

Wks 9-10: Social Media and the Politicians


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03/05/2012 12:45:56 PM

Subject: Wks 9-10: Social Media and the Politicians


Martha Raup


Last edited: 03/13/2012
03:55:36 PM
Messages: 80
Location: San Francisco

I came across two good articles about how the business of politics is being impacted by the use of social media and the web.

<http://news.yahoo.com/blogs/signal/twitter-uses-lobby-limbaugh-advertisers-drop-business-not-152320262.html> tells the story of how Twitter users lobbied the Limbaugh advertisers to drop their business with him, based on his treatment of Georgetown law student Sandra Fluke. The article contains visual analyses of over 400,000 tweets. 8 companies withdrew their ads in response to his comments, based on the condemnation registered by the public.

The Financial Times ran an article today called "Presidential candidates harness the web to gain a cutting edge". What I found interesting is that the lead example was a story about Dan Sirokers' A/B/C testing of emails and images in the 2008 campaign for Barack Obama. It's a good example of how effective it is to test the impact of an ad (or email) before endorsing it.

Also in this article is mention of the big leap forward for this year's candidates: the ability of the campaigns to raise money instantly. Square has a 1-inch credit card reader that can be plugged into any smartphone, so donations can be processed on the spot.

Both Siroker's company, Optimizely, and Square are based in San Francisco. I've attached a copy of the FT article, in case it's not available online.

20120305-PresidentialCandidates-UseWeb.pdf	
Description	
Filesize	77 kb Download

Martha



03/06/2012 10:25:29 AM

Subject: Re:Wk 9: Social Media and the Politicians


Mimi Will

Messages: 156
Location: Bay Area

GREAT! Thanks for starting us off here, Martha!

Makes me think:

- To what extent is social media marketing changing the way we get (all) our information from (various credible, reputable) reliable sources?

- Who's in control? Who are the recipients? What was Orwell's '1984' book about?



03/06/2012 11:42:00 AM

Subject: Re:Wk 9: Social Media and the Politicians


Martha Raup


Messages: 80
Location: San Francisco

Today's Wall Street Journal had an article titled "Jurors' Tweets Upend Trials". Some interesting information from it:

- "While juror misbehavior is nothing new, social media have made it extremely easy-and tempting-to break the rules, and lawyers are increasingly using that as a reason for appeals, legal experts say."
- 2/3rds of adult Internet users say they use social networking sites
- "A challenge for the courts is that use of social media is difficult to detect."
- "Judges are taking stiffer measures when they do find out." - including jail sentences
- Convictions have been thrown out because "tweeting...amounted to acts of jury misconduct...."

<http://online.wsj.com/article/SB1000142405297020457140457725532262181656.html?KEYWORDS=Jurors%27+tweets>

Martha



03/06/2012 12:13:39 PM

Subject: Re:Wk 9: Social Media and the Politicians


Martha Raup


Messages: 80
Location: San Francisco

Along the same line, of how social media is changing the way we get our information - it is also changing the rights we have as citizens and individuals.

For example, I just tried to sign up for StumbleUpon, having already been invited by two friends, and having read the Book VII's description of bookmarking sites. I tried 3 times to sign up, but was not successful. Why? The first time I had a space in my username. So, I removed the space. But then, twice more I was kicked out of the system, or at least the request to join was simply not accepted. I searched their site, which by the way was not easy, and finally figured out the cause - I had unchecked the little box in tiny print that says something like "I will allow my friends to find me by using my email address." There is no indication that it is required - nor should it be! So, at the least they are "dishonest", or at least failing to disclose their actual requirements.

Even more troubling was reading their Terms of Service, which I had willingly agreed to 3 times before I thought to examine them more thoroughly. What I find astonishes me. I've attached the sections that caught my eye. Essentially, if you post anything, you give StumbleUpon, any of its sublicenses, and any 3rd party services, the perpetual right to do whatever they want with it. AND, you agree to be forbidden absolutely to "...modify, publish, transmit, distribute, perform, sell, or create derivative works based on the Content and Services..." You essentially agree to give up all rights to anything you post, including your email address, and you yourself cannot use the content. Who do they think they are? And this policy is at least readable. Most others are so much gibberish that most of us stopped reading them years ago...

The full policy is here: <http://www.stumbleupon.com/terms/>

One other note - you can only have ONE account/member - not even just one/email address. So how does one keep the personal from the commercial separate? I would say the private from the public, but apparently StumbleUpon does not allow any private postings among friends - everything is public. SO - to what advantage is this to a business Web site, or a commercial establishment? It seems to give all the power and advantages to the advertisers, and none to the consumers. How did we get shoved aside?

