Information Technology's Personal Influence on Popular Evaluation of Politics

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Abstract

Social networking has been increasing the personal influence of information technology. The news required to evaluate politics is increasingly from social media. This paper intends to improve how three issues that arise from this political reality are comprehended. An impressive theme runs throughout all of these issues. Political news and analysis is now reaching people in a more personal way than ever. There is a need to improve concepts for analyzing the more personal media now presenting much of our political news. Political science education can make people more sophisticated in reasoning with changing sources of political news and information.

Information technology's personal influence on political evaluation is presented as influenced by three issues. Better understanding of these issues improves ability to be critical of the social media and politics phenomenon. All three are related to developments in social networking. As 2020 politics are extensively influenced by social networking news, these issues educate about present politics.

First, the paper considers if belief systems are vulnerable to social networking. Belief systems are effective and economic tools for evaluating information about changing conditions. The paper questions the possible harm to belief systems from social media’s salesmanship and manipulation. Second, effects social networking may have on personality are analyzed. Critics suggest social media may leave a chaotic legacy. A narrative in images is created for both the favorable and unfavorable opinion of social networking. Awareness of concern about problems occurring with multitasking, depression, addiction, and interpersonal relationships is produced from the narrative data. The third issue the paper is concerned with is how media rich political communications, networks, and political choice interact. The cognitive implications of framing political news with viral images is analyzed. Problems that could occur from mainstream media losing framing abilities to the increasing media richness of Internet images is discussed. The strength artificial intelligence has, theoretically, to manipulate networks is analyzed. How Internet personalities affect network transactions for political information is mentioned.

The personal implications of how information technology delivers political news have been analyzed in this paper. Educational concerns about recognizing the paper’s three issues have been mentioned. The possibility of using narrative analysis from qualitative methods to improve analytic capabilities has been explained. Narrative techniques appear to have meaningful ability to increase perception of the issues that concern this paper. Methods to more effectively question innovations in ICT relevant to politics have been presented.
Information Technology's Personal Influence on Popular Evaluation of Politics

Teaching about information technology confronts that students are using various devices hours each day. A dilemma the instructor needs to resolve is what to teach students that is useful knowledge and that they do not already know. Most of the how to make technology work issues have been resolved by countless hours on the smart device. Informatics issues almost inevitably take over as most relevant for the classroom. Educating students about the effects of Information Technology on society is still a legitimate educational objective. This paper analyzes various instructional issues related to teaching about how the omnipresent smart device interacts with popular evaluation of politics.

Students have a computer literacy level unimaginable a decade or so ago. Now, students spend hours a day developing their IT skills with personal computers, laptops, tablets, and smartphones. In the past, IT instruction involved assisting students with traditional perspectives and formula for analyzing IT problems. Literacy issues, however, were possibly a greater concern. An IT course, then, had the basic objective of assuring that learners were capable end users of basic software.

The basic IT skill level now is vastly different. Hours of computer usage each day have transformed students into competent IT personalities. Increasingly, the classroom is with an informatics emphasis. Since students already know how to make the technology work, the instructor is now more concerned with evaluating the societal influence of the technology. In the past, evaluating computers, networks, and data was fundamental to teaching about information technology. A decade of developments in
smart devices has changed the focus to instead evaluating complex phenomena brought on by technological innovation.

The profound influence smart devices appears to exert on how political information is framed exemplifies such phenomena. This paper is about how smart devices personalized political information and affect political outcomes. The extent of this phenomenon’s influence makes teaching about this informatics issue an important concern. The problem this paper looks at is how to develop concepts relevant to what is being explained.

How knowledge is managed about the influence of social media could become more comprehensible from the analysis presented in this paper. Education is significantly about knowledge management. Recognizing that there are important problems and issues with social media is responsible reasoning. Teaching political science can involve assisting students with knowledge management issues about social media. How a person organizes knowledge is influential in perceptions of political reality. This is a basic cognitive issue. Political science has always been about improving the connection people have with political happenings. Political efficacy improves as people integrate reliable information about politics into their thought processes.

