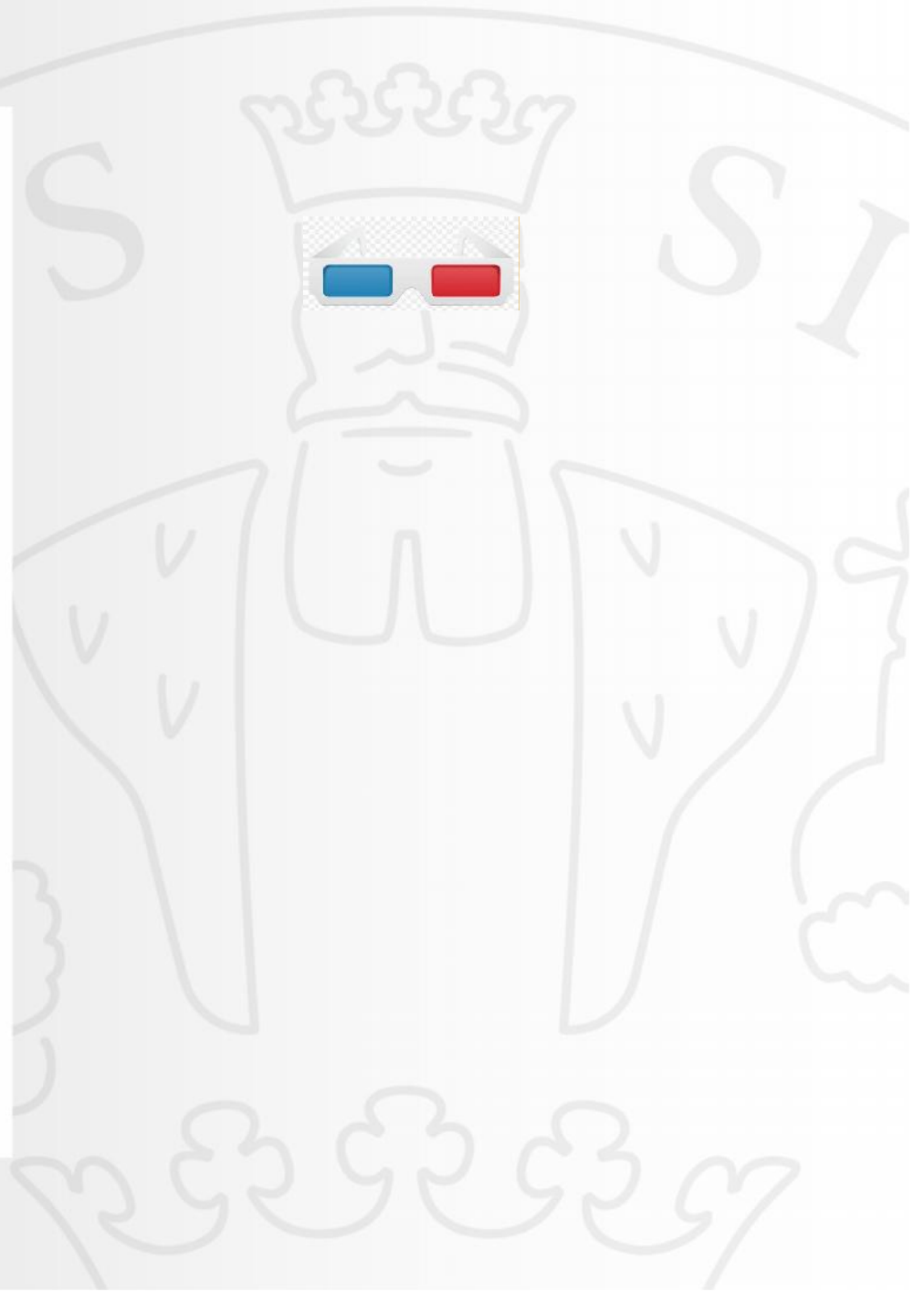
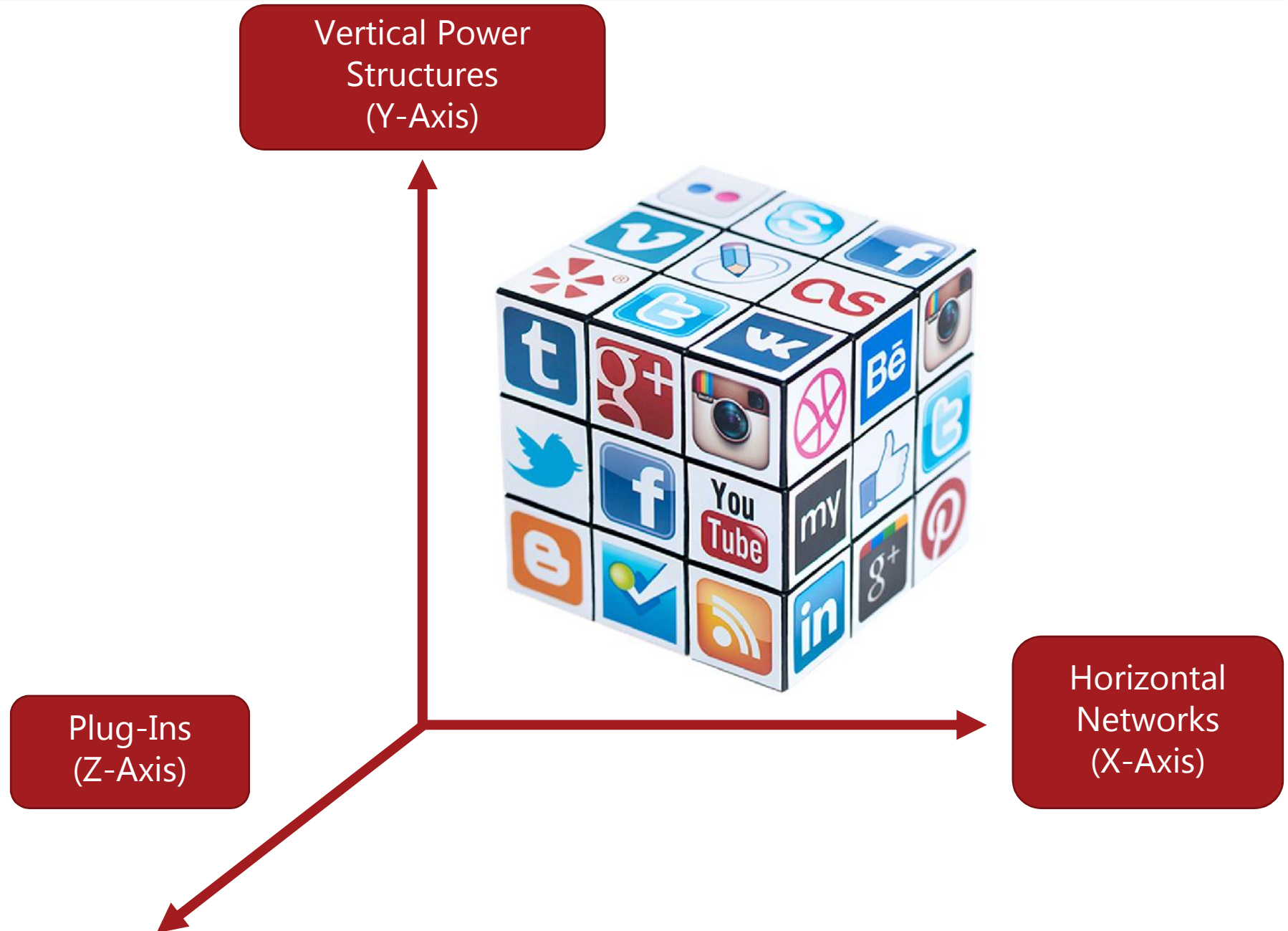


