Political Science 146 – Public Opinion and Mass Media: Citizens’ Democratic Basics

Loren Collingwood, Political Science

November 13, 2017
Tweeting to Power: The Donald

Donald J. Trump
@realDonaldTrump
45th President of the United States of America
Followed by Melania Trump and 105 others

Chris Cillizza
@TheFix
"One of the dumber and least respected of the political pundits." -- Donald Trump
Followed by UCCenter4PubAffairs and 76 others

loony @badgirl_loony · 8h
IS RUSSIA BLACKMAILING #DonaldTrump?
WHY CAN'T WE SEE HIS TAXES?
Tweeting to Power: The Donald

Donald J. Trump @realDonaldTrump
45th President of the United States of America
Joined March 2009

Tweets
FOLLOWING
FOLLOWERS
LIKES
34.5K
43
25.8M
45

Tweets
Tweets & replies
Media

Since November 8th, Election Day, the Stock Market has posted $3.2 trillion in GAINS and consumer confidence is at a 15 year high. Jobs!

THANK YOU!

#JointSession #MAGA

PBS NEWSHOUR | Streaming LIVE on Twitter
President Donald Trump Addresses Congress
Tweeting to Power: The Donald

Donald J. Trump 🔄
@realDonaldTrump

Why would Kim Jong-un insult me by calling me "old," when I would NEVER call him "short and fat?" Oh well, I try so hard to be his friend - and maybe someday that will happen!

4:48 PM - Nov 11, 2017 · Vietnam

💬 125,955  🔄 252,462  ❤️ 560,046
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Growth of Social Media

Adult use of social networking sites and Twitter—change over time

% of adult internet users who use social networking sites or Twitter, over time

- Social networking sites
- Twitter

2005: 8%
2006: 8%
2008: 29%
2009: 54%
2010: 80%
2011: 72%
2012: 8%
2013: 18%

Source: Pew Research Center’s Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.
Growth of Social Media

Social Media Growth 2006-2012

- Facebook
- Twitter
- LinkedIn
- WordPress
- Tumblr
- Google+
- Pinterest
Growth of Social Media

Social networking site use by online adults, 2005-2011
The percentage of all adult internet users who use social networking sites since 2005

- Ever
- Yesterday
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- People can self-select their content in a way that avoids any disagreeable ideas or interpretations (sort of)
- Networks exist outside of traditional media machine – this gives more ways that political actors (candidates/parties) can reach their audiences

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Main Questions:

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- Can be good for political knowledge, in theory; but tends to lead to polarization.
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