

Does Social Networking Have an Ability to Improve Public Sector Performance?

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Does Social Networking Have an Ability to Improve Public Sector Performance?

The preceding decades have seen social networking develop as a powerful social influence. Pervasive computing appears on the verge of making a proliferating number of devices interconnected through social networking. This already powerful phenomena has capabilities for development only bounded by the imagination of IT developers. While the past has witnessed social networking becoming powerful, the future possibilities for social networking border on science fiction. Prospective innovations all allow opportunities for public sector influence about policies and political support.

Social networking combines imagination and behavior so as to produce interactive realities that are highly motivating. How social networking accomplishes this result is not always the same. A combination of cognitive mechanisms are likely at work as content is presented with phenomenological influence. Some suspect that advertising genius has attempted to mastermind social networking. Alternatively, content creators and influencers uphold the idea that social networking is a spontaneous popular phenomenon. The manipulative ability of the companies that control social media platforms is another factor that needs be included in this analysis. Some might possibly attempt to simplify by theorizing the social networks rely on the basic economic rationalism for creating large networks. Transactions between buyer and seller happen quicker and with more liking to both parties because of large networks. Large networks are greatly adept at connecting like minded individuals for that reason.

Social networks follow basic reasons about technological innovation. Technology is known to develop at an accelerating rate. The paper's perspective is that innovations and prospective developments in social networking likely are most relevant to assessing politics and public administration issues. Cognitive mechanisms that improve realizing desired social capital and greater influence are improved by these innovations. This paper begins by analyzing recent innovations in social networking. These ongoing transformations are deemed likely to result in social networking gaining in importance as a public sector influence. The paper's analysis intends to assist the reader analyze future innovations that affect public sector social capital.

Next, the paper presents three major innovations that are transforming social networking as cognitive mechanisms. First, the development of alternative social media is analyzed. Parler, Truth Social, Telegram, Rumble, Gab, Gettr, and BitChute are evaluated as to development and influence. Second, the increasing sophistication of infographics including sound, graphics, images, and videos is presented as gaining in manipulative strength. Third, Internet personalities as mediators of content are analyzed as increasing in importance. These three innovations are all thought of as cognitive mechanisms that have potential in social capital development. Later in the paper, the relevance of each of these innovations to blogging's social capital production is analyzed. Each innovation is deemed a possible cognitive mechanism improving the social capital resulting from blogging.

The methodology the paper uses is qualitative methods and narrative analysis. A narrative about how social networking influences in 2023 reveals the development of meaningful new ideas directly related to social change. The social network of 2023 has evolved assumptions about mass influence that differ from the dominant rules of only a few preceding years. The paper focuses on blogging because those in the public sector have at various times attempted to improve administrative strength with blogs that produce social capital. Using theoretical sampling and narrative analysis some perspectives on how blogging produces social capital are developed. From this narrative approach researchers can produce conclusions about change happening in social networking reality relevant to the public sector. Because of the recognized importance of social networking in our politics, conclusions about new conditions in social networking and the public sector are imagined to be useful.

How Influential Is Alternative Social Media?

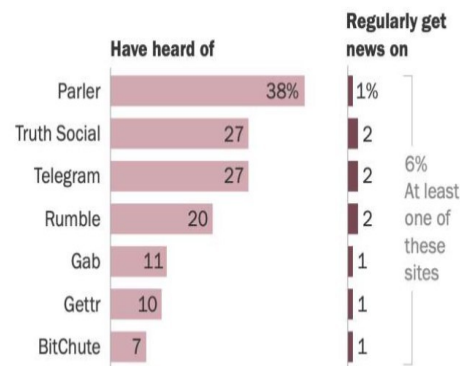
Alternative social media is one development that could transform social networking. Several alternative social media sites have gained prominence. Parler, Truth Social, Telegram, Rumble, Gab, Gettr, and BitShoot are seven alternative social media sites that are leading this phenomena. A recent Pew Research Center report found that these sites had "created small but generally satisfied communities of news consumers." (Blazina and Stocking, 2022) These sites are not as well known as the ordinary social media platforms, Facebook, Instagram, and Twitter. Only 56% of Americans have heard of these alternative social media sites. The percent that actually get

news from alternative social media is much smaller. Only 6% of Americans regularly get news from alternative social media. No one site can claim more than 2% of US adults as followers. (Tomasik and Stocking, 2023)