Virality on Social Media: Potentials & Pitfalls for Politics

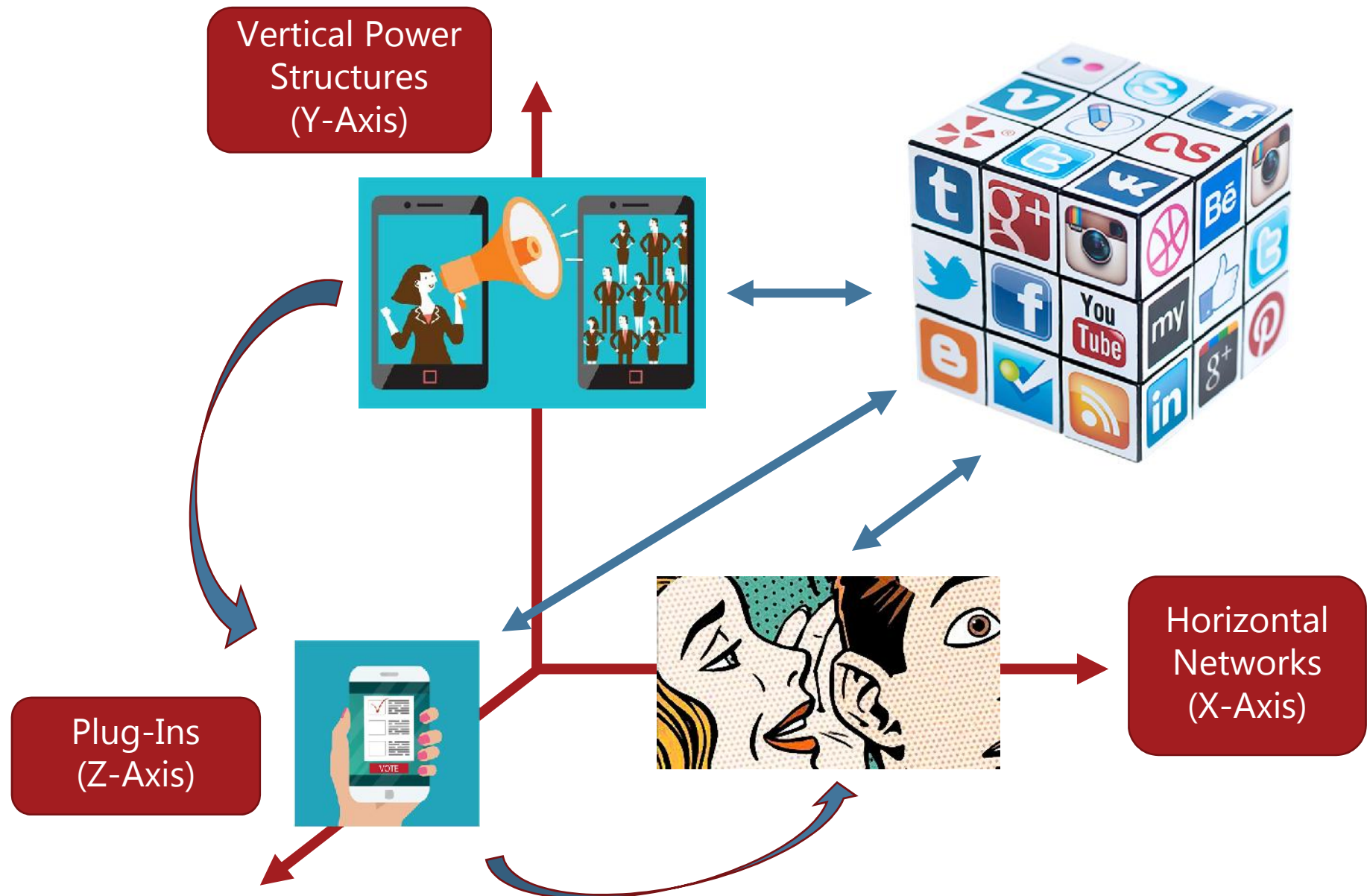
@MichaelBossetta
Centre for European Politics
Department of Political Science

