

Does Changing Media Reality Likely Affect the Election of 2016?

**Charles L. Mitchell
Grambling State University**

**Prepared for presentation at the Western Political Science
Association Meeting, San Diego, California, March 24, 2016**

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Before 2008, predicting candidate success on the basis of social media would have been far fetched. Social media has been credited with substantial influence in determining the incumbent's success in 2008. Pundits seeking clues about what is happening in 2016 need to include media in their analysis to be credible. To imagine the successful candidate in 2016 as the most astute analyst of developing media is not so difficult to imagine.

The social media up 2008 was primarily based on traditional desktop and laptop computers. Mobile computers and smart phones were a factor, but their usage was not ubiquitous. Between 2008 and 2016, mobile technology took great strides forward, and the sophisticated mobile device became among one's leading ICT ideas. Apps were virtually unknown in 2008, but by 2016 devices were explaining that as many as 700,000 apps worked on their equipment. This incredible proliferation of programs gave the mobile computer substantially more computing strength than the desktop of earlier years. The cost of apps was minimal compared to computer programs a few years before this transformation. Whereas computer programs rarely cost less than \$45, apps almost never exceeded \$4.50.

Ubiquitous computing is a reality in the 2016 election. The social distance that we perceive between ICT and ourselves has drastically changed in the proceeding 8 years. Contrast the dominant use of the desktop computer in 2008 with the proliferation of devices that presently are available. Smart phones and tablets are no longer status symbols of the powerful.

Virtually everyone carries a smart phone, and uses one or more tablets to connect with election news. Reasoning rules governing this personal equipment make receiving news and information substantially more adapted to the culture and lifestyle of the audience.

Now, as never before, candidates reach potential voters connecting with their intimate and personal moods. News of the election reaches citizens at all hours of the night and day. Messages about the election appear through mobile computing as if they were messages from personal friends or family. The desktop PC was his surprisingly cold and impersonal device when contrasted with smart phones and tablets. Earlier generations could scarcely imagine how political news now reaches citizens. Instead of following remote happenings in the newspaper or on television, information reaches us throughout the day during all our personal activities. Now, the candidate is not like a personage downtown or even your neighbor, but instead candidate news is like hearing about close friends and family.

Figure One News Republic's News App Advertisement

← Breaking news alerts

OUR SELECTION

News Republic
Mar 10 at 11:22 AM

70%

The News has never been more social - Discover & Download the latest News Republic app!

Dear reader,

Wish over 70 million use this

- **Your Community:** You now have the possibility to get your personal profile with all your activities within the app. Other users will have the possibility to follow you and you can follow them back. In this way, you'll see much more relevant news and discover more interesting articles through other users. Rather than just have the media dictate the topics of the day, the community of readers decides what's important to them, amplifying both relevance and discoverability of news content.

The advertisement for News Republic's social news app exemplifies the trend happening in campaign news and social media. Framing political issues has formerly been discussed as the influential work of news commentators. The News Republic app allows one's social group to collectively frame issues by organizing those news stories deemed worthy of being included in one's news report. This increase in news personalization causes candidate news to be more personal than before this.

The cultural connection the candidate establishes with new media is phenomena unto itself. Appraising the candidate is undeniably affected by the continual proximity of candidate information, images, tweets, blogs, and verbal video presentations of all sorts. Voters have always thought of candidates as possibly useful to themselves. Now, however, the continual presence of so much content that is sometimes disguised as personal messages so as to increase candidate influence is an increasing factor. With the candidate's personal perspective always at hand, voter evaluation of candidates is changing.

Formerly, voter calculus was often explain to involve a rational choice cost-benefit analysis. The candidate who offered voters the most attractive analysis of self-interested gains was the candidate who could expect to receive the most votes. Self-interested calculation is not gone, by any means, from voter decision calculus of 2016. Most decision making models would suggest that present day ICT provides the voter with substantially more information and information that is higher in personal salience than before 2016.

Mythological Issues in Analyzing 2016

Theorizing about 2016 can conclude that pervasive ICT is the difference between 2012.

