

**Social Knowledge Management Practices Likely to Influence
Public Perception of the 2024 Election**

Charles L. Mitchell

Grambling State University

**Prepared for presentation at the 2024 Western Political Science Association Meeting,
Vancouver, B.C., March 30, 2024**

Social Knowledge Management Practices Likely to Influence Public Perception of the 2024 Election

Abstract

This paper presents some concepts useful in appreciating how developments in knowledge management and social networking are likely to affect perceptions of elections. In the past, knowledge management has been deemed a science possibly controlled by a guild mentality. This paper seeks to dispel this myth in the present. The increasing importance of social networking is presented as inevitably popularizing the practice of knowledge management. Because of the pervasiveness of social networking, there now is greater interest in knowledge management among diverse people. The popularization of knowledge management is theorized to affect how ideas about politics are presented and manipulated.

The increasing importance of digital devices as sources of news for US adults is analyzed. Pew research statistics are presented that evidence that digital devices are now outdistancing television and radio as sources of news. News websites and apps, search, social media, and podcasts are compared contrasting the use of these platforms and identifying those that are preferred news sources. These statistics convince that US adults are now receiving news from platforms together with social media. This paper attempts to develop concepts useful in evaluating how social media framing affects perceptions of elections.

The methodology the paper makes use of takes advantage of developments in image search technology. Recent innovations have impressively improved Google's ability to accomplish image search achievements on the internet. Putting these advances together with the qualitative methods techniques of theoretical sampling and narrative analysis allows a reasonable analysis of how social networks affect perceptions of elections.

Using theoretical sampling, three relevant samples of images are devised. The first sample is directed at improved comprehension of how networks and social media phenomena affect electoral behavior. A second sample evaluates the significance of high megapixel image developments. The third sample focuses on how cognitive processes are seen affected by social media. Analysis of all three samples proves productive in improving concepts about the relationship between knowledge management, social media, and perceptions of elections.

The conclusion the paper reaches is that public perception of elections may be controlled by whoever has mastered the technique of communicating large amounts of information within the limitations of prevailing cognitive biases. Because excellent interpersonal communications rely upon an ability to put one's ideas together in modular form, cognitive biases likely enter into the influence equation. Throughout the history of information technology development, slightly different people have gained with innovation. Social networking is unlikely to develop differently. Those persons adept at manipulating cognitive biases very possibly gain the upper hand as social networking becomes more pervasive.

Social Knowledge Management Practices Likely to Influence Public Perception of the 2024 Election

The ability people have to gain vital information about political happenings obviously influences political outcomes. Mainstream media developed and increased in sophistication because the need for news about politics is insatiable. Popular imagination about politics was for decades controlled by the information practices of mainstream media. Some subjects were always prominent in the news while other news was maintained as taboo and seldom if ever mentioned. Social networking began improving news and information a decade or so ago. At first, only insignificant changes in informationalism could be detected. With the passage of time, however, social networking's influence on knowledge management vastly increased. By 2024, the amount of political information distributed with social media has virtually overcome mainstream media. The informational connection through social media presents a different emphasis and can include formerly restricted subjects. This paper presents concepts and theoretical perspectives for improved analysis of this phenomena.

Knowledge management is a subject that has gained in importance after the Information Technology Revolution. People now have vast amounts of information readily available from various types of IT devices importantly including mobile devices. Politically relevant information, that once would have required extensive library research, now is accomplished instantly with a Google search. Making this information resource practically useful has required some innovation. There need be techniques for connecting with emerging information. When useful new ideas are identified, they need to be

integrated with existing ideas and stored for future reference. Knowledge management science attempts to assist information consumers accomplish many diverse objectives.

Information management has traditionally distinguished between data, information, and knowledge.

"Data" has referred to specific facts. When one has data, one is working with many specific facts about whatever is being studied. "Information" is defined as an organized group of specific facts. Information is analogized to a newspaper story. "Knowledge" is a more complex term that refers to perspectives on social reality or other subjects. When various authors discuss paradigms and paradigm shifts, they are basically writing about knowledge management. (Mutch, 2008, pp. 44-56)

Current event information now often is first reacted to in the context of social media. The important framing influence for political news has become one's social media. With social media, reference groups are a significant influence in organizing how politics are perceived. Bits of political information and the information contained in news articles are somehow organized into a coherent perspective on political happenings. The organization of knowledge that so occurs is not the same following the development of social networking groups. Social networking has become a major innovation in knowledge management about politics.

The difference for political influence between mainstream media and social networking is substantial. Listening to a nightly newscast is vastly different than receiving political news in the context of one's social media. For some decades the influence of the nightly news anchor was explained as framing political happenings. Now, those that one finds influential in the social network contribute perspective to how news developments reason. Political campaigns need to adapt to the liking people have for social media.

Perhaps even more influential than the social perspective adjustment is the cognitive influence of social network media. High resolution graphics rival the social network framing for influence. The strength of increasingly sophisticated graphics for accomplishing political influence contends as the present condition now dominating US politics. How people reason with sophisticated images allows those who have mastered digital images greater ability to succeed in political contests. Knowledge management appears the new political skill empowering different types of people to participate in politics.

Changes in how knowledge management happens are likewise occurring. Political issue formation is one example of a knowledge management practice that is evolving. People organize their ideas about complex phenomena with those tools at hand. Social networking happens to offer substantial innovative possibilities for how this is accomplished. With social networking, people develop contextual understandings built up on interactive realities and graphics data.