UNIVERSITY OF COPENHAGEN





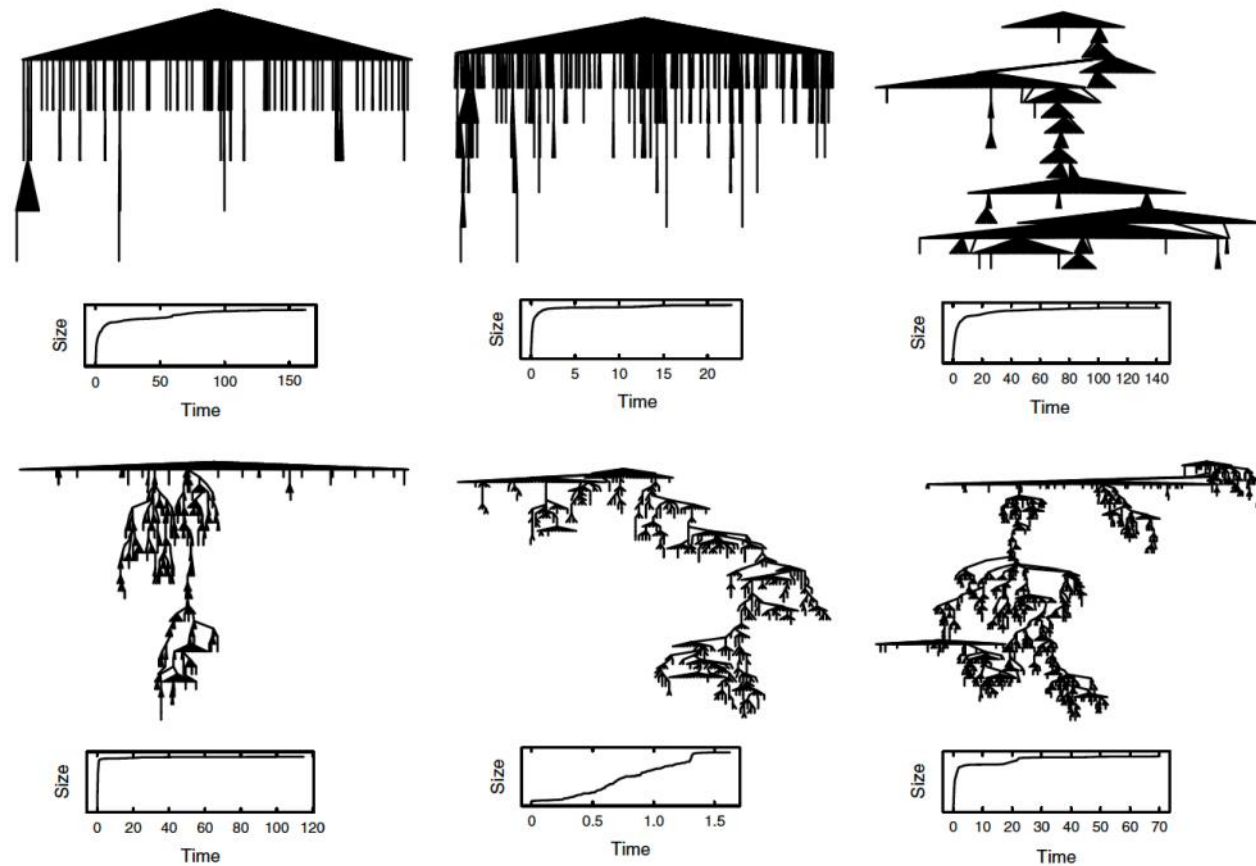
Models of Virality



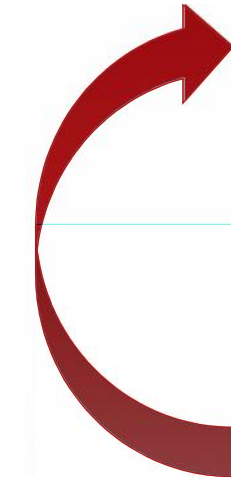
6

Goel et al.: *The Structural Virality of Online Diffusion*
 Management Science, Articles in Advance, pp. 1–17, ©2015 INFORMS

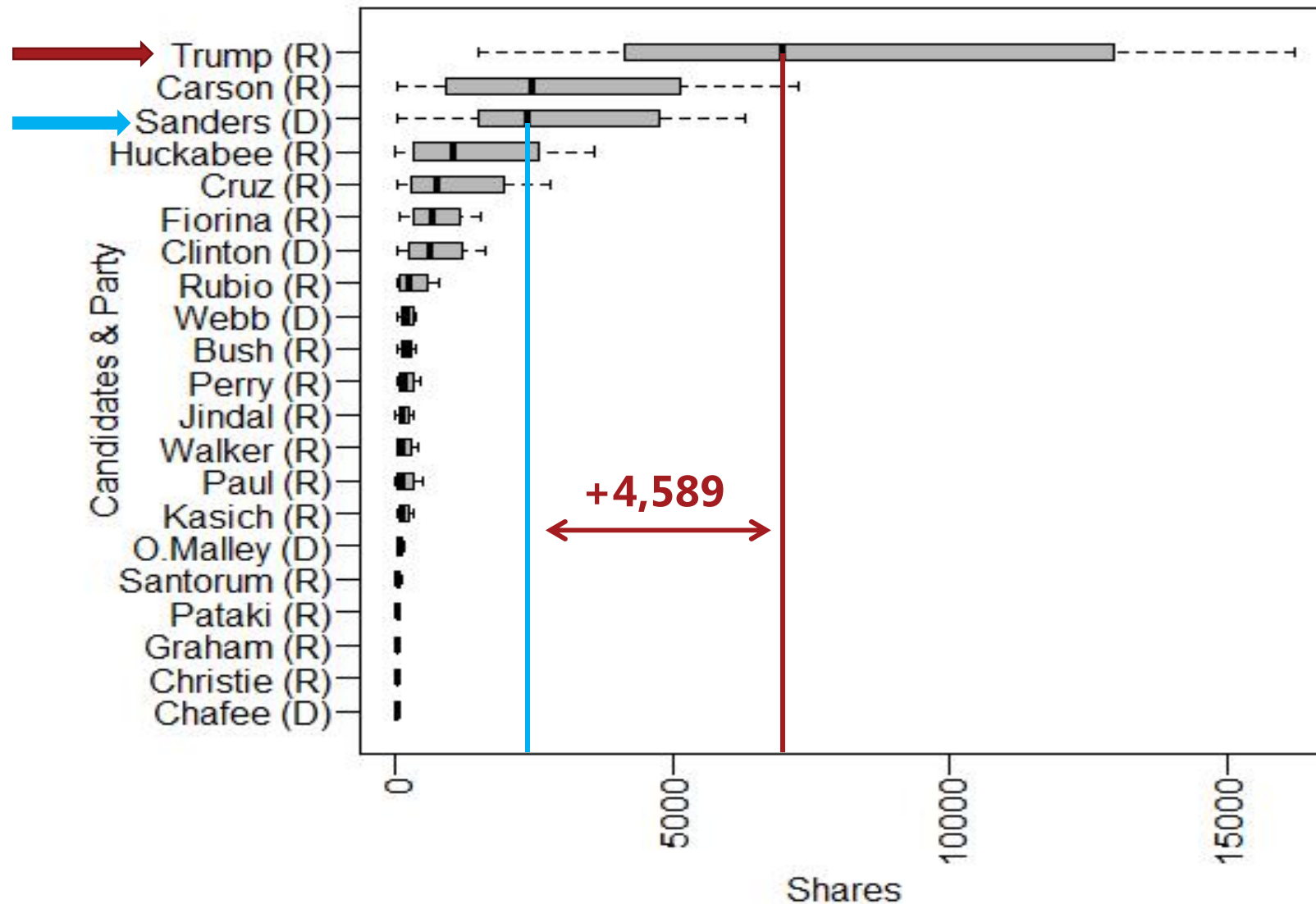
Figure 3 A Random Sample of Cascades Stratified and Ordered by Increasing Structural Virality, Ranging from 2 to 50



