

20 ELECTION 20 EXPERIENCE

DISCUSSION SERIES

WEEK 3 – SEPTEMBER 23, 2020



INTRODUCTION BY:
Dr. Christopher Hudspeth

UPCOMING EVENTS

TUESDAY, SEPTEMBER 29

FIRST PRESIDENTIAL DEBATE

8 PM | Virtual through Discord Join us along with sponsors AASCU & ADP for a virtual debate watch party.



WEDNESDAY, SEPTEMBER 30

ELECTION EXPERIENCE: Gerrymandering in Wisconsin: Role of Geography in Election Outcomes

12:00PM | Virtual

Register for Events at: www.uwp.edu/eeevents



Political Advertising on Social Media

Dr. Jacquelyn Arcy Assistant Professor Department of Communication



Which ad was paid for by Russian agents?





Would Jesus vote for Trump? 84% Say "Yes", add your vote Today!



Which ad was paid for by Russian agents?



The Young Lords went from being a street gang to powerful Puerto Rican activists in our communities **





Black Panthers were dismantled by US government because they were black men and women standing up for justice and equality.

never forget that the Black
Panthers, group formed to protect
black people from the KKK, was
dismantled by us govt but the
KKK exists today





In 2016, 11.4 million people saw

Russian-backed ads

What is it about social media that leads to misinformation and misuse?

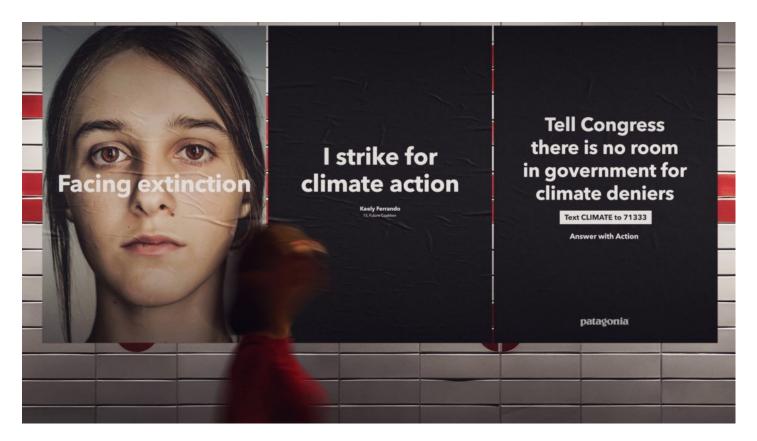


What are political ads?

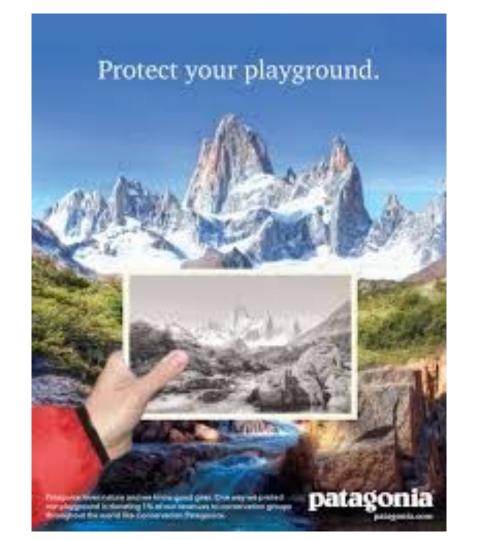
Content that promotes a cause or appeals for a candidate in an election.

Distributed or promoted in exchange for some sort of payment.

Is this a political ad?



Is this a political ad?





History of Political Ads in the U.S.