Figure One

Wide variance in the sites Americans have heard of, but few get news on any

% of U.S. adults who ___ each alternative social media site



Source: Survey of U.S. adults conducted May 16-22, 2022.
 "The Role of Alternative Social Media in the News and Information Environment"

PEW RESEARCH CENTER

(Pew Research, 2023)

Alternative social media places substantial emphasis on freedom of speech. An important reason for this is that a large number of accounts on alternative social media have been permanently banned, suspended or demonetized on the other social media sites. A study conducted by the Pew Research Center in June 2022 found, for example, that 35% of the prominent accounts on BitChute had been so banned. (Tomasik and Stocking, 2023)

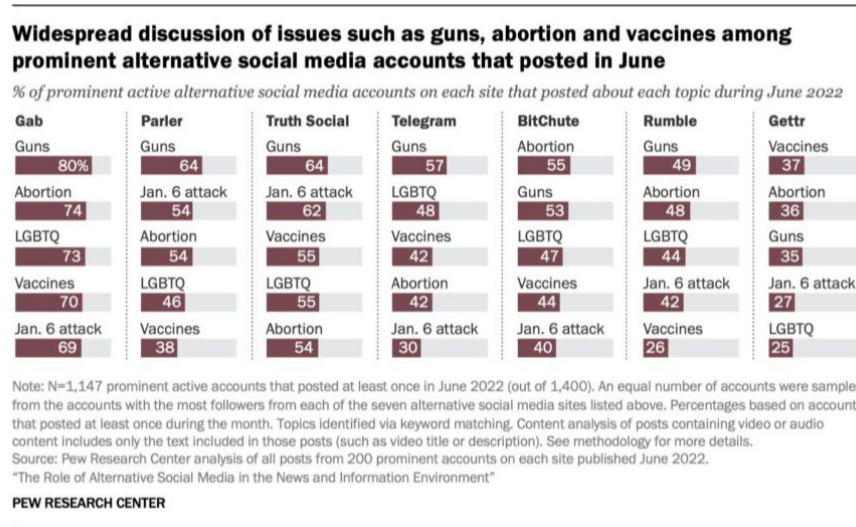
While strongly advocating free speech, these sites appear to moderate content. Gettr, for example, "moderates user content at least to some extent beyond spam and legal requirements."(Naseer and Stocking, 2023) Gab's CEO Andrew Torbra has said in media interviews that he rejects "the notion of taking down posts on his platform." Torbra's approach allows users to mute or block accounts they find offensive. Gab's moderation policy "has led several hosting and payment sites to suspend their relationships with the platform." (St. Aubin and Stocking, 2023)

Truth Social is a social media and technology company founded by Donald Trump after Facebook and Twitter suspended him because of his posts about the January 6th attack on the Capitol. Initially, the Google Play Store rejected the Truth Social app "because it did not remove posts that incited violence." When the site took steps to moderate these posts, Google Play Store accepted the Truth Social app. Terms of service for Truth Social, now, prohibit sexual and violent content. Pew Research Center mentions that there have been reports of Truth Social "blocking content due to the political views expressed." (Forman-Katz and Stocking, 2022)

Issues that figure prominently on alternative social media include guns, abortion, vaccines, LGBTQ, and the January 6th attack. These issues were found prominent on all seven alternative social media sites that the Pew Research Center studied although their ordering differed somewhat among the sites. (Forman-Katz and Stocking, 2022) A review of 200 prominent accounts on Parler from June 2022 reported "64% of the accounts posted about guns and gun

rights, 54% posted about the January 6th attack on the Capitol, 54% posted about abortion, 46% posted about LGBTQ issues, and 38% posted about vaccines." (Blazina and Stocking, 2022)

Figure Two



(Pew Research, 2023)

Approximately two-thirds (66%) of those who regularly get news from any of the seven alternative social media sites "identified as Republicans or lean toward the Republican Party."