20120306-StumbleUpon-TermsOfService-EXCERPTS.doc	
Description	
Filesize	59 kb



Martha



03/06/2012 12:45:33 PM

Subject: Re:Wk 9: Social Media and the Politicians



David Lis

Messages: 27

Social Media was not In George Orwell's book about 1984. Big Brother is here and thanks to Social Media they can here and watch everything you do. Did you know that the gov has the ability to turn your cell phone into a microphone and listen to your conversation anytime they want and you will never know? Did you know that they can look through your little camera? Or how about the little camera on your computer that watches you all the time. Some people are putting a little piece of tape over it to block unwanted intrusion. How about the GPS in the phone, the phone always knows where it is. Did you ever travel to the East Coast and notice that when you got off the plane the phone already checked in with the satellite and updated your time and location. So what device is most used to update you Facebook account? Take a picture of your friends and post it. Perfect, now we have the exact time and location right down to a few feet of where you were when you took that picture thanks to the GPS tags imprinted on the picture.

Facebook - the CIA conspiracy

by Matt Greenop

<http://globalresearch.ca/index.php?context=va&aid=12685>

"Facebook has 20 million users worldwide, is worth billions of dollars and, if internet sources are to be believed, was started by the CIA."

A complex but riveting Big Brother-type conspiracy theory which links Facebook to the CIA and the US Department of Defence."

Why would they not? What a perfect tool. Everyone putting every detail about their lives and updating it constantly. That does a better job the James Bond(my hero) could ever do. And if they are not scary enough, check out these guy below. They are not fooling around.

"Dr Anita Jones joined the firm, which included Gilman Louie. She had also served on the In-Q-Tel's board, and had been director of Defence Research and Engineering for the US Department of Defence.

She was also an adviser to the Secretary of Defence and overseeing the Defence Advanced Research Projects Agency (DARPA), which is responsible for high-tech, high-end development.

It was when a journalist lifted the lid on the DARPA's Information Awareness Office that the public began to show concern at its information mining projects."

But here is my favorite statement: Facebook's own Terms of use state: "by posting Member Content to any part of the Web site, you automatically grant, and you represent and warrant that you have the right to grant, to facebook an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license to use, copy, perform, display, reformat, translate, excerpt and distribute such information and content and to prepare derivative works of, or incorporate into other works, such information and content, and to grant and authorise sublicenses of the foregoing.

What??????????

How about this one: Project Eschelon Intercepting Global Communications

<http://www.character-education.us/echelon.htm>

The intelligence community gathers intelligence from various sources. These are typically classified as:

- Interception of communications and other signals (SIGINT)
- Satellite photography or imagery (IMINT)
- Reports from human sources (HUMINT)
- Measurement and signature (MASINT)

One of the most important intelligence sources comes from the interception of communications. Obviously, the more communications one can intercept, unbeknownst to the communicating parties, the more accurate and unclouded the messages will be. This is the task of project echelon.

This is the tip of the iceberg. Maybe I am just an old fa_t. But what a great tool to gather information about yourself and all your friends. And if you don't stay in touch you are being unsocial. I really don't need to be in touch with all my friends every minute of the day. Now I understand why the younger crowd is constantly on their phones.

Don't get me wrong, I think cell phone are really nice and convient and my wife made me get one and I do have to admit that it has come in handy, when I remember to take it with me,

Another thing I don't like is that it is becoming a peer pressure thing. You mean to say, you don't have a Facebook account?

Even these colleges use this to check up on people. I guess the smart kids put only great things about them and not all the crazy and fun things.

Human Resource departments use this after an interview to check and see who you really are. I wonder if they have a special account to check on all your friends, you linked to all of them. Maybe it will cost a little extra to look around but you did say in the agreement that all the information belongs to Facebook.

Look at all the great information you gave them. Maybe the next time you walk by my store and we have a red pair of high heels in size 5 on sale, I will give you a ring. I know you won't mind, after all we do have a picture of you in that red dress. Remember, you uploaded it with your girl friend's house at 221 Foothill Dr, 11:34:23 pm,(GPS)standing on the balcony.

Things are changing so fast, it is getting hard to keep up with it all.

Sorry for rambling on.



03/06/2012 03:42:34 PM

Subject: Re:Wk 9: Social Media and the Politicians



Matthew Flynn

Martha Wrote:

Messages: 27
Location: Sunnyvale , CA

"One other note - you can only have ONE account/member - not even just one/email address. So how does one keep the personal from the commercial separate? I would say the private from the public, but apparently StumbleUpon does not allow any private postings among friends - everything is public. SO - to what advantage is this to a business Web site, or a commercial establishment? It seems to give all the power and advantages to the advertisers, and none to the consumers. How did we get shoved aside?"