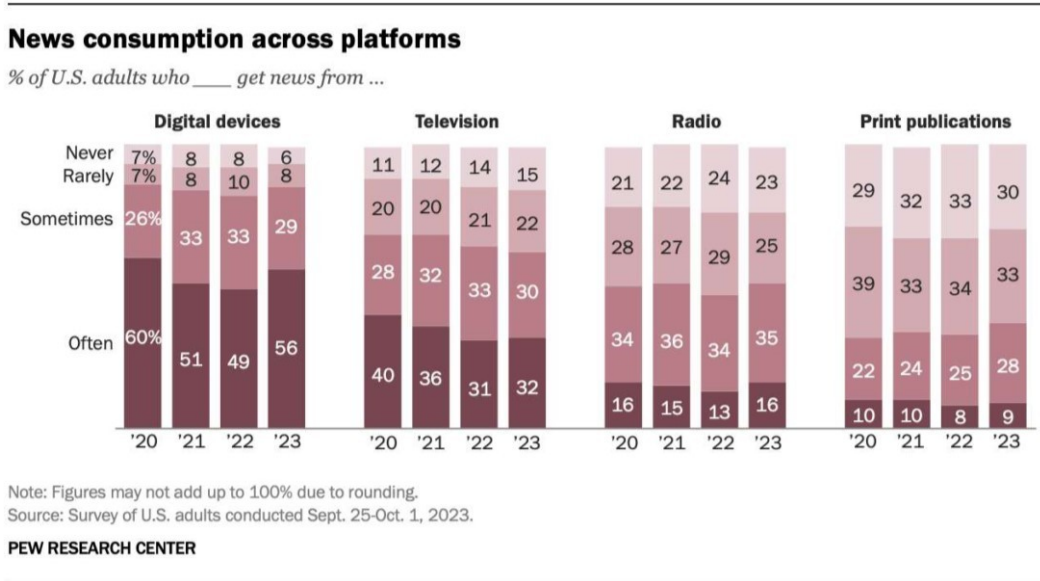
Developments in How People Receive Political News

Decades ago, political information relevant to politics was always delivered by mainstream media. Television, radio, and newspapers were the sources people relied upon for political information. These trusted news sources performed invaluable services. News commentators decided the news that people needed to hear. Much news was dismissed as not newsworthy and was omitted from regular coverage. Stories that were presented highlighted important happenings deemed by news pundits to be important for the average person to know.

Digital devices are increasingly the important source of news for US adults. Pew research reports that in 2023 86% of US adults got their news from a smartphone, computer or tablet. This statistic includes

56% who said these digital devices are where they often got their news. This is an increase from 2022 and 2021 when 49% and 51%, respectively, identified the digital devices as their important news source.

Figure One
News Consumption across Platforms



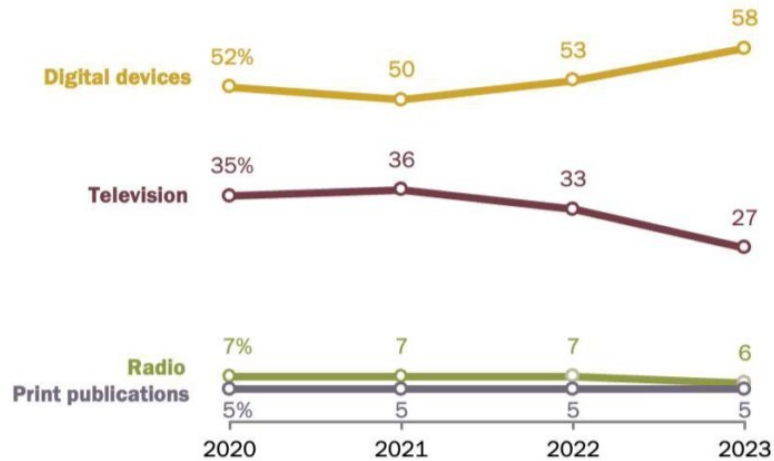
(source, Liedke and Wang, 2023)

The data in Figure One presents news consumption for US adults from 2020 to 2023. Television’s influence has continued to decline while digital devices appear to have increased in importance. Radio and print publications continue to lag behind in providing news content.

Figure Two
News Platform Preferences

News platform preferences

% of U.S. adults who prefer ____ for getting news



Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

PEW RESEARCH CENTER

(source, Liedke and Wang, 2023)

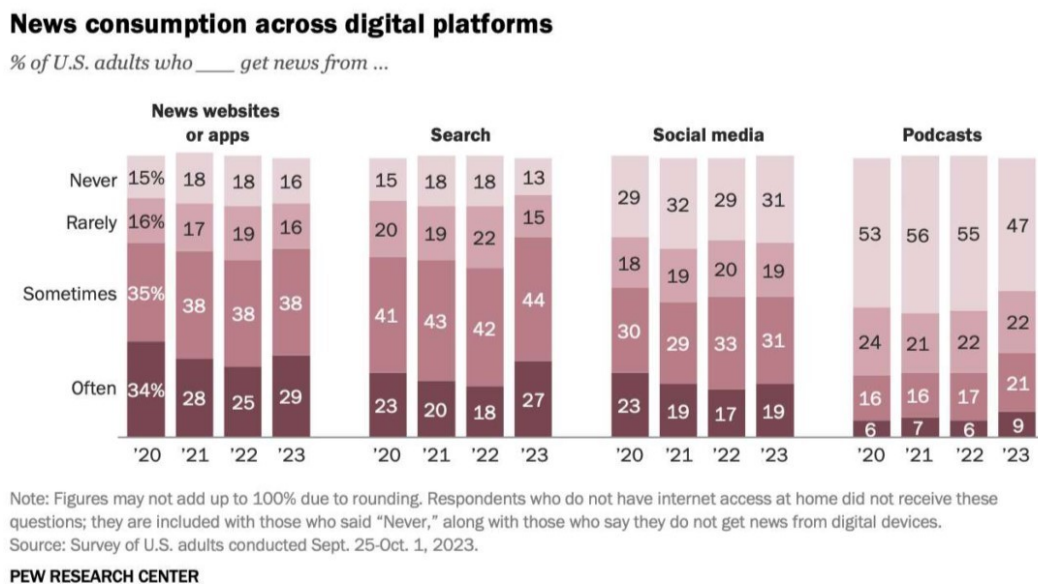
Differences in public preferences for news are even more pronounced than news consumption habits. People prefer to receive news from digital devices. The percentage preference for digital devices is more than twice the percentage for those who prefer news from television. (Pew, November 2023)

When Internet and the World Wide Web took over in the early 1990's, there were developments in how news and information was conceptualized. The network was originally the phenomenon that propelled the technology's development. As people became network conscious, there was a realization that a large network had greater utility than a small one. As the network size increased, the ability of a buyer to connect with a seller who was offering exactly the goods sought increased. In very large networks,

connecting buyer and seller became effortless because the buyer was always able to locate precisely the goods he wished to obtain. These transactions reinforced beliefs about the utility of Internet.