This paper analyzes current issues about social networking. Were one to be more skeptical about social networking, several ideas would seem relevant. Identifying some issues about social networking is useful in comprehending how much knowledge management social networking involves. This paper’s perspective is that more attention deserve to be directed at social networking issues. Suggestions are made about how to present three social networking criticism issues.
Present knowledge about teaching social networking issues is conceptually weak. Qualitative methods has taught substantial amount about the importance a strengthening concepts. Often qualitative research is accomplished for no purpose other than conceptual development. The concepts educators must deal with as they make their contribution to how learner's manage knowledge about social issues needs to be improved. Narrative analysis from qualitative methods appears a reliable technique that can assist accomplishing the paper’s objective.

Accomplishing the political science objective of political efficacy through more effective knowledge management of social networking appears possible. Knowing more about the issues surrounding social networking is important. Likewise strengthened social networking concept are educationally useful. This paper develops some implications of social networking for American democracy. There probably also are some reform-oriented issues this paper advocates.

**Issues about Social Networking**

Frequently, social networking is presented as a significant and positive innovation. The usual educational perspective on social networking explains how the phenomena makes Internet more interactive. As portrayed most often, people group together in social networks receiving information the group deems relevant. The groups stream of communications includes all sorts of personal observations and comments about current events. Predominantly, these developments are seen as producing constructive interpersonal interactions and significantly increasing the amount of political information available to people. Political efficacy is thought to increase as the real information to make intelligent political choice becomes pervasive in society. There is an anticipation that greater belief in
political efficacy will lead to increased political participation. Social networking, therefore, is usually explained as a plus in favor of better democracy.

**Vulnerable Belief Systems Compromised**

Usually accepted without question, this perspective on social networking ignores a plethora of controversial issues that follow from the increase acceptance of social networking. Among the many possible criticisms of social networking, issues about belief systems, stability, and upsets in established interpretive, evaluative, and reflexive thought processes is a leader. Belief systems, with few exceptions, function well interacting with human behavior. The ability belief systems have to produce rapid, interpretive, evaluative, and reflexive behavior is astounding. Belief systems are clearly linked to a person's self evaluation of his reasons for success. Rational analysis of social networking has yet to resolve if social networking adversely affect the stability belief systems make possible.

When one contrasts belief systems to rational choice decision making, the essential reasons for respecting belief systems become undeniable. Complex rational choice decision making is rare. The cost of rational choice decisions inhibits use of this technique. In contrast, belief systems are an approximation technique that people use successfully to direct their behavior. Belief systems almost always produce satisfactory behavior. Belief systems are economical, and economy contributes to their utility. Belief systems are tools for quick evaluation and resolution of ordinary situations.

Latent properties of mass cognition remain a demanding question mark. Aggregate belief systems are frequently analyzed when political culture is the subject. Forestiere and Allen identify the "cognitive locks" concept, useful in discussing political culture.
"Cognitive locks arise when policies become firmly embedded in their society and when change or reversal of... policies becomes less and less likely. Cognitive locks are important because they assist in the explanation of patterns of political events and the understanding of why some countries seemed 'destined' to maintain a particular status quo." (Forestiere and Allen, 2001, p. 381)

"Cognitive locks" is an alternative expression referring to stable belief systems. Social media questionably has the capability of upsetting established belief systems. Conflict can follow this happening. As has been explained, the utility of stable belief systems is high. Effective information processing and action that depends on functioning belief systems possibly are rendered inoperable. Belief systems appear vulnerable where there is extensive social networking.

