

Ryan Blackburn

Independent Study and Mentorship

Speice 3B

27 April 2018

Significance of Social Media in Political Campaigning

Research Assessment 9

Subject:

State Public Policy

Works Cited:

Yunus, Ender. "The Role of Social Media in Creating Political Awareness and Mobilizing Political Protests." 2013, pp. 13–20.

Assessment:

Execution is key, to the point where the medium chosen is critical for the most efficient and conclusive results. Before analyzing the contents of this document, I hoped to be able to understand more of how I might be able to prepare for the applications of my final product, specifically through the pledging system and how to promote it and the website for Empower Frisco through created social media accounts. Because of the depth and understanding needed to effectively utilize this medium, I looked to research as I approach the completion of my Final

Product to efficiently incorporate a system for advertising pledging on the website, as well as in general voicing the goals of Empower Frisco: to become involved in political debate, and to understand your rights and abilities.

The article begins by discussing the methodology and thinking behind their results: it was important to understand the significance of why some concept was studied, as well as how it is ensured to be critical towards an overall goal. The author enabled this idea and allowed for his findings to become more qualified by outlining this background in the introduction of his findings. This connection between an overarching purpose and the actions actually taken are an important aspect of any professional action in the public eye, and can assist me in validating the actions I take on social media to work towards a greater amount of political participation. The article later went on to discuss the various benefits and drawbacks of certain types of interaction with the public, citing specifically some examples with surveys and personal interviews. The discussion of these two mediums for results allowed me to understand it is critically important to involve more of a personal, individualized experience to the ads I would be creating, so to not only increase the validity of my results, as the author suggests, but to also garner a greater amount of attention and evidence towards a greater aspiration. In addition, the article was very helpful in enabling my ability to understand how to communicate my message to potential audience members: it has become increasingly significant to not maintain any political bias in messages associated with nonprofits similar to Empower Frisco, so to increase the trust and viability of the message to audience members.

From the article as a whole, I was very thankful to have learned more about professional marketing of ideas in the political culture of our country; I feel that, equipped with the

understanding of the drawbacks and benefits of certain public interaction procedures, I can more effectively communicate the importance of political participation and efficacy. Concerning the viability of the article itself, it was important to note its creator's amount of experience as a political science student, though I felt it still held weight to the meaning of social media's use as a whole. I also believed that little bias could be communicated, as, aside from the relatively bipartisan use of social media and the rarity of disputes on its utility, the author also maintained a semblance of professional awareness, not commenting subjectively on topics within the paper. Overall, the article aided me in understanding that execution of my final product's pledge system can be assisted by the individualized, personal means of social media.