More than an innovation in commerce happens, however, with Internet's development. New constructs for organizing social reality based on transactions gained prominence and even became dominant. Gaining political news now can be readily analogized to other types of transactions. Consumers of news and political information acquire a belief in seeking the information they want through an Internet network that is analogous to how they acquire other goods. These innovations empower the news consumer enabling them to seek the info they want without the dominance of mainstream media.

Figure Three
News Consumption across Digital Platforms



(source, Liedke and Wang, 2023)

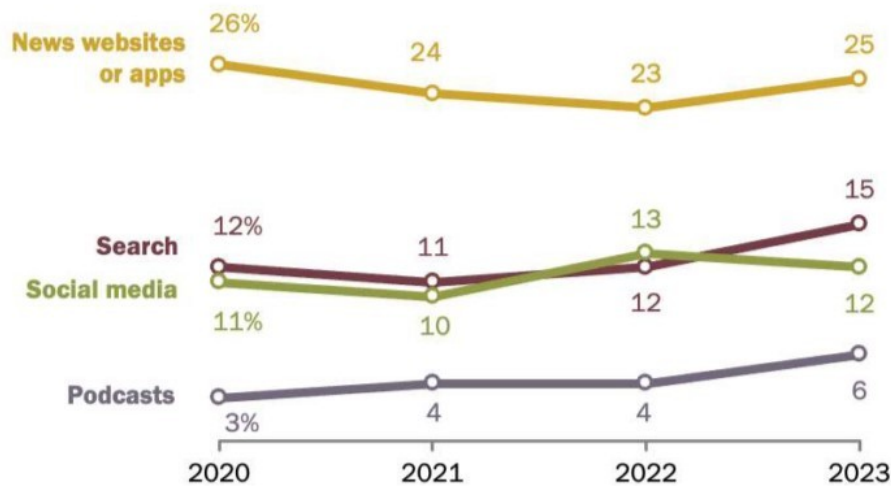
Data about news consumption from digital devices is informative and useful in researching how social media may influence electoral choice. Pew research presents that news websites or apps and search are the "digital pathways" most often chosen by US adults. Social media and podcasts, while not as

frequently mentioned by respondents, are news sources now claimed by about 50% of the American population.

Figure Four
Digital News Platform Preferences

Digital news platform preferences

% of U.S. adults who prefer ____ for getting news



Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

PEW RESEARCH CENTER

(source, Liedke and Wang, 2023)

When preference for getting news is questioned, preference for social media can claim only 12% of the respondents. News websites or apps have 25% preferring this news source. The search percentage is 15%, and podcasts are the choice of 6%. These percentages have remained reasonably constant between 2020 and 2023. There appears to have been a slight increase in the percentage of US adults

who prefer to receive news from podcasts. The social media preference percent has remained slightly above 10% during these years. (Pew, November 2023)

The Social Context of News Framing as a Result of Social Networking

The Pew research data presents the digital device as an important source of political information. From 2020 to 2023, digital devices led all other news platform preferences. By 2023, twice as many people favored digital devices for news over television. The digital news platform, itself, include several options. Pew reports that news can be received digitally from news websites or apps, search, social media, or podcast. From the perspective of this paper, political information received from any of these platforms is being received together with social media.

The defining features of social media produce a framing influence that will select relevant content and effects opinions about emergent knowledge. The influence of the social network in exercising news judgment about which news is relevant is uncertain. Theoretically, news content that one receives has been selected by other people in the social network. When social networking friends watch or listen to news, those items popular in one's network become more likely to appear in one's digital news feed. The commercial side of social media is thought to now severely restrict this property of social media. If social media were regulated, this affinity grouping of news might become more prominent.

The framing effect of social media is difficult for anyone to control. Inevitably, as people follow the messages and posts of those they are following on social media some influence inevitably happens. Social media functions somewhat like a creative filter in photography reorganizing news content and adding emphasis to the information received. News and information cannot be reasoned the same as in

the past because other people in the social network have contributed values and perspective that are significant in interpreting happenings.

One can imagine devising an experiment in which emergent knowledge is received with and without the influence of the social network. A research design could be devised in which the experimental condition subjects received news items in online activity that included receiving news content and following posts from a social networking acquaintance. The control condition would present the same news items to subjects online without any social networking available.

The researcher could then have both the experimental and control condition subjects complete a questionnaire about the news items that had been received. An initial finding that would be anticipated is that various news items would be differently valenced. Theoretically the social groupings near the emergent knowledge would increase the importance of some news items. Another observable influence of social networking might be in the value orientation with which emergent knowledge is received. As a result of the social network, individuals likely would connect more news items with their value perspectives.

Artificial intelligence (AI) is useful in conceptualizing the cognitive processes that happen in this experiment. AI theoretically has the ability to negotiate the news environment discovering new happenings and events and storing these bits of information in ways that allow accessing relevant facts effortlessly. These AI terms refer to this ability to locate and retrieve information as capability with "emergent knowledge." When these bits of information are stored in memory so as to be available when needed, this is referred to as "the representation of knowledge."

In the research design for an experiment mentioned here, the experimental condition with social network would accomplish both the recognition of emergent knowledge and the representation of that knowledge differently. The salience of one's social network would, for example, reduce the procrastination an individual experienced in retrieving a certain type of information. Emergent knowledge likely would be branched off various value perspectives as representation of knowledge happened as a result of the social network.

The Cognitive Strength of Ever More Sophisticated Digital Images

The cognitive influence of social networking is not, however, limited to affecting emergent knowledge and the representation of knowledge. Image technology has advanced remarkably together with social media's development. When one contrasts images from social media from a decade or so ago, the difference in image sophistication is astounding. Images then were lower resolution and the ability to manipulate colors and pallets was substantially less than at present. Over the years those involved with social networking came to accept only very high resolution and artful images for social networking purposes.

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.) helped "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 brainstorming” 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.

Developments in Knowledge Management Happening as a Result of Social Media

Evaluating how extensively knowledge management is changing is one of the present day's most thought-provoking issues. Surprisingly, public awareness of knowledge management transformations only rarely reaches the conscious level. Even though mobile devices are now pervasive globally, little attention is now directed to how their presence alters various political realities. About the only change in knowledge management that is widely recognized is the empowerment that happens from having limitless information about politics constantly at one's fingertips. An abundance of political information is thought of as a catalyst that can initiate various types of political participation.