Candidates now pitch their campaigns to ever present devices that allow realistic media to inform. The perceived distance between voter and candidate has substantially lessened.

Reasoning with this hypothesis methodologically allows several possibilities.

Qualitative methods reasons that purposive sampling is possible as the researcher pursues interpretive techniques. Purposive sampling to produce data allowing qualitative methods analysis of 2016 could begin with a photo gallery devised to enable drawing conclusions about the proposed hypothesis. Another possibility would be to create a purposive sample of several political polls. Were these polls presented explaining what has happened month to month as narrative, this would constitute a narrative acceptable to qualitative methods analysis.

1. Social Creation of Knowledge

Identifying with qualitative methods is often deemed requisite in order to realize the gains from this methodology. Qualitative methods are advantageous because they utilize the interpretive abilities of the researcher. Researchers with aptitude succeed in reasoning with qualitative data so as to succeed with the social creation of knowledge. Knowledge building cannot happen unless the researcher involves himself in a social process. The audience must join in the learning process in order for knowledge creation to happen. Transmitting knowledge and information to others is inherently social activity. Gaining data can similarly be a social reality. When the researcher completes his interpretivism, often his final product

is analogized to a montage or bricoleur. The results of qualitative research are importantly knowledge building as they do not forget the social creation of knowledge issue.

When other techniques do not appear a possibility in studying a phenomenon, qualitative method's emphasis on social creation of knowledge attains satisfactory results. This paper contrasts how social media is presented to the public in 2012 and 2016. The reaction the substantial difference found in these images produces an audience reaction that exemplifies of social creation of knowledge.

2. Disavowal of Substantial Validity in Research Results

Qualitative methods is a development substantially beyond the perspective of positivism. The assumption that the social reality can be discovered with substantial validity has been discarded by qualitative methods. A most significant assumption of qualitative methods is acceptance that discovering social truth with substantial validity is impossible. Qualitative methods ideas is itself an acceptance that social reality cannot be explained through research ordinarily deemed with substantial validity. Instead, the process of research need comprehend that knowledge building requires acceptance of an assumption that rejects the possibility of research validity. Productive research needs move forward without assumptions of attaining valid results. Sensitizing concepts and making small increments in knowledge need be realized as the meaningful potential of research.

The assumption that knowledge building must go forward without any claim to attain substantial validity is important to successful social science. Before the gain in popularity and

acceptability that has recently happened with qualitative methods an astounding number of research questions were forgotten because adequate research designs could not be devised. The loss to needful knowledge development was unacceptable. Now, all sorts of complex and difficult research problems can be attempted. The strengthening and sensitization of concepts around the research problem alone reward the effort. Developing qualitative methods that promote the development of ideas without any imagination of validity produce a vital and realistic social science.

The visual representations of social media this paper uses from the 2012 and 2016 election remarkably adds to knowledge about the phenomenon being researched. The proximity and personal reality of social media to candidates in 2016 is graphically presented. The pervasiveness of social media in the 2016 campaign reality is another idea dramatically analyzed. While neither idea is reasoned with a hypothesis that can be contended to have high validity, the sensitization of concepts pertaining to both social media phenomena is meaningful.

3. A Commitment to Always Designing Research with Practical Reflexivity

Finally, research needs to stay together with a reflexivity assumption. Reflexivity means that research adjusts efforts as the research is under way. Qualitative methods demands that rules about completely organizing a research project before data collection begins be thrown out. Instead, the researcher is expected to follow each flaw in his research and to make the necessary adjustments before continuing with his efforts. Reflexivity is more, however, than

a simple research procedure. Reflexivity is a commitment to practicality and a disavowal of research that refuses to adjust to perceived failures.

The reflexivity research requirement that qualitative methods has recognizes to positively value first efforts in research design. Believing that social science is always about the polished and ultimate research design would leave the development of ideas critically lacking in forward momentum. The research design that is thoughtful in producing beginnings in conceptualizing analysis of an issue could reasonably be where the preponderance of social science happens.