- 1920s Coolidge and Hoover were aided by PR professionals
- 1930s & 40s Roosevelt employed Hollywood stars to make radio ads
- 1952s Eisenhower used TV to advertise
- 1960 Kennedy expanded Eisenhower's strategy using radio and TV to transform him into a celebrity
- 2008 Obama's social media campaign

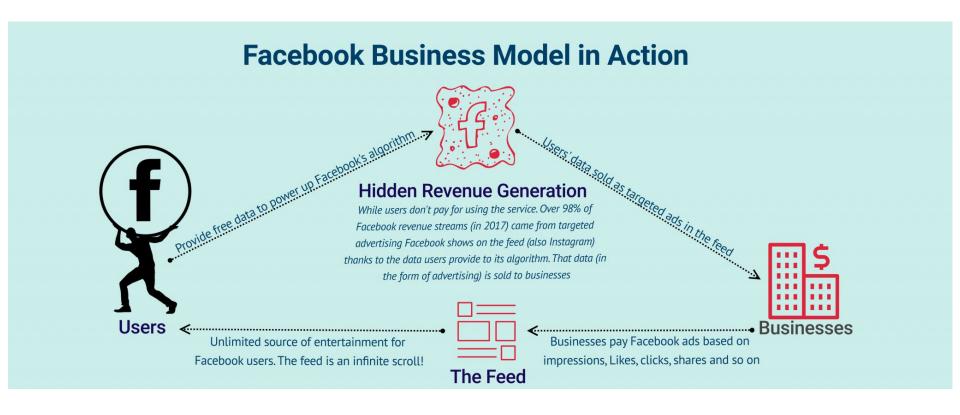
What is social media?

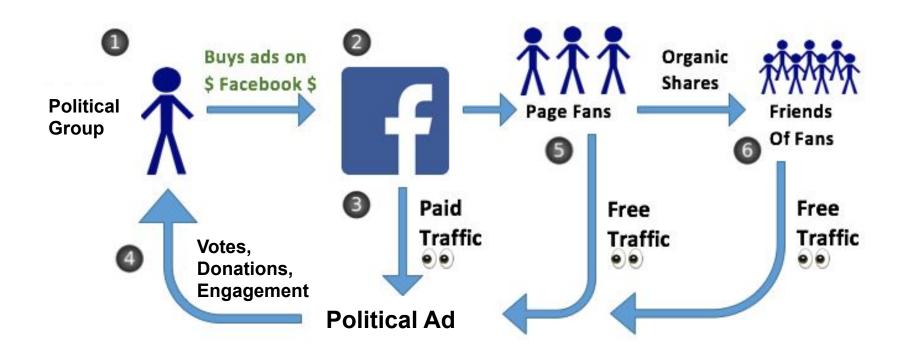
Interactive platforms that enable users to create and share content.

"The term "social media" emerged at the time that companies began harnessing what people were already doing online, turning socializing into revenue streams for venture capitalists and the people who run internet companies."- Nancy Baym



Business Model of Social Media





"People are accustomed to thinking these platforms are reliable, trustworthy news sources. What they really are is large-scale advertising platforms."

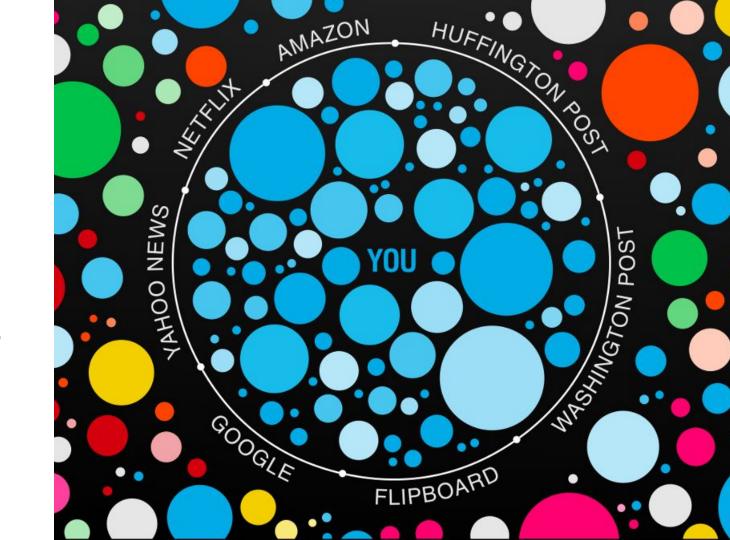
- Safiya Noble



Algorithms & Filter Bubbles

Social Media companies design algorithms to select what we want to see based on demographic information, interests, past clicks, search history, etc.

We become isolated from other ideas and perspectives.