Some experts suggest that the mechanism at work is confidence building. The information readily available on Internet is thought to provide some information about a subject. People access this information and "suddenly feel happy with a simple story that is coherent in their mind." As these people learn more about a subject a recognition of the complexity of the subject begins. People actually become less confident as they get further into comprehending a subject since they recognize their own inadequacy of knowledge. According to Pietro Boselli, "The more skilled one becomes at something, the more they can recognize the limitations of their ability in that field." This observation is credited to a famous paper by Kruger and Dunning published in 1999. (Boselli, 2016)

Another cognitive mechanism influencing knowledge management with Internet is how various facts are remembered. AI calls this "representation of information." Social networking effectively makes a plan for retaining information complementary to designs for improving social reality. Those facts that have emotional properties tend to gain prominence. Knowledge management could be hypothesized to increase the salience of information that is harmonious with popular social networking practices.

Memorable news and information are facts that consumers of news can immediately use to improve attaining personal objectives. All news clearly does not have the same value. Much of what one is offered about current happenings has no relevance to one's personal reality. Increasing the salience of personal causes with social networking only has the effect of creating a selective bias in news that is deemed important enough to remember.

The transaction model of Internet is useful for identifying knowledge management developments. The origins of the Internet network continue to improve the significance of transaction phenomena. People seek political information analogous to how they seek goods on Internet. Accomplishing a transaction successfully has an intrinsic reward in the Internet structure of reality. The euphoria one experiences from a winning transaction carries over into how people now obtain news. A news and information transaction that yields personally useful content has a high positive valence.

The organization of individual bits of information into a knowledge perspective happens as emerging knowledge constructs are personally useful. In the era of mainstream media's dominance, the newscaster gave little attention and no encouragement to helping his audience realize how personally useful his content was. This principle has been completely changed with social networking. Active

involvement with online social realities side by side with sources of news and information promotes innovation in how people create knowledge perspectives from bits of news.

Theoretical Sampling and Data to Analyze Social Networking's Increasing Importance

The transaction perspective on news and information from Internet allows evaluating developments taking place in knowledge management as a result of social networking. If possible, one would like to locate data that allows reasoning with how people select emergent knowledge. Secondly, data that improves perception of techniques for representing knowledge for future reference would be meaningful. With this data, theory could be devised about how significantly social networking is causing differences in political behavior. That is to say ideas about the potential of social networking to produce substantially different political outcomes than anticipated could be developed. Questions could be answered pertaining to how likely it is that aberrant politics will follow from the amount of social networking now popular.

Devising concepts for analyzing how people now choose emergent political knowledge likely could be possible from this data. A cognitive process occurs when people associate emerging information with schemata already saved for the “representation” of knowledge. The analysis of data reinforces beliefs about the importance of this cognitive process. Thirdly, were there a possibility to draw some inferences about how these processes affect political choices that would be advantageous for the objectives of this paper.

There is not much imagination that hypotheses about social networking's political influence are likely to be developed and substantiated. Instead, the paper intends to use some data, analyze that data, and strengthened concepts useful in analyzing how politics may be different after the advent of social networking. Those who have decried the dominant influence of mainstream media in past decades possibly would find this analysis useful in comprehending the transformation social media may be producing in politics, globally.

Qualitative methods have substantially developed in the proceeding decades producing methodological tools that vastly increase the plausibility of these research designs. Both theoretical sampling and narrative analysis contribute meaningfully making these research objectives pragmatic. These recent developments in qualitative methods claim to produce meaningful results because research designs can effectively accomplish more knowledge building with less attention to validity.

Research methods have traditionally placed substantial emphasis on validity. Quantitative methods have used validity logic to approve or disapprove of research efforts. A high degree of validity is often claimed when inferential statistics establish a high level of statistical significance. Commonly, statistical significance is taken as evidence that research has inferential possibilities resulting from the degree of validity obtained.

Without the emphasis on validity, qualitative techniques believe a greater range of subjects can be usefully researched. Excessive dependence on validity is recognized to have a severely limiting influence on researchers' ability to initiate innovative concepts. The suggestion is that the emphasis on validity is advantageously replaced by accomplishments that produce productive new research ideas.

While one research design may not comprehensively explain the social reality, these studies are invaluable as they make contributions that improve future research.

Social science research methods always succeed for a reason. Approved techniques are expertly supported because they have potential to produce meaningful results. Ordinary social science simply agrees with experts about methodology and accomplishes as much in the way of results as possible. This paper relies upon two qualitative methods ideas to obtain results. Those qualitative techniques this paper recommends are theoretical sampling and narrative analysis.

Theoretical sampling happens when the researcher devises a sample using cases chosen on the basis of researcher's interest. Producing a sample this way is vastly different than probability sampling which prevails in quantitative methods. There are no rules about every case having the same probability of being included in the sample. Instead, the researcher selects cases that he believes could add productively to what is known about the subject being researched. Qualitative methods evaluate theoretical sampling positively because the technique is dedicated to knowledge building. This positive evaluation remembers that the qualitative methods resurgence after the mid-60's was significantly based on claims of being capable of surpassing quantitative methods in knowledge building.

Narrative analysis is the second qualitative methods idea that contributes meaningfully to this paper's perspective. Almost anything that has story value can be considered narrative. One of the best examples of narrative, at this time, are the slideshows found on Internet about a particular happening or reality. These often include 10 or more images relevant to the slideshow's subject. Viewed together these images produce a story like discussion of the chosen subject. The researcher with aptitudes for narrative analysis can effectively draw conclusions from the ideas the narrative expresses.

Deriving conclusions from the story found in narrative is only one way that narrative can be used by social science. The various bits of data that comprise a narrative can each be analyzed. Images that constitute the narrative can be an analytic focus. The researcher can interpretively follow as much as possible about how the image came into existence. When one reasons with an image, a surprising amount of perspective on the image's subject can be gained. Using this technique, the interpretivist amasses considerable observations about all sorts of realities that surround the production of the image. These observations are useful in eventually producing findings analogous to traditional social science results.

There are many other possibilities for image data that could possibly be organized so as to create a narrative. People who the researchers interview could be asked to study a group of images and then arrange them as they choose so as to devise a narrative about whatever is being researched. This technique works almost like a focus group as the participants in the research activity add substantially to what the researcher already knows about the research subject. These participants devise narratives that can usefully assist the researcher in augmenting his knowledge about whatever he is researching.