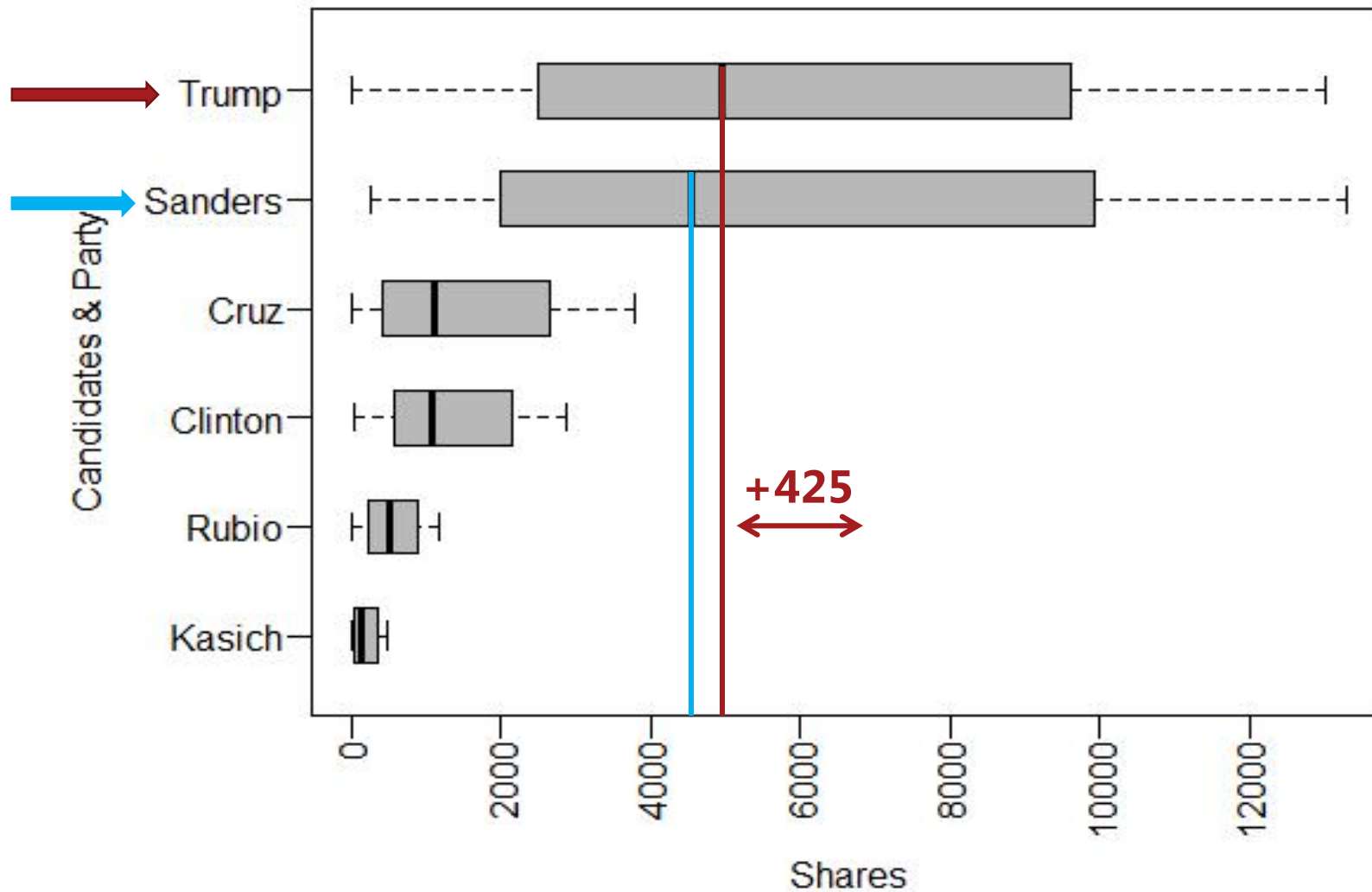
Notes. For ease of visualization, cascades were restricted to having between 100 and 1,000 adopters. Cumulative adoption curves (i.e., total cascade size over time) are shown below each cascade, with time indicated in hours. For visual clarity, the adoption curves terminate at 99% of the final cascade size.



