

Research on the Influence of Social Media on the Us Presidential Election in the Era of Big Data

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Abstract:

Background: The impact of social media on the U.S. presidential election is a multifaceted and profound issue. Social media has revolutionized the way information is disseminated and consumed, playing a pivotal role in shaping voters' perceptions and behaviors. This paper explores the various ways in which social media influences voters' perceptions of the fairness of election rules, electoral opportunities, and their electoral intentions.

Objectives: To analyze the role of social media in affecting voters' understanding of election rules, the formation of public opinions, and the shaping of electoral intentions. The study aims to highlight the challenges posed by misinformation, the polarization of public opinion, and the potential for manipulation of voter behavior through social media platforms.

Methods: The research employs a comprehensive review of existing literature, case studies of recent U.S. presidential elections, and an analysis of social media trends and user interactions. It examines the efficiency and breadth of information transmission, the reliability of information, the risk of division and information filtering, and the promotion of voter mobilization and participation.

Results: The study finds that social media significantly impacts voters' perceptions of the fairness of election rules, with both positive and negative effects. On one hand, it facilitates the rapid and wide dissemination of election-related information, enhancing voter awareness and participation. On the other hand, it poses risks due to the spread of false information, the reinforcement of existing biases through algorithmic recommendations, and the potential for targeted political advertising to influence voter behavior.

Conclusions: Social media is a double-edged sword in the context of U.S. presidential elections. While it has the potential to increase civic engagement and political participation, it also introduces new challenges that threaten the integrity of the electoral process. The paper emphasizes the need for stronger regulations, improved platform responsibility, and enhanced media literacy among voters to ensure the fairness and transparency of elections in the digital age.

Keywords: Social Media, U.S. Presidential Election, Voter Perception, Election Fairness, Electoral Intentions

INTRODUCTION

In the US presidential election, the impact of social media on voters' perception of the fairness of election rules is a complex and far-reaching issue. The following is a detailed discussion:

The efficiency and breadth of information transmission:

As the main channel for information dissemination, social media can quickly and widely transmit news about election rules. [1]For example, it can promptly inform voters about changes in voting times, voting locations, and voting methods, which is crucial to ensuring voters' rights. Through social media, governments and election officials can communicate directly with voters, answer questions, and improve voters' understanding and confidence in election rules.

The reliability of information and the challenge of false information:

Although social media facilitates the dissemination of information, there are also a lot of problems with the authenticity and credibility of information on its platform.[2] False information, misleading advertisements, and malicious manipulation may mislead voters and affect their understanding and trust in the fairness of election rules. Therefore, social media platforms need to strengthen information review and management to ensure that the information disseminated is accurate and reliable, and avoid misleading and interfering with voters.[3]

The risk of division and information filtering:

Social media algorithms usually optimize content recommendations based on user preferences and behaviors, which may lead to information filtering and selective exposure. During elections, such algorithms may exacerbate political divisions among voters and questions about the fairness of election rules. [4]Political advertising and campaigns may also be intentionally targeted at specific groups of voters to influence their electoral behavior and attitudes.

Promotion of voter mobilization and participation:

Social media is not only a platform for information dissemination, but also an important channel for voter mobilization and participation. Political candidates and groups use social media to organize rallies, campaign events, and fundraisers to motivate supporters to participate in the electoral process. This mobilization can enhance voters' attention to electoral rules and procedures and increase voter turnout and participation.[5]

Importance of regulation and platform responsibility:

Given the key role of social media in elections, strengthening regulation and platform responsibility is particularly important. Governments and international organizations should formulate stricter regulations requiring social media platforms to strengthen the review of political advertising and propaganda content, ensure that it complies with the requirements of election laws, and avoid improper interference in the election process.

The reliability of information on social media is the primary issue that affects voters' perception of the fairness of election rules. On social media, anyone can post content, which makes misinformation, fake news, and deliberate false propaganda ubiquitous. This false information may mislead voters and affect their views and trust in elections. For example, false allegations of election fraud may spread rapidly on social media, undermining voters' confidence in the fairness of the electoral system. Social media algorithms tend to reinforce users' existing views and form an information cocoon effect by constantly pushing content that is consistent with users' previous preferences and interactions. This mechanism exacerbates social divisions and makes dialogue and understanding between groups with different political positions more difficult. In the context of elections, this may lead to the voters' misunderstanding and hostility towards the opposing camp, further affecting the common recognition of the fairness of election rules. The information filtering mechanism of social media platforms also has an impact on voters' perception of the

fairness of election rules. Platforms may decide based on algorithms which information is more likely to attract users' attention and which information is hidden or has lower exposure. [6]This opaque information filtering may expose voters to only one aspect of information, thus affecting their overall view of the election and their evaluation of the fairness of the rules.

SOCIAL MEDIA INFLUENCES VOTERS' PERCEPTION OF FAIR ELECTORAL OPPORTUNITY

The impact of social media on the U.S. presidential election is a complex and far-reaching topic, involving information dissemination, voter participation, political propaganda and other aspects. This article will discuss the impact of social media on voters' perceptions of fair electoral opportunities, exploring how it has changed the way information is obtained during the election process, the formation of public opinions, and its impact on political candidates and policies.

The rise and impact of social media

With the popularity of the Internet and smartphones, the influence of social media in the political sphere has increased significantly. Its unique features, such as immediacy, broad coverage, user-generated content and personalized recommendations, make it an important platform for political participation and expression of opinions. In the U.S. presidential election, social media is not only a channel for information dissemination, but also an important factor in shaping public views on candidates and issues.