The research design that this paper next presents is intended to strengthen concepts about knowledge management and social networking. The objective of the paper is to explore and develop concepts useful in improving knowledge about how social networking affects perception of politics. Narrative analysis is a useful technique for synthesizing numerous perspectives on the phenomena. As a result of this use of narrative, the researcher expects to be able to accommodate much current perspective on social networking's influence. Beyond that the synthesis of ideas that narrative analysis promotes could

reorganize reasons about the electoral influence of social networking so as to allow some novel and unique ideas about why this phenomenon is now of so much interest.

A Research Design to Evaluate Reasons for Social Networking's Influence

The purpose of a research design in a paper like this is primarily to improve concepts related to the paper's subject. Ideas about how social networking influences electoral choice need to be elaborated and clearly expressed in order to encourage future research about this important subject. Presenting a research design at this point in the paper accomplishes that purpose. The research design suggested in this paper intends to usefully define some ideas that improve how this phenomenon is comprehended. Some uses of this research design could be productive in improving existing knowledge about social networking's influence in electoral decisions. Probably the most significant gain from the research design, however, is to encourage use of some of the concepts presented here in other research activities. A research design must begin with data of some sort. This research design intends to use images found on Internet with image search techniques. This method for producing a sample has gained significantly in sophistication during the proceeding few years. Recent improvements in image search technology have vastly improved the capabilities for retrieving relevant images.

Originally, one entered a search string into Google search specifying images about the particular phrase. Google then produced a large number of images that are consistent with the search string that had been used. Within the last two years or so a second feature has been added that significantly improves the capability of this technique. Now, when one searches for images on Google, those images produced have a small icon in the lower left corner. The image search icon, which is becoming increasingly popular, now appears on the image from Internet. When the image search icon is clicked,

Google does an image search using the image originally chosen as the basis for finding additional images. This technique closely resembles snowball sampling. The results are astounding as a large number of images related to the chosen first image are produced.

Those who believe in theoretical sampling are impressed by the results image search now produces using this technology. Because the number of images so produced is substantial, effective theoretical sampling is possible. The researcher has excellent abilities to choose a sample from among many images so located. The research design developed for this paper is influenced by the vast number of images on these subjects that can be located on Internet. The research design decides to create three separate samples each focusing on an important concern related to the paper’s subject.

Figure Five
Images of Network and Social Media Phenomenon Affecting Electoral Behavior
A Sample Devised with Theoretical Sampling





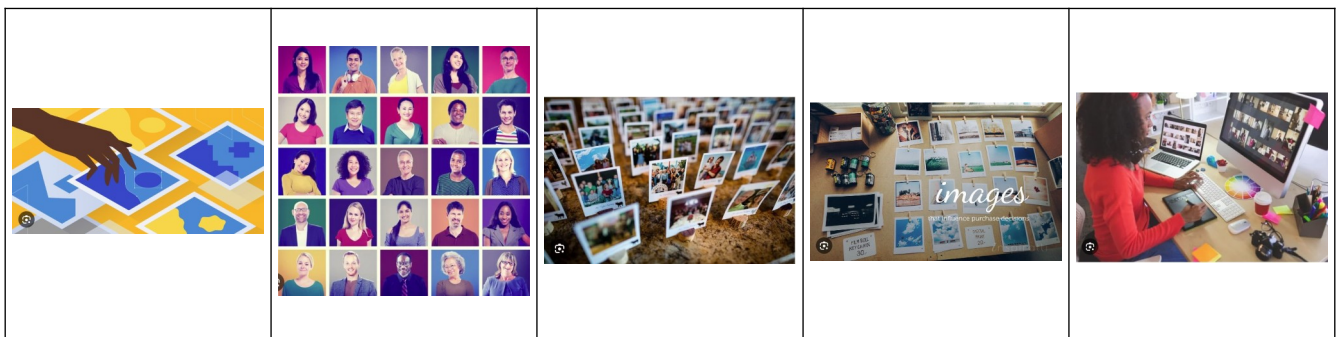
The sample of images about networks and social media phenomena emphasizes that the transaction perspective on internationalism is still influential. These images undeniably support that personal concerns are important influences in how people use Internet. Networks are seen as global. People are pictured as using the global network to pursue their personal interests. Transactions in which people seek and Gain information are prominently represented. Technology is recognized as a medium for diverse interactions among people.