The share that identifies Democrats or leaned Democratic was 33%. Pew Research Center studies of Facebook, Twitter and YouTube found that those who get their news from these sites are more likely to be Democrats or Democratic leaning. (Forman-Katz and Stocking, 2022)

Men have preferenced alternative social media more than women. Established social media has more women followers than men. Both types of social media are most popular with those 30 to 49 with popularity decreasing in older groups. The lowest education category, high school or less, attracts the most social media news consumers for both types of social media. Whites have

substantially more interest in both types of social media than Blacks, Hispanics, or Asians.
 (Blazina and Stocking, 2022)

Figure Three

Demographic profiles and party identification of different social media news consumers in the U.S.
 Among U.S. adults in each group, % who are ...

	Alternative social media news consumers	More established social media news consumers	All U.S. adults
Men	52%	48%	47%
Women	46	51	52
Ages 18-29	26	28	21
30-49	34	39	33
50-64	23	21	25
65+	17	13	21
High school or less	47	38	39
Some college	31	32	30
College+	22	30	31
White	52	57	63
Black	10	11	12
Hispanic	27	21	16
Asian*	5	7	6
Rep/Lean Rep	66	39	43
Dem/Lean Dem	33	55	51

*Estimates for Asian adults are representative of English speakers only.
 Note: Respondents who did not answer not shown. White, Black, and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.
 "Alternative social media news consumers" are the 6% of U.S. adults who report regularly getting news on at least one of the following social media sites: BitChute, Gab, Gettr, Parler, Rumble, Telegram or Truth Social. "More established social media news consumers" are those who report regularly getting news on at least one of the following social media sites: Facebook, Twitter or YouTube. Alternative social media news consumers may also get news on more established social media sites and vice versa.
 Source: Survey of U.S. adults conducted May 16-22, 2022. Estimates for all U.S. adults for age groups, education, and race/ethnicity come from the 2019 American Community Survey (ACS).
 "The Role of Alternative Social Media in the News and Information Environment"
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Are Technological Developments in Images and Infographics a Leading Influence?

Decision making studies have attempted to evaluate the importance of infographics in making decisions. These rapid evidence summaries are presented as significant in informed decision making in crisis. Presenting evidence summaries in alternative formats (e.g., infographics, pictures and graphs, audio podcast, videos, etc.) "help in addressing the time limitations decision makers face" in the midst of an emergency. A study by Khalid *et al.* encouraged more research into real time evidence-informed practices. The study concluded, "researchers could conduct a user testing study to evaluate stakeholders' experience with using infographics to inform decision making." (Khalid, 2022, p. 12)

Opoku *et al.* have referred to social networking as "a type of 24-hour brain storming" that requires "presenting complex information in a fast and effective way." These authors continue, "Before the Internet era, the carrier of information dissemination has always been text. As society develops, sound, graphics, images, and videos have also become one of the most important carriers of information dissemination." The result of the increased use of visual language is that "huge data content" is communicated "more accurately and intuitively." This results in "shortening the time for an audience to grasp information." They conclude, "It is not difficult to infer the huge societal influence of infographics." (Opoku *et al.*, 2021)

Colberg writes about Internet revolutionizing visual communication. He comments, "Anyone with a mobile phone or computer has access to every kind of image imaginable." Because of the

increasing importance of digital images new skills are required “as people struggle to quickly absorb a deluge of images.” Another problem arises because of the “manipulative power of imagery” which may be used to sell something or to “provoke us to act.” (Colberg, 2010)

The social network's emphasis on images to create social reality producing transactions is purposefully intending to cause more complex transactions. A transaction to gain political knowledge likes the possibilities in sophisticated graphics. Smart devices are always improving in their graphics capability and improvements in what was possible even a few years ago in image strength are evident. Image oriented virtual reality has political implications as vivid images emotionally involve the accessor with political content. Contrasting imagery in politically active networks from several years ago reveals meaningful differences from the present. Technology can, thus, be appreciated as a major influence determining evolution of politics. When one emphasizes networks and virtual graphics reality, the importance ascribed social networking in present political deliberation appears reasonable.

Are Internet Influencers Increasing in Importance?