There is no free lunch.

Much of the problem is trying to get something for nothing. I'm as guilty as anyone else on this account. How much does anyone pay for any of these social networking sites? Nothing. So why should the people who develop these things care about their customers. Your are an IP address to be harvested. Their goal is to make money. If few people are willing to pay for the service, their loyalty is towards those that provide income, the advertisers. It is that simple.

Paying a fee gives leverage, and a raised expectation for quality of service.

If everyone on Facebook payed \$10/year * 800 million users= \$8 Billion dollars/year.

That is a lot of money. If this were one source of revenue, they would be less dependent on data-mining to build a business. Facebook is easily worth \$10/year. Of course, the expectation would be that you would have complete control over the information that is retrieved from your account. You could delete it.

  

03/06/2012 05:07:42 PM

Subject: Re:Wk 9: Social Media and the Politicians

  

Martha Raup



Messages: 80
Location: San Francisco

David, I appreciate the information and the article. I was impressed with this Web page: <http://globalresearch.ca/index.php?context=va&aid=12685> I am working on a Web site that does political advocacy, so it's good to look at different examples. If you look at the code beneath the page, it is very straightforward. Even the JavaScript is easy to understand. To me, that is so important - being upfront and intelligible to the ordinary human being. You might not understand the coding, but at least it is readable. Not so for so many of the "trusted" sites!

Also, the About Global Research page is beautiful: <http://globalresearch.ca/index.php?context=section§ionName=about> - it tells how to use the site, and provides the global stats on it too.

I should mention that when I went to the store on this site, I got a scary Norton alert: "Norton blocked an attack by: Web Attack: Malicious Toolkit Website 9". I looked that up (in Google!) and Symantec says it could pose a serious threat...but that no further response is required. And then it gives instructions on what to do if this is "a potential false positive"! Sometimes it's really hard not to be cynical or paranoid or ...

Martha

    

03/08/2012 10:13:35 AM

Subject: Re:Wk 9: Social Media and the Politicians

 

Mimi Will

Messages: 156
Location: Bay Area

...maybe it's about the solar flares that are hitting the earth today (supposed to affect electronic power grid, telecommunications, airline communications, etc.)....

 

03/09/2012 07:16:20 PM

Subject: Re:Wk 9: Social Media and the Politicians

 

Jason Palomares

Messages: 14

Social media has definitely played a significant role with providing world news to the online community and general public. The URL pasted below might not be directly related to social media and its affect on politics, but it's a topic that will probably be mentioned by the Obama Administration at some point during his campaign for re-election. Human rights activists would want the President's feedback on this matter. In any case, the article is about Joseph Kony, who is a warlord in Uganda that is responsible for horrific acts towards children in his country, including converting them to fight as soldiers and teaching them how to kill at a young age. A story about Kony was plastered all over social media this week causing quite a stir. Here is the link: http://edition.cnn.com/2012/03/09/world/africa/uganda-kony-profile/index.html?hpt=hp_c2

 

03/10/2012 01:53:53 PM

Subject: Re:Wk 9: Social Media and the Politicians

 

Pamela Smith

Messages: 8

Funny thing is that my first job was at NASA Goddard Space Center and I would read & chart bits of data off Telex ticker tape (high tech digital electronics in the 70's!) transmitted back from the orbiting satellites. My boss (extremely bright, driven, fascinating french woman Chief Physicist) explained we were exploring an exciting new theory on solar flares.

It really is amazing watching the social media phenomena transpire and witness the last droplets of our civil liberties and rights to privacy twitter away into digital oblivion. There's barely a complaint, much less a fight. I don't think anyone even noticed when 2001 ended and 1984 began.

 

03/10/2012 03:35:39 PM

Subject: Re:Wk 9: Social Media and the Politicians

 

Renu Virdi

Messages: 38
Location: Palo Alto, CA

Social Media and politics took a major leap with President Obama. His campaigns very successfully used email, facebook and twitter to send messages and get donations.

I recently joined Twitter to try it and one of the first person's I wanted to follow was President Obama at

<https://twitter.com/#!/BarackObama>

He has over 2.9 million followers on Twitter and has tweets and links to video posted at least 10+ times a day!

These types of media make the politicians seemingly more accessible and imagine the impact of their messages on so many people!