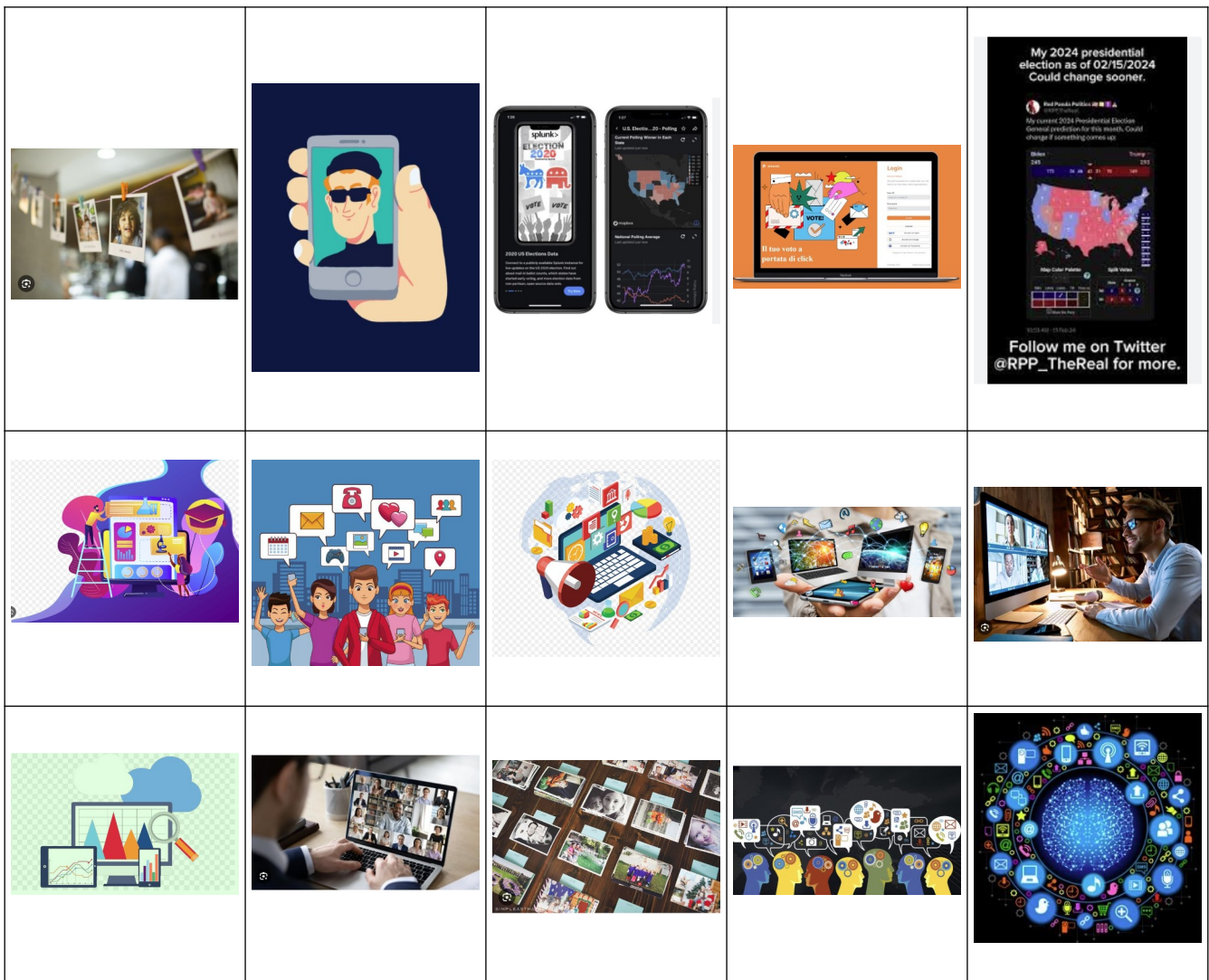
The symbols that have become globally accepted for Internet platforms appear to pervasively influence how networks and social media produced desired information. The iconic level now has familiar symbols such as those for Facebook, Twitter, google, and tick tock are readily recognized. The heuristic value of these symbols in the workings of networks and social media probably need to be more fully comprehended.

Issues can be discerned that pertain to how social media functions in information and personal transactions. Concerns about fake news and misinformation appear in this image sample. A recognition of the vast amount of information accessible is undeniable. Possible conflicts between networks and social media is difficult to deny. Some believe that technology is reasonably used for information purposes. Other imagine strengthening interpersonal realities is the prime purpose of Internet. This conflict is difficult to deny. Distinct perspectives on innovation useful in developing personal relationships are prominent. Likewise, however, there are undeniably many who purport the value of these technologies for pure informationalism.

When one attempts to comment on how social knowledge management practices affect perception of elections, some inherent disagreements happen. How the technology influence political ideas is disputed. Those who intend do you social knowledge management practices to gain in electoral reality, need somehow devise strategy that accommodates both the informational and personal gain perspective on networks and social media.

Figure Six
Images of High Megapixel Image Developments
A Sample Devised with Theoretical Sampling





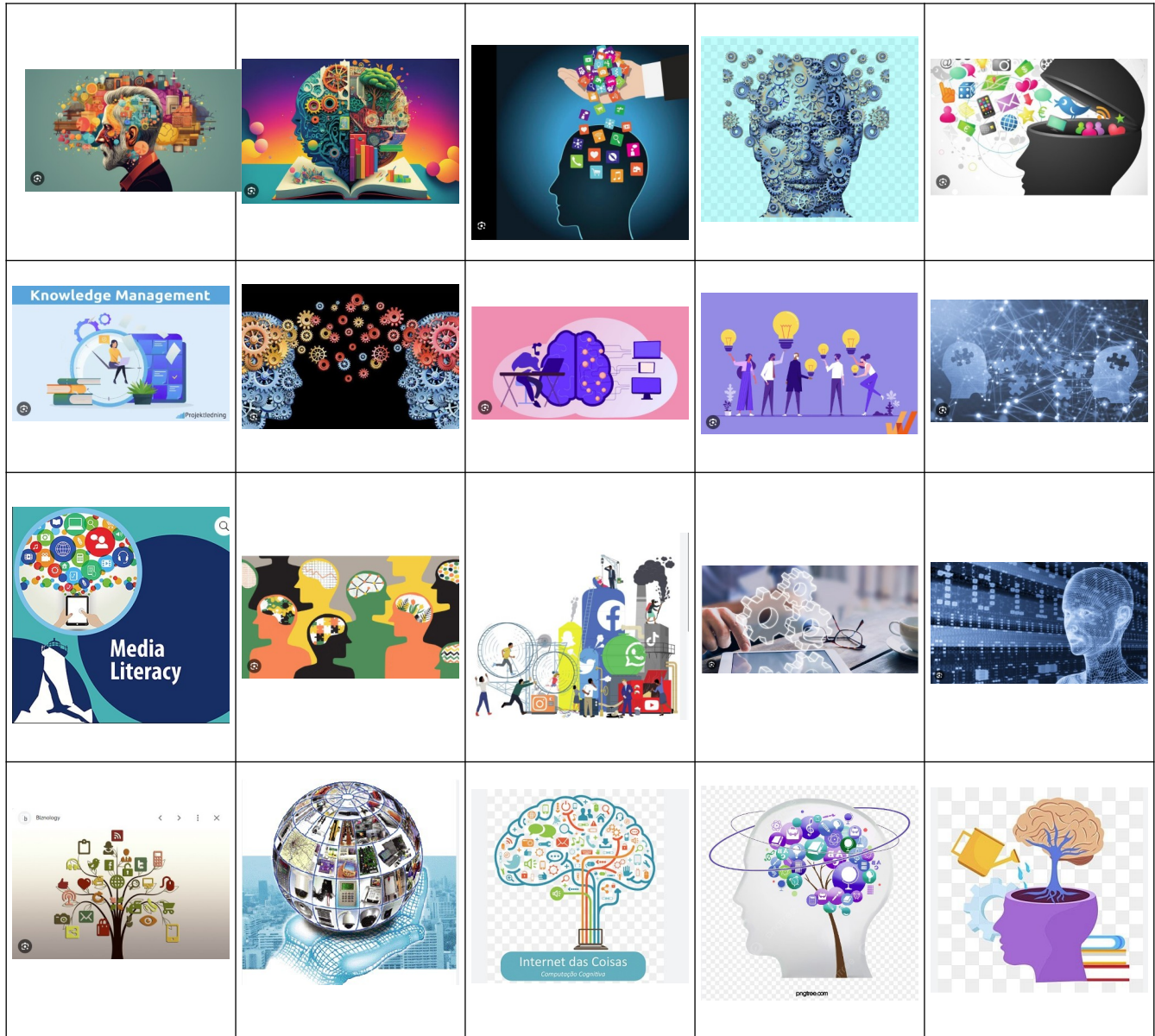
Images and infographics are recognized as increasing in influence. Developments in cameras and monitors are capable of managing high megapixel images to a greater extent than in previous years. Many people consider the cognitive strength of megapixel images to be a significant innovation and influence. This paper has already cited experts who are impressed with this development in visual graphics. Analysis of the electoral influence of social media and networks often focuses on how these sophisticated images are changing political cognition.