Media richness theory or information richness theory could be used as explanation for why social media assails stable belief systems. Daft and Lengel theorize that increasingly complex graphics and other information rich techniques are substantially influential. The theory these authors developed recognizes that increasing complex information resources especially images can be anticipated to have greater capability to influence belief systems. There is purported to be a direct relationship between complexity and sophistication of images and their persuasive ability.(Daft and Lengel, pp. 191-233)

Methodological ideas are useful in more effectively presenting conceptually what happens as social networking affects stable belief systems. Beyond assisting the development of ideas in this paper, a methods perspective could be useful in teaching about social networking. Since this paper's objective is to present some ideas that might possibly prove useful in teaching about social networking, some more elaboration about the methods issue is required.
Narrative analysis is a methods possibility for following how social networking affects vulnerable belief systems. Narrative is defined as any purposefully created story like presentation about anything. Ordinarily, narrative is thought of as data adequate for a qualitative methods analysis. Czarniawska amplifies, "The narrative mode of knowing consists of organizing experience with the help of a scheme assuming the intentionality of human actions." (Czarniawska, p. 7)

Narrative analysis has potential in teaching about social networking because the emphasis is on the purposive, intentional creation of something that communicates about a happening. Czarniawska includes a description of narrative by the French semiologist and literary critic Roland Barthes in the first chapter of her book, Narratives in Social Science Research: (Czarniawska, p. 1)

The narratives of the world are numberless. Narrative is first and foremost a prodigious variety of genres, themselves distributed among different substances -- as though any material were fit to receive man's stories. Able to be carried by articulated language spoken or written, fixed or moving images, gestures, and the ordered mixture of all these substances; narrative is present in myth, legend, fable, tale, novella, epic, history, tragedy, drama, comedy, mime, painting... stained glass windows, cinema, comics, news items, conversation. (Barthes, 1977: 79)

This paper is seeking to use narrative analysis to exemplify methodological ideas in teaching. Narrative can succeed well in developing clear, comprehensible concepts. With the objective of improving presentation about social networking influence on vulnerable belief systems, some narrative data has been chosen. The narrative data that appears possible for accomplishing this objective is from Facebook, Instagram, Reddit, SnapChat, Pinterest, LinkedIn and Twitter. Exemplary pages from all these social network sites have been used to create a theoretical sample. Figure One presents exemplary social networking pages.
Figure One – Social Networking Pages

Facebook - 2.4 billion users

Instagram – 1 billion users

Reddit -430 million users

Snapchat -360 million users
A first observation from this data remembers that Internet is still substantially about selling ever more sophisticated information technology. As such, Internet tends to emphasize euphemistic values about almost everything. Belief systems capable of accomplishing quick and economical deliberations about political reality are vulnerable. Accepting the perspective on social reality a social networking websites
offers, possibly has an adverse effect on how belief systems evaluate reality. An analytic test that could more frequently be used would be to ask if social networking organizations encourage accommodating established belief systems. If a social networking site opposes alternative techniques to reason reality one needs be cautious.

The images of active young people in envious settings, having great experiences is intended to leave little doubt, however, about a cultural superiority resulting from social networking. While some may have the ability to discount euphemistic salesmanship, how the media-rich content affects cognitive beliefs in all is uncertain. Politics may have learned the strength a social networks because their presentation of content does possibly drastically influence cognitive processes.

Social Networking May Produce a Chaotic Legacy

A second criticism of social networking is that the phenomenon encourages conflict. Technology is always changing which means inevitably some subsequent reality must be anticipated. How today's social networking is apprised a decade or so later is uncertain. Each oversold and extensive present day involvement with social networking may seem foolishly faddish decades later. Deciding if social networking is effectively creating difficult, enduring conflicts is the issue. When one ask this question, they are basically questioning if social networking is chaotic. The word "chaotic" when used in this sense asks if social networking is producing positive or disorderly outcomes. As the possibility that outcomes are disorderly increases so does the likelihood that social networking will be regarded as chaotic. Some believe that future conflicts can even be anticipated from present social networking.
How to begin a classroom discussion about the possibly chaotic properties of social networking is a concern of this paper. Figure Two and Figure Three present different perspectives on social networking. There is a distinct difference between these figures. Figure Two presents images that are positive about social networking. Figure Three does the opposite and includes images emphasizing the negative side of social media. The disagreement between proponents and opponents of social networking appears to reveal reasons later decades may be unappreciative of the social network legacy. The is a more complete Figure Two found in Appendix One.

