Reseach Proposal and Annotated Bibliography

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# *Introduction*

Social media has become a very powerful tool that is used in every field of life by people. All activities and actions of people now days are influenced by social media due to the rapid progress of acience and technology with every passing day.

# *Discussion*

### Social media is used in politics to a very large extent and the trends have now changed the ways of interaction of the people with their elected officials. The elected candidates and officials have become more accessible and accountable to the pubic and the voters due to the ptevalence of social media in politics. Use of Twitter, Facebook, and YouTube has made the running of campaigns changed and the content published can be broadcasted to millions of people easily, within a few seconds. The politicians can easily convey their agendas and can speak to the voters directly through the social media tools without spending any time. The traditional method of voting has also changed; the voters can be easily reached through earned media and paid advertising.

The political campaigns easily and conveniently produce the ads and commercials and get them published for free on the social media platforms, rather than paying extra time, money, and attention to broadcast them on radio or television. Due to a large ratio of social mredia audience,the content for campaigns and other stuff posted by the journalists easily gets broadcasted to a wide range of audience within no time and it even helps them know about the views and opinions of people by going through the responses.

The social media tools have aroused a lot of creativity in people. the voters and politicians interact to each other through these tools and share news, ideas, and other information very easily. The campaign events are shared on Facebook using the “share” option and people respond to it using the “retweet” feature. Donal Trump as a candidate in his 2016 Presidential campaign said, “I like it because I can get also my point of view out there, and my point of view is very important to a lot of people that are looking at me.”

The people who foolow the political campaigns on social media can be helpful for giving new ideas to the elected officials for their political campaigns and events. A wealth of information can be exchanged in the best way and through people from every gender, race, age group, or institution. There are some campaigns that raise large sums of cash within a short period of time. Social media tools such as Facebook and Twitter are used by the candidates to donate money or carry out the most successful fundraising campaigns.

The social media can prove to be effective and helpful to get to know about the image of the candidates. Their social media posts reflect their ideas, opinions, thoughts, and the activities they engage in. sometimes these tools and the use of social media also create scandals and controversies against the candidates, for example Anthony Weiner lost his seat in the Congress after he exchanged on his Twitter and Facebook some photos and messages with a woman that were sexually explicit.

The best effect of social media on the political world is weighing public opinion nd getting feedback from them. The politicians and elected officials easlity get to know how pople are responding to any of their issue or controversy. They hire a proper staff for monitoring their social media channels for observing and keeping records of the positive or negative responses of the public. At first the politicians and their staff do not know how people will be responding to their activities or policies and after that they can adjust their campaigns or sctivities in accordance with the responses.

Another reason for the effectiveness of social media on politics is that engages the youth and young voters. Due to the social media tools, young voters are energized and it gives a deep impact on the elections and campaigns. The best example of this is Barack Obama, the first politician who encouraged the power of social media during the two successful campaigns held by him.

The social media and its excessive use by people has broadened the digita technology and the political movements are influenced by it largely. A political scientist Bruce Bimber says, “The exercise of power and the configuration of advantage and dominance in democracy are linked to technological change.” The power of social media has influenced politics through the use of divderse media platforms.

**Conclusion**

Over the past decade, the rise of social media in polics has brought great revolution to the world and it will continue to eveolve with each passing day. Many new trends have been introduced by the access to the broad digital sources and these trends are a ray of hope for building a good future of the social media.

# End Notes

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