The sample developed for this paper about high megapixel images produces some other conclusions relevant to understanding how image technology effects politics. Infographics are found to possibly have influence that rivals ordinary photographs. A substantial amount of ingenuity can be found in how graphics designers present various realities to the public. These infographics have an excellent ability to communicate about complex political issues. The use of infographics is extensive in social networking situations.

Developments in online conferencing is found to have a surprising influence in the image strength of Internet. Platforms like Microsoft Teams and Zoom allow conferences that live video from participants. Often when many people are together in an online conference remarkable images of each person virtually attending appear on the computer monitor. The collage of images that this produces potentially is an image influence phenomena that has as yet not been adequately analyzed.

When one constructs a sample about megapixel images with theoretical sampling, the importance of many well recognized icons cannot be ignored. Many people who attempt to represent the reality of Internet images are significantly impressed with these colorful symbols. These icons have gained familiarity and are known to represent various platforms that connect their users to people through social media. These well recognized symbols are undeniably heuristics of some sort. How these familiar icons function cognitively to quickly analyze all sorts of realities needs to be better understood.

Figure Seven
Images of Cognitive Processes Affected by Social Media
A Sample Devised with Theoretical Sampling



The third sample this paper produced with theoretical sampling focuses on the cognitive influence of social media. Graphics artists have favored several thematic techniques to represent the cognitive influence of social media. Significant differences occur among the graphics intended to explain what happens cognitively as social media influences.

One theme found in these images emphasizes the synoptic strengths in ideas that Internet produces. This perspective believes that the vast amount of information that the social media person has at his fingertips is the relevant variable. Somehow the social networking environment manages to successfully synthesize a considerable amount of diverse information. This remarkable synthesis of information appears an undeniable accomplishment of social networking.

A second perspective found in this sample is impressed with how social networking manipulates the complex workings of the brain. Many cognitive psychologists have interested in the extent to which cognitive process is determined by innate brain mechanisms. Several ideas including psychoanalytic perspectives like to emphasize the significance of observing how the brain effectively moves about among various ideas and emotive states. Graphic representations of this phenomena are prominent among the cognitive images.

Metanoia is another theme presented in the images about cognitive process. The term "metanoia" is a Greek term that denotes a change of mind, a reorientation, or a fundamental transformation of outlook. Various infographics emphasizing metanoia emphasize the cognitive process that happens with social networking as a sudden discovery of new realities and truths. As a result of social networking individuals experience sudden realization of new truth and a connectedness to a kind of cosmic environment where there is enlightenment.

Yet another perspective that emerges from these images focuses upon the mechanistic transformations in cognitive process accomplished by social networking. These cognitive theories are process oriented. When new digital technology enters the picture, brain exercises are sure to follow. The process of

developing advanced media literacy promotes development and cognitive accomplishments. The brain itself is stimulated and encouraged in new directions to achieve heretofore unknown potential. These graphics believe digital technologies have remarkable capabilities.

Implications of Social Networking for Politics

A basic observation about politics and social networking needs to be made. The significant influence of social networking in introducing cognitive biases probably does profoundly influence politics. The three samples this paper has analyzed all reinforced this idea. The workings of social networking encourages people to simplify representations of political reality to facilitate uncomplicated communication of ideas to online friends. There is great communicative strength in social networking; however, likewise there was a tendency for some cognitive biases to enter the reasoning process. Managing social networking capability to transmit an astounding amount of political information is required. The communications expert who can do this while working within all these cognitive biases probably successfully manipulates for political advantage.

Public perception of the election maybe control by whoever has mastered the technique of communicating large amounts of information within the limitations of prevailing cognitive biases. The three samples analyzed in this paper are convincing that social networking people inevitably seek conventions that improve the reliability of their messaging to one another. Unfortunately, excellent interpersonal communications may rely upon an ability put one's ideas together in modular form. Achieving this objective likely requires the successful social media person's ability to use prevailing biases to connect with others. In social communications, cognitive biases may function like prevailing winds that carry words of importance to their intended recipients.

Figure Eight
Common Types of Cognitive Biases

Actor-observer bias	The tendency for an individual to credit their own situation to external causes while ascribing other people’s behavior to internal causes.
Anchoring bias	The tendency for the brain to rely too much on the first information it received when making decisions.
Attention bias	The tendency for an individual to pay attention to a single object or idea while deviating from others.
Availability heuristic	The tendency to use information that comes to the mind quickly when making decisions based on the future.
Confirmation bias	The tendency for the brain to value new information that supports existing ideas.
The Dunning-Kruger effect	The tendency for an individual with limited knowledge or competence in a given field to overestimate their won skills in that field.
False consensus effect	The tendency for an individual to overestimate how much other people agree with them.
Halo effect	The tendency for a person's impression in one area to influence an opinion in another area.
Hindsight bias	The tendency to interpret past events as more predictable than they actually were.
Misinformation effect	The tendency for information that appears after an event to interfere with the memory of an original event.
Self-serving bias	The tendency for an individual to blame external forces when bad events happen but give themselves credit when good events happen.

(Source: Giles and Bernstein, 2024 and Cherry, 2022)

Figure Eight presents several examples of recognized cognitive biases relevant to this perspective.