**Figure Two**  
*Images that Are Positive about Social Networking*
One common theme proponents and opponents agree about is the profound effect of social networking. The group pictures that show groups of people all focused on social networking are an excellent example. People who are favorable to social networking often emphasize the group inclusiveness that follows from the phenomenon. If a social networking group takes on an idea, all the members may endorse the idea with some considerable belief. These images leave little doubt that group motivation is used by social networks to reorganizing ideas.

Those who are not favorably disposed the social networking agree about the profundity of behavioral influence. A few critics appear to question the dominance social media can acquire over groups. Other critics believe the individual tends to become cut off from reality as he loses himself in social media. The fear that healthy realities are sacrificed for devotion to social media is an authentic concern. There is a more complete Figure Three in Appendix I.
Multitasking that results from social networking is seen by some as developing cognitive agility. Others, however, believe that multitasking can lead to dangerous confusion and serious problems. Minimally, opponents cite how multitasking interferes with work and reasoning. Students are seen as
suffering as their ability to concentrate effectively on educational objectives is destroy. Sometimes, dangerous and even violent confusion is thought to be produced by social networking.

Depression is another consequence feared to result from social networking. There are a substantial number of images in Figure Three the believe social networking is horrific because the media can produce depression. The cognitive consequences of the phrase social networking may be to blame. People anticipate a meaningful change in social reality when the term social networking is used. When anticipated gains are not realized, depression may results.

Addiction is another often cited failing of social networking. If social networking is playing upon an innate human need for social reality, addiction to this media may often result. This idea is reminiscent of the Maslow hierarchy which insists that's social needs (love, affection and belongingness) are third only to physical needs and safety needs in innate human need mechanisms. (Denhart et al., 2016, pp. 155-56) In some instances, careful plans maybe abandoned as these cognitive properties gain influence in behavior.

Interpersonal relationships themselves and our thoughts about others sometimes suffer as they cannot compete with social networking. Opinions about interpersonal relationships are mixed. Undeniably, many positive images emphasize happy family and group situations with everyone using social media. Images about the negative effects of social networking are also prominent with critical graphics. People who become excessively involved with social media are thought to become more distracted than can manage much in the way of interpersonal relationships.
People ordinarily have a strong sense of rational choice in their behavior. A skillful ability to manipulate people appears to be cultivated by social networking. Were this trait to become more prevalent among people, clearly there could be some regrets. The issue of increased unscrupulous manipulation within the social networking idea is as yet unresolved. The image data about social networking, does definitely support that this is, however, a present concern.

Digital citizenship has been defined by one online safety expert, Ann Collier, as "critical thinking and ethical choices about the content and impact on oneself, others, and one's community of what one sees, says, and produces with media, devices, and technologies." (Thierer, 2013, pp. 437-8) Those who question that social networking may be producing societal grievances that prove conflictual over decades, question the long-term effect of the social media on digital citizenship.

Questions about the possible chaotic side of social networking needs to be included to improve students critical abilities in analyzing this media networking phenomenon. Again, narrative data appears to have strength, invaluable strengthening concepts about chaotic possibilities. This data does appear to support reasonable concern about the long-term conflictual properties of social networking. Assessing social media from a societal perspective, cannot reasonably ignore how several innovations later will regard the present infatuation with social networking.

**Media Rich Political Communications, Networks, and Political Choice**

The personal issues already identified –– social networking’s effect on vulnerable belief systems and disputes about the possible chaotic legacy of social networking –– are ones that reasonably need to be included in any attempt to explain Internet and politics in 2020. The election significance of how media
now presents political news and information appears the most difficult and yet most relevant social networking issue that needs to be better understood.