The third innovation or cognitive mechanism affecting social networking is the rise of the Internet personality. A decade or so ago Internet had no Internet personality phenomena. By 2023, 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)

During the preceding decade, Internet has become increasingly populated with personalities originating from several distinct, identifiable niches. Fitness, fashion, and gaming exemplify Internet niches that have produced Internet personalities. A person can claim to be an Internet personality when they have a large number of social network friends or followers. An ordinary threshold for becoming an Internet personality may well be 100k followers. Many self-described Internet personalities have far fewer than this many followers, however. As this phenomenon becomes more popular the number of those who would like to be deemed an Internet personality increases. Less established definitions of Internet personality could accept a following of 10K instead of 100K.

Internet personalities devote themselves to their following. The personality that is developed presents a distinct perspective on current happenings. Using more traditional concepts analyzing influence, these people are clearly influence leaders with a substantial ability to frame current political issues. 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 content 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. (Juntiwarakij, 2018, pp. 550-555)

Internet personalities possibly are more influential than traditional influence leaders. Political reality is portrayed by Internet personalities in a manner that is not comparable to influence phenomena found in preceding decades. When a person has 100k or more followers, they are conscious of organizing their presentation of self to emphasize distinct themes. With an imagination of how their audience reasons, these personalities produce Internet content reassuring their friends and followers. Affinity is established between Internet personality and audience because they reinforce group traits. Effectively, the Internet personality dramatizes the vitality perceived to exist in affinity group norms.

The Internet personality defines political reasoning and explicates many issues. There are unresolved ideas about how sophisticated in influence the Internet personality is. Imaginable explanations includes the possibility that a stylized, trending presentation of public concerns

happens via Internet personalities. This theoretical perspective on Internet personality substantially approves of the creative and diverse perspective on politics so created. A more sinister appraisal of Internet personalities guesses that who becomes a person with a 100K or more following is accomplished manipulatively. Contemporary propaganda consciousness could be well created with the mass manipulation of opinions and attitudes possible with Internet personalities.

Internet personalities cannot be imagined without accepting that some of their appeal maybe based on creating transactions between the ego adult and the ego child. Connecting to networks at different ego levels may be a meaningful variable affecting Internet and social reality. The manipulation that exploits personality tensions caused by transactions between persons of different ego states introduces an idea about social control through networks. Theoretically, a transaction between an ego adult and an ego child is inherently tension producing. Motivation of all sorts are, thus, possible. Sophisticated manipulation of these ego state involving mismatches of these state in various transactions may create abilities to influence political consciousness. Similarities between alternative social media's emphasis on free speech can be noted in present Internet personalities. Internet personalities influence from the adult role in information transactions.

Internet's influence is substantially affected by spontaneous happenings. How Internet personalities use their influence in these situations is uncertain. Internet personalities could

reasonably react to spontaneous situations and to statal encouragement of free speech so as to create a more fluid politics than had happen before their gain in importance.

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.

Social Capital Analysis Improves Appreciation of the Virtual Public Sphere

Greater civic engagement has been seen as producing improvements in the quality of democracy. Robert Putnam has identified two effects from increased civic engagement. First, increased levels of social capital occur as "social networks and norms of reciprocity and trustworthiness" increase. The second effect is that mass publics more effectively communicate preferences to political leaders and achieving successful representation of those preferences in public policy deliberations. (Hill and Matsubayshi, p. 215)

Putnam's analysis of social capital anticipates Jurgens Habermas analysis of the virtual public sphere. The public sphere developed in Europe in the 18th century. This era witnessed the beginning of coffee houses, salons, and other public places where people of all classes could discuss politics. This public sphere endured and was influential in politics until the rise of mass media. Television and radio returned people to their homes and made them audience to mass media presentations. The public sphere atrophied as mass media developed. Internet revived the public sphere in the form of the virtual public sphere. With Internet, people were again contributing ideas and discussing various perspectives on politics with each other. Virtual reality had replicated the coffee houses, salons, and other public places of the earlier century. (Cropf, p. 35)

The social capital produced by networking can be analyzed. Those who pursue social capital are found to be more efficacious citizens. The virtuousness of social capital ordinarily produces an ability to present ideas in a more cooperative and reasonable manner. Trustworthiness and a recognized ability to establish and maintain rapport are personal traits highly correlated with having substantial social capital. Amassing social capital leads to a person having more voice in various political processes including those relevant to bureaucratic politics.