Figure Two
The Sen. Sanders Photo that Exemplifies the Reason for
Purposive Sampling and Reflexivity



In this paper's methods, purposive sampling is a shaping influence in research conclusions. The sample of images of the 2016 election included in the sample analyzed to allow the

paper's conclusions could be changed at any time. Purposive sampling keeps the researcher following campaign images for those that might be fitted together with his sample. After the paper's data had been finalized, an unusual photo of Sen. Sanders surrounded by people with social media surfaced. This remarkable photo maybe would have been forgotten except for reflexivity and purposive sampling.

Taken together these three principles for effective qualitative methods produce social science research that is an activity capable of connecting analytic problem with the results audience so as to effectively produce knowledge building. How qualitative methods reasonably approaches issues being researched and stays connected with effective transmission to an intended audience can produce a relatively substantial change in perception of a social reality.

Contrasting qualitative to quantitative techniques can produce an advantageous comparison to qualitative methods. Questioning how substantially the two methodologies influence existing knowledge about a subject can conclude that qualitative methods changes preconceived ideas and more richly follows a range of concerns. The specific findings associated with quantitative methods are sometimes pale alongside the useful developments in perspective and concepts that qualitative methods achieves.

Data to Analyze Changing Media and the 2016 Election

Data remains the essential to the qualitative methods technique being used in this analysis of 2016. Methodologically, data empowers the researcher to arrive at the conclusions he reaches about the phenomena he is studying. Identifying data in qualitative research is significantly influenced by social construction of knowledge issues. Data is essential to the

research activity. Choosing data for qualitative study is beginning knowledge building happenings in the researcher's audience.

Purposive sampling techniques are uniformly accepted in qualitative research. The emphasis in qualitative research need be effective knowledge building from the perspective of the audience. Since the researcher wants to achieve concept sensitization as well as other objectives, data selection begins knowledge building social process.

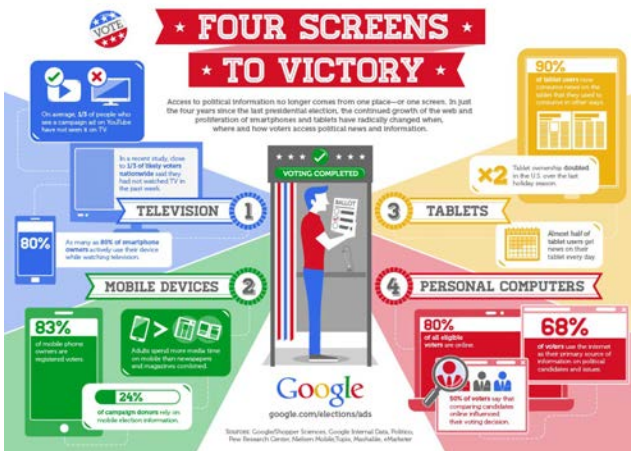
This research project begins gathering data by looking at images that connect candidates with media. When data from 2012 is compared to data from 2016, the difference is substantial. The photos from 2016 are more vivid than images from 2012. The contrast between 2012 and 2016 supports the paper's hypothesis that social media is becoming more ubiquitous and far more personal. The data supports this hypothesis, persuasively.

Figure Three
Social Media as Presented in Images from the
2012 and 2016 Election Campaign

2012



2016





AT&T 75° CNN [social media icons] 1:25 PM



Scott Walker ✓
@ScottWalker



Dinner at Charlotte airport. - SW #Walker16

7:39 PM - 9 Aug 2015

↩️ ↻️ 36 ❤️ 149



Str... say t... d... mos...
successful when they customize their message



Social Media

Presidential comparison

 **OBAMA**
Social Success Over
 **ROMNEY**



- 5,987 more tweets 
- 226 million more YouTube Views 
- 222,513 more YouTube subscribers 
- 21 million more Facebook likes 
- 19 million more Twitter Followers 
- 671,000 more following on twitter 



