

## **Research Plan for Ted Cruz — December 2015**

### **Reasoning for Research:**

After his recent rise in the polls, Ted Cruz has seen a large increase in media attention, and it hasn't necessarily been positive. From Bob Dole to Cruz's college roommate, Craig Mazin, people are using the media to openly express their disdain for Ted Cruz.

### **Research Questions:**

- What makes a candidate more favorable than another?
- What gets people interested in politics and what can Ted Cruz do to get people involved?