



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Echahid Hamma Lakhdar University, Eloued
Faculty of Arts and Languages
Department of Arts and English Language



The Impact of Social Media on Donald Trump's Election 2016

Dissertation submitted in Partial Fulfilment of the Requirements
for a Master Degree in Literature and Civilization

Submitted By:

Djihane ALLAL

Deloula KHEZZANE

Ramzi OMANE

Supervisor:

Dr. Tarek SAID

Board of Examiners

Chairman/President:	Mr. Atik Zid Ouahid	University of El-Oued
Supervisor:	Dr.Said Tarek	University of El-Oued
Examiner:	Mr. Youcef Kouider	University of El-Oued

Academic Year: 2019/2020

Dedication

We dedicate this work to all the survivors from the COVID-19 virus all over the world. We hereby put our feeling into words to voice our sincere gratitude to the white army that serves on the front line to fight the pandemic and to save humanity as well. We dedicate this achievement to our precious families and all those who care about us.

Finally, our special thanks go to our mates for their encouragement, and support to complete this dissertation.

Acknowledgments

We would like to express our deepest gratefulness and appreciation to our supervisor Dr. Tarek Said for his support and guidance.

We would like to sincerely thank the English department administration as well as all the teachers.

We are grateful to the honorable chairman Mr. Atik Zid Ouahid and the examiner Mr. Youcef Kouider who carry out the task of reading and correcting this dissertation.

Finally, we would like to confess that all mistakes, errors or omissions in this work are solely our own.

Abstract

The study under examination detects the issue of social media influence on the outcomes of the 2016 U.S general election. This study relies on the descriptive-analytical method that explores the constructed hypothesis. The primary objective of the work is to analyse Trump's strategy of social networking sites exploitation in his campaign in an endeavour to win the presidency. Additionally, it examines the digital means' contribution to enhancing democracy status in the United States of America. Also, it aims to provide an insight into social networks' role in improving political communication as well as political marketing. The findings reveal that Trump's strategy of social media use is the major factor behind his success over Hillary Clinton.

Keywords: Social Media, Donald Trump, the 2016 U.S general election, political campaign.

List of Abbreviations

CIA: Central Intelligence Agency

FBI: Federal Bureau of Investigation

FEC: Federal Election Commission

FECA: Federal Election Campaign Act

PAC: Political Action Committee

SNSs: Social Networking Sites

US: United States

List of Figures

Figure 01: Donald Tramp Tweet about Lockheed Martin F-35 program.....	38
Figure 02: Followers of Trump and Clinton Over Time on Twitter.....	51

Table of Contents

Dedication.....	I
Acknowledgements.....	II
Abstract	III
List of Abbreviations	IV
List of Figures.....	V
Table of Contents.....	VI
General Introduction	2
Chapter One: The Concept of Social Media and Its Application in 21st Century	
Introduction.....	11
1.The Use of Old Media in Politics History	11
1.1.Newspaper.....	12
1.2.Radio	14
1.3.Television.....	14
1.4.Internet	15
2.The Emergence of Social Media Platforms in 21st Century	16
2.1.Facebook	16
2.2.YouTube.....	19
2.3.Twitter	20
3.Social Media Platforms as Political Communication Means.....	23
4.Democracy Concept in the Era of Social Media.....	24
Conclusion	25

Chapter Two: The Presidential Campaigns in US Political Sphere

Introduction.....	27
1.Introduction into the General Election Process in US	28
2.The Presidential Election Campaigns in US.....	29
2.1.What is the Election Campaigns?.....	29
2.2.Campaign Organization.....	29
2.2.1.Press Secretary.....	30
2.3.Funding Campaigns.....	30
2.3.1.The Federal Election Campaign Act (FECA).....	32
2.4.Source of Funding	33
2.4.1.Political Action Committee	34
2.4.2.Individual Contribution	34
2.4.3.Candidate Personal Funds	35
2.4.4.Public Funding.....	35
2.5.Strategies of the Presidential Election Campaigns.....	36
2.5.1.The Message	36
2.5.2.Timing	37
2.5.3.Dialogue.....	37
2.5.4.Fake News	38
2.5.5.Direct Contact with Voters (The Use of Social Media)	39
3.The Candidate’s Image	40
3.1.Political Marketing.....	41
3.2.The Different between the Process of Marketing in Business and Politics	42

4.The Shift in the Political Information	42
4.1.American Source of Information.....	43
5.The Relationship between Social Media and Politics.....	44
Conclusion	46

**Chapter Three: The Practical Framework: Analysis of The Impact of Social Media in
Trump’s Election**

Introduction.....	48
1.How Trump Made Use of Social Media to Repair His Image?.....	48
2.How Social Media Enhances Presidential Campaigning?.....	52
3.What are the Effects of Social Media on Both Electoral Participation and Voter’s Decision- Making Processes?.....	53
3.1.Electoral Participation Process.....	53
3.2.Voter’s Decision-making Process	54
4.A Comparative Study of the Implemented Strategies on Social Media in the 2016 Presidential Election Campaigns: Clinton vs Trump.....	55
5.Trump and Fake News	60
5.1.Concept of Fake News in Social Media	60
5.2.Fake News Prevalence Process	60
5.2.1.Who Generates Fake News?.....	60
5.2.2. The Process of Fake News Propagation.....	62
5.3.The Contribution of Fake News to the Success of Trump's Election Campaign	63
6.Russia” the Invisible-Hand “of Trump’s Victory	64
7.The Ripple Effect of Social Media on Trump’s Win.....	65

8.Potential Risks of Social Media on Trump.....	67
Conclusion	67
General Conclusion.....	69
Limitations of the Study.....	71
Recommendations for Further Studies.....	72
ReferencesList	73
ملخص.....	91

General Introduction

General Introduction

Introduction

In recent years, the world has witnessed a significant transition from traditional media to social media platforms, which happen to affect, in the present time, the way the world communicates. Furthermore, the digital shift from traditional to social media creates an entirely brand-new medium to ensure the smooth functioning of the political-media system in the United States. Thus, politicians utilize the prospects opportunities of this digital shift to maximize their political advantages, since it raises the potential of fostering public participation in political discourse, altering communication between political leaders and their followers, and facilitating political information access. However, the reliability question of political information presented through social media platforms yet needs to be under the quest. This digital shift, also, transmits the monitored media to a non-controlled media, which allows reinforcing democracy and transparency in the political field. Hence, avoiding the “media bias”.

Candidates, in one way or another, must communicate with the voters because of the necessity of communication in the political campaign between presidential candidates and the electors. Therefore, Candidates must adopt the latest media means throughout their campaigning to generate support and legitimacy of their regimes, and more precisely, to communicate their messages directly without being monitored by the press.

Likewise, in the 2016 US general election race, the presidential candidate Donald Trump uses social media mainly as official platforms to propagate his campaign’s program and activities as well as to help in fundraising after accessing and interacting with a big scale of electors. At the same time, to ignite controversy over his opponents, and declaring Presidential Feuds against his competitors in the general election in an attempt to dominate the political

scene. Consequently, it seems that social media helped Donald trump in getting a stamp of approval in the 2016 US general election.

1. Literature Review

The objective of writing this section is to provide an overview of relevant past studies on the use of social media in political election campaigns and the debate of how technology helped Trump winning the 2016 US general election. It should be worth noting that the discussion of the recent research literature forms the basis of our study.

Through the rising of social media, the American public became more interested in candidates' traits as well as started to engage in political discussions than before (Dymek, Falasca & Grandien, 2017). In the late 2000s, presidential campaigns began to spread extensively over the Internet, rather than being limited just to the mainstream media, such as TV channels, radios, and newspapers (Dymek et al 2017). The latter means were regarded as political information dominators because they had the power to control peoples' minds by making them believe in a certain piece of information, which they had created to support or harm a particular political candidate (Bayraktutan, Binark, Comu, Dogu, Isamoglu&Aydemir, 2011, p. 07). Therefore, they were called the third party. However, with the growth of social media platforms like Facebook and Twitter, the third party is no longer the only one in charge of establishing a certain image for political. Rather, social media emerged to provide the party nominees with powerful means to present themselves to the public without being controlled by the traditional media owners. Recently, social media became the essence of political communication, since it offered the voters an arena to exchange their different political point of views as well as to interact with the presidential candidates in the elections. Therefore, political candidates are

required to resort to social networking sites, such as Twitter or Facebook to promote their campaigns and their ideologies as well (Bayraktutan et al 2011, p. 29).

After a longitudinal study conducted by Falasca and Grandien (2016), they found out that most of the people obtain their information from social networks like Facebook and Twitter. Moreover, candidates realized that sending out a statement or message in a social media post is the fastest way to communicate strategically and effectively to the people, given that they trust in the circulated political information on digital media platforms. As stated by Patrick Ruffini, “It’s really opened the floodgates of candidates being able to tap into this ecosystem of voters and news consumers who are getting information about these candidates 24/7” (as cited in Lang, 2016, para.07). Moreover, this generates what is called a "feedback loop" whereby the postings of politicians on social media make the news, and then those news stories are shared via social media, creating awareness and producing even more chatter (Lang, 2016, para. 05).

In the 2016 US presidential election, social media played a significant role, where Facebook, Twitter, and YouTube became the candidates' trusted channels to run their presidential campaigns. Therefore, social media along with efficient speeches are known to be the key factors behind the success of Donald Trump in rallying the Americans. Twitter has served better for Trump than a paid advertisement to get his message out. Chad Kawalec president of West Hollywood-based Brand Identity Center declared, “He uses Twitter to kind of fulfill that need to constantly be able to speak to his people, his followers. It’s almost as a virtual rally for him he can use it to make a speech any time he wants” (as cited in Carey, 2016, para.11). Moreover, Persily a professor at Johns Hopkins University Press claimed that the major quality of trump’s successful communication through twitter in his unique speech “He is very authentic. He expresses himself freely without being under the control of his campaign’s

managers' instructions" (2017). In addition, Professor DiPietro stated, "He addresses his audience utilizing unsophisticated terms, which can be understood easily by various scales of society. This is called the strategic political communications, that's very important" (2016). According to Arall, S & Eckles, D. (2019). Professors in Sloan School of Management, Massachusetts Institute of Technology, the 2016 United States presidential election was vulnerable to social media manipulation. Due to the fact that the political outsider Donald Trump defeated his primary rival Hillary Clinton, who was expected to win the election due to her political background in the Democratic Party as well as her significant contribution and existence in the American political scene since 1993s.

In light of this academic literature, this study focuses majorly on social media impact on the 2016 US general election. Also, it discusses Trump's strategies in terms of social networks use, that he incorporated in his presidential campaign to generate constituents' advocacy and engagement.

2. Objectives of the Study

The research project's data sets primarily focus on the selected case study: Trump's 2016 election campaign. The development of the subject matter was determined by the following reasons: first, the examination of Trump's election campaign is central to identify the rising influence of social media on politics and Trump's win in precise. Second, it is about investigating the legitimacy of the candidates' image (Trump) that social media generates as one of the deliberate strategies intentionally used in Trump's election campaign to take over the presidency. This study intends to engender a novel interpretation of democracy conceptualization in the shade of social media leverage.

3. Statement of the Problem

Due to the immense role of the new media in directing the former 2008 in addition to 2012 US general election trajectory, it has been regarded as one of the most significant ingredients of effective political communication recipe. Therefore, in the 2016 US election, candidate Trump heavily relied on social media platforms in an endeavor to generate advocacy of the public simultaneously to endorse his presence in the political scene. Hence, raising his potentials to take over the presidency.

4. Research Questions

The research is based on the following questions:

1. Did social media help Donald Trump win?
2. How did Trump make use of social media platforms?
3. How the political information sources shifted from old to new media?
4. What are the implications of the condensed political communication on Trump's election campaign?

5. Research Hypotheses

To detect the former questions, we propose the following hypotheses:

1. Social media might be the only major leading factor behind Donald Trump winning in the 2016 US general election.
2. Analyzing Trump's election campaign organization might reveal novel different guises of social media usage.
3. The political information sources shift from old to new media might be due to the easiness of digital media use.

4. The implications of condensed political communication on Trump's election campaign might be depicted in the successful interaction with the electors.

6. Significance of the Study

This work will provide a crystal-clear analysis of Donald Trump's good use of social media to win the 2016 US presidential elections. Therefore, the students of English departments in Algeria will gain an adequate understanding of US politics especially the 2016 general elections as well as how social media utilized as a political tool. In addition, the study enhances and ignites the intellectuals' knowledge in the specialty of the United States' civilization, also it will provide researchers with extra bank information concerning the US general election.

7. Methodology of the Dissertation

This study adopts a descriptive method to explore the impact of social media on the 2016 US presidential election results. To confirm or refute the formulated hypotheses, it is necessary to delve into the problematic essence of the research. Therefore, the study depends on an in-depth analysis of Trump's election campaign. Furthermore, it partially includes a comparative study in the practical part to look for the different factors between Trump and Clinton's election campaigns at the level of social media use.

The data that have been collected for the study are from primary sources and secondary sources including research papers, books, articles, documents, and reliable websites. The study's first and second chapters set the historical as well as the theoretical background of the work through the close reading of data collection sources.

8. Organization of the Dissertation

The work is fundamentally sectioned into three chapters. The first chapter is a purely theoretical base of the conventional mass media concept with a slight relation to history and politics. Then, it presents a thorough description of the commonly known social media platforms; that is exemplified on Facebook, YouTube, and Twitter. The description implies also the historical and functional aspects of the previously mentioned platforms. Moreover, it discusses the notion of political communication and the way it is achieved through social media. Finally, it presents the democracy concept in the era of social media as well as discussing the role of social media in enhancing democracy in the political and governmental spectrum.

In the second chapter, the discussion shifts into the United States' political surroundings. Therefore, it firstly provides a general overview of US politics, more precisely the general election process in the US. Then, it moves to the way of organizing the presidential election campaign. After that, it attempts to investigate the approaches of fundraising of candidates in their election campaigns, in general, without neglecting to explore the sources of the funding. Within this chapter. In the end, it discusses the relationship between social media and politics to show the connection between the theoretical chapters.

The third chapter conducts the practical analysis of Trump's presidential election campaign. As a result, the effects of social media on Trump's win in the 2016 US election can be scrutinized. This chapter passes through social media's mechanism in altering Trump's image in the public eyes. Then, it explores how this non-conventional media enhances electoral participation as well as the voters' decisions. After that, it conducts a comparative study of social media usage guises in both Hillary Clinton and Donald Trump's election campaigns. Next, it introduces the concept of fake news in social media and explores its contribution to the success

of Trump in the election. Subsequently, it endeavors to confirm or refute what many have assumed, that Russia had a hand in reversing the 2016 US election results and secretly supporting Trump via social media mediums. Finally, it discusses the potential risks of Trump's use of social media platforms as well as clearly stating their impact on Donald Trump winning in the 2016 US presidential election.

Chapter One

The Concept of Social Media and Its Application in 21st Century

Chapter One

The Concept of Social Media and Its Application in 21st Century

Introduction

Time has changed in the 21st century where social media is considered the most important activity that helps to gain more experience. It is due to the regular increase in internet users all over the world, which has further increased the rate from millions to billions in terms of internet usage for operating Social Media.