  

03/11/2012 12:05:51 AM

Subject: Re:Wk 9: Social Media and the Politicians

 

Johan Ruiz



Social media has an interesting way of validating our existence. Without it, you cannot prove that something happened (except for China, but that's another story). History for the most part is being broadcast to us in real-time and largely unfiltered. This can be a double-edged sword. While social media played an important role in Obama's election, it has also served as the medium that has brought down many a politician. The accessibility of the technology makes the platform an incredible engine of change. Nowhere is this more relevant than the rest of the world, the billions of people that live outside the United States. The uprising in Egypt became an international phenomenon thanks to social media. Before its existence, the government could have 'covered' up the incident and maintained the status quo. Social media can be compared to a gun in that the gun itself doesn't kill people but rather the person

Last edited: 03/11/2012
12:07:25 AM
Messages: 22

holding the gun. Social media can dramatically change the manner in which the world communicates but that can be either good or bad, depending on who you ask.



03/11/2012 04:31:03 AM

Subject: Re:Wk 9: Social Media and the Politicians



Michael Hanna

Messages: 57

Thank you David for your excellent post, and to everyone else as well. I'm glad I'm not the only one paying some attention to these things. Too bad it seems like most of the younger generation is too busy playing Angry Birds or sending inane messages like 'Hey, whassup?' to care.

Or how about the little camera on your computer that watches you all the time. Some people are putting a little piece of tape over it to block unwanted intrusion.

I use cardboard myself. At a recent lecture I sat next to a woman who had placed a nice heart-shaped sticker over her laptop's Web cam. A little constructive paranoia never hurts. :-)

Regarding Facebook's funding, that is VERY disturbing if In-Q-Tel was really involved. I hadn't been aware of that. But it certainly fits in with what I have been telling people for some time; namely, that private companies like Google and Facebook are in fact building the infrastructure for a police state far more draconian than anything George Orwell ever dreamed of. And all the information they are collecting is only one court order away from being given to the U.S. government. (Actually, under the Patriot Act, the court order is probably not even needed - and the companies are legally required NOT to tell you if your information is being given to the government.) The bitter irony is that these companies have managed to con people into VOLUNTARILY giving away vast amounts of their personal data.

As for the ridiculous terms of use, they might as well just add some clauses like "We reserve the right to publicly humiliate you forever." I am VERY glad that I have never opened accounts with these sites (especially Facebook, which has been slimy with how it handles its users' data virtually from day one.)



03/13/2012 03:55:09 PM

Subject: Re:Wk 9: Social Media and the Politicians



Mimi Will

Messages: 156
Location: Bay Area

MW: Good input here, Folks -- feel free to contribute in this contemporary issue from a Web marketing point of view, please (you have to stay objective, no matter what you 'feel' about the candidates or what they are 'doing' or 'not doing'!) 😊

[Your Wk 9 points have been updated](#)



03/13/2012 11:45:40 PM

Subject: Re:Wks 9-10: Social Media and the Politicians



Ashley Eisele



Messages: 26

One thing that I found particularly interesting from a political and marketing standpoint is the idea of "the measure of sentiment". According to this piece, Yahoo! Labs is developing a tool to "recognize a tweet's attitude" This was used to register positive-to-negative ratios for tweets about advertisers in this case. The idea of having a robot process lots of written human feelings and synthesize the overall feeling, in other words knowing what 'the people' are thinking and feeling has appeal for politicians and marketers alike. The idea of using social media for marketing worries me only minorly, but the idea of using this as a way to measure constituent opinion has some negative social and representational justice issues. Seems tempting in a dangerous way. Interesting to think about how they would catch sarcasm (or in my case eye rolling), as there is so much involved here.



03/15/2012 02:47:39 PM

Subject: Re:Wk 9: Social Media and the Politicians



Nicole Barnes



Mimi Will wrote:

GREAT! Thanks for starting us off here, Martha!

Makes me think:

- To what extent is social media marketing changing the way we get (all) our information from (various credible, reputable) reliable sources?

Messages: 13
Location: Menlo Park, CA

- Who's in control? Who are the recipients? What was Orwell's '1984' book about?

I love that this is a topic of discussion. I have a household who follows politics religiously, and it's scary to think how many people consider entertainment to be the real news. A few examples of non-news news off the top of my head are Stephen Colbert, Jon Stewart, Rush Limbaugh. These people all discuss current events, but are not considered legitimate sources of information. This same goes for Saturday Night Live's segment Weekend Update. These are almost all meant to be slightly helpful parodies, which keep their audience up on big events that happened while cracking jokes in-between. Real news SHOULD be unbiased, but between FOX and MSNBC who both lean to polar opposites, it's hard to find real information that hasn't been skewed to support the left or the right. I, myself, am partial to MSNBC because at least they aren't being cited and corrected every other day, but it's still hard to trust any large corporation for real news.

