

Name _____

Date _____

Viewing Guide

Directions: As you watch the clip "[Voters Communicate Campaign Messages for 2012 Election Via Social Media](#)," answer each of the questions below as if you were responding to them via a Tweet, Instagram, Snapchat or other social media-type response. Be prepared to share your answers with classmates.

Video clip says...	My response to this idea is...
Social media continues to play a greater role in presidential campaigns.	
Twitter and other forms of social media tend to have a negative, snarky tone.	
Twenty percent of a survey's respondents said they check their mobile device every 10 minutes.	
Certain candidates use social media more than other candidates.	
Politicians use social media to send information to voters' more than they use it to engage with voters.	
More tweets or "likes" do not necessarily generate more votes for that particular candidate.	
Voters are playing a larger role using social media than traditional news outlets in getting the campaign's message across to more people.	

Previous page reference:

<http://www.pbs.org/newshour/extra/lessons-plans/what-is-social-medias-role-in-election-2016-lesson-plan/>

<https://www.pbs.org/newshour/show/voters-communicate-messages-for-election-via-social-media#transcript>

A case study of the 2016 Irish General Election¹

"This project found that, by and large, Irish political parties and politicians use social media primarily as a broadcasting tool during election campaigns to communicate their message to voters. This use of social media far exceeded its use for engagement and discussion with voters..."

- Hannah Byrne O'Morain

- Do you feel the previous paragraph also accurately describes what you saw in the 2016 US Presidential Election? YES NO
- If not, what engagement and discussion did you see/participate in?
- If so, what would engagement and discussion look like?

¹https://www.maynoothuniversity.ie/sites/default/files/assets/document/Hannah%20Byrne%20O%27Morain_0.pdf

Social Media as a Source of Political Information¹

The theoretical framework we sketched above suggests several reasons why social media platforms may be especially conducive to fake news. **First**, on social media, the fixed costs of entering the market and producing content are vanishingly small. This increases the relative profitability of the small-scale, short-term strategies often adopted by fake news producers, and reduces the relative importance of building a long-term reputation for quality. **Second**, the format of social media—thin slices of information viewed on phones or news feed windows—can make it difficult to judge an article’s veracity. **Third**, Bakshy, Messing, and Adamic (2015) show that Facebook friend networks are ideologically segregated—among friendships between people who report ideological affiliations in their profiles, the median share of friends with the opposite ideology is only 20 percent for liberals and 18 percent for conservatives—and people are considerably more likely to read and share news articles that are aligned with their ideological positions. This suggests that people who get news from Facebook (or other social media) are less likely to receive evidence about the true state of the world that would counter an ideologically aligned but false story.

- "Second, the format of social media." How much do you think *format* and *device* affect how deeply people think about news? How often do you talk about a news item after you have read a short blurb off of your smartphone?

- "Third, ... Facebook friend networks are ideologically segregated..." How many people that you are connected with via social media share your ideology? How many people that you are connected to that don't share your ideology do you feel *obligated* to connect with (family, friend of a friend, etc.)?

1 <https://web.stanford.edu/~gentzkow/research/fakenews.pdf>