There are various different forms of Social Media network including Twitter, Facebook, YouTube, Blogs, etc., that allows users, whether be, people or organizations to stay updated and connected. Each of these networking platforms follows a general base for the customers. For instance, Facebook is mostly used by young generation, Twitter is mostly used by business professionals and high officials, but all of them help in attracting large numbers of customers and consumers.

Due to these networks, it has become the first information that the user consumes after waking up and before sleeping. It helps in the fulfillment of the micro-moments of our day-to-day lives. It has become popular and widely used among all age groups of people but smartly through a research, it has been found that the widely used platform among the users from different countries is Facebook, Twitter and YouTube and so forth.

1. The Use of Old Media in Politics History

The history of mass media emanated from man's struggle for liberty, and freedom, which include freedom of expression, freedom to write and express oneself. Each social media networking web site targets a distinctive audience and makes use of special tools to allow people to share thoughts, videos, photos, and links to form a network of people related via common interests. The increasingly huge range of users on these websites has attracted corporations to encompass internet advertising in their marketing plans, because of social media's focus on capabilities and it is much less expensive than TV or print marketing. In 2008, the U.S. Presidential political campaigns began to fully apprehend the use of these sites. While the 2012 and 2016 campaigns, they witnessed an explosion of using Social Media. By social media networking sites such as Facebook, Twitter, and YouTube, millions of people can share information, spreading news of their lives, and distributing news stories from all over the world.

Political campaigns will still travel all across the country to rally with constituents; the value of that face-to-face interaction has not been lost. Campaigns still use TV, radio, phone callings, signs in yards and bumper stickers on cars to reach their constituents, but social media offers an inexpensive alternative to communicate the campaigns' message to the constituents. Social media has grown to be a necessity for any political campaign; candidates and campaign managers must use social media to effectively organize volunteer and fundraising efforts of their supporters.

1.1. Newspaper

A paper campaign is a political campaign in which the candidate only files the necessary paperwork to appear on the ballot. The purpose of such a token effort may be simply to increase name awareness of a minor political party or to allow voters of a certain ideology to vote accordingly. It can be a cost-effective means of attracting media coverage. An informational campaign, by contrast, may involve news releases, newspaper interviews, door-to-door campaigning, and organizing polls. As the level of seriousness rises, the marginal cost of reaching more people rises accordingly, due to the high cost of TV commercials, paid staff, etc. which are used by competitive campaigns.

In a book written by Keena Lipsitz (2016) entitled "*Competitive Elections and the American Voter*", she has noted the importance of competition and advertising throughout the campaign. The combination is a masterful blend of theory, institutional and individual level considerations, rigorous empirical analyses, and insightful interpretation. The result is a compelling case for making elections far more competitive and, hence, improving both the quality of the political information during campaigns and the public contribution in the electoral

process. Thus, campaigns are all about competition, which is an important factor that paves the way for a successful election.

1.2. Radio

Radio broadcasting is transmission by radio waves intended to reach a wide audience. Stations can be linked in radio networks to broadcast a common radio format, either in broadcast syndication or in simulcast or both. Radio has contributed heavily in the political landscape of America, as it was the first broadcasting medium in America after newspapers. The history of radio in America is deeply rooted in politics.

Political participation can come in various forms; voting, rally, contesting, partnership , among others to embark on this task of electing leaders, people must be mobilized in order to get enlightened via enlightenment campaigns, sensitization, information dissemination and advocacy programmes directed at Community Leaders, Age Grades, Development Associations, Opinion Leaders, Artisan Guides and other grassroots movements in order to increase their awareness and foster attitudinal change towards active involvement and participation in politics. (Ikelegbe, 1995).

1.3. Television

One of the means that is needed to reach out big scales of voters is television. The latter currently takes over a significant position among the mainstream media, in the regards of election and electoral campaigns (Aderoju & Aririguzoh, 2018). This medium is used to reach out the public because of its capacity to inform, educate, entertain its audiences and present images in vivid colors. Also, it is based on the power to appeal and grab attention of the audience that makes television attractive.

According to Aririguzoh(2015), television is a dominant and a prominent medium of communication in all over the world. It provides the audience with the opportunity to observe experiences through the content produced by the various TV channels. Also, it is regarded as an immense source of political information. Therefore, the information that television gives can make voters to vote for or against a candidate and his political party during an election.

Dye, Zeigler and Lichter (1992) stated that television acts as an intermediary between the candidates and its voters. The candidates can bypass the parties and appeal to the voters directly and those that appear on the television (candidates) are perceived to be serious.

Television viewers during presidential elections are able to come conclusions about the personality characteristics of the candidates and therefore use these personality characteristics to evaluate the candidates than radio listeners. This means that a candidate with a better screen personality has a greater chance of being chosen.

1.4. Internet

The internet is now one of the most media outlets for campaigning and elections, and be used for electronic voting. The impact of the internet on American politics relative to campaigns and elections by conducting the relevant literature review and synthesis. It will attempt to follow the progression of the internet's role in politics. It will also assess what the internet has changed and conversely, what it has not changed. It studies the impact of the internet on candidates, strategists, media, citizens, and activists.

This network offers political candidates a new way to campaign. It provides an interactive platform for communication, collaboration, and fundraising. Both political parties are sharply increasing their use of web related tools like e-mail, websites, text messaging and internet social network such as Myspace profiles, Facebook groups etc. Many of these tools are exceptionally

useful for coordinating moderate numbers of parties with established relationships in moderately complex but largely routinized ways (Agre, 2002). The internet appears to be far more efficiently and less costly than the traditional tools of politics, notably door-knocking and telephone banks. It has also a less influence on campaign television adverts as campaign experiment with technology that allows direct messaging to more specific audiences and through unconventional means such as podcasts and viral video attacks (Nagourney,2006). President Bush media's consultant remarked that, "Television advertising while still critical to campaign, had become markedly less influential in persuading voters than it had even two years ago" (2006,para.5).

2. The Emergence of Social Media Platforms in 21st Century

The field of social media and political communication has recently been surrounded by a huge interest among different political, social and academic branches, in addition to a widespread.

Social media are computer-mediated technologies that facilitate the creation and the share of information, ideas, career interests and other forms of expression via virtual communities and networks. Users access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices (e.g. smartphones and tablet computers). When engaging with these services, users can create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user- generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals allowing them to receive information available on these platforms.

Each social networking site has created different tools to connect users and to increase communication throughout the nation and world. Facebook, Twitter and YouTube are three of the most popular social media sites that politicians use to connect to their constituents. A social media strategy should include the different aspects of each site to take full advantage of each site's communication capabilities. In this section, we will delve into Facebook, Twitter and YouTube's tools to show how candidates can use them in their campaign.

2.1. Facebook

In January 2004, Marek Zuckerberg introduced a novel website, which is the so-called Facebook. Firstly, it was created as a mean for scholar and academic purposes to aid students communicate with each other as well as to connect with their teachers, but in later times, it has expanded to reach out people of all ages. With 700,000 new members join each day to the platform as well as 45 million status updates are added (Vonderschmitt, 2012). Unlike Twitter, these statuses are not limited to any sort of length, and are shown on the newsfeed and on the page. According to the Facebook Pages Product Guide, pages allow businesses and people to build a unique identity, communicate their story to their audience, and respond in a personal way (Beam, Hutchens & Hmielowski, 2018).

Each Facebook page has eight main different features to help brands communicate their message to their audience. Moreover, the cover story is a large picture that can capture the essence of brands, is another opportunity to show your fans what you want to represent, and is the first thing people will see when they visit your page. Candidates can use this space to display their campaign supporters or use photos of them working with other politicians or with their family depending on the message that the campaign wants to send. The profile picture is the smaller picture that will be associated with your posts on the newsfeed and in any

advertisements, you place on Facebook, this can be a logo or a picture. Candidates can either use a picture of themselves, their logo or incorporate their photo with their logo, to draw supporter's attention to their Facebook page. Another feature that helps people to like your page is the page title and information that is displayed next to the profile picture. The main benefit of this is that it shows a glance of the campaigns high-level stats, not only how many people like the page but how many people are talking about your candidate. This also encourages visitors to like your page, and to continue to explore it to find out more about the candidate (Beam et al., 2018).

Other elements that are seen at the top of the page are the views and apps buttons that are below the cover photo and can link to a video page, photo page, number of likes, and any other application your campaign may need. Campaigns can choose custom icons for these buttons and custom apps to fit their needs, this even includes a donate button, a store and a volunteer button. Another useful element is the about link, this shows brief information about the brand and then is linked to another page that contains more information about your brand. This allows campaigns to post their websites and other in-depth facts about the candidates, including his interest and education and past employment. These elements are the first things that people see on a page. However, when people scroll, they can see much more information depending on the amount your campaign posts (Beam et al., 2018).

Campaigns can post status updates, photos, links and videos on the page for users to view. Campaigns use the composer element to create these updates, it is simple to use and is the best way to engage your audience. Campaigns should post regularly to keep their page active with comments; candidates do not have to be in charge of their own pages, selecting a specific employee in charge of social media will allow the campaign to post multiple times a day. Campaigns can benefit with the more likes and the more they are talked about, engaging their

constituents and then extending their reach to their other friends (Beam et al., 2018). Another interesting element of the timeline layout is the ability to pin posts, this allows the most important story to stay at the top of the timeline for up to seven days. This allows campaigns to post breaking news, or important messages to the top of their page, so they can control what their audience sees when they visit the page. However, this control is minimal after seven days this post will be moved down as you post new posts. These tools allow campaigns to engage their audience and communicate with them through your page, however, Facebook also offers tools to help you reach out to your audience and find out what works best through insight reports (2018). Campaigns can also drive people to their Facebook page through events, email marketing and including the Facebook logo on their campaign materials to let people know that they are on Facebook. Through the admin page, you can create small ads that are posted on the side of the newsfeed that can be specialized to target by location, language, education, work, age, even relationship status and interest. This allows campaigns to reach only voters in their constituency, which allows Facebook marketing to be much more cost effective than other advertising outlets. Facebook also lets you know if the content on your page is engaging to visitors, as on the insights dashboard, you can view how many people view your page each day, —which posts are most engaging and how often people comment and who visits your. This will allow you to update at times when your fans are most engaged on your page, and will allow campaigns to learn what they need to do better to reach their constituents. Facebook is a great resource to reach a targeted audience and engage them with content and updates about how the campaign is going.

2.2. YouTube

Many do not think of YouTube when they think of social media. However, with the ability to share videos and comments has created a participatory culture, in which —fans and other consumers are invited to actively participate in the creation and circulation of new content (Burgess & Green, 2010). Chad Hurley, Steve Chen and Jawed Karim launched YouTube to give users the ability to share videos, with no limit to the number of videos uploaded, and provide community features to link users as friends by common interest (2010). The ability to upload videos regardless of the content (excluding inappropriate material) and the capabilities to share with Universal Resource Locator (URL) and Hyper Text Markup Language(HTML) on other sites including Facebook and Twitter create the social atmosphere of social media sites. YouTube has included the subscribe feature to create a social network, connection video bloggers or vloggers and users with common interests.

Candidates have also given YouTube its legitimacy, President Obama announced his run for candidacy for president in 2007 with a YouTube video and supporters have come out with video responses (Sniderman, 2011). This builds a more democratic culture as YouTube acts as a direct source, cutting out the agenda of the news media and allowing candidates and our elected officials to address their constituents directly. This also allows constituents to directly address their representatives, or respond to candidates during campaigns (2011).

YouTube has changed the sound bite culture even more drastically than the 24/7 news cycles of mainstream media (Sniderman, 2011). YouTube allows the users to upload and share content; this allows sound bites to be shared at a more rapid pace. Sound bites can be played repeatedly and taken out of context. YouTube allows viewers to evaluate videos with likes and dislikes; also, it shows how many times a video has been watched.

Campaigns can use YouTube to post their campaign ads, but it is also useful to post video blogs from the campaign trail or responses to speeches (Sniderman, 2011). After the 2011 State of the Union speech, both the Republican Party and the Libertarian Party posted responses to the YouTube Politics page. This increases participation allowing each candidate to post videos and then fielding the comments that are made on those videos. Campaigns need to work to keep content active and include YouTube in with their social media strategy.

2.3. Twitter

Twitter is an opt-in social network, meaning you must follow people in order to receive their updates, but this does not mean they will receive yours like on Facebook. According to Twitter, this is because the idea of Twitter is to follow people to keep updated, however if you follow too many people you cannot keep up with massive number of. Candidates will be able to collect a number of followers and follow other coworkers and volunteers to keep up-to-date on how they feel about their community and the campaigns. Twitter helps the candidates to inform their followers about their daily activities. This allows candidates to keep in touch with their constituents more often.

A campaign can design their own page, reply at followers, send direct messages, re-tweet tweets from others and even promote tweets to advertise (New user FAQ, n.d.). The first thing a campaign should do with twitter is brand your page, which means they must design a background, upload an image or choose a color that matches your campaign (How to customize your Twitter profile, n.d.). This is part of your owned media, similar to the cover photo on Facebook; it personalizes and helps users know more about you. Twitter pages also have a short sentence of text that appears under your name and profile picture, this too should be carefully written to send the right message across. The rest of the design is simple; it lists the number of

tweets, following and followers and includes a box for followers to directly tweet at you. Twitter also offers an enhanced profile page for brands and Twitter partners; these pages include a 90 pixels high banner under the account information that extends across the profile. This allows campaigns to add more content to improve the engaging experience with followers. Another advantage of the enhanced pages is promoted tweets that will be highlighted at the top of their timeline, and will auto expand any attached images (as cited in Vonderschmitt, 2012).

Twitter allows brands to promote both their tweets and trending topics. Promoted tweets are tweets that are then purchased by advertisers; these are seen at the top of search results, in their timeline and on profile pages of the brand (Murillo, Merino & Alfaro, (2016). Campaigns can use these tweets to highlight the update and allow more people on twitter to see their tweet. Twitter has even created a specific function for political advertising. Political ads are purchased by campaigns to engage a wider audience and will be Promoted by the candidate, however to improve transparency when you hover over the promoted icon it will say who paid for the advertising (Murillo et al., 2016). This is beneficial to the candidate because it still has the benefits of promoted tweets or sponsored trends, and it creates a better democracy by allowing campaigns to report in another place where they purchased their ads. Twitter provides options for candidates to promote their page and brand to reach more and more constituents.

Twitter also has a way to monitor what people are saying about your brand and track your interactions. Under the connect tab, twitter offers you the ability to find how many people favorite your tweet, mention your user name, follows you or re-tweets you. This allows campaigns to learn what is working and what is not, if their constituents favorite a tweet about a vote or a reply about an event, the campaign can learn how their constituents feel about it. The candidate can handle twitter, but in national campaigns, it is often best to leave the social media

to the staff when the candidate actually tweets something. Twitter is another example of social media humanizing candidates through increased interaction with constituents.