OBAMA {vs} ROMNEY

ONLINE BRANDING COMPARISON USING GOOGLE SEARCH DATA



RACE FOR THE WHITE HOUSE

SOCIAL MEDIA EDITION

Candidate	Followers
Mitt Romney	850 thousand
Joe Biden	107 thousand
Paul Ryan	106 thousand
Ann Romney	107 thousand
Michelle Obama	1.29 million
Barack Obama	18.5 million

Donald J. Trump
5,072,000

@realDonaldTrump
3,485,000

@realDonaldTrump
780,000

realDonaldTrump
22.7k likes

realDonaldTrump #ThankYou for all of your support across #Instagram, #Twitter, & #Facebook! #SocialMedia #Trump2016 #MakeAmericaGreatAgain

view all 5,040 comments

jazz_1961 Trump will beat Hilary! Trump2016 🇺🇸 🇺🇸 🇺🇸

jazz_1961 Trump is the man for the job of President of USA. 🇺🇸 🇺🇸 🇺🇸

malhatazinn No he's racist

elmarcus There should be a welcome sign on the WH door saying "Welcome Trump Family". The real thing!

anthea_chantall #mishaforsident

desieililli #mishaforsident #misha for president #2K16

ditallianoj @chuckdammit I'll take my chances with Kim Kardashian over Hilary. #trump2016

Log in to like or comment.

TRUMP

MAKE AMERICA GREAT AGAIN!

Donald J. Trump
Public Figure

3,715,354 people like this
Toni LeFever Henninger and 50 other friends

Invite friends to like this Page

ABOUT

This is the official Facebook page for Donald J. Trump

Donald J. Trump
10 hrs · 📍

Little respected Club For Growth asked me for \$1,000,000 - I said "NO". Now they are spending lobbyist and special interest money on ads!

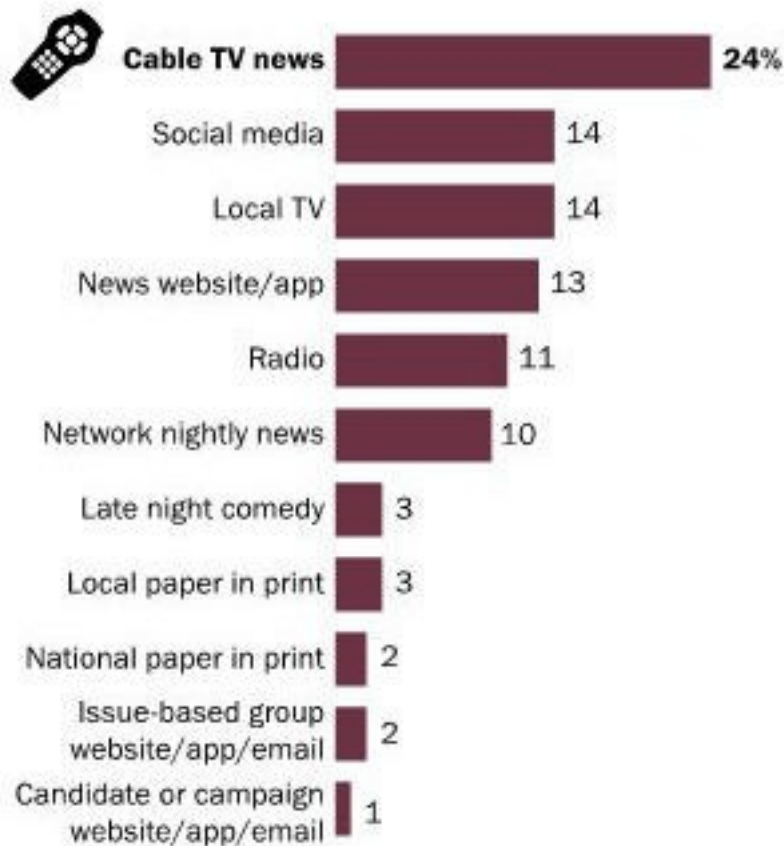
Like Comment Share Hootlet

Some Secondary Data Useful in This Analysis of 2016

The journalism that has appeared on Internet in the preceding few weeks has had considerable interest in the changed influence of social media in 2016. The Pew Research Center statistics presented in Figures Four and Five exemplify the perspective recent analysis of 2016 has emphasized.