Pre-Primary Facebook Shares by Candidate July 15, 2015 - September 15, 2015



Primary Facebook Shares by Candidate January 15, 2016 - March 15, 2016



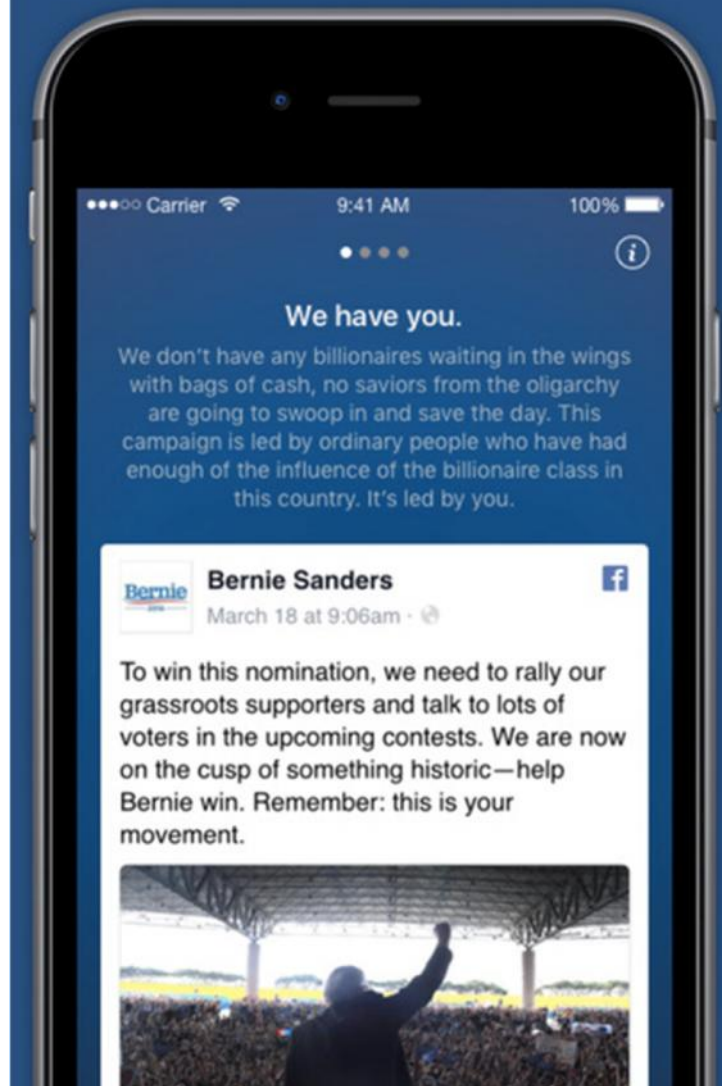
Connect with Bernie is the official social media organizing app of the Bernie 2016 campaign



Connect with Bernie—The Official Social Media Organizing App
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Bernie Sanders

May 15, 2016 · 🌐

Download the Bernie Connect app for iOS to get social media alerts sent straight to your phone! [Bernie.to/connectapp](https://bernie.to/connectapp)