The eighteenth-century public sphere allowed citizens to network there political discussions and to recognize trustworthy virtues among their fellows. While more elaborate opportunities for networking were to emerge later, early groupings around coffee houses, salons and other public

places produced what today would be described as social capital. When virtual public sphere emerged opportunities happened for interactions that could lead to identifiable trustworthy, dependable personalities. These individuals became more likely to influence politics.

Appreciating the political change that this newly-created group produced in our politics has been somewhat troublesome to some people. The equation in politics has changed in the last few decades because of virtual reality, and many assumptions from preceding decades have been questioned. Replacing old truths with new perspectives is a difficult task. Sporadic resistance to change brought about in this manner can be anticipated.

Accumulation of social capital has been seen as a process involving successful networking and acceptance of norms of reciprocity and trustworthiness. People who are reliably involved with public happenings are thought to accumulate social capital. The virtual public sphere is importantly about social capital. Those who actively involve themselves with public discussions are thought to increase and improve their social capital. One of the great issues about alternative social media is social capital. Is online participation on alternative social media websites as effective as being involved on orthodox social media? Free speech is a virtue on alternative social media, and questions happen about whether the social capital gain is from involvement or from endorsing free speech values.

The opposite of social capital is useful in better understanding this concept. Trolling is an involvement with the virtual public sphere which is purposely non-constructive often from

external influences seeking to cause harm. As Jennifer Forestal writes in the *American Political Science Review*, “Trolling is, in my interpretation, a specific kind of political activity that is marked by a refusal to participate in the kind of productive exchange of ideas that marks democratic process.” (Forestal, p. 150)

Another way to conceptualize trolling is to use an analogy to the frontier. Forestal in her analysis of trolling draws upon John Dewey's discussion of the frontier. She writes, "Because of the immense amount of land and scattered localities that communicated with one another only by stagecoach, the spatial arrangements for the pioneer age meant that the defining social relationships were largely between small communities and individuals and the savage nature that surrounded them." Pioneers, to Forestal, had to be well-adjusted people. The frontier was an organizing principle that substantially determined acceptable individual behavior. Pioneers had to be creative and cooperative if they were to survive and thrive in the untamed wilderness of the frontier. (Forestal, p. 152)

Frontier neighbors in this setting, according to Dewey lived “side by side and shared mundane encounters of daily life.” This led neighbors to “develop a sharper sense of their similarities and differences, leading to the kind of insights and understandings which ground political action.” In other words, reliable interactions produced social capital on the frontier.

Trolling and other antisocial activity disrupts the social capital formation process. More commonly, we recognize that “not all neighbors act neighborly.” When neighbors fail to cooperate this is recognized. “We can and often do evaluate individual actions in order to judge good neighbors from bad. (Forestal, p. 153)

Dewey’s analysis of the frontier includes mention of technologies that broke up the social capital interactions happening on the frontier. Telegraph, radio, and railroads introduced new means of transportation and communication, but disrupted personal interaction. Experts who write about the virtual public sphere criticize radio and television for causing people to become apathetic to civic involvement. Not until the interaction found on Internet happened did this trend reverse. (Forestal, pp. 152-153)

Most all analyst comment upon the ability of a substantially greater number of people to be active in the virtual public sphere. Bernhard and Dohle explain, the high level of attention in Internet and political participation is justified by the fact that online media offers various low threshold possibilities of becoming politically active. (Bernhard and Dohle, p. 285) The adverse effects of mass media radio and television on the public sphere appears to be ending. Internet is reawakening an interest in interacting with the political process. A public once thought to have become non reactive to politics and candidates is again finding voice in the virtual public sphere.

Is Blogging Social Networking that Improves Social Capital?