Figure Four
Where Americans Are Getting 2016 Campaign News

*Among those who learned about the election,
% who name each source type as **most helpful***



Source: Survey conducted Jan. 12-27, 2016

PEW RESEARCH CENTER

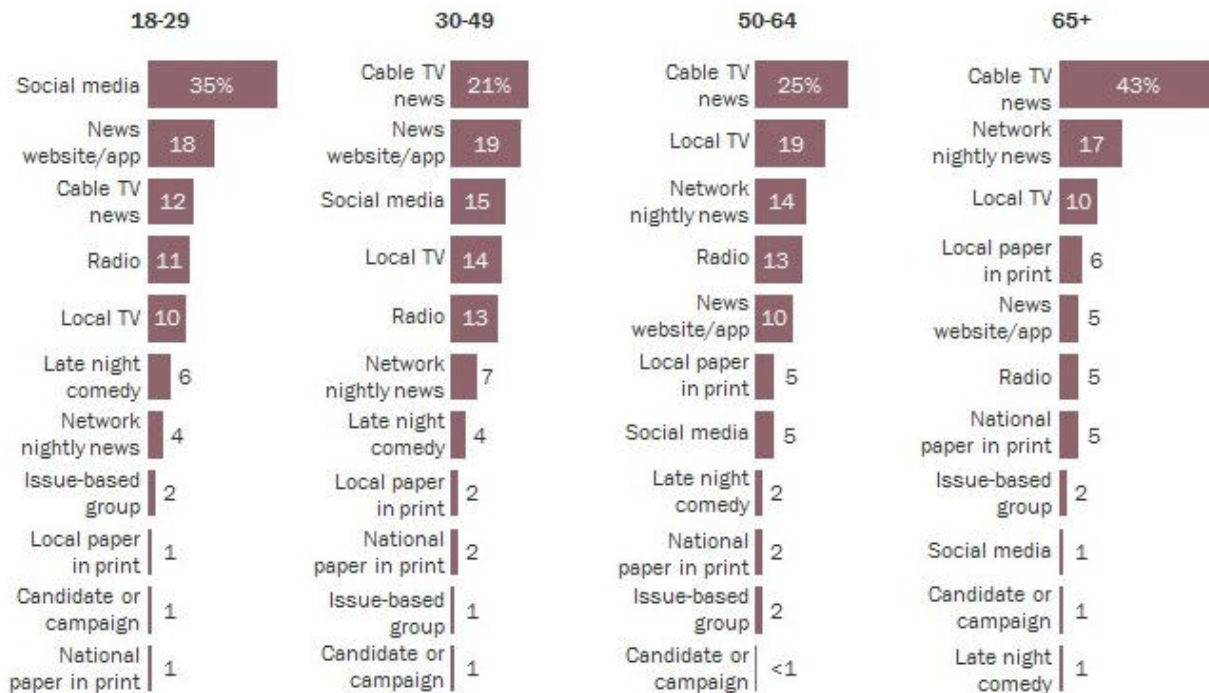
(Pew Research Center)

The substantial influence of social media and websites/apps is what is consistent with this paper's analysis. This data indicates that these sources of news and information are becoming a substantial factor in electoral choice. The idea that social media and ICT devices are becoming ubiquitous influences is a theme that journalism about the 2016 election is emphasizing.

Figure Five
2016 Campaign News Sources Analyzed by Age Groups

About a third of 18- to 29-year-olds name social media as most helpful type of source for learning about the 2016 presidential election

Among those who learned about the 2016 presidential election in the past week, % who say the most helpful type of source is ...



Source: Survey conducted Jan. 12-27, 2016

PEW RESEARCH CENTER

(Pew Research Center)

When this data is broken down by age groups, a discernible trend can be identified. The youngest group, 18-29, get most of their news about 2016 from social media and news websites/apps. Social media decreases in importance in each of the three older groups with

the respondents who are 65+ making the least use of social media for news. Websites/apps decrease in importance in the two older groups but not as much as social media. Network nightly news increases from 7th place in the youngest group to 2nd place in the oldest group. The most used news source in all but the youngest of the four groups is cable television news. The first place rating of social media among the youngest groups supports the paper's hypothesis that a personalization of the news phenomenon is happening.