Connect with Bernie—The Official Social Media Organizing App on the App Store

Like Comment Share

1.4K

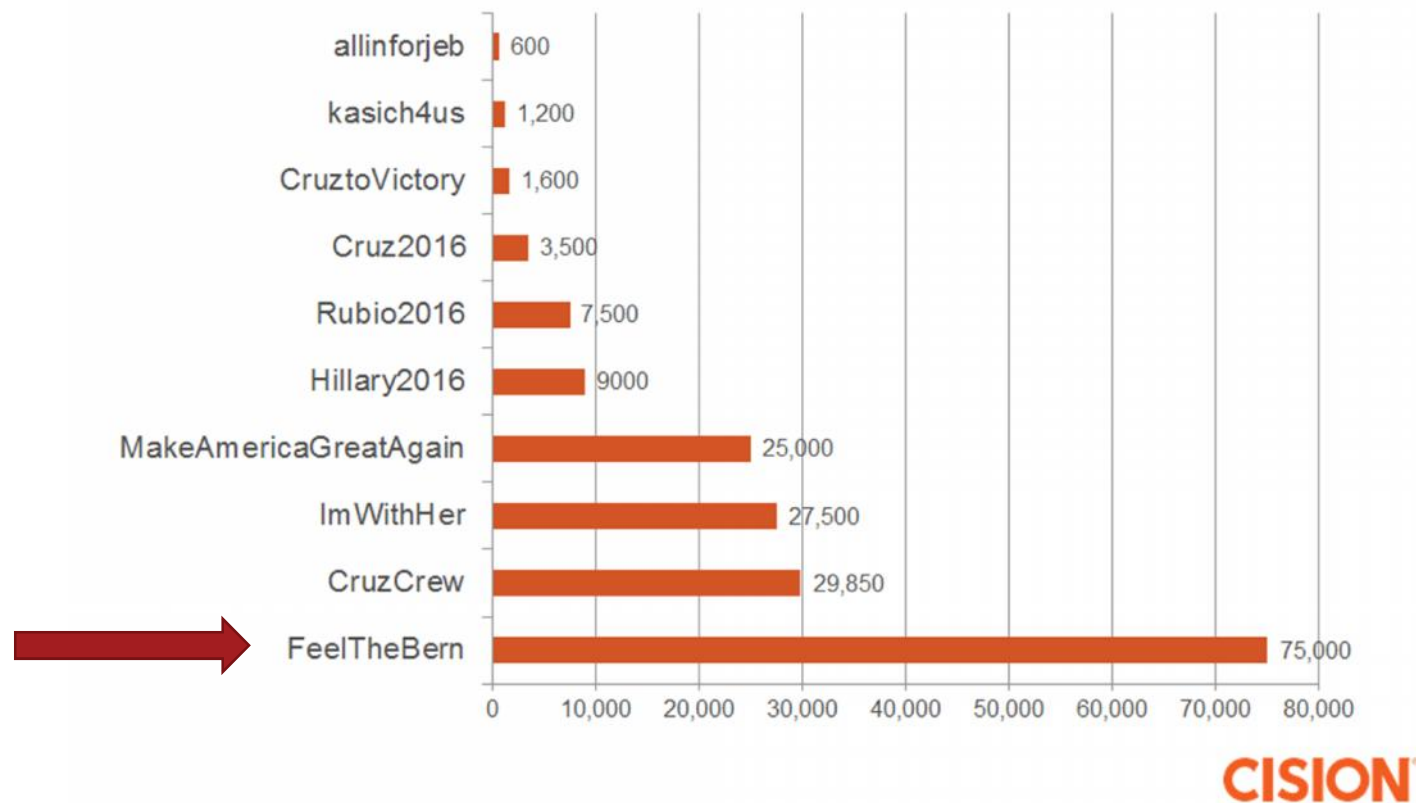
Top Comments

174 Shares

192 Comments

Twitter hashtags February 3-10, 2016

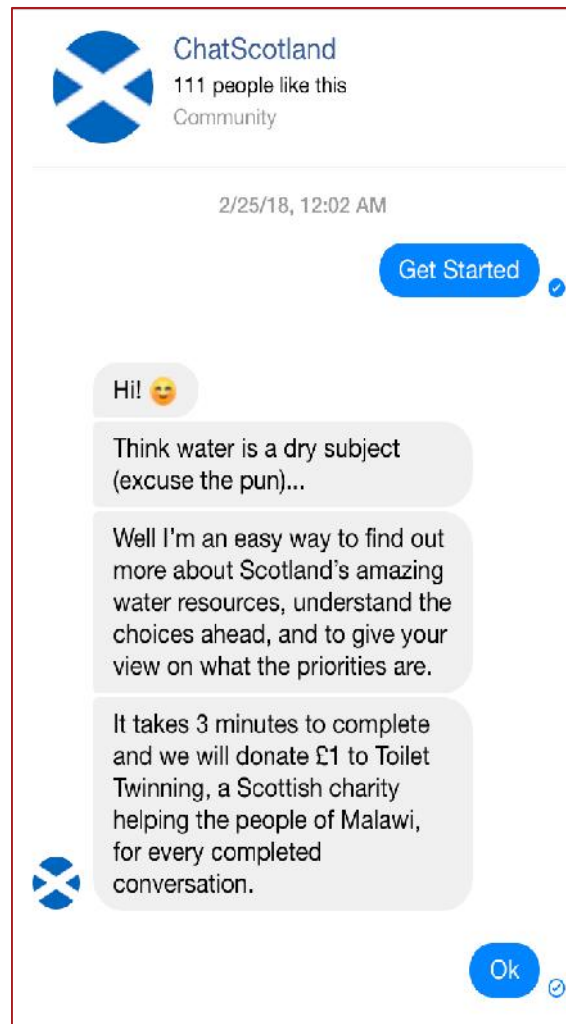
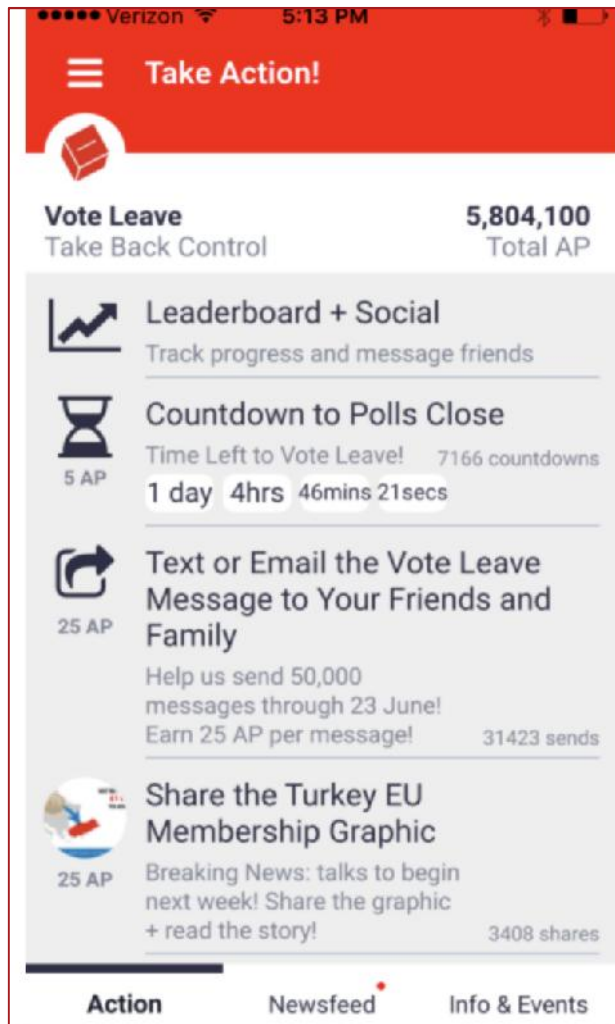
Campaign Hashtag Daily Average



Z-Axis: Plug-In Software

- In the “politics of platforms,” **infrastructure** is often overlooked
- Developers can “**plug-in**” to social media with new services
- Plug-in services can be more **functional** to campaigns than broadcasting
- Turn ordinary citizens into “**micro-influencers**”

