): 1 point

One point is earned for an accurate description of the message in the cartoon. Possible descriptions include:

- The candidates focus only on battleground or swing states
- Many states are ignored by presidential candidates

Simply using the term, “battleground state” or “swing state” is not enough; the response must describe what is unique about a battleground or swing state

Part (c): 1 point

- One point is earned for an accurate explanation of why California, Texas, and New York do not appear prominently in the cartoon. The explanations may include that these states are not competitive because one party possesses disproportionate influence or power (or a variation thereof).

Part (d): 2 points

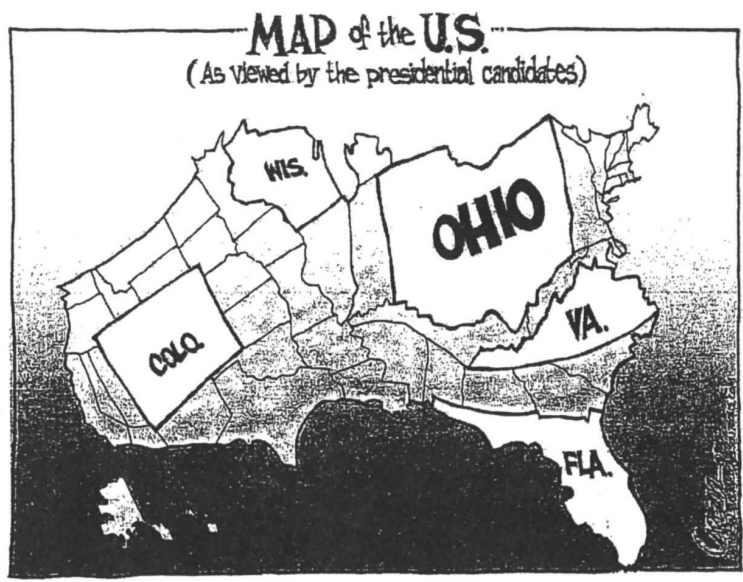
One point is earned for each of two accurate descriptions of campaign tactics presidential candidates use to win the key states identified in the cartoon. They may include:

- Concentration of money in those states
- More TV ads and use of media in those states
- Bigger campaign organizations in those states
- More travel to/make more campaign appearances in the key states
- Focus on issues that swing voters in that state care about
- Selection of a running mate from one of the key states

A score of zero (0) is assigned to an answer that is off-task or is attempted but earns no points.

A score of dash (—) is assigned to an answer that is blank.

3A 1/2



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3. The framers created the electoral college to elect the president of the United States. This system influences the campaign strategies of presidential candidates.
 - (a) Describe one reason that the framers chose to use the electoral college as the method to elect the president.
 - (b) Describe the message the cartoon above conveys about presidential elections.
 - (c) Explain why California, Texas, and New York do not appear prominently in the cartoon above.
 - (d) Describe two campaign tactics presidential candidates use to win the key states identified in the cartoon above.

3A. The electoral provides a clear method for choosing a president. The electoral college allows for a fair representation and chance for choosing candidates. Each political party has the opportunity to individually choose and elect a presidential candidate ~~number~~ that best suits the political party's agenda and successfully run against candidates from opposing parties. The electoral college also allows states to be a part of this decision-making process.

B. In a presidential election, ~~the~~ most states are already expected to vote a certain way. For example, California is usually expected to give their votes to the Democratic Party. In contrast, there are "swing states" that vary in ~~which~~ which party the majority goes to. Presidential candidates will spend the majority of their campaign trying to

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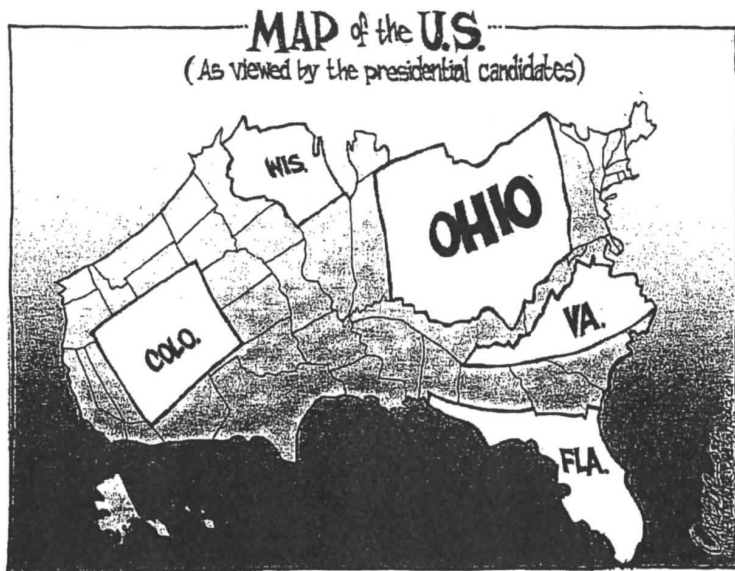
ADDITIONAL ANSWER PAGE FOR QUESTION 3