I also agree with Johan that social media validates our existence. Back in the days of myspace, I knew too many people who were addicted to the flashing "new comment" or on Facebook with notifications. Social media is being integrated into everyday life, with phones that are based on social networking, to cars that will update your status from the dashboard. We love knowing that we can post and other people will see it and hopefully acknowledge our existence on the internet. There have been many breakthroughs that have come from the emerging or social networks, but at the same time it has made us a generation of plugged in junkies, who thrive on receiving attention from acquaintances. Social media has allowed to viral videos and news articles to spread like wildfire. (Could you imagine getting an email every time one of your friends wanted to post about their day?) It seems ridiculous that we can know so much about people we hardly know at all.

As far as George Orwell's novel. I find it terrifying that we are just falling into his theory. This also goes along with Aldous Huxley's Brave New World, which has always been a favorite of mine. We are all becoming more and more susceptible to media trends and latest models of technology. (This is coming from an iPhone 4S user.)

  

03/15/2012 04:05:08 PM **Subject:** Re:Wks 9-10: Social Media and the Politicians

 

Renu Virdi

Messages: 38
Location: Palo Alto, CA

I agree with you Nicole.

The news as portrayed by the various organizations in the US is completely skewed to their own agendas. It is really hard to decipher the real content.

When we travel abroad it is so amazing that the focus of the news in England or India is so much more different than the US. When we come back it is as if we have been to a different world! In US there is hardly any truly foreign news and if there is, it is only given from the US perspective. Although, I favor to listen to CNN news but infact it is very biased as well. However, I prefer it's bias compared to FOX or many others!

I grew up in England so I am partial to BBC news because it *appears* to report more objectively.

  

03/15/2012 04:56:47 PM **Subject:** Re:Wks 9-10: Social Media and the Politicians

 

Tzivia Gettinger

Last edited: 03/15/2012
05:18:51 PM
Messages: 14

As a warning, I hate politics and I do not understand them at all!

I found an article that shows the power of social media over marketing. In 2001, in the Philipenes, there was a president on trial for impeachment. There was important evidence that the congress had voted to ignore and so a massive text was sent out to the Filipinos to come and wear black to rally and protest this breach of justice. In less than two hours, the Filipinos were rallied and the congress had to address the important evidence against the president. The President was impeached and he said that it was due to the text messaging generation.

If that was how powerful texting was in 2001, the power of social media is about 100 times as powerful now that practically, the world is addicted and dependant on social media.

There is a funny cartoon in this article that I tried, unsuccessfully to paste; it is attached as well.

Doc1.jpg.docx	
Description	comic
Filesize	24 kb

 **Download**

 

03/15/2012 07:50:49 PM **Subject:** Re:Wks 9-10: Social Media and the Politicians

 

Matthew Flynn

Messages: 27
Location: Sunnyvale , CA

"I grew up in England so I am partial to BBC news because it *appears* to report more objectively. "

I think some parts of the British Press do a really go job of reporting on what's gong on in the US. If you want objective economic news, The Economist is a really good source. They had a series on the history of recessions in 2007. The major theme of the articles was that economic downturns based on a collapse in the real estate markets are often FAR worse than normal recessions.

Guess what a happened?

The American financial press, as a whole, is terrible. They seem to be 90% cheerleader /10% conveyer of facts.

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03/17/2012 04:19:00 PM

Subject: Re:Wks 9-10: Social Media and the Politicians

[quote](#) [+](#)

Nicole Barnes



Messages: 13
Location: Menlo Park, CA

Matthew Flynn wrote:

The American financial press, as a whole, is terrible. They seem to be 90% cheerleader / 10% conveyer of facts.

This is an interesting viewpoint. I find it slightly ironic that most media/news outlets are so driven by ADVERTISEMENTS and money rather than using technology to inform people in an biased manner.

It makes it hard to watch the news, because if you do the information may be skewed, but if you don't, you're missing out on current events that directly affect the economy.

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03/17/2012 07:16:55 PM

Subject: Re:Wks 9-10: Social Media and the Politicians

[quote](#) [+](#)

Mimi Will

Messages: 156
Location: Bay Area

...and with all these very relevant shares and real viewpoints, we are still pursuing various Web marketing tools, technologies, and tricks (just to keep up with 'the other guys'?)... 😊

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03/26/2012 12:10:08 PM

Subject: Re:Wks 9-10: Social Media and the Politicians

[quote](#) [+](#)

Mimi Will

Messages: 156
Location: Bay Area

MW: Thanks for your additional contributions here, Everybody -- your points are updated and this thread is expired.

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