The sophisticated Internet of 2020 is a marvel of network principals. Networks have always been advocated because larger networks have more economic utility as buyer and seller can more readily connect around any item. By 2020, there is little question that the promise of substantial utility from a larger network has been fulfilled. Comparing political transactions to commercial activity creates an awareness that politics and commerce differ. Politics is not involved with moving specific commodities. Rather, politics influences people's imagination attempting to motivate various types of political participation. Still, the transaction principles of networks substantially influences virtual politics.

The word “transaction” is used by psychologists, as well as economist. Current transactions to psychologist, can be astoundingly varied. The transaction concept focuses on how people are motivated to interact because of anticipated personal gains. Politics involves a substantial amount of people reasoning with each other and estimating how cooperation could produce political gains. Often these transactions are forays exploring and imagining about what could possibly happen. When technology introduced the e-network, the possibilities for transactions that intended to improve knowledge about possible social cooperation multiplied astoundingly.

Advertising techniques and salesmanship followed from e-commerce to virtual politics. The interest in manipulative use of Internet is logical because initially transactions were the *raison d'être* for networks. If one attempts to research a network phenomena such as viral content, one learns marketers and communications professionals have the lead in this subject’s research,(Dougherty, 2016) Transactions
for political knowledge are greatly affected by content that goes viral on Internet. Analyzing why some content has an extended distribution and is termed "viral," recognizes success at the point of initial consumption is requisite. Unless content makes an immediate impression, the likelihood of that content being shared is low. Consequently, viral content depends on content that elicits high arousal. (Dougherty, 2016)

The incentives for devising high arousal political communications are great. The transaction value of sophisticated graphics images is greater as they can be heuristic marvels, symbols for complex political ideas. Since nothing goes viral on the Internet unless the item evokes happy emotions or sad reactions, political information is increasingly packaged in this manner. Presenting what is happening in politics with media rich images succeeds well with network principles. Framing news with items that go viral is, however, questionable. The contrast between viral political content and traditional mainstream media news is significant. Educating about the political significance of Internet needs to improve concepts about differences between viral political news and mainstream media's analysis.

Political Science education can rely on narrative analysis to explicate these issues. Understanding how political issues are presented with high arousal content on Internet has become a possible because of narrative images. Improving critical thinking about the influence of virtual political information is important in appreciating why Internet has much influence in elections. The paper has presented two ways social networking has questionable personal influence. The vulnerability of belief systems reasons caution with social networking. Concerns about the possible chaotic properties of social networking remind that personal factors can be the cause of significant and enduring grievances. Beyond these two personal influence issues, social networking is accused of increasing the political
clout of images, blending them together with social media content, and creating an overly manipulative political choice network reality.

While the cognitive strengths of high graphics content images is only beginning to be understood, phrases like "media richness" (Daft and Lingel, 1986) and "high arousal" (Dougherty, 2016) are used to describe Internet graphics. Images have heuristic properties in cognitive processing of new ideas and information. A heuristic image in cognitive terms provides enough idea to allow evoking even complicated idea. Images used together with social networking may possibly become powerful heuristic symbols that move complex ideas. The powerfulness of increasingly complex and sophisticated Internet images in political cognitions is reasonably well recognized.

Ordinary analysis of news communications has always placed substantial emphasis on how news is framed. The evening news cast of a few decades ago was a classic of news framing. The evening news commentator had a disproportionate amount of power as he had the ability to put events in his own perspective. Reluctantly, there is an increasing recognition that astounding amount of news framing has been taken over by Internet images. Some of the implications of substantial news framing being accomplished by Internet images are complex and questionable.

The media richness image issue can be reasoned in the political science classroom. The best starting point in presenting powerful images is to connect them to contemporary political issues. When one conceptualizes Internet images as heuristic symbols conveying complex meaning about present-day political issues, concern with how images work with network realities becomes comprehensible. No longer do transaction on the network for political information need be mystifying.
There are three political issues that dominated recent U.S. elections. Immigration, healthcare, and the economy have been leading concerns of voters for most of the preceding decade. Figures Four and Five present how these media rich images have been presented issues in the 2014 and 2018 election years. Images in these figures were selected with theoretical sampling. The purpose for selecting images was to improve conceptualization about media rich graphics images and information gaining transactions. More complete version of Figures Four and Five are found in Appendix Two.