3. Social Media Platforms as Political Communication Means

At present time, internet and social media are widely used in all areas. Social media, which is the focus of attention of young people, has started to attract every age group as it has expanded its fields. In addition to the socialization of people, it contains many personal and social needs such as entertainment, information and communication. It is being easily accessible and appealing to the audience, which makes it a beneficial mean that can be exploited in the political domain.

Providing political participations and conducting political campaigns are not only applicable for the public; political leaders can also easily do their works through social media. The election activities of the parties, election campaigns, announcements and all kinds of actions for the public are presented from social media accounts.

Since the 90s when the Internet started to be widely popular, the relationship between Internet as a social media tool and politics has always been a sub-title in the analysis conducted. Lutz, Hoffmann and Meckel (2014), who study the relationship between the so-called internet and democracy in a systematic way. Generally speaking, the existence of three approaches: optimist, pessimist and realist. The producers in the optimistic group suppose that the Internet increases political participation and improves democracy status as well as stated by Bolter (1997). Some of the pessimistic thinkers, who have criticized the Internet in many ways, believe that the Internet has replaced the time devoted to political participation (Putnam, 2000) and some, on the other hand, argue that the internet participation cannot be equal because of the digital gap (Norris, 2001) and it even deepens all kinds of inequalities. According to Bimber

(2001), the Internet is shaped by users and the one who is not a participant outside will be not online, either.

Social media is used as a political communication means nowadays. The websites opened on behalf of parties are the areas where politicians offer their propaganda within the framework of limited freedoms. They also opened on behalf of those parties sometimes carry out their activities in the aim of a support by determining their target audience. Today, individuals are actively and extensively using social platforms such as Facebook, YouTube and Twitter as tools of modern communication strategies.

4. Democracy concept in the era of social media

Much of the hyperbolic rhetoric heralding the catalytic prophecies of social media comes from its marketing origins (O'Reilly, 2005). Yet, this should not obscure the enthusiastic assertions made by a number of prominent commentators (Benkler, 2006; Jenkins 2006; Leadbeater, 2009) that this latest generation of communication technologies has inherent democratic capacities. In contrast to traditional mass media, these writers share a common view that networked media has the potential to re-configure communicative power relations. By facilitating social networking and 'user-centred innovation' (Hippel, 2005), citizens are said to be able to challenge the monopoly control of media production and dissemination by state and commercial institutions. Freed from the necessities of professional media and journalist skills or Equipped with social media, the citizens no longer have to be passive consumers of political party propaganda, government spin or mass media news, but are instead actually enabled to challenge discourses, share alternative perspectives and publish their own opinions. the centralized control and distribution of industrial mass media organizations, social media is instead seen to be technologically, financially, and legally accessible to most citizens living in

advanced societies. The openness of social media platforms facilitates the potential of what Charles Leadbeater (2008) called the ‘mass-collaboration’ of individuals and groups who become the source of innovations and novel ideas in democratic practices. Many academics pointed out to the significant importance of social groups in reforming the emergence of novel technologies. The fluid and contingent nature of technological innovation have been further exposed through the insights of feminist, actor network and domestication approaches, which have all in their respective ways emphasized the importance of the ‘user’ in the co-construction of technologies (Oudshoorn & Pinch, 2005). Through such perspectives, the flexible and contested development and experimentation with social media technologies can themselves be seen as democratic opportunities. But they also crucially dispel the deterministic idea that social media are themselves inherently democratic and that politics is dead. The acquisition of an iPhone or access to a social networking site does not determine the engagement of citizens. As the first generation of digital democracy experiments demonstrated, the use of new media for deliberation was strongly influenced by a complex range of socio-cultural factors. In all likelihood, virtual public spheres and civic commons (Coleman & Blumler, 2009) met with limited success not because of the deficiencies of the technologies but rather because the Habermasian model was incongruent with the contemporary political and social culture of many societies in evaluating the democratic influence of social media.

Conclusion

The 21st century is the era of computer culture and social networking, on which information sharing and global communication are available to all strata of societies all over the world. Social media have positive benefits arising from their success of making the world a small town; however, the unexpected benefits to some are the marketing of political and ideological

messages to users who have no awareness of the daily consumption of as well as the exposure to ideas of different campaigns. Social media is a free yet manipulative gift given to the world. This chapter discusses how social networking websites are intricately designed to capture the attention and inclinations of users or even drive them to subscribe to the prevailing political doctrines; or be part of political organizations and wings. Also, it lists and viewed some of these social media platforms such as Facebook, Twitter and YouTube and their influential role in worldwide issues. As it has been mentioned above, the digital platforms' objectives were maintaining and facilitating communication and transmission of information; now, social media are deliberately and skilfully deployed to reinforce and dispel cultural and racial stereotypes, or ideas and convictions.

Chapter Two

The Presidential Campaigns in US Political Sphere

Chapter Two

The Presidential Campaigns in US Political Sphere

Introduction

The presidential election occurs every four years, is always held on the first Tuesday in November. People in the US head to the poll to vote for whom they want to be their president. In the election, Americans vote for people called "electors" in each state, who are supporting a candidate who wants to be the president. Running the campaign will never be easy to manage; the presidential campaign team is often in charge of the management. Frequently, the presidential campaign where the candidates set the efforts to convince voters to support them and influencing the decision-making progress. The election campaign is a wild stage in which requires different operations from the organization, issues, funding, and the strategies that are used by the political campaign. To deliver the candidate's message, they want to share with voters. The presidential campaign tends to use multiple communication channels, including social media. The social media platform is an auspicious tool in a marketing campaign. Tweeter, Facebook, and YouTube usage transformed the way political campaigns held and how Americans interact with their favourite candidate.

This chapter deals with the general US election system and how the president is elected. In addition, it discusses various campaign aspects, the organization of the political campaigns, how it is managed, and by whom, then provide different points related to campaign financing. Moreover, it tackles the strategies and techniques used by the political campaign for capturing more votes, and the brand image of the candidate that influences the results. In the end, it tries to highlight the line between politics and social media.

1. Introduction to the U.S. General Election Process

The election system of the United States of America is a unique system, contrary to popular belief; the American electors do not appoint the president directly since the latter word refers to the Electoral College that consists of 538 delegates. Electoral College is a group of people nominated by every state so that it becomes its representatives during the presidential term whose mission is choosing the USA president and the vice president (USA.gov, 2020). America is the only country with this indirect type of voting, where the elector heads to polls to give his vote to one of the delegates. To enter the White House, the candidates need at least 270 votes of the Electoral College members. Each American state has specific numbers of votes in this college according to resident numbers and the numbers of its congress representatives (Graziosi, 2020).

According to the American electoral system: Those who obtain the majority of the votes of the voters in one of the states will win all the state's Electoral College delegates votes. For an instant, California has 55 electoral votes, once the candidate wins the majority of California's popular votes; the electoral candidate then gains the state's 55 Electoral College votes.

However, experience shows that in some elections where both candidates obtain close results, one of them can fail to win the elections despite winning a majority of American voters, if one of the rivals succeeds in winning the majority of the members of the Electoral College. In the 2000's election, George Bush Jr wins the election despite the fact he received less popular votes than his competitor Al Gore, and that because Bush gains the most of Electoral College votes (270) to becomes the president of the United States (History.com Editors, 2019).

2. The Presidential Election Campaigns in US

2.1. What is the Election Campaign?

Electoral campaigns are a way for the candidates and political parties to prepare their ideas and exhibit their position on different kind of issues, and present them to voters in the run-up to Election Day. Candidates use a variety of techniques to reach out to voters and communicate their messages to them, including traditional media and social media, public events, written materials, and other means. In some countries, a specific period is distributed in public media to candidates to promote and publicize themselves to win the election (Brown et al., n.d.). The official timing of the election campaign, which usually lasts for one or several months before Election Day, is legally binding. In many countries, the legal space for campaign financing ends one or two days before the Election Day, after which an "electoral silence period" prevails until before the start of the voting. Candidates and parties create physical centres through which they implement campaign activities and operations in general(n.d.).

2.2. Campaign Organization

Successful campaigns can never be planned along by one single person, choosing the right, and a suitable group of people to prepare and launch, the electoral operation is an essential step you will have to take. The campaign team must be capable of seeing, understanding, and shaping the broad image of political parties that help to capture more voters (Eckert, 2010).

The campaign director administered the team, whose role is organizing the campaign's process to collect funds, advertising, polling, and elaborates strategy. The campaign manager often manages a vast array of staff and volunteers in different sections, while in the campaign sometimes coordinating closely with the candidate. The political director deals with the other politicians and cares for the supporting associations that support the candidate. The research

director is in charge of dealing with the candidate information that supports him and his image in different issues, also searching for the contender statements, voting results, and his behaviour to find out any weaknesses.

2.3.Press Secretary

The press secretary often provides advice on how to deal with news media and using news media to help to promote the candidate and maintains a positive public image, also working on avoiding negative publicity. Including dealing with journalists, responding to reports' questions, requests, and journalist's formal meeting. Since online media has expanded, the campaign press secretary occupation becomes more involved and complicated, as it requires managing information that released on the news websites such as blogs and different web pages, and social media such as Facebook, and Twitter (American Government and Politics in the Information Age, 2016).

2.4. Funding Campaigns

The term "campaign finance" refers to the funds raised and spent to promote candidates, political parties, or a referendum, which are intended to affect and gain more votes (Munro, 2019). In another definition of electoral financing, it is the resources gained and spent from candidates for elections and political parties during electoral campaigns.

Candidate and political parties need money to bring to the public attention their electoral program and put up with efficient campaigns. Funds are a substantial mean in holding political campaigns; Magleby and Nelson (1990) stated:

Money is necessary means to achieve polities, candidates, political parties, and interest groups all raise and spend money for political purposes, including such

essential activities as communicating with voters, registering them, and mobilizing them laudable .but the way candidates, groups, and parties raise and spend the money needed to finance such activities has been the subject of considerable controversy and ongoing debate. The issues of who should pay for the election, in what way, and with what expectations have again moved to center stage in American politics. (p.1)

In the United States, The Federal Election Commission (FEC) is an independent regulatory agency created by Congress in 1974 responsible for administration and enforcement of the federal campaign finance law. The FEC is in charge of public revelation of the campaign finance information, enforcing limitations on contributions and expenditures, and supervising the public financing of the presidential campaign (Federal Election Commission, n.d). Murse (2020) stated about the function of the federal election commission, that:

The Federal Election Commission is responsible for overseeing political action committees, and that includes requiring the filing of regular reports detailing the fundraising and spending activities of each PAC. These campaign expense reports are a matter of public information and can be a rich source of information for voters. (para.13)

In addition to FEC, based organizations like Open Secret, Election Watchdog, and Common Cause monitor how money is raised and spent for keeping political reform (Bryant, 2007).

Campaign finance is one of the most important parts of present elections in the United States as well as around the world. Financing plays a significant role in the results and determining the winner in the election. Without the amount of money, the candidate has nearly

no chance of reaching his goals. Candidates raise money in different ways, for example, holding campaign fundraising events, like sit-down dinner, auction, or golf event (2007). Getting the word out is becoming more and more expensive, Television and radio ads, billboards, mailers, and signs are just a few of the places the money goes. TV advertising is the most expansive way to bring the candidate into the public's eye.

In the 2004 U.S. presidential election, George W. Bush and John Kerry raised nearly half a billion dollars in private funding in their attempts to win. In the race for the White House, President Bush spent a total of \$306.3 million in private and government funds from January 2003. Sen. John Kerry, who faced a tough battle for the Democratic nomination, spent \$241.7 million. These figures do not include spending by the political parties or advocacy groups on the presidential election (communications, 2004).

2.5.The Federal Election Campaign Act (FECA)

After a long time of no changing and ineffective campaign finance regulation, congress and the president agreed to reform the Federal Election Campaign Act in 1971 (Fleishman, 1975) for Fighting financial corruption cases and the problem of integrity in the election. The 1971 Act amended several times; once in the lake of Watergate scandal in 1974, in 1976, after the Super Court cancelled various provisions consider it as unconstitutional in case of Buckley v. Valeo and another time by Bipartisan Campaign Reform Act (BCRA) in 2002 (Jones, 2019).

Few reporters argued against the need for some types of reform. However, most of the reformers have sought to restrict supposed political corruption and encourage apolitical equality. According to Smith (1996):

[...] efforts to reform the campaign finance system have been exceptionally popular with both the general public legal academics, and few commentators

have argued against the need for some kind of reform. Most reformers have attempted to limit alleged political “corruption” and to promote a brand of political equality. (p.1047)

One of the foundations of campaign financing is the Federal Campaigning Act, which was passed by Congress in the wake of the famous Watergate scandal in 1974. The FECA is the first United States law designed to regulate every source of money related to federal campaigns and adjusting the spending and fundraising in political campaigns (Paradox of Campaign Finance, 1981).

The main objective of the 1974 act was to move the process of campaign finance to more moralist and public direction. Congress restrained the size of an allowed campaign contribution, imposing restrictions on the campaign expenditure, and provided the presidential campaigns the possibility of Public Funding. The 1974 act instituted an accurate system in which candidates could use public money to finance their campaign ” public funding was intended to free the major party nominee from the need to solicit wealthy donors and to give all citizens an equal role in the financing of campaigns” (Briffault, 1984, p.2083).However, the reforms of the campaign finance structure were inadequate because the act did not regulate the public funding of the campaign and failed to achieve donation equality, which leads most of the campaigns to depend on private financing.

2.6. Source of Funding

According to Open Secret Organization (n.d.), the funds for the political campaigns come from different sources like political action committee, individual contribution, candidate’s own money as well as dividends, interests, and any earned income.

2.7.Political Action Committee

Political Action Committee (PAC) is a term for a political party organized to collect and spend money on supporting and defeating candidates (Open Secret Organization, n.d.). PAC Company requests donations from managers of corporations and stockholders and distributes the money to political candidates, and as Burris (1987) declared, “A corporate PAC established by the directors or chief executive officer of a corporation. A corporate PAC solicits donations from company executive and stockholders and distributes that money to political candidates.” (p.732).

It is noteworthy two vital features of PAC contributions. First, in compliance with the FEC law, there is a cap on the dollar donation number. Group and member can donate up to \$5.00 per calendar year to one PAC. PACs, in effect, can contribute up to \$5.00, per election, to any candidate or its approved committee. (Center for Responsive Politics, 2007; Dominguez, 1982; Mack, 1997, 2001; Mizruchi, 1992; shipper and Jennings, 1984 as cited in Cho, 2007). Second, any individual donor’s contributions to the PAC must remain rigidly voluntary because the employer-employee or superior-subordinate relationship is fundamentally asymmetrical (2007).

PACs have been around since 1943; there are lots of different kinds of them. Political action committee that is managed by the candidates themselves, others are held by parties. Many are run by special interests, including business and social advocacy organizations.

2.8.Individual Contribution

Individual citizens are the largest source of campaign contributions for political candidates in the United States. According to Murse (2020):

Every year, millions of Americans write checks for as little as \$1 to as much as \$5,400 to directly fund their favorite politician's re-election campaign. Others

give much more directly to the parties or through what are known as independent expenditure-only committees, or super PACs. (para.4)

Citizens are giving money for a kind of reason: helping their candidate to pay for campaign advertising and win the election, or curry favour and gain access to the elected official down the line. Most donate money to political campaigns to help develop relationships with people they feel will benefit them personally.