The discussion of social networking has emphasized that being a reliable voice in the virtual public sphere effectively builds social capital. Those who engage in online conversations about current issues become more knowledgeable. The experience they gain reflecting upon political issues makes them aware of how others perceive their expression of political ideas. As people regularly engage each other about politics, individuals establish themselves as responsible spokespersons for a definite set of ideas. Not surprisingly this level of political participation does have an empowering effect. Social capital results from this participation. Other types of political activity notably voting are more likely because of this activity.

Blogging is another social networking activity that contributes to improved social capital. Analysis of blogging is convincing of the social utility of this social networking activity. The social scientist effortlessly recognizes two important contributions to knowledge building happening with blogging. First, critical data archiving is being accomplished when a person creates a blog. Verbal text maybe kept in the process of blogging. Images are likewise often preserved as a blog is created. Second, blogging is serious work with narrative. The blogger is actively involved in attempting to improve his understanding of narrative.

One important source of data for this paper derives from a video blog that I have maintained for approximately the preceding six years. My video blogging began out of my hobby of

photography. When I acquired a drone camera, the learning process produced a significant amount of digitized movies. I began post processing this video, editing the film that resulted, and posting the finished product on YouTube and Vimeo. As I worked with this idea for some time, my imagination about what I was accomplishing changed significantly. I began to realize that I was becoming more involved with data analysis studies.

Cameras together with drones produce a large amount a digital video. Each more sophisticated camera that comes along produces even larger digital files. The amount of data being collected with this technique is very substantial. The process of editing video blog content from large data files is it important step in data analysis. The value added process that occurs in editing makes files that are larger than can be ordinarily reviewed manageable. By the time a video blog is posted, value added work has improved the original data and archived the data to allow effortless future access.

Over some time as I collected image data with this technique, I began to follow the climate theme in the images I was gathering. My photography is of the outdoors, and as I do this year round I get nice perspective on the different seasons. In data terms, this results in a large amount of data being collected. One becomes aware that there are big data implications in the amount of image data that is produced each time one does drone photography. The importance of data's significance is increasingly recognized. An awareness occurs that the amount of data being

collected could become an intrinsic influence. A realization happens about the possibility that large data collection capabilities potentially influence the events being archived.

The narrative accomplishments resulting from this idea are even more complex. Qualitative methodologists reasonably ascribe meaningful possibilities to studies based on narrative. There are several possible ways to think about what narrative is. Ordinarily when qualitative methods analyzes narrative data supporting social science research is recognized as having story like qualities. All sorts of media that can be found to communicate a story of any kind of any sort have been included in the definition of narrative. This being the case blogging creates social capital as story like content is produced possibly useful to others in analyzing various phenomena. Reliable interaction with the social network environment is another way social capital improves with blogging techniques.

Another possibility for narrative is from the constructionist/interpretivist perspective. A person who organizes data so as to be a storyteller is crafting ideas for an audience. As this constructionist work is accomplished the aptitudes of the video blogger at putting things together with an analytic perspective happens. So devising narrative has social capital implications as the special aptitudes of the blogger improve knowledge about the phenomena being presented.

The alternative social networking sites remind of the intrinsic value of free speech. The preferred rights doctrine in American civil liberties recognizes the premium value of free speech

among other civil liberties. Without free speech, democratic interactions are impossible. The vital nature of free speech makes this a preferred right in US politics. As a cognitive mechanism for acquiring social capital free speech may be confused with civic involvement. Alternative social media sites could prove the powerful cognitive mechanism to be free speech and not involvement.

When one analyzes the reasons blogging has potential for those in the public sector, as this paper does, a realization occurs that the process of narrative Construction with video is a valuable learning experience. In this instance significant IT skills are required to get the results sought. Drone skills are a must. Knowledge and experience with cameras and photography techniques are essential. Adeptness with post-processing issues and available options is invaluable. All these are special skills that improve with experience. Blogging is an excellent idea because the blogger is actively involved with learning and improving his abilities in all these areas.

Like all methodological ideas, narrative has attempted to attain significant potential so as to enable producing meaningful research results. Qualitative methods have done remarkably well in the preceding decades becoming as respected as quantitative methods. Social scientists often applaud qualitative methods because these techniques are versatile and allow meaningful knowledge building in a wide range of subjects. Video blogging involves the blogger with reasons associated with storytelling, describing, and interpreting events. The skills that are

learned about this methodology appear to be useful in strengthening understanding and appreciation of the potential of narrative research.