Discussion about the Social Media and ICT Phenomenon from Recent Literature

Explanations for social media are usually based on this involvement building and sustaining a candidate's momentum. Even a percentage wise small group of supporters can keep a campaign moving with sustained enthusiasm and support. Social media is explained as an effective campaign organization strategy and is now seen essential to a winning campaign.

The candidate who does not have effective social media may find that gain endorsements from those whose support he would like difficult or impossible. Krousser, Lucas, Masket, and McGhee explain, "Endorsed candidates may win higher votes shares because the party's imprimatur helps to coordinate potential donors in an area or because it leads to a crescendo of other endorsements from interest groups and local political leaders." (Krousser, *et al.*, p. 445) Social media is an effective technique that successful candidates need employ to get themselves favorably before those they want to endorse them.

Enos and Hersh analyze how "candidates first appeal to active party members who comprise the primary electorate and then shift and appeal to the more moderate and less engaged

voters who compose the general electorate.” (Enos and Hirsch, p. 254) Social media adapts effortlessly to this practice in political campaigns. Party activists are excellent in disseminating information about candidate web sites. The momentum candidates originally need can be generated by party activists. As the campaign begins, the social pages are there to be discovered by those with less partisan involvement. Outreach and persuasion is possible with social websites that have become finely tuned by party activists.

Identity based targeting is another use of social media. Holman, Schneider, and Ponder discuss identity-based targeting as “a candidates efforts to appeal to voters' affective attachments to their politicized social groups.” (Homan *et al.*, p. 816) Identity based appeals contain a message, symbol, or photograph to clarify the group being targeted. Women are a group that is frequently targeted by identity based Internet messages. Holman *et al.* conclude that, “The success of gender-based targeting through different mechanisms depending on candidate gender suggests that we may see even more identity-targeted advertisements, particularly given their effectiveness in eliciting vote stupor for a candidate, regardless of whether the candidate belongs to the group.” (Homan *et al.*, p. 827)

Campaign finance has been a substantial factor increasing the importance of social media. Barber observed, “The Internet has provided candidates with new ways to appeal to potential donors, and, as a result, a flood of new donors has entered the fray. (Barber, p. 148) Ideology is important in campaign finance. Barber's findings conclude, The overwhelming majority of individuals indicate that ideology is important to them when deciding which candidate to support. (Barber, p. 156) This finding is consistent with the idea that social

media provides informationalism that citizens demand as they like to be election savvy.

Ideology has campaign financing significance as citizens acquire a coherent set of beliefs or a knowledge perspective from the funds they donate to candidates on-line.

Enos and Hersh discuss four reasons that campaign activists acquire ideological views. First, citizens with ideological beliefs derive "solidarity or expressive benefits from participation." Second, ideological individuals become politically active for social reasons and are often asked by their peers to get involved. Third, less ideological individuals get involved with politics for social reasons and as they spend time in the campaign setting begin thinking of themselves as ideological. Fourth, initially ideologically moderate citizens become polarized as they participate in campaign activities. (Enos and Hersch, p. 261) The analogies between campaign work and telework are potentially happening for the same reasons Enos and Hersch present. All four of the explanations for the increased idea oriented political level that the ideology seeks could be promoted with campaign involvement on-line. The more significant phenomena these authors discuss for this paper's analysis is the emphasis on a propensity toward more idea directed politics. Information technology including social networks can be thought of as substantially motivated by people's need for more information to allow their games among their fellows to happen.