2.9.Candidate Personal Funds

Many candidates fund a portion of their campaigns by themselves. When candidates use their money for campaign purposes, they are making donations to their campaign. There are no limits on such campaign donations, as opposed to other contributions, but they do need to be reported (Federal Election Commission, n.d.).

Candidate's funds include their properties that he or she has the full legal rights to access and have control over it, employment income, dividends, and interest from stocks and other investments, trust fund income (established before the election cycle), the inheritance to the candidate, personal gifts that have been received by the candidates before the start of the election cycle, winnings from lotteries and similar games of luck.

2.10. Public Funding

The main issue that determines the continuity and development path of this sector is the availability of different sources of funding for community broadcasters (UNESCO, 2017). There are many sources of campaign financing for the American presidency, and it is one of the critical factors in raising the chances of winning one of the candidates. One of the sources is public funding, which is money that comes from the government, often from taxation, that is used from

goods and services to support the public (Public Funds: Definition, Restriction & Examples, 2017).

Public sources of funding contain those that are mandatory and prepaid; they are often taxes. Compulsory sources are the payment obliged by the government on some or all people, whether they use health service or not (World Health Organization, 2020).

By deciding which candidates are qualified to receive the funds, the FEC manages the public funding system. Treasury Secretary is the one who makes the payments. A presidential candidate must provide for eligibility by displaying widespread public support, so he or she can receive funds from the federal government to cover the eligible costs of their electoral campaigns in both the primary and the general elections. Also, to be qualified to receive public funds, the candidate must agree to the limitation spending of the contribution to the campaign (Federal Election Commission, n.d.).

2.11. Strategies of the Presidential Election Campaigns

One of the biggest challenges of the campaign winning is finding and embracing the proper strategy “the right strategy can survive a mediocre campaign, but even brilliant campaign is likely to fail if the strategy is wrong” (Joseph Napolitan, 2003, p.26). Since the Presidential election takes place once every four years, it is always interesting to see the new techniques and strategies that are hold by the candidates. Each time they tend to bring a lot of innovation and creation to the light, and it is unusual for candidates to seek to follow the footsteps of the others they want before them (Edwards, 2015).

2.11.1 The Message

Too many candidates intend to tackle every issue and deliver many messages to the voters, which makes the candidate looks unorganized and chaotic. The message has to be authentic and

believable because not many voters are going to be affected by a candidate promising only to lower taxes and improving the services (Faucheux, 2003). The message has to be more specific to be more appealing. It is way much better for a candidate to focus on a few strong messages rather than a long list of 20 to 25 different messages (2003). In each instance, the nominees should make sure that their message is clear and accurate as they make it.

2.11.1. Timing

Timing is about shown up with an issue too early or too late, which can invalidate its impact. For example, an unknown candidate who uses an issue ahead of time might be required, but for a well-known candidate using the media early might be a waste of money and time (Faucheux, 2003). Timing is one of the techniques used by candidates for winning, waiting for the right time brings the right action.

2.11.2. Dialogue

Recently, a lot of different works supported the idea of the candidate's engagement in the dialogue of the same issue, which helps the voters in choosing between the candidates, who are battling for their support. Instead of that, it would be difficult for voters to decide which candidate's policies match their range of objectives better.

Understanding which topics candidate has decided to highlight could itself transmit useful information to voters. Educated decision-making presupposes, at least, the ability to compare a candidate's position over the same range of subjects. A marked propensity on the part of a candidate to avoid problems highlighted by their opponents could only weaken that ability.

During the election, the candidate intends to discuss different topics; the view was approved by many for example, Sigelman and Buell (2004) have shown that the degree of

convergence issue in the presidential campaign is high, slightly above 75 % (as cited in Nadeau et al., 2010).

In short, selecting the same issues as the opponents and arguing about it by giving personal opinion shows to the public the strong presence and the abilities of the candidate, which leads to more support.

2.11.3. Fake News

During the 2016 U.S.S. election campaign, the term "fake news" became prevalent after hundreds of websites posted fake and one-sided articles (Victoria University, 2020). "Fake news" is merely misinformation, lies, false rumors, or propaganda. It is typically a concerted attempt, in a political setting, to discredit leader, campaign, or public figure (Ecanvasser, 2020).

The word "fake news" is popularized by U.S.S. President Donald Trump. The president adopted with such a strategy as a way of getting more attention. A great example of the effect of "fake news" Trump tweeted, about Lockheed Martin in 2016, that their F-35 program was troubled by cost overruns. Since Lockheed Martin did not have well developed social media network, it took several days to respond to the tweet in public; meanwhile, they lost 1, 2 billion of their share (2020).



Figure 01: Donald Trump Tweet about Lockheed Martin F-35 program (Ecanvasser, 2020, para.17)

The candidate should respond to the fake news fast and immediately and give hard evidence to disprove those arguments, or it might cause many losses.

2.11.4. Direct Contact With Voters (The Use of Social Media)

Social networking platforms like Facebook, Twitter, and YouTube allow politicians to speak to voters directly without costing a cent. The use of social media makes it possible for politicians to avoid relying on the traditional approach of reaching voters by paid ads.

Twelve years ago, websites such as Facebook and Twitter were used by “forward-thinking candidates” (Edwards, 2015, para.3) to reach the younger voting platform. Barack Obama’s 2008 campaign is a remarkable example of the power of social media since it is “widely viewed as the first general-election campaign to focus on social media as its primary mode of marketing” (Patel, 2016, para.4). Barack Obama had a big fan base; most of them were young voters, and that due to the enormous amount of communication between him and his supporters.” This election was the first in which all candidates—presidential and congressional—attempted to connect directly with American voters via online social networking sites like Facebook and Myspace. It has even been called the “Facebook election.” (Dutta & Fraser, 2008, para.4).

In U.S News, an article was written by Dutta and Fraser (2008) after Obama’s election, the essay stated, “The Web, a perfect medium for genuine grass-roots political movements, is transforming the power dynamics of politics. There are no barriers to entry on sites like Facebook and YouTube. Power is diffused because everybody can participate” (para.6).

According to Patel (2016), “the digital marketing innovation has come a long, long way since Obama's 2008 campaign; and it is apparent how, in 2016, candidates are using social media and

other channels in new ways to market themselves ”(para.7). Donald Trump can consider as most people knew how to take advantage of social media and because “Trump has latched onto social like a bullhorn” (para.9).

3. The Candidate’s Image

In the election, voters consider the candidate's brand image since the prominent role that the brand image has in the decision-making process as election results depend on the behaviour. Many kinds of research prove that the candidate's brand image has a significant role in U.S.S. presidential elections. Therefore, when the voters deemed who could best represent themselves, the candidate's brand image increased the likelihood of voting for or against the candidates. Thus, the campaign manager is profoundly recommended understanding not only the value of candidate brand image to develop and sustain a positive image among their supporters but also how to highlight what might look like a negative aspect of the brand image of the opposing candidates (Van Steenburg & Guzmàn, 2019).

In recent years, political advertising has grown drastically, so the political campaign increasingly embraced the language and the techniques of marketing. It widely viewed that the elections are a marketing contest in which the results are strongly affected by the candidate's efforts in advertising and marketing (Hoegg& Lewis, 2011). Therefore, it is also extensively agreed that the candidate's image influences the election results.

For a positive first impression, people's judgment of someone's likeability is essential. Likeability is a sense of warmth that is carried by the target person who shows more care and sociability. Its importance highlighted in 2008 U.S.S. presidential candidate Barack Obama was ranked highly more lovable and popular than Hillary Clinton, due to his likable image (So,

2020). In short, developing and sustaining a brand image is key to every effective communication and marketing strategy (Roth, 1992).

3.1. Political Marketing

Starting with the definition of political marketing. According to Newman (1999), Political marketing defined as:

The application of marketing principle and procedures in political campaigns by various individuals and organization. The procedures involved include the analyses, development, executive, and management in of strategies campaign by candidate, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win election, and pass legislation and referenda in response to the needs and wants to selected people and groups in a society.

(as cited in Kaid, 2004, p.18).

Political marketing procedures are applied by a different organization where it involves several processes like the analysis, development, and the candidate's management of the strategic campaign. The application of those procedures helps the candidates and the government to bring to the public view their ideologies, which tackles the progress community perspectives, to win the election.

Nowadays, politics is increasingly influenced by marketing; it becomes impossible to not integrating marketing when managing an office or managing a country. The present-day president must depend on marketing not only to win the election but to be a prosperous leader

after reaching the White House (Alexander, 1984;Altschuler, 1982;Butler&Collins, 1999; Diamond&Bates,1984;Graber, 1984;Goldenberg& Traugott, (1984));Greenfield (1982);Jamieson (1992);Luntz, 1988;Mauser, 1983;Newman&Sheth, 1985a, 1985b, 1987;Newburg, 1984;Nimmo&Rivers, 1981;Perloff, 1999;Polsby&Wildavsky, 1984;Sabato, 1981;Wring, 1999 (as cited inKaid, 2004).

3.2.The Difference Between the Process of Marketing in Business and Politics

There is a vast difference between the use of marketing in business and politics. In trade, marketing is considered as exchanging operations between sellers, who send goods, services or products, and buyers with the change of the money. In political campaigns, marketing also is the process of exchange, where the candidates provide promises, political tendencies, and the country's vision to a variety of citizens' alternative for their votes, support, and contributions.

It now claimed that the real core of a candidate's communication with voters is and has always been a marketing one. The candidates utilize current marking tactics as marketing analysis and commercial advertising to optimize the "purchase" of voters (Kotler, 1975).

4. The Shift in the Political Information

Over the past decade, social media has become an influential political device in elections and governance. Since the emergence of modern media, the American media industry has experienced significant transformations. The progress of the new media is immense, involving both existing channels as well as utterly new communication tools that novel technologies make possible. The new media age started in the 1980s with the phenomenon of infotainment as TV talking shows, radio shows, and newspapers (Owen, 2017).

In the 1990s, the shifts become more drastic when the internet appeared as a platform for transmitting political information. Digital technologies initially embraced platforms that allow users to enter static documents and brochures. The public has acquired better political agency via technological means that have enabled them to respond to political events and issues, connect directly to candidates and political leaders, provide news, pictures, videos, and political data, and participate in political activities. The growth of social media such as Facebook, Twitter, and YouTube from websites facilitates communication between friends to prominent political tools has been a particularly remarkable development.

Electronic participation provides new opportunities in the modern era of online politics such as creating webcasts and podcasts, reacting to surveys, engaging in web portals, chat rooms, polling and decision-making games, e-voting. They have made it easier for the online community to control politics (Hartleb, 2017). Also political leaders have used social media successfully to achieve political objectives, pushing the limits of discursive practice to extremes even more often. For instant, the frequently reckless use of twitter by Donald Trump has helped him to interact directly with the public, manipulate his political allies and opponents on stage, and influence the news agenda. Assisted by social media, he has surpassed the potential of his modern-day predecessors in the presidency to accomplish these aims (Owen, 2019).

4.1. The American Source of Information

Among the most noticeable developments are the changes in where and how Americans obtain their news and political data. A significant transformation in audience predilections has taken place away from conventional media, especially television and print newspapers, to online news sources and, more lately, smart phone news apps. Social media have become a significant source of news for millions of Americans who either purposely receive political information

through subscriptions or inadvertently come across it in their news feed. Trends in the use of public media become more evident during the period of increased political awareness, particularly throughout political campaigns.

In a short amount of time, the public preference for online news has made substantial progress on television news as a primary source. As an associate professor of political science, Owen (2019) pointed out that:

In 2016, 57% of the public often got news on television compared to 38% who used online sources. From 2016 to 2017, television's regular audience had declined to 50% of the population, and the online news audience had grown to 43%. (para.15)

Therefore, the present trends, online news will soon overtake television news as the essential source for the public.

5. The Relationship between Social Media and Politics

The rapid growth of social media into an effective way of shaping society is part of advancing information and communication technologies. Digital web media has become an essential part of modern society. As B.Patrut and M.Patrut (2014) claimed: " Arguments stated that they support the human need for interaction, using web-based technologies to transform broadcast media monologue (one to many) into social media dialogues (many to many)" (p .V). The media changed the political platform from one lecture to the many, to stage where everyone speaks up their opinion and interact with each other.

Media and politics have always intimately linked. Social media has revolutionized, social values, and has widely intervened in changing political structures. Communication experts have

agreed that the entry of new communication tools into society will lead to modifications and effects in the system of social values, which will reflect in the internal political structure. Through the use of social media like Twitter, YouTube, and Facebook, the interaction through elected officials and how campaigns run in elections has completely changed. With the prevalence of social media in politics, the elected representatives and candidates have become more accountable and reachable to voters. Media allow the campaign to carefully monitor the image of their candidate with the opportunity to publish and distribute the pieces of information to millions of people based on diverse sets of data in real-time and at almost no expense (Gaur, 2019).

By the aide of Twitter and Facebook, they can quickly assess public reactions to a question or issue and change their strategies accordingly. Often without hiring high-priced consultants or using costly polls (2019).

Social media affect public discourse and communication in society. In the latest years, broad studies published concerning the effect of social media on governmental participation. Many claimed that social media encourages political engagement online and in-person (Ahmad et al., 2019). Therefore, social media is becoming more and more used in the political context, especially websites like Twitter and Facebook. Twitter is a perfect platform for users to distribute information and their political beliefs (Stieglitz & Dang-Xuan, 2012).

Political organizations have now started using Facebook pages to participate in direct conversation with the people and promote more political discussions (2012). In short, on the one hand, social media helps individuals to share other perspectives, thoughts, and ideas. It allows public participation and transparency in the political field. On the other hand, it enables the

politicians to share their political tendency and adjust their views to a consensus to the public opinion.

Conclusion

This chapter examined how social media converted politics, particularly election campaigns, in America through the years. The tactics and methods of the candidates were modified due to the evolution of technology. The candidates need to change and use new techniques to reach the electorate and succeed during each period. Likewise, with the emergence of social media, voters have more opportunities to engage and contribute to the election process. Nowadays, social media has become an integral part of politics since it's a vital tool used by politicians to captivate the audience and adjust their views to the public preferences. Therefore, candidates need to adopt the citizen's trend of modern means and take advantage of it. Donald Trump was one candidate who made more extensive use of social media to his benefit, and making his campaign well-organized and ultimately succeeded in the election then entering the white house.

Chapter Three

The Practical Framework: Analysis of The Impact of Social Media in Trump's Election Campaign

Chapter Three

The Practical Framework: Analysis of The Impact of Social Media in Trump’s Election Campaign

Introduction

The most pivotal change in American politics is the politicians' adoption of the last digital means known as social media platforms in their election campaigns. For example, in the 2016 U.S general election, social media means was a fundamental element in the political marketing strategy of the efficient election campaign of the controversial nominee Donald Trump. Therefore, many scholars and researchers suggested that Trump's success over his prominent contender Hillary Clinton was majorly due to social media.