Figure Four
Video Blogging on Vimeo

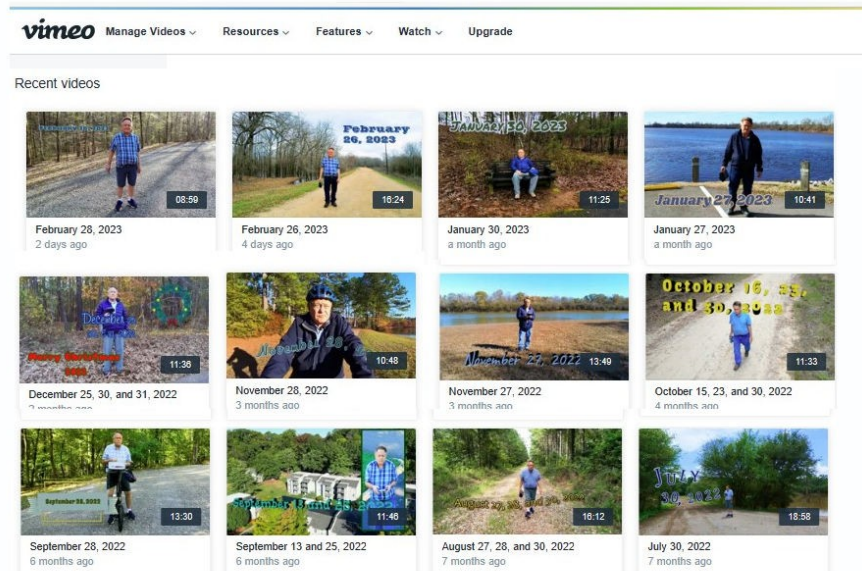
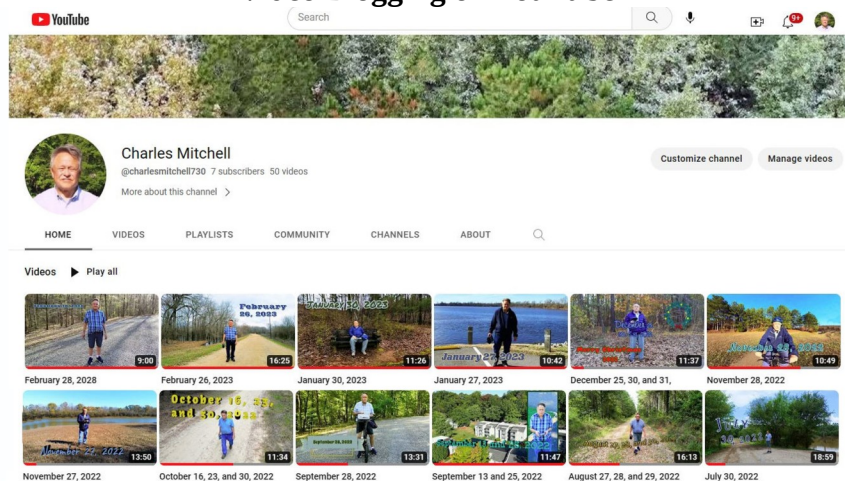


Figure Five
Video Blogging on YouTube



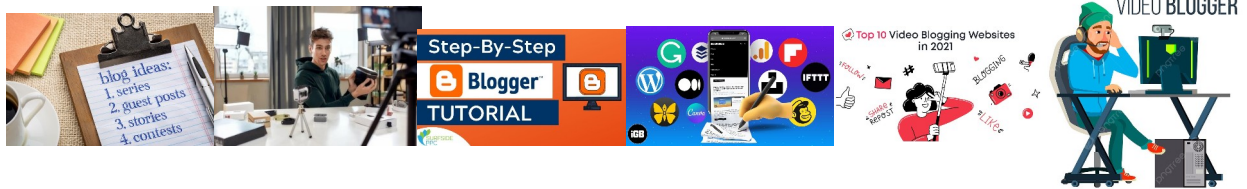
A Research Design to Analyze the Social Capital Potential of Blogging

From the perspective on social networking already presented in this paper, a research design occurs that would be useful in better understanding the connection between blogging and social capital. The three major changes happening in social networking 1.) alternative social media, 2.) increasingly sophisticated images, and 3.) increasing importance of Internet influencers all are possible factors contributing to blogging's ability to create social capital. Using narrative techniques from qualitative methods, the researcher can better analyze the connections between these innovations in social networking and the social capital blogging hopes to create.