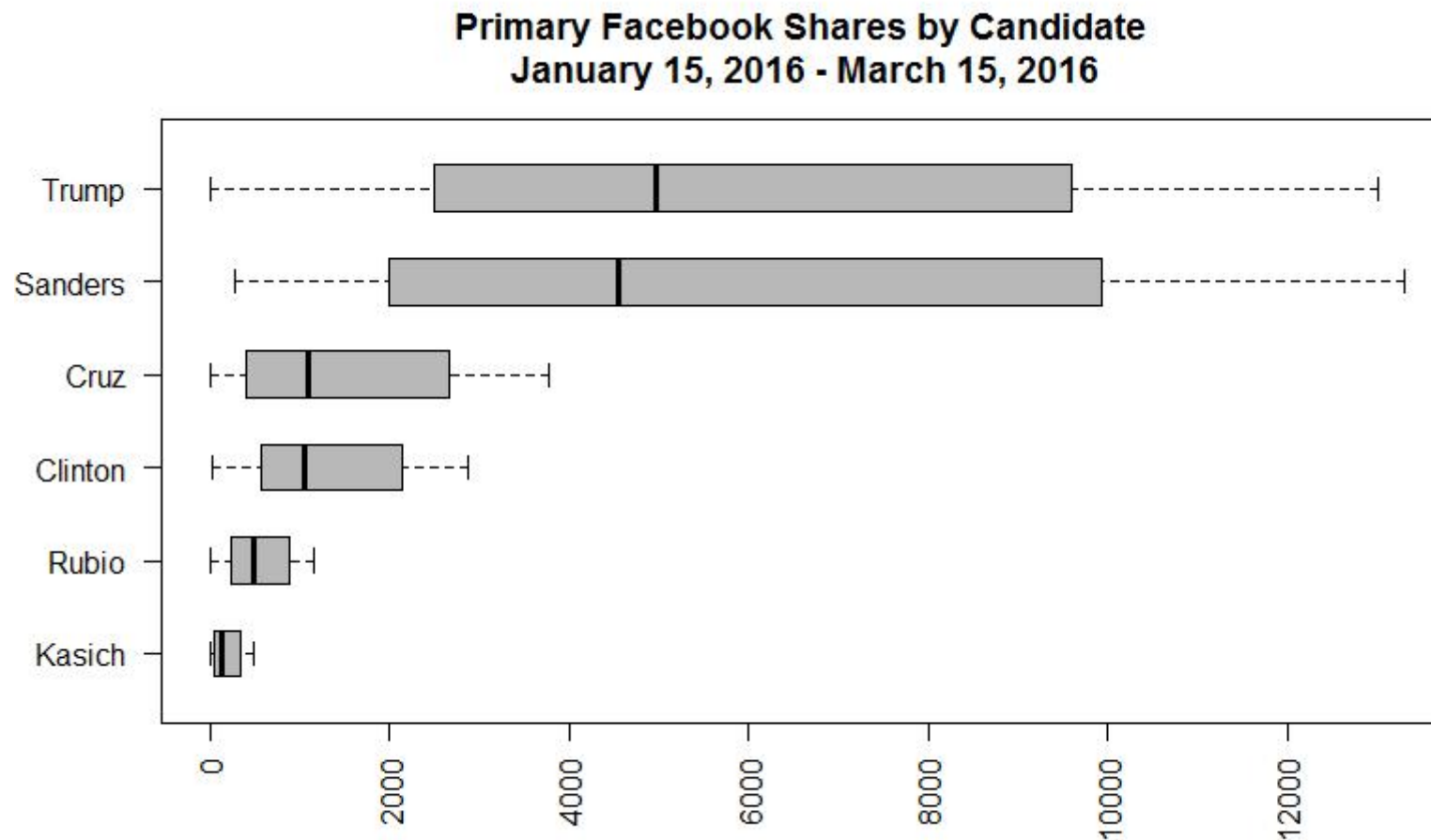
Third-Party Plug Ins



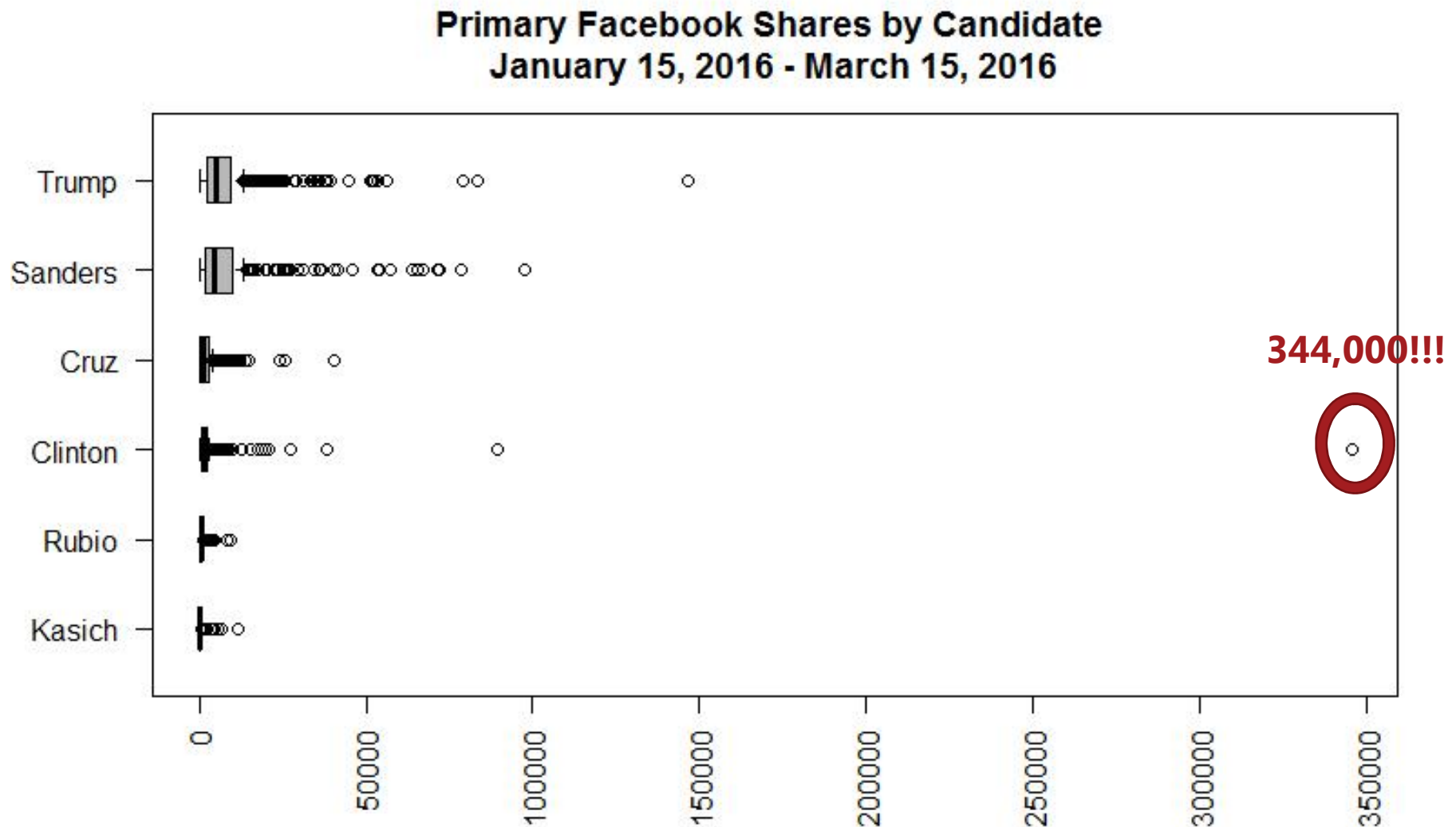
Z-Axis: Plug-In Software

- "Micro-Influencers" are **willing to give consent to data** for a common cause
- High resource actors will receive **enterprise solutions**, maximizing political effect
- Yet, **software-as-service (SAS)** solutions may attenuate this effect
- ...As will **creativity** in an evolving space

Facebook shares without outliers...