This chapter tackles the key aspects of social media usage strategies implemented by the 45th president of the American United States in his presidential campaigning. One aspect is how social networks utilized to alter Trump's negative image. Another aspect is in which way Trump's campaign advantaged from the circulated fake news on social networking sites. The third aspect is to explore how he privileged from the Russian support in the election via the virtual world. Finally, it outlines the various effects of digital platforms on Trump’s victory. The utmost objective of this section is to measure to what extent social media influenced the 2016 U.S general election.

1. How Did Trump Make Use of Social Media to Repair His Image?

Donald Trump's announcement of running for the US presidency, in his election campaign lunch speech on June 16, 2015, has evoked waves of controversy among the Americans on social media since he was an outsider from the political realm. Besides, Kellner (2016) stated that in the 2016 US general election, Donald Trump has initially come into the public's view as a

businessman, reality-TV shows celebrity and multiple casinos owner. Therefore, the Americans have developed a real concern towards his character whether it may uplift to be a presidential persona or not, at the same time, doubts about his competence in managing the various existing issues on the United States' table, particularly those of the political agendas.

In fact, the skepticism of the American people over Trump's abilities emerged as a reaction to his negative image that could not help but getting worst because of his bombastic declarations as well as the fierce tone of his statements exactly like where he has aggressively pointed out to the illegal Mexican immigration, in the opening speech of his presidential campaign, "When Mexico sends its people, . . . They're sending people that have lots of problems . . . They're bringing drugs. They are bringing crime. They're rapists"(C-SPAN, 2015). Another time, he has written on his Tweeter's official account "I love the Mexican people, but Mexico is not our friend. They are killing us at the border and they are killing us on jobs and trade. FIGHT!"(Trump, 2015). In addition, Trump brought up the "America First" slogan, in his foreign policy speech, which implies a significantly different meaning than it may appear at first sight. As Libby Nelson (2016) referred to as Trump's attempt to isolate the U.S by banning international commercial exchange treaties also viewing the enduring allies as well as immigrants as barriers to America's growth. However, in an interview with The New York Times (2016), Trump has proclaimed that "America First" is a purely novel expression, which refers to making America the utmost priority.

According to NEWPORT (2016), 33% of Americans saw Trump positive whereas 60% of them saw him negative. By that, he overtook George H.W. Bush, who has scored 57% unfavorable or negative ranking in Gallup's official charts. Therefore, Trump is considered unprecedented president that owned the highest unfavorable rating outcome more than any

former candidate did. As is evident, the majority of American people have constructed a firm negative standpoint against Trump's endeavor to run for the 2016 US presidential election.

As a result, Trump resorted to social media platforms to repair his image in an attempt to change the Americans' viewpoints over his candidacy. He endeavored to adopt social media, as an official podium, to generate popularity, as stated by Bitecofer (2018) that Trump's election campaign is centered on his popularity as well as a controversy to dominate the mass media headings and to overlay his competitors. Thus, he managed to apply certain strategies throughout his presidential campaigning. Firstly, Donald Trump ensured to be strongly active on social media for example; in the initial presidential runs, he reached 449 posts on Instagram (Muñoz & Towner, 2017). Moreover, on his official account on twitter @realDonaldTrump, he reached 35,244 tweets, at an average of 87 tweets per day (Keegan, 2017). Additionally, Twittercounter.com revealed that in late 2015 and early 2016, Donald Trump supporters on Tweeter were increasingly raising in a rating of 30.574 novel supporters in a day (Lüfkens, 2016) (See Figure 01). As is apparent, Trump engendered popularity, and seemingly, it helped him dominate the political news cycle, thus, winning electors' favorability.

The graph below demonstrates the average of followers on Twitter accounts of both candidates Donald Trump and Hillary Clinton over months, 2015 to late 2016. The statistic shows that the average of followers started to increase right after their announcements for candidacy, and Clinton was taking the lead. However, Donald Trump **beats** Hillary Clinton officially in October 2015 at an average of 10.000.000 followers.

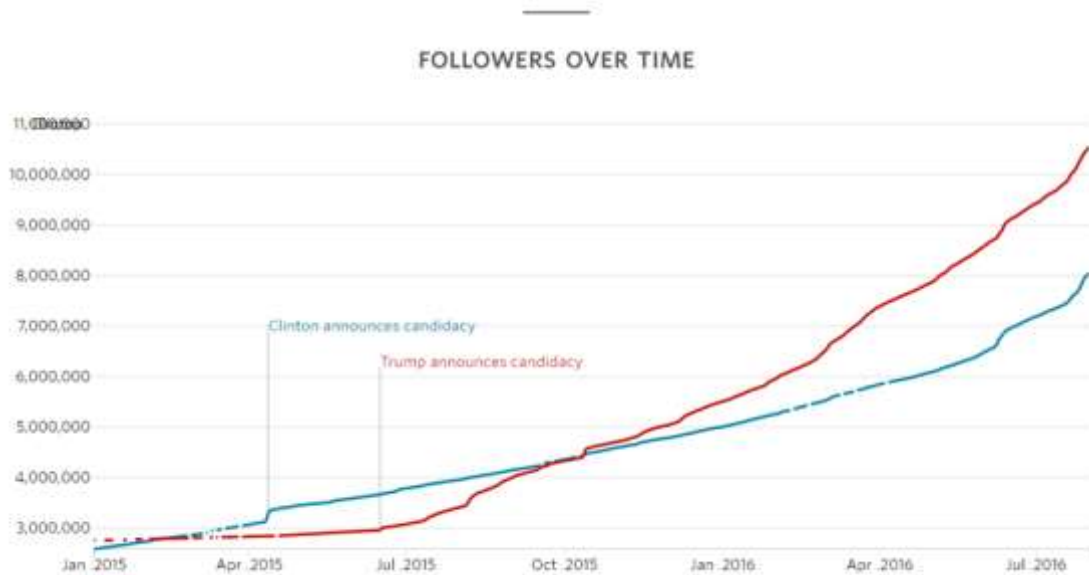


Figure 02: Followers of Trump and Clinton over Time on Twitter (Keegan, 2017)

Secondly, under the guise of a systematic election campaign strategy, Trump sought to ignite a regular controversy to repair his corrupted image. Given that, topping controversial daily news maximizes candidates' potentials in the political race in plenty of different ways. On the one hand, controversy aided him to polarize public as well as mainstream media attention toward his election campaign, regardless of being positive or negative attention.

On the other hand, according to Aumen (2020), fueling controversy is an immensely effective strategy to spot the light over particular issues so as other issues do not get discussed. Likewise, Donald Trump managed to attack and mock celebrities or politician on social media outlets, as an illustration, he labeled Ted Cruz, a presidential candidate, as "a lying Ted" and Hillary Clinton as "crooked Hillary"; in an effort to shift the public's attention away from his harassing and intimidating criticism against the females, Mexicans, blacks, and Muslim minorities. Consequently, both candidates became rich material for jokes and rumors after the new names went extremely viral among social media users. Thus, Trump was able to affect Ted's

as well as Hillary's public image negatively; as a result, his outrageous deeds became decreasingly covered by media.

As Donald Trump advances to run for the 2016 US presidential election, he heavily relied on social media to repair his damaged image. First, he sought to gain popularity to generate the legitimacy of his candidacy. Second, he planned to ignite controversy consistently for two reasons. The First one is to attract all the attention so that his competitors will be out of the race. The other reason is to cover his scandals on media so that they will not be discussed by drawing attention towards other issues such as his opponents' scandals to harden their public image and accordingly softening his own. Indeed, the unsophisticated formula of social media platforms, especially Twitter, provided Trump a fertile soil that allowed him ignite controversy, and accordingly generating popularity, and eventually repairing his image.

2. How Social Media Enhances Presidential Campaigning

In contemporary politics, political campaigning witnessed a drastic change in its conventional notions as well as its outdated norms that were taking over in the past few decades. One accurate illustration of old political campaigning practices is that: the use of traditional media including TV channels, radios, and text-based media like newspapers, magazines, websites. Nevertheless, old media is, undoubtedly, should not be completely neglected but rather should work in parallel with contemporary digital innovations the so-called social media platforms to increase political campaigners' potentials in gaining the overwhelming majority in voting polls.

A long line of research revealed that social networking sites (SNSs) are a core feature of an effective political campaign because they provide candidates' campaigns advantages to enhance their program's activities. The first advantage is that the political campaign will be able to learn

about the public's concerns, viewpoints, and needs; subsequently, it will adjust its activities or even its policies, if the situation required so, basing on the data collected via social media.

The second one is that social media helps to engender immediate insight into the peoples' opinions and expectations on campaigns as well as candidates' debates that are streamed on SNSs. Therefore, the staff of political campaigns can examine the public's feedbacks without being filtered by the press.

Another significant advantage is that social media and other forms of communication mediums help campaign administrators to stay informed and updated with their nominee situation depending on voters' perspectives, via monitoring electors' behavior, such as the likes and dislikes on various social media daises.

The last advantage is that candidates can discover voters' opinions, via running conversations with them on Social Networking Sites; concerning the time and the place of campaign meetings and rallies, which serve them best. As a result, enhancements are freely generated to be applied to the campaign program. Ultimately, social media enhances political campaigning in so many different guises such as serving as a linking bridge between both sides, the constituent, and the candidates.

3. What are the Effects of Social Media on Both Electoral Participation and Voter's Decision-Making Processes?

3.1. Electoral Participation Process

The electors' participation in the presidential elections is an important indicator of the legitimacy of the democratic election process. The vast majority of campaigners in the political spectrum seek out to increase the electoral participation in their favor. Therefore, researchers conducted a deep study to look into social media effects on electoral participation in the U.S

general election, given that social networking sites are fundamental to the effectiveness of any presidential campaign. The study revealed that social media use increases the likelihood of electoral participation in the primaries (Redlawsk, Tolbert& Donovan., 2010). In addition, that the overwhelming flows of information on SNSs raise the potential of voters' contribution in the election process. Furthermore, social media creates an environment for voters and non-voters to exchange thoughts, and it is highly possible that the former will affect the latter, as explained by Terveer (2013) that the voters, via social media, can influence effortlessly and unconsciously the non-voters.

3.2.Voter's Decision-making Process

Throughout the presidential election period, people contribute to national duty and turn to be decision-makers to ensure a thriving future to the country. Therefore, they bear the burden to make a good vote choice, which is considered a tough task, given that information about different candidates flow like a flood on the various media means, especially social media.

On the one hand, as it is evident, social networking sites are commonly used in presidential campaigns as a podium to polarize constituents' voices. Therefore, we postulate that social media positively influence voters' decisions. Voters usually base their vote decision on the party's data, such as a set of ideologies, policies, and principles that are collected from social media platforms, to make a decisive resolution. In other words, social media affect voter's minds by the available information on their platforms concerning the candidates that are required to make the right vote choice. Moreover, these uploaded data on those social networking sites, create a guiding background that motivates people to voice their decisions in electing rooms. Another social media influence on voters' decisions manifest in the posting feature that enables people to share their choices in the presidential election on social networking sites; as a result, others tend

to adopt these choices as well because of two reasons. The first reason is that, as argued by Eijk and Franklin (2009), that people tend to be a part of the whole or the majority, which gives a sense of belonging whereas others referred it back to the fear of isolation or social rejection. The second one is that because the constituents receive spam messages on social media that support particular presidential bodies, just like Tweeter users' utilization of robotic devices in the 2016 US presidential election (Team RecurPost, 2019).

On the other hand, social media negatively influences the decision-making process in two different ways. First, voters' frequent exposure to diverse information and viewpoints on social media on the presidential candidates causes late decision-making. Second, voters encounter, on social media, false or even contrasting data uploaded by unofficial bodies make them suspect candidates' legitimacy, and subsequently, causing even abandoning participation in elections. Third, the personal use of social media by the presidential candidates increased concentration on their personalities rather than their qualifications; therefore, voters' decision here is established on an emotional basis rather than a logical and reasonable one.

To conclude, the use of social networking site strongly influences both electoral participation and voters' behavior in making a vote decision, which is considered an essential factor to the validity of the elections.

4. A Comparative Study of the Implemented Strategies on Social Media in the 2016 Presidential Election Campaigns: Clinton vs Trump

In the 2012 U.S presidential election inflammatory competition, Barak Obama went beyond conventions while running the U.S presidency. Precisely, the former president implemented an unprecedented set of strategies in his presidential campaign in an attempt to directly communicate his ideologies and visions to the American people to polarize as possibly

the voters' voices. The most iconic strategy executed by Barak's political campaign administrators was the first usage of social networking sites in the political realm. Afterward, the Americans' traditional election campaigning norms have been adjusted to fit the novel digital era. As a result, the adoption of a social media strategy has become prominent in political marketing plans. Subsequently, in the 2016 U.S general elections, Donald Trump and Hillary Clinton enormously relied on social media in their political campaigning in an attempt to cope with the latest trends in markets in order to access a bigger scale of voters, at the same time, gain the maximum potential benefit that social media may ever offer.

In the aftermath of Donald's takeover presidency, it was immensely debated that social networks were the key part of his victory over Hillary. Hence, a comparative study was conducted to identify the reasons why social media contributed to Donald trump's success more than it did to Hillary. Accordingly, the study is more likely to focus on the differentials of social media use strategies used by presidential candidates (Donald Trump and Hilary Clinton).

The study was mainly centered on the comparison of both major candidates, precisely the utilized social media technics in the 2016 U.S campaigns. The study revealed that the two candidates had different campaign methods in addressing their followers on social media (Twitter). The Republican nominee Donald Trump broke his party protocol standards in his social media usage, according to Enli (2017, p.10), Trump's adoption of the unprofessionalism as a messaging style on the new media, tweeter, in particular; indicates his independency from the Republican Party. Given that he descends from the Business background, he is considered as an outsider from the political spectrum, which justifies his rejection of the traditional norms on which the majority of political candidates of the Republican Party (also called the GOP (Grand Old Party)) follow in managing an election campaign. As a concrete illustration of Trump's

unprofessional social media (Tweeter) use, "Obama just endorsed Crooked Hillary. He wants four more years of Obama but nobody else does!" (Trump, 2016).

As it is evident, political communication experts did not supervise this unprofessional tweet, but rather it was overseen by Trump solely. The tweet has the same aggressive and insulting tone of Donald style in his speeches and rallies. Another example, "The failing @nytimes is truly one of the worst newspapers. They knowingly write lies and never call to fact check. Really bad people!" (Trump, 2016).

Here Trump harshly criticized the New York Times as lying and unreliable newspaper. This tweet and the former one match in the same furious tone, which denotes the unprofessional use of social media (Tweeter). However, this unprofessional usage is not because of competence shortage, but rather it emphasizes his strategy of igniting controversy on social media as an endeavor to gain coverage from traditional mass media. In contrast, the Democratic nominee Hillary Clinton demonstrated great respect for her Democratic Party principles of conducting social media campaigns, as pinpointed by (Sahly, et al., 2019, p.8); Clinton sustained the expertized social media campaigning style of her party. Her style of diplomatic or professional communication on social media came as a result of her political background, such as serving as First Lady of the United States (1993–2001). As an example of the candidate Clinton's professionalism in social media use, is her tweet on Twitter that says "Delete your account" (Clinton, 2016). The quote demonstrates Hillary's response to Trump's offensive tweet about her. Her response is a conventional phrase used by politicians to show their dissatisfaction in a diplomat way; it is interpreted as the statement is unworthy to further exist on the platform. Once again, Clinton showed her loyalty to the Democratic Party standards via professional of social media exploitation.