influence that state to vote in their favor. This is what the cartoon is trying to portray.

C. California, Texas, and New York aren't prominently portrayed because those states are expected to give their votes to the presidential candidate that represents the political party that ~~pro~~ states votes for every presidential election. California votes Democratic and Texas and New York vote Republican.

D. ~~The~~ Presidential candidates will visit these key/swing states ~~the~~ more frequently, make more public appearances to ~~the~~ more states, and support more key topics that interest those states.

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 - (d) Describe two campaign tactics presidential candidates use to win the key states identified in the cartoon above.

The framers decided that it would be best if educated individuals made the final decision about who would serve as President. Thus, they designed the electoral college, where specific chosen individuals represented their state and cast a vote for the candidate of their choice.

The message the cartoon above is trying to convey is that Presidential Campaigns are largely focused into a few individual states. The five states that are white and enlarged are called swing-states, which are states that ~~can~~ voters might vote for either party (Democrats or Republicans). These states are important due to the winner-

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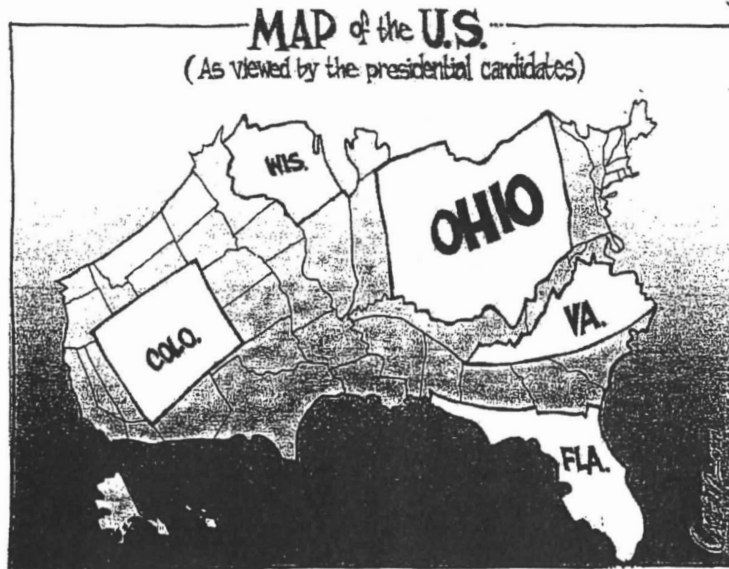
ADDITIONAL ANSWER PAGE FOR QUESTION 3

state-all system, which states that if ~~the state~~ the candidate with the popular vote in a certain state receives all the electoral votes from that state, rather than splitting them with their opponent.

California, Texas, and New York are the top three states in terms of how many electoral votes they have. However, Presidential candidates don't focus nearly as much on those states because each state of those states is very predictable in terms of which way they will vote. California and New York are consistently blue states (Democratic) and Texas is consistently red (Republican).

One tactic that presidential candidates use to win over swing states are ~~to~~ broadcasting television advertisements that are aggressive towards their opponent. ~~For~~ For example, one candidate might have an ad that accuses the other candidate of planning on raising taxes, and then they would go on to say I plan on lowering taxes. Another tactic is running issue advocacy ads that focus on issues the candidates plan to fix, such as pollution in oceans.

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 - (c) Explain why California, Texas, and New York do not appear prominently in the cartoon above.
 - (d) Describe two campaign tactics presidential candidates use to win the key states identified in the cartoon above.

a) It would provide the presidential candidates another chance to be elected when there is tie in the majority vote.

b) In those states the electoral vote is most influential in getting a president in office due to the "swing vote" concept one election they might vote Democrat and the other republican

c) The states are large in population but mostly vote for their political parties candidates to be elected.