A phenomenon identified as "decoupled cognition" is used to explain how citizens use imagination "to generate vivid mental stimulation of relevant events and groups in mass politics." Petersen and Aarøe continue, "With these vivid mental representations as inputs, psychological mechanisms of social cognition facilitate citizen's reasoning about mass political

issues." Citizens successfully navigate politics, in this behavioral model, as mass political issues are imagined to resemble small-scale social problems. Coherent political attitudes result. (Petersen and Aarøe, p. 275) The content and graphics features that HTML allows on social media website works as the Petersen and Aarøe model presents. The memorable images and other content communicated with social networks is effective at beginning the vivid mental representations that are explained as beginning the process or reasoning with political issues and political activism.

Research by Petersen and Aarøe placed subjects "in front of a computer screen and asked simply to sit and look at the images." A measure of physiological reaction was obtained using the skin conductance response (SCR). "SCR provides a valid measurement of the activation of the sympathetic nervous systems, which is a key circuit in the generation of emotional arousal." The images used in the experiment were strictly nonpolitical: a bright flower, a happy baby, a foot with an infected wound, and a large spider. The short imagination (S-IM) scale which relies predominantly on well-tested items from the psychometric literature was used. High score on the S-IM were found to positively and significantly correlated with SCR scores ($r=0.27$, $p=0.037$). The authors connect their finding with studies by Druckman and Nelson (2003) that suggest "individuals who process information in an online manner often have stronger attitudes." (Petersen and Aarøe, pp. 277-279) The implications of this research for evaluating how social media affects the 2016 election campaign are undeniably substantial.

Aspects of social cognition have now thought to have been developed over the course of biological evolution “to help our ancestors solve recurring social problems relating to cooperation and conflict.” In evolutionary history, our ancestors lived in small groups of between 30 and 250 individuals. The heuristics and emotions of social cognition are thus adapted to “life in small groups and designed to take advantage of the cues that are uniquely available in face-to-face interactions.” (Petersen and Aarøe, p. 275) The virtual communities that happen on-line are well adapted to these inherent mechanisms for social cognition that Petersen and Aarøe discuss. Is there any wonder that social media is astoundingly successful with political realities given the media's strengths at virtually replicating the evolutionary environment of social cognition?

Campaign advertising has for decades anticipated there is a citizen need for informationalism. The Nixon advertisements in 1968 were ones that featured “a montage of still photos.” The images were a “visual back-and-forth between shots of a smiling Nixon or one where he is reaching out to shake a hand in the crowd, and hands being extended from a crowd trying to reach out for Nixon's hand.” (Passavant, p. 38) In a differently oriented ad, “photographic images appear with increasing speed and set to dissonant music of protesters, police shooting tear gas, the National Guard, guns with bayonets, riots, and the detritus of their aftermath.” This ad concluded with the narrator pledging, “We shall have order in the United States.” (Passavant, p. 38)

Obama's advertising in 2008 campaign is associated with “moving fantasy images such as the Declaration of Independence, the struggle against slavery, and Martin Luther King. Lyrics

such as: "It was a creed written into the founding documents that declared the destiny of a nation: Yes, we can." Or, "It was whispered by slaves and abolitionists, as they blazed a trail toward freedom: Yes, we can. Yes, we can." (Passavant, p. 40) The use of montage in the Obama ads accomplishes a purpose similar to the Nixon ads of 40 years prior. Both sets of ads provide the information the voters demand and that are ideas they are useful in their games with other people.

When the public sphere is gaining informationalism is inevitably a power motivator. Jürgen Habermas's, *The Structural Transformation of the Public Sphere* (1962/1989) presents how the concept of "public sphere" as "where citizens can rationally and critically discuss public policy has captured the imagination of many scholars interested in democracy." (Warner, p. 48) Warner refers to the older "high-modern" news paradigm (e.g. Walter Cronkite and the perception that he was telling it "the way it is") as having "many flaws." (Warner, pp. 48-49) One imagines that these flaws are in some ways resulting from the older paradigm's conflict with the public sphere. The new media influence in the 2016 election has exemplified by News Republic's new app for social news framing exemplifies how virtual reality is involved in a efforts to resolve imperfections perceived in the public sphere.