To show the contrast between both candidates' Tweeter use strategy, a content analysis was carried out by Enli to classify tweets posted from March to July 2016 on Hillary Clinton and Donald Trump's official accounts(2017, p.16). The tweets will be categorized as either conventional (traditional), which implies the tweets posted by a presidential nominee that follows the political conventions or standards, or unconventional (non-traditional), which refers to the tweets that do not match with political standards.

The analysis revealed that approximately 82% of Clintons' tweets are conventional and matching to Democratic Party stylistic standards. Whereas, about just 38% of Trump's tweets are conventional. Furthermore, almost 55% of Trump's tweets are categorized as unconventional and do not match Republican Party stylistic standards. In contrast, only 13% of Clinton's tweets are classified as unconventional.

In addition, the study found out that although Hilary Clinton's presidential campaign used YouTube, Pinterest, Snapchat, moreover Facebook, Tweeter, and Instagram, she showed low interactivity with her followers. In comparison, Donald Trump demonstrated a higher level of interaction with his supporters, even though his use of social media platforms was limited to only Facebook, Tweeter, and Instagram. Moreover, according to Pew Research Center (2016), only 15% of Clinton tweets were retweeted, whereas 25% of trump's Tweets were retweeted. Trump was committed to the interaction with the supporters by reposting their posts more than Clinton, as indicated by Sahly, Shao, and Kwon (2019, p. 4), about 78%of Trump's retweets were tweeted by his ordinary Tweeter supporters. Seemingly, the Republican Party candidate Donald Trump recognized the effectiveness of the interaction with the public in the presidential election; therefore, he put it into the work, while the Democratic Party nominee did not take advantage of that.

Further, the study statistics detected that Trump's campaign spent about \$141.7 million on advertisements on social media platforms, much more than his Democratic opponent Hillary Clinton with \$70 .8 million spendings in advertising on social networks (Pramuk, 2016). The well-thought use of digital marketing strategy on the digital platforms in the case of Trump, with the agreement of all experts, considered the agent of change on Election Day on which Trump defeated Clinton.

In sum, nowadays, social media use by candidates considered a significant element of effective and successful political campaigning. Hence, many believed that the digital platforms were behind the extraordinary victory of Donald Trump in the 2016 U.S general elections over the democratic nominee Hillary Clinton, even though the latter adopted a wider range of digital social networks. To recognize the set of reasons that contributed to the success of the former over the latter. Given that both of them used social media in the general election, a comparative study was conducted between the two opponents Donald Trump and Hillary Clinton. The study identified three main reasons. The first reason is represented in the unprofessional communication style that Trump adopted on social networking sites. To explain, Trump's posts and statements on different social media means commit to the political standards, rather they have an offensive and insulting tone, which gave him a sense of authenticity and originality, also, his style helped him gain a free advertisement on old mass media and more coverage. Whereas Hillary committed to professional communication style in her social media campaign, in other words, she went in line with the political conventions in her speeches' tone on digital mediums, which gave her a robotic as well as boring image. Additionally, her style was similar to the rest of the candidates that gave her an impression of repetition and uncreatively as well. Additionally, her style was similar to the rest of the candidates that gave an impression of

repetition and creativity. The second reason manifests in the high interaction of the republican candidate Trump with his followers on social media, particularly, Twitter, which gained him their loyalty. But on the flip side, Clinton's very low interaction with her supporters caused her a loss of some votes. The third reason is in the well-studied advertising plan on social media of Trump campaign compared to Clinton campaign resulting in the lack of her mass media coverage. Eventually, the findings reveal that social media in itself was not the key cause behind Trump's winning, but rather the good campaigning strategy was the reason, and social media functioned only as a workspace in which the strategy is applied.

5. Trump and Fake News

5.1. Concept of Fake News in Social Media

The term "fake news" is defined as the incorrect content or information that has no actual existence on the real ground, which contributes to the shaping of false conceptions in people's minds on a particular subject. As it is clarified by Silverman (2016), "fake news" refers to the falsified information that misleads the reader to form a wrong idea or belief on a certain topic. The falsified news is mainly propagated via websites, blogs, and social media as well as traditional mass media. Moreover, Fake news is circulated on social media in different guises, such as Tweets, Instagram images, Facebook posts, and YouTube videos. Majorly, written fabricated news is used to gain readership for online websites, whereas, other guises of false news like photos, videos, or podcasts are exploited to promote biased opinions, such as favoring one candidate over another in elections.

5.2. Fake News Prevalence Process

5.2.1. Who Generates Fake News

Websites are considered the main source of Falsified information that is produced by websites owners in the form of articles. Due to the effortless formula of websites, recently, online websites have been increasing at an overwhelming pace, which raises the question of the credibility and reliability of these sites and their presented content as well. There are numerous sorts of websites that generate false contented materials. Sites that deliberately fabricate misleading or false articles, such as *denverg uardian.com*. Other ones, called ironical sites to produce news that seems genuine when being detached from their actual context, such as *wtoe5news.com*. Other different sites, their articles are an integration of both ironical articles and false articles like *endingthefed.com*. Another source of fake news is ordinary owners of social media accounts who share their made-up stories on various digital platforms. There are two major motives behind the action of producing misleading news or information. The first one is related to financial issues. To explain, fake news articles are written with attractive and shocking titles in an attempt to capture the attention of a reader on social media, so, when the readers click on the article link being shared, the user will be directed straight to the authentic webpage, accordingly, the website's visits will get increased, which raises the earnings as well. To illustrate, in the 2016 U.S general election, a group of adolescents from Veles, Macedonia via running their fake stories websites, they made fortune from generating Trump and Clinton biased content (Subramanian, 2017). The other motive is related to the individual trends, such as engendering partisan content to support particular candidate in his nomination. It should be worth noting that partisan information can cause tremendous harm to the transparency as well as the legitimacy of the political election outcomes. Moreover, ordinary readers are fueling the problem by consuming such contents due to the fact that they are not accustomed to

differentiating between legitimate and fabricated sites because most of the time such sites are named to match the authorized ones.

5.2.2. The Process of Fake News Propagation

Social media means are considered the first and foremost choice to fake news producers in order to prompt and share their content in an endeavor to reach a bigger scale of audience. Therefore, misleading information is propagated on social networks in a multitude of ways. Some seek to spread their fabricated news manually. For example, they tend to create fake accounts on different digital platforms including Instagram, Facebook, Twitter, and YouTube, on which they publish their articles. Another way includes exploiting groups on Facebook, or hashtags on Twitter that are devoted to tackling particular topics. In other words, fake newsmakers who seek to increase their readership rate for their websites and tend to share their contents. As a factual example, in the political election, the partisan website owners publish links or shortcuts of their biased information, for instance, Trump biased news, in Facebook groups that support Donald Trump. This way is considered a fast and effective strategy that is seemingly the most implemented by fake news providers. Others depend on robotized systems to produce and propagate fake news without the interference of humans. Also, these robotized tools are publicly known as social bots. Subsequently, after the launch of the Twitter application, their name changed to Twitter bots, given that these robotic tools fit and operate perfectly with the architecture of the Twitter app. These Twitter bots are used for two reasons. Firstly, to make a particular issue appears as if it is (was) the most talked about topic on Twitter, by producing hundreds of thousands of robotic tweets. For example, Skupin (2017) detected that 103.000 tweets were dispatched by 482.000 Twitter bots accounts made by Trump's rally speech on 16th

of July in Pennsylvania trending on Twitter. Secondly, to overlay a trending topic that is the most talked about, by flooding Twitter with programmed Tweets in a very short period. As an illustration, in Russia, about 25,000 bots have generated nearly 338,000 robotic tweets in an attempt to cover the public viewpoints concerning the 2011 election on the fifth and sixth of December (Comprop Team, 2017). Additionally, in Syria, twitter bots launched about 107,000 tweets within 13 to shade tweets that tackle or discuss the Arab Spring movement (Raisher, 2017).

5.3. The Contribution of Fake News to the Success of Trump's Election Campaign

In the aftermath of the 2016 US presidential election, Americans in the political spectrum developed a major concern towards the validity of general election outcomes. Many researchers claimed that Trump's success is fundamentally traced back to the deliberate and systematic use of social media mediums. However, another factor has been implied in the list that is fake news. The latter contributed to Trump's exceptional winning in multiple aspects. First and foremost, topping the headings of fake stories helped Trump to polarize social media attention, accordingly, gaining traditional mass media coverage as well as free advertisements. As an example, the statistics conducted by Allcott and Gentzkow revealed that 115 of Trump biased articles were circulated on Facebook at a rate of 30 million shares compared with 41 of Clinton biased articles participated on Facebook at a rate of 7.6 million shares (2017). Thus, fake Trump biased articles and their share rates were triple of Clinton's rates.

Another aspect, Trump indirectly advantaged from the negative fabricated stories on Clinton, who believed that fake stories contributed to the failure of her presidential campaign.

Mentioning briefly one threat that should concern all Americans Democrats, Republicans, and independents alike, especially those who serve in our Congress: the epidemic of

malicious fake news and false propaganda that flooded social media over the past year. It is now clear that so-called fake news can have real-world consequences. (The Washington Post, 2017)

As it is evident, in the statement “It's now clear that so-called fake news can have real-world consequences” Hillary was addressing her loss in the 2016 US general election and implying that fake news harmed her presidential campaign, Thus, it was in the advantage of Trump.

6. Russia “The Invisible-Hand” of Trump’s Victory

During the 2016 election, anonymous hackers published sensitive information via online websites that are specialized in leaking secret documents and celebrities’ scandals, such as Guccifer and WikiLeaks. The leaked information is privet emails and files owned by Democrat Party candidate Hillary Clinton that denote her campaign connection with Russian devices. Subsequently, the Central Intelligence Agencies (CIA) detected that the hackers are Russians (Breuninger, 2019). Also, they discovered that the hackers accessed the Republican Party information system, but nothing was publicly sent out. Whereas, only Democratic Party information that was published. Consequently, they suspected Russia for meddling in the 2016 election results, especially in Trump’s win.

On one hand, the Federal Bureau of Investigation (FBI) initiated deep investigations to detect any forms of Russian interference in the election. The FBI found out that the two states Michigan and Wisconsin were subject to intensive Russian ads on social media during the election. The content of these ads promoted anti-Clinton news on Twitter and Facebook. For Example, as proclaimed by Shane (2017), FBI disclosed that multiple Twitter robotic systems, created by Russian accounts, emitted the hashtag #WarAgainstDemocrats approximately 1,700

times. Another illustration, Facebook administrators identified thousands of fake accounts with a Russian imprint that constantly circulated harming Clinton's stories during and after the election (Entous, Nakashima & Miller, 2016). Ultimately, the inquiries confirmed the Russian meddling in the election via negatively affecting Clinton's image during the voting process, particularly in Michigan and Wisconsin states. As a result, the voters of both states were influenced by the anti-Clinton ads. Thus, they changed their voting decisions to be in favor of Donald Trump. Hence, he defeated Clinton in Michigan and Wisconsin with roughly 10,700 votes and nearly 22,700 votes, respectively.

On the other hand, FBI conducted inspections to uncover any sort of Russian help for Trump to take over the presidency. The inquiries yielded no concrete shreds of evidence about the suspicions. As declared by FBI executive James Comey, the office located neither evident damage nor apparent support from the Soviet Union hackers for Trump's Campaign (Lichtblau & Myers, 2016).

As a result, the investigation shows that Russia meddled in the outcomes of the 2016 U.S election via undermining Clinton's campaign. Accordingly, Trump advantaged from the fatal attack on Clinton via social networks to win the presidency. However, the genuine intent of Russian battle against the Democratic Party candidate was not to support Donald Trump, but rather to undercut the legitimacy of the United States of America's elections as well as to shake the American publics' trust in the efficiency of Governmental bodies and the elected president as well.

7. The Ripple Effect of Social Media on Trump's Win

Social media influenced Trump's campaign in various ways. Firstly, it offered the republican candidate an enormous opportunity to repair his negative image in the eyes of the

American public, for example by bringing about his rivals' scandals on the digital platforms so that his insurgent behavior will not be covered by media. In addition, it helped him dominate mainstream media top headings, therefore, advantaging from free advertisements. Also, it gave him a ground to represent himself as a political outsider as well as an authentic figure to the public via igniting controversy with his personal and unprofessional use of SNSs, which created an honest image of him, hence, making Americans vote for him. Furthermore, it aided him to reach a bigger scale of electors and interacting with them as well. Moreover, it assisted his campaign officials to access people's viewpoints and feedbacks concerning his rallies, speeches, and posts. Next, it presented him means to directly express his thoughts and ideologies without being filtered by the press. Then, it served him well by providing his followers with a space to promote Trump-biased fake news, which affects affected the voting decisions of other social network users.

Similarly, the digital media facilitated Trump's agenda policy setting by functioning as an official podium from which he addressed the American nation. Particularly, he targeted ordinary citizens by asserting that he will not commit the same mistakes made by the former U.S presidents; that contributed in a way or another to impoverish the working class. For instance, he promised to provide them with job opportunities, better living conditions, and comfortable work circumstances. Additionally, he proclaimed that he would not sacrifice militaries by sending them to the warzones in any part of the world. In this way, Trump set his agenda with unprecedented political discourse, which yielded in engendering the support and advocacy of the addressed middle-class citizens. As an example, Yongqiang, Hunjet, and Roncevic stated that the American working class was a crucial card for Trump's fate in the general election, in which he earned major votes (2017).

To sum up, the new media was a focal element to the unexpected Trump's victory in 2016. However, it was not the only dominant factor, but rather Trump's well thought out and deliberate political marketing strategy is the agent of success.

8. Potential Risks of Social Media on Trump

Social media is considered one of the essential leading factors in the success of Trumps' campaign in 2016. However, it had some risks in his racing to the presidency. It provided his opponents with a means to raise his prior scandals into the surface, thus, he became a rich material to criticism, well as skepticism about his legitimacy as a presidential candidate. One of his most over-engaged scandals on social media during his candidacy was the sexual assault and harassment cases against women. Moreover, his scandals of involving in the organized crime via dealing with the mafia to fulfill certain business transactions, such as receiving illegal help to win the deal of Plaza land property in Atlantic City (Graham, 2017). In addition to other different cases such as bribery, illegal passes, and tax avoidance. Ultimately, although social media harmed Trump by redisplaying his former illegal affairs into the sight of the American government and public, he overcame the problem by deliberately redirecting its negative impacts towards his rivals.

Conclusion

This chapter discussed three major sections that are pivotal to form a reflective overview about our research topic. In the first section, it tried to explain how Trump made use of social networking sites to set his policy agenda as well as to communicate his controversial ideologies and thoughts straightly to the public, which led to construct an authentic portrait about him. In the second one, it endeavored to outline the contributing role of fake news and Russian meddling via social media in shaping the results of election. In the third section, it attempted to present a

thoughtful insight into how social media positively influenced Trump by clearly stating the effects of the former on the latter.