When social media presents news, news content is mixed together with all sorts of social content. The affinity group that comprises one's social network has a great influence in determining what news one receives and the context with which that information appears. Both the choice of which news and how information appears has authentic significance for news framing. Those who rely most extensively on social media for news and information about politics are the youngest groups. Questionably, younger consumers of news are more susceptible to manipulation than older groups. When one thinks how news is presented with social networks, one realizes that this is an unprecedentedly personal approach to delivering news content.

**Figure Four**  
**Issues in 2018**

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Two techniques for managing networks can be mentioned that are, at least theoretically, suggestive of how unwanted manipulation could happen. First there are issues of artificial intelligence to be considered. Several artificial intelligence issues bear upon manipulation of social networking. Emergent knowledge, knowledge representation, (Sowa, 2000, pp xi-xii) and fuzzy set logic (Luger, 2005, pp. 353-354) are but a few. “Basins of attraction” is another artificial intelligence concept that needs be more fully explained. An attractor begins a basin of attraction. The definition of an attractor focuses upon the relationship between the attractor and regions near the attractor whose information states are evolving toward the attractor. One could imagine the attractor as one personality presented in photos. All kinds of personal photos, merchandise, news items, and whatever could be understood as the network states evolving towards the attractor. Basins of attraction are conceptually useful in understanding social networking. (Luger, 2005, P. 425)
Attractors control the basin of attraction. Networks do not, however, always exist in the same state. Networks can be made to cycle through different states. The mathematical value assign the attractor can be changed affecting the basin of attraction. (Luger, 2005, p. 425) As the basin of attraction changes, theoretically, the social network content delivered would change. The implications for manipulating social networks with artificial intelligence appears to be significant.

The second manipulative condition affecting social networking and images is the rise of the Internet personality. A decade or so ago Internet had no Internet personality phenomena. By 2020, however, Internet influencers had become prominent online. The Internet personality or micro-celebrity has been defined as, "A person famous within a niche group of users of a social media platform. Micro celebrities present themselves as public persona to be consumed by others." (Wikipedia, 2019) Blogging is one possibility for attaining Internet personality status. Millions of people post content analogous to web blogs without achieving much recognition or fame. Some authors, however, develop a distinctive personality and rise to fame derived on the basis of their personality as much as from the content of any blog they devise. In other cases, people rise to fame when a single event or video goes viral. "The Internet allows videos, news articles, and jokes to spread very quickly." When contact is
substantially shared, that content may be considered an "Internet mime." Those associated with posting really intelligent content may gain exposure. (Spink, 2004) Various types of online celebrities make money in different ways, but "most make money from endorsements." The online celebrity can "use their fame to promote products or experiences to their fan base." Marketing products is successful sometimes because celebrities "give credibility" to the product. (Juntiwasarakij, 2018, pp. 550-555)

Thousands of Internet personalities of all sorts and descriptions exist. The YouTube channel with the most subscribers is famously the product of Swedish personality Felix Kjellberg, more famously known online as PewDiePie. From December 29, 2014 to February 14, 2017, Kjellberg's channel was the most viewed YouTube channel. As of April 2019, the Kjellberg Channel could claim over 95 million subscribers and 2 billion video views. PewDiePie's Channel now ranks as YouTube's second most subscribed and eleventh most viewed. (Wikipedia, 2019) PewDiePie's commentaries on horror games were his best-known content during his channel's early development. He eventually expanded out of this niche although his channel has mostly maintained a gaming identity. (Hernandez, 2014)

Chiara Ferragni is an Italian fashion blogger, influencer, and designer who collaborates with fashion and beauty brands. In 2017, she was able to claim 10 million followers on Instagram. This broad following allowed Ferragni to earn about $12,000 for sponsored posts on Instagram. (Chiara Ferragni, Wikipedia, 2020)