The place to begin in this research design is to put together a data set of images found on Internet about blogging. This sample of Internet blogging images can be developed using theoretical sampling techniques. With theoretical sampling the researcher includes data in the sample because the data is conceptually useful in devising the analysis. When the sample of Internet images about blogging is complete a diverse number of perspectives on blogging need be represented in the sample of images. This data set has substantial possibility for narrative analysis. First, how the data set includes dozens of images tells a story about the blogging phenomena. Second, several other possibilities for using this data set exist. Subjects could be asked to rearrange the sample so as to produce a story about the relevance of social capital from blogging.

Figure Six
Images of Blogging,
A Sample Devised with Theoretical Sampling





Another idea for using the data set to improve concepts about blogging and social capital is found in the research idea that follows. The research design first asks subjects to follow the perspective on blogging and social capital found in each image in the images of the blogging data set. Second, I want subjects to use the images' perspective on blogging and social capital to rank order the significance of each of the three innovations (cognitive mechanisms) discussed in this paper. This procedure would produce many new ideas about relevant concepts useful in understanding this phenomenon. How effective alternative social media's free speech standards, ever more sophisticated images, or influential Internet personalities are at producing social capital gains useful in public sector politics could be better appreciated from these methods.

Figure Seven Evaluation of Blogging Images




First, evaluate how each image has a perspective on blogging and social capital.

Second, from the image's perspective, rank order the three important innovations (cognitive mechanisms) on their ability to produce social capital.

Third, repeat this 1-3 ranking process for all the images in the table.

Fourth, mention your reason for so ranking the

innovations (cognitive mechanisms).

	Alternative Social Media	Increasingly Sophisticated Infographics	Internet Personalities	Mention a reason for so ranking
				
				
				

From this research a more complex understanding of how blogging influences social capital could be attained. Were one to treat this ordering of images by subjects as devising an image narrative more research possibilities would occur. The evaluation of blogging images could be an excellent beginning for in-depth interviews or a focus group. Were a focus group to begin with the evaluation of blogging images each person completed, conceptual development about blogging, social networking, innovation, cognitive mechanisms, social capital, and the public sector likely would happen.

Conclusions

This paper has sought to consider the change occurring in social network influence from the perspective of innovations and how they affect blogging's creation of social capital. Many people increasingly believe social networking significantly influences politics and elections. Improving conceptual understanding of this phenomenon is among this paper's objectives. Analyzing recent social networking innovations useful for the public sector appears a productive exercise. Better perspective on how alternative social media, increasingly sophisticated graphics, and Internet personalities has many useful applications. This paper has suggested that improved concepts about how these innovations affect blogging's development of social capital is a useful way to proceed. These three innovations are seen as cognitive mechanisms influential in improving blogging's social capital production. Perspective on how blogging develops social capital usefully improves ideas about the cognitive mechanisms behind social networking influence. This technique appears useful in integrating changes in technology into a critical model of how social networking produces political influence.

Estimating if the three important innovations mentioned in this paper are likely to produce surprising political outcomes is producing useful social science knowledge. The methodological ideas presented here appear to have meaningful potential in resolving if the political influence of social networking is a constant or if the influence of this phenomena is subject to significant influence from innovations. How alternative social media, more sophisticated infographics, and

Internet personalities affects US politics is likely to be better understood as a result of this theoretical perspective.

The public sector has some opportunities to use social networking to improve performance. This paper has analyzed how social networking is appreciated to be useful in producing social capital. The public sector can use social capital to successfully gain the political support needed to succeed with their politics to gain support for programs, appropriations, and other political decisions. The methods idea presented for appraising innovations as cognitive mechanisms capable of increasing social capital has meaningful implications for evaluating how developments in information technology can be useful in achieving public sector objectives.

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