Microtargeting

Microtargeting uses people's data to segment them into small groups for content targeting

Regular Targeting







Basic Targeting



Ad targets both Democrats and Republicans



Microtargeting



Ad targets only Republicans who are also interested in gun control



A/B Testing

A/B Testing compares two or more variants of an advertisement or message to determine which one performs best







How do political campaigns use social media?

- Match supporter lists with social media users
- Create "custom audiences"
- Message testing
- Targeted ads

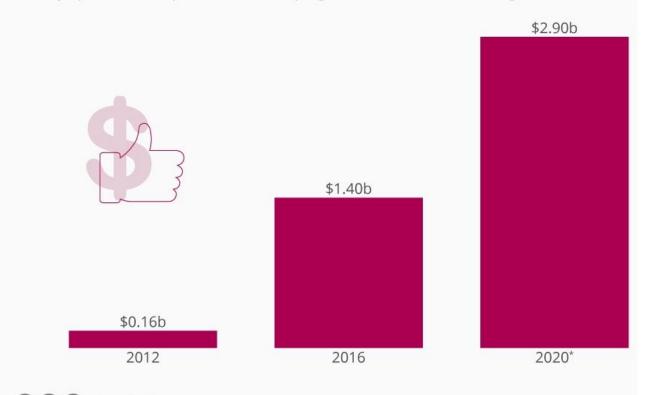


Why should we care about political ads on social media?

1. Spending

Political Advertising is Booming on Social Media

Money spent on U.S. presidential campaign social media advertising



2. Effectiveness

Ad Performance X

\$100 - \$499

Money spent (USD)

Unknown

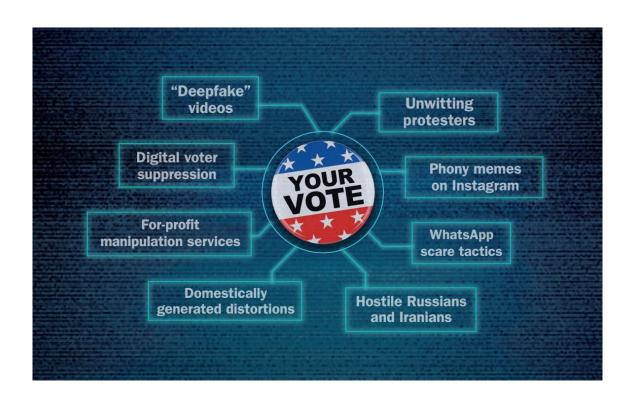
45-54

Location

55-64



3. Misuse



Effects of Political Ads on Social Media

Individual Level- Privacy Concerns

Interpersonal and Community Level- Polarization

National Level- Democracy Undermined

What can we do?

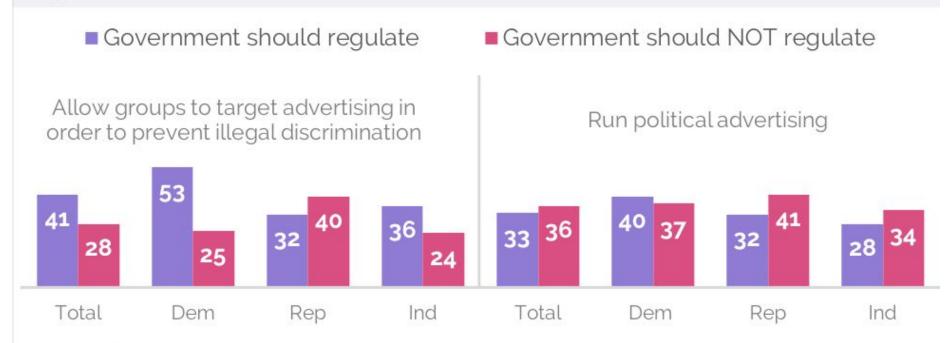
Policy Suggestions

- Funding Transparency
 - Honest Ads Act
- Banning Microtargeting
- Mechanisms for Counter Speech
- User Consent
- Government regulation vs. self-regulation



33% say govt. should regulate political advertising on social media

Do you think the government should or should not regulate how social media companies (e.g. Facebook and Twitter) ... ? (%)





For more on: Political Ads, Social Media, and Regulation Tune In on **Tues October** 20 at 6 pm

COMMUNICATION DEPARTMENT Political Communication and Election 2020 LECTURE SERIES



Questions?