Zhang Dayi is a fashion entrepreneur and designer and a successful Internet celebrity on Sina Weibo and other sites in China. She chats on her site, Sina Weibo, and has seven million followers on the Chinese equivalent of Twitter. Zhang’s annual salary is reported to be $46 million which is higher than the top Chinese actresses report. (Zhang Dayi, Wikipedia, 2020)
Michael Dean Johnson was formerly a prep wrestling personality from Knoxville, Tennessee. Now, Johnson identifies himself online as a New York City area personal trainer, model, and motivator. He is possibly more exemplary of the majority of Internet personalities than the more famous, influential and economically successful influencers mentioned. Dean’s content on Instagram has a distribution of 450K. Work as a fitness trainer, model, product endorser, and occasional reality show contestant likely produces Dean’s income. Dean is questionably politically influential as Knoxville elected a former professional wrestler mayor.

Aaliyah Jay is a fashion influencer who has succeeded with paid partnerships with beauty and fashion giants. Jay is originally from Boston and is now a New York, New York personality. Her following is derived from her posts on YouTube.

Daniel Lara and Josh Holz are famous for producing a series of Snap Chat video featuring the California life style that attracted millions. While still in high school they produced their famous videos. Their fame led to their appearance on mainstream television talk shows.

Internet personalities are a gigantic question mark in the development and political significance of Internet. Inherent conflict during the decades of Internet's development has happened between those who imagine improved transactional capabilities and those who would strengthen social control. The social control advocates believe that more extensive regulation of ICT could effectively orchestrate social development. The range of social possibilities that could become reality has alternatively motivated those who imagine improved transactions. Asking if Internet personalities improve transactions or social control has many implications. Politics and policy determination are among
those implications. Those who attempt to predict how social networking and other ICT phenomena are likely to affect future elections need to resolve which outcome Internet personalities most likely effect.

Conclusions
This paper has discussed how to analyze the personal issues that social networking produces. Because social networking is increasingly recognized to have profound electoral significance the importance of developing improved critical consciousness about the phenomena is required. The paper has considered the connection between research methods and instruction. Qualitative methods are often chosen because of their strength in devising concepts vital in understanding phenomena. Some ideas from qualitative methods are included in this paper's analysis, as they may be useful in instruction.

Better understanding of social networking is suggested to be attainable by focusing on three issues that occur because of how social networking presently reaches people. All three of these issues have been produced by the extremely personal way social networking presents political information. Content relevant to politics happens through social media together with an assortment of other content about friends, personalities, merchandise, and all sorts of human interest ideas. The three issues arise because the political system somehow needs to maintain the democratic qualities.

The first issue considered has been the effect of social networking on vulnerable belief systems. The rational significance of a belief system’s ability to economically appraise new conditions has been commented upon by this paper. Large amounts of information are functionally well processed by belief systems. Belief systems are effective, economic, and attain satisfactory results in a high percentage of instances. Evaluating reality with belief systems does not have all the virtuousness of rational decision-
making. Belief systems are, however, more pragmatic and not has time consuming and costly as rational choice techniques.

The first issue with social networking occurs because this social media is essentially based on salesmanship and manipulation. While there may be a great deal of sophistication in social networking, there can also be significant grievances produced as trustworthy belief system evaluation is damaged. The concern for educators is helping students accept a balance between innovative technology and the utility of conventional belief systems.

The second issue the paper discusses about social networking focuses upon those who believe the media will leave a chaotic legacy. Technology is always changing at an accelerating rate. A few decades from now whatever technology is like then social media may not have a favorable reputation. Some suggest the flaws in social media will leave chaotic realities in many people. To better comprehend this idea, this paper used narrative data that presented the difference between those who are favorable to social networking and those hostile this development in media. Problems with multitasking, depression, addiction, and interpersonal relationships were all considered in assessing the potential chaotic legacy of social networking.