Virality in Full...



I'm with her.

Share if you are too



Hillary Clinton

Page Liked · February 10, 2016 · Edited ·

If you're standing with Hillary tonight, let her know.



Like



Comment



Share

151K

Top Comments

344,076 Shares

9.2K Comments



Pat Cramer A MUST READ---WRITTEN BY TRICIA BELISO:

I have a simple answer. The reason she should be paid VERY WELL for speaking is because she majored in Political Science at Wellesley College and graduated from Yale Law School; worked with the House Committee d... See More

Like · Reply · 864 · February 10, 2016 at 4:45am

189 Replies



Keith Middlemark Why won't you release the transcripts of the Goldman Sacks speech?? I want to know what was promised in exchange for \$750,000. As a voter I have the right to know what my future President sold for \$750,000.

Like · Reply · 757 · February 10, 2016 at 4:36am

444 Replies



Jay-Sun Carsello If you support Hillary Clinton you are utterly a blind sheep that has no comprehension of the level of treason her and many elected officials are complicit in. And no, I'm not a "Bernie Bro", you don't have to be a Bernie Bro to point out that anyone who is voting for Hillary Clinton is literally embracing the New World Order with open arms.

Like · Reply · 423 · February 10, 2016 at 4:50am

101 Replies



Eric Newsom Now if we can get Hillary to lose tht his in court and head off to prison. THAT would be



Write a comment...

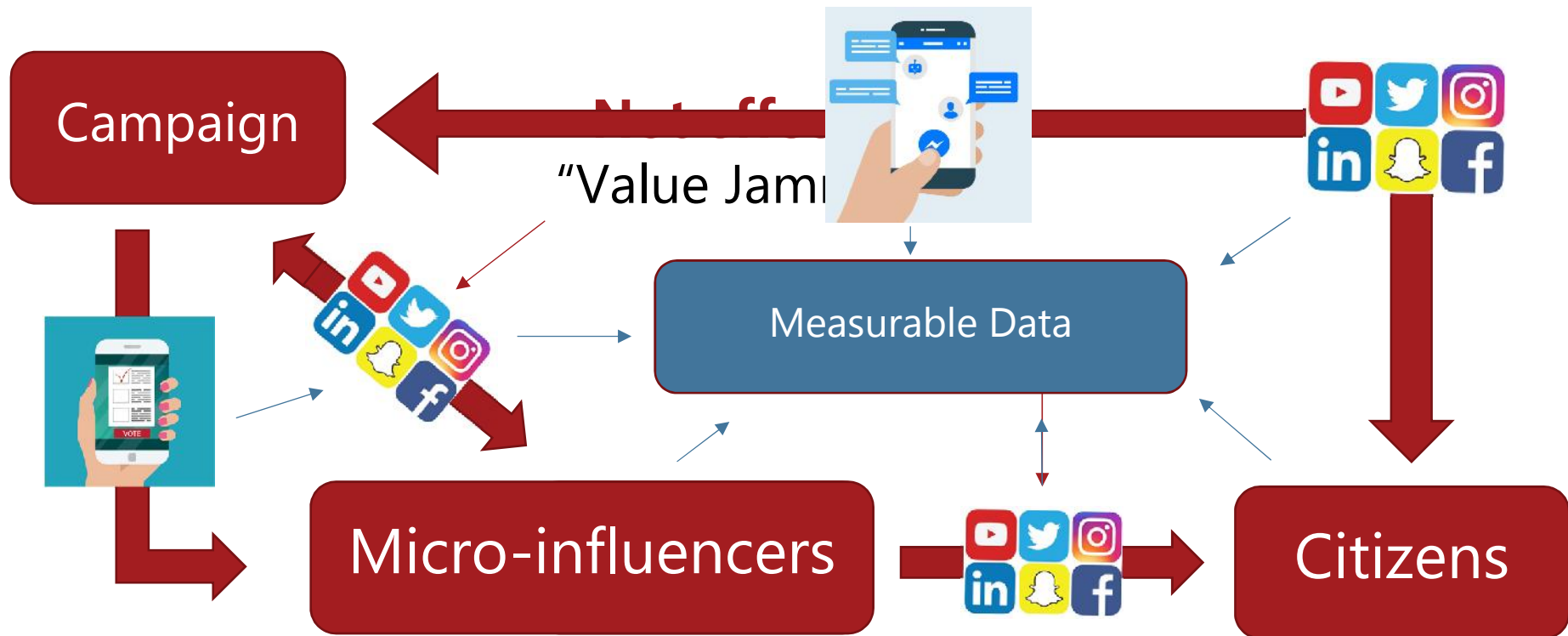


Potentials & Pitfalls of Virality

- Broader **inclusion** in the democratic process
 - But what cost to **political knowledge**?
- Broaden the reach of **less-established** players
 - Do loudest, **extremist voices** dominate?
- Greater portrayal of **authenticity**
 - Can '**professionalized authenticity**' manipulate?
- **Viral reach** is great...
 - But does it generate **meaningful engagement**?

Engagement (two-way process)

- To participate or **become involved** in



Interpret, Integrate, Iterate



75 Episodes, including:

- **European Parliament on Snapchat**
- **Micro-targeting in #GE2017**
- **Donald Trump's Digital Campaign**
- **Bots and Fake News**
- **World Leaders on Instagram**
- **Cyberattacks and Disinformation**



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