Analysis of social knowledge management practices and perception of elections suggests that better

understanding these and other cognitive biases is important. Influence phenomena, since the advent of social networking, are influenced by cognitive biases. Information technology has, throughout its development's history, favored slightly different people than gained in proceeding eras. Social networking is unlikely to develop differently. Those persons adept at manipulating cognitive biases very possibly gain the upper hand as social networking becomes more pervasive.

Conclusion

This paper has attempted to develop concepts useful in appreciating how developments in knowledge management are likely to affect perceptions of elections. Some have accused knowledge management of being a science almost controlled by a guild mentality. This paper has sought to dispel that myth. The increasing importance of social networking has been presented as inevitably popularizing the practice of knowledge management. The pervasiveness of social networking has been presented as inevitably leading to greater interest among diverse people in how ideas about politics are presented and manipulated.

A research design has been presented that improves conceptual development relevant to knowledge management in the era of social networking. An attempt has been made to make happenings now occurring and social networking appear both of great interest and with potentially powerful implications. As interest in social networking increases among diverse people, an imagination begins that political outcomes could happen that are of transformative significance.

Bibliography

Amira, K., & Abraham, A. (2022). How the Media Uses the Phrase “Identity Politics”. *PS: Political Science & Politics*, 55(4), 677-681.

Anderson, Janna and Rainie, Lee (2021). “1. A Sampling of Some of the Key Overarching Views.” Pew Research Center, November 22, 2021. <https://www.pewresearch.org/Internet/2021/11/22/a-sampling-of-some-of-the-key-overarching-views/> accessed March 15, 2023.

Bajic, Miljan (2020), “Collective Sensemaking: The Game Has Evolved,” <https://miljanbajic.medium.com/collective-sensemaking-for-wicked-problems-de1291561026>, accessed 2022-02-27

Boselli, Pietro (2016), *Rational Mind, Guide to Rational Thinking*, <https://www.pietroboselli.com/power-of-reason> accessed March 15, 2024.

Cherry, Kendra, (2022) “What Is Cognitive Bias?” VeryWellMind, <https://www.verywellmind.com/what-is-a-cognitive-bias-2794963> accessed March 15, 2024

Czarniawska, Barbara (2004), *Narratives in Social Science Research*, London: Sage, 2004.

European Schoolnet, (2024) “Social Media Literacy for Change – helping teachers develop their student's social media literacy skills strategically!” <http://www.eun.org/news/detail?articleId=4231032>

Gillis, Alexander and Bernstein, Corinne (2024), “Cognitive Bias,” <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwip66zgiImFAxU-8kDHVpbCi4QFnoECBEQAQ&url=https%3A%2F%2Fwww.techtarget.com%2Fsearchenterpriseai%2Fdefinition%2Fcognitive-bias&usq=AOvVaw2XP0lc3Hw4KKv9w4FM8dtc&opi=89978449> accessed March 15, 2024.

Gottfried, Jeffrey and Liedke, Jacob (2021). “Partisan Divides in Media Trust Widen, Driven by a Decline among Republicans.” Pew Research Center, August 30, 2021. <https://www.pewresearch.org/fact-tank/2021/08/30/partisan-divides-in-media-trust-widen-driven-by-a-decline-among-republicans/> accessed March 15, 2023.

Hersh, E., & Krupnikov, Y (2023). Introduction to Freedom of Expression in an Age of Social Media, Misinformation, and Political Polarization. *PS: Political Science & Politics*, 56(2), 219-221.

Liedke, Jacob and Wang, Luxuan, (2023) “News Platform Fact Sheet,” Pew Research, November 15, 2023. <https://www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/> accessed March 15, 2023.

Matsa, Katerina Eva (2022). "More Americans Are Getting New on TikTok, Bucking the Trend on Other Social Media Sites." Pew Research Center, October 21, 2022. <https://www.pewresearch.org/fact-tank/2022/10/21/more-americans-are-getting-news-on-tiktok-bucking-the-trend-on-other-social-media-sites/> accessed March 15, 2023.

Morrison, Sara (2020), "Why Are You Seeing the Digital Political Ad? No One Knows," Vox, September 29, 2020, <https://www.vox.com/recode/2020/9/29/21439824/online-digital-political-ads-facebook-google> accessed February 13, 2022.

Mutch, Alister, (2008) *Managing Information and Knowledge in Organizations, A Literacy Approach*, Routledge: New York.

Perry, Jordan,, (2021) "Exploring the Impact of Social Media on Identity Formation," May 4, 2021 <https://jordan-perry.medium.com/exploring-the-impact-of-social-media-on-identity-formation-2a8d501b4874>

Schaeffer, Katherine (2021). "7 Facts about Americans and Instagram." Pew Research Center, October 7, 2021. <https://www.pewresearch.org/fact-tank/2021/10/07/7-facts-about-americans-and-instagram/> accessed March 15, 2023.

Siena, S., & Roman, T. (2022). Fighting Fake News: Using Peer Discussion Groups to Build News Media Literacy. *PS: Political Science & Politics*, 55(4), 821-827.

Silver, Laura and Clancy, Laura (2022). "In Advanced and Emerging Economies, Similar Views on How Social Media Affects Democracy and Society." Pew Research Center, December 9, 2022. <https://www.pewresearch.org/fact-tank/2022/12/06/in-advanced-and-emerging-economies-similar-views-on-how-social-media-affects-democracy-and-society/> accessed March 15, 2023.

Skey, M. (2022). Nationalism and Media. *Nationalities Papers*, 50(5), 839-849.

Ternullo, Stephanie (2022) "I'm Not Sure What to Believe': Media Distrust and Opinion Formation during the COVID-19 Pandemic," *American Political Science Review*, February 4, 2022.

Wike, Richard; Silver, Laura; Fetterolf, Janell; Huang, Christine; Austin, Sarah; Clancy, Laura; and Gubbala, Sneha (2022). "Social Media Seen as Mostly Good for Democracy Across Many Nations, But U.S. is a Major Outlier." Pew Research Center, December 6, 2022. <https://www.pewresearch.org/global/2022/12/06/social-media-seen-as-mostly-good-for-democracy-across-many-nations-but-u-s-is-a-major-outlier/> accessed March 15, 2023.