Acquisition and dissemination of information

First, social media has changed the way voters obtain political information. The one-way information dissemination of traditional media such as television and newspapers is gradually broken by social media. Voters can obtain more information with diverse positions through interaction and sharing. However, this also brings challenges to the authenticity and objectivity of information, as information on social media may lack review and verification, leading to the spread of fake news and rumors, which in turn affects the public's perception of election fairness.

Formation and polarization of public opinions

Second, social media has exacerbated the polarization of public opinion. Through algorithm recommendation and user self-selected information filtering, people are more inclined to contact and agree with information sources that are consistent with their own views, forming a so-called "information cocoon". [7]This phenomenon not only increases voters' doubts about the fairness of elections, but also intensifies social divisions and opposition, making the evaluation of candidates and policies more one-sided and biased.

Political propaganda and public opinion influence

Third, social media has become an important platform for candidates' political propaganda. Candidates can directly interact with voters through social media to spread policy propositions, win support and mobilize voters' emotions. [8]Although this kind of directness and interactivity enhances the sense of political participation, it can also be easily used to mislead voters or carry out false propaganda, thereby affecting voters' perceptions of the fairness and transparency of elections.

Regulation and ethical issues in social media

The widespread use of social media in elections has also prompted regulatory and ethical discussions. Due to its huge influence, it is necessary to properly regulate it to ensure the authenticity of information and the integrity of elections. At the same time, social media companies also need to take social responsibility, improve their algorithms, reduce the spread of misinformation, and promote a healthy and constructive discussion environment.

Improving voters' media literacy

In order to cope with the challenges of the social media era, it is particularly important to improve the media literacy of voters. Voters need to have the ability to distinguish the authenticity of information, rationally view various information on social media, and make judgments based on facts. [9] This not only helps to enhance the fairness of elections, but also promotes the healthy development of a democratic society.

The impact of social media in the US presidential election is indeed a complex and far-reaching issue. It has not only changed the way voters obtain political information, but also affected the public's perception of election fairness and the formation of political opinions. First, social media, through its immediacy and wide coverage, allows voters to obtain diverse political information more quickly and directly. However, because the source and authenticity of information are difficult to verify, social media has also become a hotbed for the spread of false information and biased views, affecting the public's trust in the fairness of elections. Second, the algorithmic recommendation and user information filtering functions of social media have led to the polarization of information, that is, people are more inclined to contact and agree with information sources that are consistent with their own views, which has exacerbated social divisions and confrontations. This information cocoon effect not only makes it more difficult for the public to form a comprehensive and objective view, but also increases doubts about the selection and processing of information during the election process. Third, as the main platform for political propaganda, social media enables candidates to interact directly with voters, spread their policy propositions and mobilize support. However, this has also raised concerns about the authenticity and transparency of political propaganda, because the interactivity and content control of social media are not as strict as traditional media, which can easily lead to the spread of misleading information.

SOCIAL MEDIA INFLUENCES VOTERS' ELECTORAL INTENTIONS

In today's era of social media, its impact on the US presidential election cannot be ignored. Social media is not only a platform for information dissemination, but also an important factor in shaping voters' ideology, political attitudes and voting behavior. This article will explore in depth how social media affects voters' electoral intentions, from information acquisition, opinion formation to voting decisions.

Social Media and Information Acquisition

Social media has revolutionized the way voters obtain political information. Traditional news media such as television and newspapers report relatively single and limited reports, while social media provides a more diverse and three-dimensional source of information. Through user-generated content, news links, comments and videos on the platform, voters can obtain political information from different perspectives. This diversity enables voters to have a more comprehensive understanding of candidates' policy propositions, activities and speeches, helping them to form more comprehensive and diverse views.[10]

However, the acquisition of social media information also faces challenges in authenticity and objectivity. Because the source and dissemination of information on the platform are not strictly scrutinized, the spread of false information and misleading content has become a major problem. This may lead to voters' misunderstanding of political reality and deepening of prejudice against candidates, thus affecting their electoral intentions.

Social Media and Opinion Formation

Social media is not just a tool for information acquisition, but more importantly, how it influences and shapes voters' political opinions and attitudes. Through social media platforms, voters can directly participate in political discussions and express their own views and positions. This interactivity allows voters to participate more actively in the election process, enhancing their sense of political participation and civic awareness.

However, the algorithmic recommendation and information filtering of social media also bring about the problem of information cocoon. This means that users are more inclined to access and agree with their own views, leading to polarization and fragmentation of opinions. [11]This phenomenon not only makes it difficult for voters to access information from different political positions, but may also cause voters to be more biased and subjective in their voting decisions.

Social Media and Voting Behavior

Ultimately, how social media affects voters' electoral intentions is most directly reflected in voting behavior. Research shows that social media can influence voters' voting decisions in a variety of ways. First, through the propaganda and advertising of candidates and political groups, social media can enhance voters' understanding and support for specific candidates. Second, through voter interaction and the influence of opinion leaders on social media, voters may be influenced by the views and recommendations of others and change their voting intentions.

However, social media also has potential risks of the voter intervention and information manipulation. For example, external forces may use social media platforms to manipulate voters or conduct false propaganda to influence election results. The situation has sparked widespread discussion on the responsibility and regulation of social media platforms to ensure that the fairness and transparency of the electoral process are not compromised.

DECLARATION OF CONFLICTING INTERESTS

The author(s) declared no potential conflicts of interest with respect to the research, author-ship, and/or publication of this article.

DATA SHARING AGREEMENT

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

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