ADDITIONAL ANSWER PAGE FOR QUESTION 3

D) 1 Campaign according to what their political ideology in the the solid/firm political standing states so they can be influenced by someone who thinks like them

2 Campaign to the swing voter states in political standing ideology that they start begin with and get the vote from the states like Ohio, Florida, Colorado, and Wisconsin.

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2015 SCORING COMMENTARY

Question 3

Overview

This question examined the students' knowledge about the creation of the electoral college and how this system influences the campaign strategies of presidential candidates. Part (a) asked students to describe one reason the framers chose to use the electoral college as the method to elect the president. Part (b) asked the students to describe the message the cartoon conveys about presidential elections. Part (c) asked the students to explain why California, Texas, and New York do not appear prominently in the cartoon. Part (d) asked the students to describe two campaign tactics presidential candidates use to win the key states identified in the cartoon.

Sample: 3A

Score: 5

In part (a) the response earned 1 point for correctly describing a reason the framers chose the electoral college as the method to elect the president by stating, "The electoral college also allows states to be part of this decision-making process."

In part (b) the response earned 1 point for correctly describing the message conveyed about presidential elections by stating, "In contrast, there are 'swing states' that vary in which party the majority goes to. Presidential candidates will spend the majority of their campaign trying to influence that state to vote in their favor. This is what the cartoon is trying to portray."

In part (c) the response earned 1 point for explaining why California, Texas, and New York are not prominently displayed on the map by stating, "California, Texas, and New York aren't prominently portrayed because these states are expected to give their votes to the presidential candidates that represents the political party that state votes for every presidential election. California votes Democratic and Texas and New York vote Republican."

In part (d) the response earned 2 points. One point was earned for describing one campaign tactic presidential candidates use to win key states in an election by stating, "Presidential candidates will visit these key/swing states more frequently." A second point was earned for describing a second campaign tactic presidential candidates use to win key states in an election by stating, "Presidential candidates will ... support more key topics that interest those states."

Sample: 3B

Score: 3

In part (a) the response earned 1 point for correctly describing a reason the framers chose the electoral college as the method to elect the president by stating, "The framers decided that it would be best if educated individuals made the final decision about who would serve as President."

In part (b) the response earned 1 point for correctly describing the message conveyed about presidential elections by stating, "The message the cartoon above is trying to convey is that presidential campaigns are largely focused into a few individual states. The five states that are white and enlarged are called swing-states, which are states that might vote for either party (Democrats or Republicans)."

In part (c) the response earned 1 point for correctly explaining why California, Texas, and New York are not prominently displayed on the map by stating that "presidential candidates don't focus nearly as much on those states because each of those states is very predictable in terms of which party they will vote. California and New York are consistently blue states (Democratic) and Texas is consistently red (Republican)."

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Question 3 (continued)

In part (d) the response did not earn a point for describing one campaign tactic presidential candidates use to win key states in an election. The following description is a general campaign tactic and not specific for a key state: “One tactic that presidential candidates use to win over swing states are [*sic*] broadcasting television advertisements that are aggressive [*sic*] towards their opponent.” The following description did not earn a point for describing a second campaign tactic presidential candidates use to win key states: “Another tactic is running issue advocacy ads [*sic*] that focus on issues the candidates plan to fix, such as pollution in oceans”; this describes a general campaign tactic and is not unique to the key states.

Sample: 3C

Score: 1

In part (a), the response did not earn a point for correctly describing a reason the framers chose the electoral college as the method to elect the president because the description is not accurate as stated: “It would provide the presidential candidates another chance to be elected when there is a tie in the majority vote.”

In part (b) the response earned 1 point for correctly describing the message conveyed about presidential elections by stating, “In those states the electoral vote is most influential in getting a president in office due to the ‘swing vote’ concept one election they might vote Democrat and the other republican [*sic*].”

In part (c) the response did not earn a point for correctly explaining why California, Texas, and New York are not prominently displayed on the map. “The states are large in population but mostly vote for their political party [*sic*] candidate to be elected” does not describe these states as being noncompetitive due to their support of the same party over time.

In part (d) the response did not earn points for describing campaign tactics presidential candidates use to win key states in an election. The response does not mention specific tactics aimed at key states.