

**World Geography**  
**Mapping the 2008 Presidential Campaign**

<p><b>Standards Addressed:</b>  Content TEKS  Tech Apps. TEKS</p>	<p>World Geo TEKS 5A, 5B, 13B, 15C, 21A-E</p>
<p><b>Lesson Title or Topic:</b></p>	<p>Mapping the 2008 Presidential Campaign</p>
<p><b>Objectives:</b>  Content  Language</p>	<p>Students will understand the impact of human geography (economic activities, urbanization, etc) on political preference and presidential campaign planning.</p>
<p><b>Key Vocabulary</b></p>	<p>red state, blue state, campaign, poll, stump, battleground state</p>
<p><b>Materials:</b></p>	<p>computer, internet connection</p>
<p><b>Engage</b>  (The activities in this section capture the student’s attention, stimulate their thinking and help them access prior knowledge.)</p>	<p>Show students a current red state/blue state map. Ask students what the map means. Do students agree with the map in terms of where they live and what their voting preferences are? According to students, for whom are “most” people going to vote? Why?</p>
<p><b>Explore</b>  (In this section students are given time to think, plan, investigate, and organize collected information).</p>	<p>Examine red/blue state-level maps and county level-maps for current election and past elections  Classify states as strong Republican, strong Democratic and “battleground” states. The following websites may help.  <a href="http://www.electoral-vote.com/">http://www.electoral-vote.com/</a> ; <a href="http://www-personal.umich.edu/~mejn/election/">http://www-personal.umich.edu/~mejn/election/</a> ; <a href="http://www.270towin.com/">http://www.270towin.com/</a> <a href="http://www.rasmussenreports.com">http://www.rasmussenreports.com</a></p>
<p><b>Explain</b>  (Students are now involved in an analysis of their exploration. Their understanding is clarified and modified because of reflective activities).</p>	<p>Research relationship between area demographics and party-candidate preference. Compare and contrast Republican, Democratic and battleground states, especially on economic activities, economic health, and urban-rural population distributions.</p>

<b>Elaborate / Extend</b> (This section gives students the opportunity to expand and solidify their understanding of the concept and apply it to a real world situation.)	In the weeks preceding the election, track presidential and vice-presidential campaign itineraries using Google Maps, Google Earth or other appropriate mapping techniques. Relate itineraries to strong state/ battleground state classifications and predict future campaign stops based on polling trends.
<b>Evaluate</b>	Check for correct classification of states. Evaluate completed campaign tracking maps.