The mobilizing influence of social networks has been explored by Bond and Messing. They find that individuals in social networks with disagreement are "less likely to participate in politics." These authors describe their results as "consistent with previous work." (Bond and Messing, p. 76). Social networks could be thought to be groups that are mutually reinforcing.

When these networks are consensus oriented, a strong impetus is created for more political participation.

Siegel's theories about social networks and mass media reiterate that "social networks mediate our interactions with all aspects of the political sphere. Social networks condition the reaction of citizens to mass media. Media bias can be amplified or mitigated by social networks. The role of social networks in influencing media impact, Seigel presents, is so great that "failing to account for the conditioning role of social media implies potential bias in empirical studies of media effects in the aggregate." (Siegel, p. 803) Siegel's conclusion reinforces the ideas that this analysis has developed about the gain in influence that social media has achieved between 2012 and 2016.

The predicting the voteshare literature presents an alternative hypothesis. Quek and Sances explain, "We first demonstrate that respondents can indeed produce sensible estimates of the voteshare." In a survey these authors conducted about the 2012 election they learned, "On average, respondents in our survey predicted the result of the 2012 presidential election within 1.1 percentage points of the actual outcome." (Quek and Sances, p. 519)

The highly successful ability of citizens to predict election outcomes could be interpreted to mean that citizens like the digital involvement that social media allows. Following social media is an extension of citizens' general interest and knowledge ability about electoral politics. When a choice is made for social media, the Internet accessor is motivated by his active interest in the election politics. Social media choices, one could conclude, mirror

citizen disposition toward the candidates and eventual voting choice logic. Getting ideas correct about election outcomes appears to have some intrinsic rewards. In the information age citizens like to be adequately knowledgeable about elections to make some gains from elections, themselves. Social media is both a manifestation of their interest and an opportunity to gain more knowledge.

Conclusion

The change and increase of importance of ICT in the 2016 election has been analyzed in several ways in this paper. Qualitative methods were utilized to substantiate the hypothesis that social media and ICT are becoming more personal and ubiquitous in 2016. The issues that occur in how to accomplish meaningful social science about this problem recommend qualitative methods. The ability of this research technique to make some incremental improvements in knowledge about a phenomenon and potential for sensitizing concepts reason qualitative techniques could produce useful results.

A purposive sample of campaign images about social media and ICT was created from images of the 2012 and 2016 election. Comparing the images in this sample from 2012 and 2016 results in persuasive support for the hypothesis this paper has been analyzing. In 2016, the presence of social media and ICT has taken on a substantially different campaign role. In 2016, the images evidence that social media and ICT are ever present and personal.

Secondary data from the coverage of the 2016 election was analyzed and found to support the perspective on the 2016 election being developed in this paper. Social media and websites/news apps were presented in Pew Research Center data as a substantial influence among citizen news sources in 2016. When this data was analyzed by age groups, using social media and websites/news apps for campaign information was most prevalent among the youngest groups. As respondents became older, social media decreased in importance as a news source. Nightly television news was more important among older groups and less importance as the age of the group decreased.

Recent political science literature attempts to explain the increasing importance of social media and ICT phenomenon in several ways. The need for social media to secure campaign endorsements has been discussed in the literature. How party activists first fine tune social media before recruiting ordinary supporters has been presented. The use of identity based targeting through social media has been considered. Campaign finance aspects of using social media has been considered. The influence of campaign activism, increasing ideological involvement, and the increasing need for informationalism to stay with the ideological game has been analyzed from literature. The decoupled cognition phenomenon where vivid images activate psychological motivating mechanisms has been reviewed. The evolution of social cognition from small groups to cyber-groups on line has been used to explain the increasing importance of social media and ICT. Use of montage in campaign advertising to provide for voter's informational needs has been analogized to how social media assists voters in 2016. The motivating quality of the public sphere as a voter choice factor has been presented. Data about the propensity of harmonious social networks to

participate in politics has been reported. Theories that social media are an extension of citizens attitudes that allow amplification of beliefs has been analyzed from the literature. Taken together these numerous explanations for the increasing importance of social media and ICT amplify the paper's hypothesis that social media is becoming more ubiquitous and personal.

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