Third, the paper presented ideas about following how media richness theory is a source of concepts useful for appreciating manipulative changes happening in social networking. Increasingly arousing viral images have been discussed as supplanting much of the traditional news framing influence of mainstream media. The cognitive ability of increasingly complex graphics images to effect political choice has been considered. Images have been presented as heuristic wonders that convey complex
political messages. The leading political issues of the 2014 and 2018 election years have been analyzed so as to contrast their level of image sophistication.

How social networking functions bringing political information together with all kinds of content was analyzed to better understand how political manipulation could happen. The cognitive power of highly sophisticated images together with the social network formula was evaluated. Because social networking is consumed by younger groups to a great extent, some possible manipulations relevant to politics were discussed. Artificial intelligence including knowledge representation, emergent knowledge and fuzzy set logic were mentioned. Basins of attraction with their changeable mathematics determining what comprises a basin were presented as theoretically establishing that social networking could be extensively manipulated. Next, the influence of Internet personalities and their network juxtaposition with political imagery was considered. Again, the conclusion was reached that putting Internet personalities together with political content could prove some manipulation is happening.

The paper has reviewed three issues relevant to how increasingly personal information technology is in presenting news and analysis about politics. Methods for analyzing the personal influence of social networking has been deemed an important subject for teaching about Internet and politics. Narrative analysis from qualitative methods has been presented as a dependable technique for this instructional purpose. While each of these three issues are unresolved, there is considerable interest in a more enlightened discussion of each of them.
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Appendix One

Figure Three
Images that Are Positive about Social Networking

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Appendix Two

Figure Four
The Immigration Issue in 2018
Figure Five
The Immigration Issue in 2014

| The Immigration Issue Now
| We are proud to announce the creation of The Immigration Issue Now. We believe that every issue is immigration-related, and we invite you to join us in our fight to protect the rights of all immigrants.

| These Four States Have the Most Unauthorized Immigrants
| 80% of all Latin immigrants are found in these four states: Texas, California, New York, and Florida. Join us in our fight to protect the rights of all immigrants.

| Lost Cost for Immigration
| Join us for the Opening
Saturday, January 25, 2014
2-5pm

| Immigration
| Visit us at our booth and learn more about the issues surrounding immigration.
Figure Six
The Health Care Issue in 2018
Figure Seven
The Health Care Issue in 2014
Figure Eight
The Economy as an Issue in 2018

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Figure Nine
The Economy as an Issue in 2014

China vs. the U.S.: GDP
Altered for purchasing power of currencies

6 YEARS OF CHANGE UNDER PRESIDENT OBAMA
Updated November 8th, 2014

JAN, 2009  TODAY
7,049  13,630
805  2,099
6.2%  GDP GROWTH  2.7%
7.8% UNEMPLOYMENT  5.0%
9.0% DEFICIT % OF GDP  2.5%
57.7  CONSUMER CONFIDENCE  97.6

SHARE IF YOU'D VOTE FOR HIM A THIRD TIME IF YOU COULD!

Did Obama Inherit a Mess?
What Obama Inherited  What We Have Now
AAA Credit Rating  AAA Credit Rating
7.7% Unemployment  5.7% Unemployment
13 Trillion Debt  16 Trillion Debt
2 Wars  2 Wars
26 weeks unemployment  39 weeks unemployment
Annual Budget  10% Annual Budget
Facts don’t lie... liberals do.

Fiscal Year 2014: To Whom Does the U.S. Government Vote?

The Facts & Just The Facts
Champions Dear The Rich

The Facts: Dear The Rich

Economy: We’ve Regressed The Diameter Of The Economic Sphere

Building Houston
How Obama’s narrow focus on U.S. economy stagnation in 2014

Growth in GDP and GNP

ECONOMY

U.S. ECONOMIC GROWTH
The U.S. economy

Which describes your views on the U.S. economy in the new year? %

- Optimistic
- Neither
- Pessimistic

2013 2014

Looking ahead towards...

Source: YouGov

GDP Growth 2005 vs. 2014

Annual Change in GDP