General conclusion

General Conclusion

In the millennium era, the digitalization was a novel invention introduced to humanity, by which it has changed the way the world functions in various aspects of life. Politics are one of those different sides, which were immensely affected by digital innovations or so-called social media. Subsequently, the latter has become a significant element to the effective and successful political campaigning. Likewise, in the 2016 presidential election, that digital means were remarkably utilized as the main strategy of a political campaign by the Republican Party candidate. In light of the prior studies referred to throughout the research, the study endeavored to find out the new media effects on Trump's win over his Democratic rival Hillary Clinton.

It can be concluded from the analysis of data collected that trump's use of social networking sites such as Facebook, Twitter, and YouTube had an immense crucial, role in polarizing people's attention and accordingly gaining majority of votes in the election. Moreover, he wisely exploited them to repair his damaged public image in the American's eyes. In addition, they helped him to maintain effective political communication in his election campaign, which manifests in the successful interaction with his electors.

However, it can be deduced from the outcomes of the comparative study between Trump and Clintons' use strategies of the social platforms, that the latter is not the only major contributor to the Republic candidate's success. Given that Clinton used far more social media platforms such as Pinterest, Snapchat comparing to Trump, yet she was seriously defeated by her opponent. Therefore, it can be understood that the well-thought-out strategy of Donald's presidential campaign, which includes other aspects such as fundraising, political marketing, advertisements, and setting his agenda policy, is the ultimate factor of his winning. Additionally, the new media functioned only as a platform on which his strategy is applied.

In addition, the research shows two other factors that reinforced Trump's candidacy in a way or another. The first factor is fake news that contributed to his image repair via the production of falsified pro-Trump content as well as the creation of incorrect anti-Clinton information, which led to her image damage, accordingly, losing the presidency to her primary competitor. The second one is the Russian meddling in the 2016 election. The leaked data of the Democratic Party by the Russian hackers denoted Hillary's relation with Soviet Union organizations. Therefore, the reputation of the Democratic Party was significantly tarnished. Consequently, Trump indirectly advantaged from the hackers' attack on Clinton that maximized his chances in the election. Yet, the fundamental objective of Russia was not to support the Republicans, but rather to interfere in changing the results of the election in an endeavor to engender skepticism over the legitimacy of the 2016 United States general election.

Also, it can be concluded that Social media tools aided in enhancing democracy via increasing its transparency by providing politicians with an opportunity to personally represent themselves as well as to communicate their thoughts directly to the public without being controlled by the press or any other authoritative bodies. Hence, voters can construct a comprehensive insight over each candidate's policies as well as ideologies, thus, they can make an independent voting decision.

Furthermore, the study finds out that political information sources shifted from traditional to novel media. Due to that, the latter facilitates data's presentation, share, and discussion among ordinary Americans. Moreover, it enables voters to connect straightway and immediately to the candidates, therefore, they do not need to look for information from other sources such as mainstream media.

Limitations of the Study

This research is limited by various restricting conditions. Firstly, given that the dissertation was confined to one case study: Trump's 2016 presidential campaign, the area of investigation was limited; thus, we had a shortage of obtaining sufficient reliable sources that tackle the issues under inquiry. Moreover, we faced immense challenges due to the corona pandemic and the quarantine that made it hard to access the university's library. Ultimately, the specified length of the dissertation hindered us from going deeper into our examination, which obliged us to delete very important titles as well as several supportive charts and graphs.

Recommendations for Further Studies

The study engendered multiple new suggestions related to the research area of Trump's use of social media to win elections. These suggestions need to be investigated by researchers to enrich the literary research in this field. The followings are some suggestions for further research:

- Another study can carry out a discourse analysis of Trump's posts on Twitter platform in an endeavor to discover how Trump represented himself to the public through trending tweets. Also, to find out the way his tweets affected the public. Besides, figuring out in which manner the public reacted to Trump's thoughts presented in tweets.

- A psychological study of Trump's attack and defense mechanism on social media platforms can be useful research to adequately understand his persona and the way he will function as a president.

References list

- Aderoju, A. & Aririguzoh, S. (2018). *Impact of television on political participation*.
Retrieved from
https://www.researchgate.net/publication/323225555_IMPACT_OF_TELEVISION_ON_POLITICAL_PARTICIPATION
- Agre, P. (2002). Real-time politics: The internet and the political process. *The Information Society*, 18, 311-331. doi: 10.1080/01972240290075174
- Ahmad, T., Alvi, A., & Ittefaq, M. (2019). The use of social media on political participation among university students: An analysis of survey results from rural Pakistan. *SAGE Open*, 9. doi:10.1177/2158244019864484
- Allcott, H., & Gentzkow, M. (2017). Social Media and Fake News in the 2016 Election. *Journal of Economic Perspectives*, 31, 211–236. doi: 10.1257/jep.31.2.211
- Aral, S & Eckles, D. (2019). Protecting elections from social media manipulation. *Science*, 365, 858-861. doi: 10.1126/science.aaw8243
- Aririguzoh, S (2015). The role of television broadcasts on voters participation in Nigeria's presidential election. *KSU Journal of Mass Communication*, 4, 53 -73.
Retrieved from
https://www.academia.edu/24576736/The_role_of_television_broadcasts_on_voters_participation_in_Nigeria_s_presidential_election?auto=download

- Aumen, A. (2019, December 11). WSU political scientist investigates effects of social media on UK politics for BBC. Retrieved from <https://news.wsu.edu/2019/12/11/wsu-political-scientist-investigates-effects-social-media-uk-politics-bbc/>
- Bayraktutan, G., Binark, M., Çomu, T., Dogu, B., İslamoğlu, G., & Aydemir, A. T. (2011). The use of Facebook by political parties and leaders in the 2011 Turkish general elections. Retrieved from https://www.researchgate.net/publication/292615163_The_Use_of_Facebook_by_Political_Parties_and_Leaders_in_the_2011_Turkish_General_Elections
- Beam, M., Hutchens, M., & Hmielowski, D. (2018). Facebook news and (de)polarization: reinforcing spirals in the 2016 US election. *Journal Information, Communication & Society*, 21, 940-958. Doi: 10.1080/1369118X.2018.1444783
- Benkler, Y. (2006). *The wealth of networks: how social production transforms markets and freedom*. Retrieved from <https://dlc.dlib.indiana.edu/dlc/bitstream/handle/10535/7396/Wealth-of-Networks.pdf?sequence=1&isAllowed=y>
- Bimber, B. (2001). Information and political engagement in America: The search for effects of information technology at the individual level, *Political Research Quarterly*, 54, 53-67. Retrieved from <https://www.dhi.ac.uk/san/waysofbeing/data/citizenship-robson-bimber-2001.pdf>

- Bitecofer, R. (2018). *The unprecedented 2016 presidential election*. doi: 10.1007/978-3-319-61976-7
- Bolter, J. D. (1997). Sherry Turkle, life on the screen: Identity in the age of the internet. *Convergence*, 3, 131–133. doi:10.1177/135485659700300112
- Breuninger, K. (2019, March 22). Mueller probe ends: Special counsel submits Russia report to attorney general William Barr. Retrieved from <https://www.cnbc.com/2019/03/22/robert-mueller-submits-special-counsels-russia-probe-report-to-attorney-general-william-barr.html>
- Briffault, R. (1984). The federal election campaign act and the 1980 election. *Columbia Law Review*, 84, 2083-2110. doi:10.2307/1122488
- Brown, M., -Benson, E. K., McNulty, M., & Moog, S. (n.d.). Unleashing the potential of election data. Retrieved from <https://openelectiondata.net/en/guide/key-categories/election-campaigns/>
- Bryant, C. W. (2007, November 7). How campaign finance works. Retrieved from <https://money.howstuffworks.com/campaign-finance.htm>
- Burgess, J & Green, J. (2010). YouTube: online video and participatory culture. *Information Communication and Society*, 23, 1-2. doi: 10.1080/1369118X.2020.1726989
- Burris, V. (1987). The political partisanship of American business: A study of corporate political action committees. *American Sociological Review*, 52, 732 -744. doi:10.2307/2095832

- Carey, M. (2016). How Donald Trump and Hillary Clinton are changing the social media game. Retrieved from <https://www.dailynews.com/2016/11/05/how-donald-trump-and-hillary-clinton-are-changing-the-social-media-game/>
- Cho, H. C. (2007). The Relationship between business and government. In M. W. Vilcox & T. O. Mohan (Eds.), *Contemporary Issues in Business Ethics* (pp. 119-126). Retrieved from https://books.google.dz/books?id=KVxRPC4qr7UC&pg=PA125&lpg=PA125&dq=Handler+and+Mulkern&source=bl&ots=xsUwzJ2BPZ&sig=ACfU3U0oHRS8SmnneRAhYplrAzxuJql8dQ&hl=en&sa=X&ved=2ahUKEwiEsZ2L_fvoAhUF66QKHT0dBsYQ6AEwAXoECAsQAQ#v=onepage&q=Handler%20and%20Mulkern&f=false
- Clinton, H. (2016, 09 June). Delete your account. Retrieved from https://twitter.com/HillaryClinton/status/740973710593654784?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E740976546035425280%7Ctwgr%5E&ref_url=https%3A%2F%2Ftime.com%2F4363217%2Fhillary-clinton-delete-your-account%2F
- Coleman, S & Blumler, J. G. (2009). *The internet and democratic citizenship: theory, practice and policy*. doi: 10.1080/1369118X.2010.512637
- Communications. (2004, November 3). 2004 election outcome: Money wins. Retrieved from <https://www.opensecrets.org/news/2004/11/2004-election-outcome-money-wi/>

- Comprop Team. (2016, November 17). Bots and automation over Twitter during the U.S. election. Retrieved from <https://comprop.oii.ox.ac.uk/research/working-papers/bots-and-automation-over-twitter-during-the-u-s-election/>
- C-SPAN. (2015, January 16). Donald Trump presidential campaign announcement full speech [Video file]. Retrieved from <https://www.youtube.com/watch?v=apjNfkysjbM>
- DiPietro, B. (2016, December 27). Trump poses new reputation concerns for companies. *The Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/BL-252B-11852>
- Dutta, S., & Fraser, M. (2008, November 19). Barack Obama and the Facebook election. *U.S. News*. Retrieved from <https://www.usnews.com/opinion/articles/2008/11/19/barack-obama-and-the-facebook-election>
- Dye, T., Zeigler, H. & Lichter, J. (1992). *American politics in the modern age*. doi:0534092349
- Dymek, M, Falasca, K &Grandien, C. (2017). Social media election campaigning: Who is working for whom? A conceptual exploration of digital political labour. *Contemporary Social Science*.doi: 10.1080/21582041.2017.1400089.1002/pa.1625
- Eijk, C., & Franklin, M. (2009). *Elections and voters*.doi: 9781403941275

- Enli, G. (2017). Twitter as arena for the authentic outsider: Exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election. *European Journal of Communication*. 32, 50-61. doi:10.1177/0267323116682802
- Entous, A., Nakashima, E., & Miller, G. (2016, December 9). Secret CIA assessment says Russia was trying to help Trump win White House. *The Washington Post*. Retrieved from https://www.washingtonpost.com/world/national-security/obama-orders-review-of-russian-hacking-during-presidential-campaign/2016/12/09/31d6b300-be2a-11e6-94ac-3d324840106c_story.html
- Falasca, K & Grandien, C. (2016). Where you lead we will follow: A longitudinal study of strategic political communication in election campaigning. *Journal of Public Affairs*. doi: 10.1002/pa.1625
- Faucheux, R. (Ed.). (2003). *Winning elections: Political campaign management, strategy & tactics*. Retrieved from https://books.google.dz/books?hl=ar&lr=&id=hWa9QYkFYe4C&oi=fnd&pg=PP1&dq=political%20campaign%20strategies%20and%20tactics&ots=fRs1JHj5f4&sig=flKWsFoxCeypga3pADNfvkCIUk&redir_esc=y&fbclid=IwAR2J7UtI0lzuznfDCik2AbRkB57_bN-qYuYYqBvQb4kKW4kKOoQIVPo8GzP0#v=onepage&q=political%20campaign%20strategies%20and%20tactics&f=false
- Federal election commission. (n.d.). Public funding of presidential elections. Retrieved from <https://www.fec.gov/introduction-campaign-finance/understanding-ways->

support-federal-candidates/presidential-elections/public-funding-presidential-elections/

Federal election commission. (n.d.). Understanding public funding of presidential elections. Retrieved from <https://www.fec.gov/help-candidates-and-committees/understanding-public-funding-presidential-elections/>

Federal election commission. (n.d.). Using the personal funds of the candidate. Retrieved from <https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/using-personal-funds-candidate/>

Fleishman, J. L. (1975). The 1974 federal election campaign act amendments: The shortcomings of good intentions. *Duke Law Journal*, 1975, 851 -899. doi:10.2307/1372084

Fox News. (2016, December 9). Kellyanne Conway reacts to Clinton's 'fake news' claims [Video file]. Retrieved from <https://video.foxnews.com/v/5241403856001#sp=show-clips>

Gaur, S. (2019, December 5). How social media has changed politics [Web log post]. Retrieved from <https://www.ecoleglobale.com/blog/how-social-media-has-changed-politics/>

Graham, D. (2017, JANUARY 23). The many scandals of Donald Trump: A cheat sheet. *The Atlantic*. Retrieved from <https://www.theatlantic.com/politics/archive/2017/01/donald-trump-scandals/474726/>

- Graziosi, G. (2020, May 19). How does a candidate win under the Electoral College? The Independent. Retrieved from <https://www.independent.co.uk/news/world/americas/us-politics/2020-election-explained-electoral-college-how-many-electors-to-win-a9523211.html>
- Hartleb, F. (2017). Political participation today: A radical shift, but with a positive or negative outcome. *European View*, 16,303-311. doi:10.1007/s12290-017-0458-2
- Hippel, E. V. (2005). *Democratizing Innovation*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=712763
- History.com Editors. (2019, July 24). Presidential election results between al gore and George Bush too close to call. Retrieved from <https://www.history.com/this-day-in-history/presidential-election-al-gore-george-bush-too-close-to-call>
- Hoegg, J., & Lewis, M. V. (2011). The impact of candidate appearance and advertising strategies on election results. *Journal of Marketing Research*, 48,895-909. doi:10.1509/jmkr.48.5.895
- Holtzhausen, D., & Zerfass, A. (Ed.). (2015). *The Routledge handbook of strategic communication*. New York: Routledge.
- How to customize your twitter profile. (n.d.). Retrieved from <https://help.twitter.com/en/managing-your-account/how-to-customize-your-profile>
- Ikelegbe, A. O. (Ed.). (1995) *Politics and government: An introductory and comparative perspective*. Indiana:Uri Pub.

- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. Retrieved from
https://www.academia.edu/34091957/Henry_Jenkins_Convergence_culture_where_old_and_new_media_collide
- Jones, C. A. (2019, August 9). Federal election campaign act. Retrieved from
<https://www.britannica.com/topic/Federal-Election-Campaign-Act>
- Kaid, L. L. (2004). *Handbook of political communication research*. Retrieved from
https://books.google.dz/books?hl=ar&lr=&id=2q-PAgAAQBAJ&oi=fnd&pg=PA17&dq=political+marketing+theory&ots=Tn3fOzM_U_&sig=HKV5bNoB_A_E-x41gLHhcg7XHdM&redir_esc=y#v=onepage&q=political%20marketing%20theory&f=false
- Keegan, J. (2017, July 10). Followers of Trump and Clinton over time on Twitter. *The Wall Street Journal*. Retrieved from <http://graphics.wsj.com/clinton-trump-twitter/?mod=e2tw>
- Kellner, D. (2016). *American nightmare*. doi: 10.1007/978-94-6300-788-7
- Kotler, P. (1975). Marketing for Nonprofit Organizations. *Journal of Marketing*, 39,118-119. doi:10.2307/1250615
- Lang, M. (2016). 2016 presidential election circus: Is social media the cause? Retrieved from <https://www.govtech.com/social/2016-Presidential-Election-Circus-Is-Social-Media-the-Cause.html>

- Leadbeater, C. (2009). *We-think: Mass innovation, not mass production*. Retrieved from https://www.researchgate.net/publication/281562555_We-Think_Mass_Innovation_Not_Mass_Production
- Lichtblau, E., & Myers, S. (2016, October 31). Investigating Donald Trump, F.B.I. sees no clear link to Russia. *The New York Times*. Retrieved from <https://www.nytimes.com/2016/11/01/us/politics/fbi-russia-election-donald-trump.html>
- Lipsitz, K. (2011). *Competitive elections and the American voter*. Retrieved from <https://www.jstor.org/stable/j.ctt3fhnxn>
- Lüfkens, M. (2016, August 2). Hillary Clinton vs Donald Trump: Who's winning on Twitter? Retrieved from <https://www.weforum.org/agenda/2016/08/hillary-clinton-or-donald-trump-winning-on-twitter/>
- Lutz, C., Hoffmann C. P. & Meckel, M. (2014). Beyond just politics: a systematic literature review on online participation. *First Monday*, 19, 1-36. DOI: 10.5210/fm.v19i7
- Magleby, D. B., & Nelson, C. J. (1990). *The money chase: Congressional campaign finance reform*. Retrieved from https://books.google.dz/books?hl=ar&lr=&id=HDBdFBkFC6QC&oi=fnd&pg=PA1&dq=campaign%20finance&ots=wyLUqcBw0Q&sig=uUQwAGHXW0hBUPIK9WsdnvZBtig&redir_esc=y&fbclid=IwAR2Wukp8Jfs2KUJT_XPkjmfQ9_AE3OoaRTQ74YPRQbLk7pXxrld66b_pRa8#v=onepage&q=campaign%20finance&f=false

- Muñoz, C., & Towner, T. (2017). The image is the message: Instagram marketing and the 2016 presidential primary season. *Journal of Political Marketing, 16*, 290-318. doi: 10.1080/15377857.2017.1334254
- Munro, A. (2019, September 4). Campaign finance. Retrieved from <https://www.britannica.com/topic/campaign-finance>
- Murillo, E., Merino, M & Alfaro. A.A. (2016). The advertising value of Twitter ads: A study among Mexican millennials. *Review of Business Management, 18*, 436-456. doi: 10.7819/rbgn.v18i61.2471
- Murse, T. (2020, January 17). Where do politicians get all that money for their campaigns? Retrieved from <https://www.thoughtco.com/who-funds-political-campaigns-3367629>
- Nadeau, R., Pétry, F., & Bélanger, É. (2010). Issue-based strategies in election campaigns: The case of health care in the 2000 Canadian federal election. *Political Communication, 27*, 367-388. doi:10.1080/10584609.2010.516797
- Nagourney, A. (2006, April 2). Politics faces sweeping change via the web. *The New York Times*. Retrieved from <http://www.nytimes.com/2006/04/02/washington/02campaign>
- Napolitan, J. (2003). Napolitan's rules: 112 lessons learned from a career in politics. In R. A. Faucheux (Ed.), *Winning elections: Political campaign management, strategy & tactics*. Retrieved from <https://books.google.dz/books?hl=ar&lr=&id=hWa9QYkFYe4C&oi=fnd&pg=PP1&dq=political%20campaign%20strategies%20and%20tactics&ots=fRs1JHj5f4>

&sig=flKWsFoxCeypga3pADNfvkCIUk&redir_esc=y&fbclid=IwAR2J7UtI0lz
uznfDCik2AbRkB57_bN-
qYuYYqbvQb4kW4kKOoQIVPo8GzP0#v=onpage&q=political%20campaign%
20strategies%20and%20tactics&f=false

Nelson, L. (2016, September). America first: Donald Trump's slogan has a deeply
bigoted backstory. Retrieved from
[https://www.vox.com/2016/7/20/12198760/america-first-donald-trump-
convention](https://www.vox.com/2016/7/20/12198760/america-first-donald-trump-convention)

New user FAQ (n.d.). Retrieved from <https://help.twitter.com/en/new-user-faq>

NEWPORT, F. (2016, January 30). Trump's negative image [Web log post]. Retrieved
from [https://news.gallup.com/opinion/polling-matters/188936/trump-negative-
image.aspx](https://news.gallup.com/opinion/polling-matters/188936/trump-negative-image.aspx)

Norris, P. (2001). *Digital divide: Civic engagement, information poverty, and the
internet worldwide*. doi: 10.1108/146366903322008287.

O'Reilly, T. (2005, September 30). What is web 2.0? Retrieved from
<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/>

Oudshoorn, N. E. J., & Pinch, T. (2003). *How users matter: The co-construction of users
and technologies*. Retrieved from [https://www.semanticscholar.org/paper/How-
users-matter-%3A-The-co-construction-of-users-and-Oudshoorn-
Pinch/09a5ddd274c36a8947f1e8c13a9b7f60f2bad618](https://www.semanticscholar.org/paper/How-users-matter-%3A-The-co-construction-of-users-and-Oudshoorn-Pinch/09a5ddd274c36a8947f1e8c13a9b7f60f2bad618)

- Owen, D. (2017). The past decade and future of political media: The ascendance of social media. Retrieved from <https://www.bbvaopenmind.com/en/articles/the-past-decade-and-future-of-political-media-the-ascendance-of-social-media/>
- Pătruț, B., & Pătruț, M. (2014). Social media in politics: Case studies on the political power of social media. Retrieved from <file:///C:/Users/%D8%B9%D9%84%D8%A7%D9%84/Downloads/Documents/social-media-and-politics-power-political-influence.pdf>
- Persily, N. (2017). The 2016 U.S. election: Can democracy survive the internet? *Journal of Democracy*, 28, 63-76. doi: 10.1353/jod.2017.0025
- Pew Research Center. (2016, July 18). Election 2016: Campaigns as a direct source of news. Retrieved from <https://www.journalism.org/2016/07/18/election-2016-campaigns-as-a-direct-source-of-news/>
- Pramuk, J. (2016, November 25). How Social Media Can Enhance Political Campaigns [Web log post]. Retrieved from <https://digitalmarketinginstitute.com/blog/how-social-media-can-enhance-political-campaigns>
- Public funds: Definition, restrictions & examples. (2017, October 11). Retrieved from <https://study.com/academy/lesson/public-funds-definition-restrictions-examples.html>
- Putnam, R.D. (2000). *Bowling alone: The collapse and revival of American community*. doi: 10.1145/358916.361990

- Raisher, J. (2017, JANUARY 10). Europe by numbers: Bot and sold. Berlin Policy Journal. Retrieved from <https://berlinpolicyjournal.com/europe-by-numbers-bot-and-sold/>
- Redlawsk, D. P., Tolbert, C. J., & Donovan, T. (2010). *Why Iowa? How caucuses and sequential elections improve the presidential nominating process*. doi: 9780226706962
- Roth, M. S. (1992). Depth versus breadth strategies for global brand image management. *Journal of Advertising*, 21, 25-36. doi:10.1080/00913367.1992.10673365
- Sahly, A., Shao, C., & Kwon, K. (2019). Social media for political campaigns: An examination of Trump's and Clinton's frame building and its effect on audience engagement. *Social Media + Society*, 5. doi: 10.1177/2056305119855141
- Shane, S. (2017, September 7). The fake Americans Russia created to influence the election. The New York Times. Retrieved from <https://www.nytimes.com/2017/09/07/us/politics/russia-facebook-twitter-election.html>
- Sigelman, L., & Buell, E. H. (2004). Avoidance or engagement? Issue convergence in U.S. presidential campaigns, 1960-2000. *American Journal of Political Science*, 48, 650-661. doi:10.1111/j.0092-5853.2004.00093.x
- Silverman, Craig. (2016, November 16). This analysis shows how fake election news stories outperformed real news on Facebook. Retrieved from <https://www.buzzfeednews.com/article/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

- Skupin, L. (2017, May 2). The influence of social media on democratic participation and decision-making. Retrieved from https://www.cife.eu/Ressources/FCK/files/publications/policy%20paper/CIFE_policy_paper_Lucas_Skupin_Social_Media_Democracy_2017.pdf
- Smith, B. A. (1996). Faulty assumptions and undemocratic consequences of campaign finance reform. *The Yale Law Journal*, 105, 1049 -1091. doi:10.2307/797246
- Sniderman, Z. (2011, August 15). YouTube politics infographic. Retrieved from <https://mashable.com/2011/08/15/youtube-politics-infographic/>
- So, C. (In press). Who wins the game of thrones? How sentiments improve the prediction of candidate choice. 2020 International Conference on Artificial Intelligence in Information and Communication. Retrieved from https://www.academia.edu/42255165/Who_Wins_the_Game_of_Thrones_How_Sentiments_Improve_the_Prediction_of_Candidate_Choice?auto=download
- Stieglitz, S., & Dang-Xuan, L. (2012). Social media and political communication: A social media analytics framework. *Social Network Analysis and Mining*, 3, 1277-1291. doi: 10.1007/s13278-012-0079-3
- Subramanian, S. (2017, February 2). Meet the Macedonian teens who mastered fake news and corrupted the US election. Retrieved from <https://www.wired.com/2017/02/veles-macedonia-fake-news/>
- Team Ecanvasser. (2020, July 16). Fake news detector. Retrieved from <https://www.ecanvasser.com/campaignblueprint/how-to-combat-fake-news/>

- Team Ecanvasser. (2020, June 30). Political campaign strategies: Campaign strategy. Retrieved from <https://www.ecanvasser.com/campaignblueprint/political-campaign-strategy-2019/>
- Team RecurPost. (2019, June 6). Learn about the role of Social Media in election campaigns [Web log post]. Retrieved from <https://recurpost.com/blog/what-is-the-role-of-social-media-in-election-campaigns/>
- Terveer, J. (2013). The effects of social media during elections (Master thesis). Retrieved from <https://core.ac.uk/download/pdf/20388722.pdf>
- The New York Times. (2016, July 21). Transcript: Donald Trump on NATO, Turkey's coup attempt and the world. retrieved from <https://www.nytimes.com/2016/07/22/us/politics/donald-trump-foreign-policy-interview.html>
- The paradox of campaign finance. (1981). New York University law review. Retrieved from https://heinonline.org/HOL/LandingPage?handle=hein.journals%2Fnylr56&div=13&id=&page=&fbclid=IwAR0MiSzra9pfhSeiCVYC404CVc2vNIF4S95Psmbu_YykP6bVzhV2ZkL2_xo
- The Washington Post. (2016, December 8). Clinton says fake news 'a danger that must be addressed [Video file]. Retrieved from https://www.washingtonpost.com/videopolitics/clinton-says-fake-news-a-danger-that-must-be-addressed/2016/12/08/003e5736-bd8e-11e6-ae79-bec72d34f8c9_video.html

- Trump, D. (2015, June 30). I love the Mexican people, but Mexico is not our friend. They are killing us at the border and they are killing us on jobs and trade. FIGHT. Retrieved from <https://twitter.com/realDonaldTrump/status/615866741994954752>
- Trump, D. (2016, 09 June). Obama just endorsed Crooked Hillary. He wants four more years of Obama—but nobody else does. Retrieved from <https://twitter.com/realDonaldTrump/status/740972317191352320>
- Trump, D. (2016, 13 March). The failing @nytimes is truly one of the worst newspapers. They knowingly write lies and never even call to fact check. Really bad people. Retrieved from <https://twitter.com/realdonaldtrump/status/709089928324489216?lang=en>
- UNESCO. (2017, April 7). Providing public funding. Retrieved from <https://en.unesco.org/community-media-sustainability/policy-series/public-funding>
- USA.gov. (2020, June 9). Presidential election process. Retrieved from <https://www.usa.gov/election>
- Van Steenburg, E., & Guzmán, F. (2019). The influence of political candidate brands during the 2012 and 2016 US presidential elections. *European Journal of Marketing*, 53, 2629-2656. doi:10.1108/ejm-06-2018-0399
- Victoria University. (2020, June 17). Library guides: Evaluating information: Home. Retrieved from https://libraryguides.vu.edu.au/evaluating_information_guide

Vonderschmitt, K. (2012). *The growing use of social media in political campaigns: How to use Facebook, Twitter and YouTube to create an effective social media campaign.* (Master thesis). Retrieved from http://digitalcommons.wku.edu/stu_hon_theses/360

World Health Organization. (2020). What are public sources of funding? Retrieved from https://www.who.int/health_financing/topics/revenue-raising/public-funding/en/

Yongqiang, L., Hunjet, A., & Roncevic, A. (Ed.). (2017). *Economic and Social Development 20th International Scientific Conference on Economic and Social Development.* Warsaw, Poland: Warsaw University.

الملخص

تكشف الدراسة مسألة تأثير وسائل التواصل الاجتماعي في نتائج الانتخابات العامة الأمريكية لعام 2016. فالهدف الأساسي من العمل هو تحليل استراتيجية ترامب لاستغلال مواقع التواصل الاجتماعي في حملته الانتخابية في محاولته للفوز بالرئاسة. بالإضافة إلى ذلك، يدرس مساهمة الوسائل الرقمية في تعزيز مكانة الديمقراطية في الولايات المتحدة الأمريكية. كما تهدف إلى توفير نظرة ثاقبة لدور الشبكات الاجتماعية في تحسين الاتصال السياسي وكذلك التسويق السياسي، حيث نحن نفترض أن وسائل التواصل الاجتماعي هي العامل الرئيسي الوحيد وراء فوز دونالد ترامب في انتخابات عام 2016، ويعتمد هذا العمل على المنهج الوصفي التحليلي الذي يستكشف من الفرضية المبنية، حيث ان النتائج المتوصل اليها بأن منصات وسائل التواصل الاجتماعي لها تأثير محوري بنجاح ترامب على هيلاري كلينتون. ومع ذلك، فهي ليست السبب الوحيد وراء هذه القضية .

كلمات مفتاحية: وسائل التواصل الاجتماعي ، دونالد ترامب ، الانتخابات العامة الأمريكية لعام 2016 ،

الحملة السياسية