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Development of Social Media in Modern Political Marketing

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Abstract

The advent of social media is changing the view of marketing and thus of political marketing as a part of it. This review paper provides information on the real impact of social media on political marketing today in 2020, analyzing the impact of social media on political marketing through an analysis of 47 articles published in six renowned journals, between 2010 and 2020. The article provides answers for which parts of the world were the first to talk about it, through which social media tools, which institutions and finally which authors made the most impact. The most researched topics and subcategories are analyzed, and which keywords are the most common repetition. Trends in the growth of social media's influence on modern political marketing have been measured through the number of articles published in the years starting from 2010 to the present. When authors compare the number of articles written in the initial research interval in 2010 and today in 2020, it is noticeable how the number of articles has increased and given increasing importance to social media in modern political marketing management. This directly demonstrates a shift in awareness in modern political marketing towards social media. The biggest findings are thought to be the emergence and expansion of this topic on US soil, with the emergence of political figures such as President Obama and continued through the work and activities of President Trump. The most used tools for this work are Twitter, Facebook, and YouTube. These tools were mostly used for advertising campaigns during elections time. After these events, the spread of influence in Europe is noticeable, and it is very important to emphasize that more and more articles are appearing year by year, which provides space for new researchers to continue their work in this field.

Keywords: social media, elections, political marketing, Twitter, Facebook, new media, political advertising.

1. Introduction

Social media has become an indispensable tool in modern political campaigns. It has not always been that way. The beginnings of research into this phenomenon are in 2010. Back in 2010 authors Wu, H. D., & Dahmen, N. S research about political campaigning on social media (Wu, Dahmen, 2010). They explore the effect of a campaign through sponsored content on websites. Research presented in 2010 set the grounds for the authors to begin exploring the impact of social media on political marketing. From 2010 to 2020, the trend and the way social media is emerging as a tool in the hands of politicians monitored. How is this phenomenon explored through articles

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written in 10 years from 2010 to 2020? Findings in this review study show that there is a big connection between political campaigning and social media. Talking about this link social media – modern political marketing management through this paper shows how this link has been developing over the last 10 years. Guided by the need to fill the gap, but also to better explain the social media phenomenon and its relationship with political marketing, the authors analyze 47 articles from 6 high-ranking journals between 2010 and 2020. The mere fact that only 47 articles have been found in 10 years reveals that there is room to write and work on the topic. The first step was to select a journal from which to use the analysis articles. The criteria for selecting a journal were: relevance to the topic, index, scientific rating, reliability, objectivity. The primary goal is to get acquainted with the terminology, tools, methodology used today in modern political marketing and the use of social media for this purpose. Paper reveals findings of social media like Twitter, Facebook, YouTube etc. and about their use as a tool in political marketing. The article is about the currently fastest growing tools in modern political marketing. That is why this article is relevant and timely. Survey about the impact of social media on political marketing is through the analysis of 47 articles from six relevant journals, in the time frame between 2010 and 2020. Authors demonstrate a shift in awareness in modern political marketing towards social media, especially during this time. When compared the number of articles written in the initial research interval in 2010 and today in 2020, it is visible how the number of articles has increased and given increasing importance to social media in modern political marketing management. Topics were selected as key terms to indicate that social media has had an impact on modern political management. Topics are social media, political marketing, marketing, media, political advertising, image, ideology, and scandals. Paper authors Cogburn and Espinoza-Vasquez from 2011 (Cogburn, Espinoza-Vasquez, 2011) investigate the impact of websites on the Barack Obama campaign for president of the USA. These are the first analyzed beginnings of the use of social media for political purposes. In this article, authors find the first information about the advent of social media following the 2008 presidential campaign of candidate Barack Obama. As the 2016 article by Author L. Bode, K.E. Dalrymple portrays the interaction of social media with political marketing, more specifically Twitter in a political campaign. Research conducted by Bode and Dalrymple (2016) emerges as a need to show the connection between social media and political marketing, to adequately reflect the trend of social media use by politicians in their campaigns, especially President of the USA Donald Trump (Bode, Dalrymple, 2016). During that time, campaigns for the President of the United States began to follow, and it became clear that social media would play an increasing role. During this, elections are being analyzed and a parallel is being drawn on the European soil. Specifically, authors Vesnic-Alujevic & Bauwel in 2014 analyzing the European Parliamentary elections and the influence of YouTube as one of the most powerful social media (Vesnic-Alujevic, Bauwel, 2014).

This review paper fills in the gap created by the emergence of social media and their insufficient interpretation in scientific research. In general, the number of articles analyzed suggests that insufficient attention is still paid to social media and their impact on political marketing. By choosing this time frame, more than 100 articles are expected to talk about the topic. Research is an incentive for new researchers to continue researching the issue because there is room for new researchers.

Firstly, the paper presents beginnings of the impact of social media on political marketing, through findings the emergence and expansion of this topic on US soil, with the emergence of political figures such as President Obama and continued through the work and activities of President Trump (Cornfield, 2017).

Secondly, the most used tools for this impact are Twitter, Facebook and YouTube and the time when these tools were most used were political campaigns.

Thirdly, it is possible to track the development of social media within shallow marketing management from year to year. There is a significant increase in written articles from year to year, which opens the door for some new researchers to explore further. That is the base for this survey.

Fourthly, this review article gives you in-depth information on which journals are most represented, which authors are most fruitful, which social media is most used. Information in which parts of the world was most sought after, in which countries was there room for exploration. In the analyzed 47 articles, from six journals in the last 10 years, at 72 institutions, 89 authors wrote about the topic of social media influence on modern political marketing management.

The survey method is mostly used as a method in articles, the topic "social media" is the most researched topic, that most of the research was done in the USA.

2. Method

This is a review paper on the topic: "The influence of social media on modern political marketing management." The research identified 47 articles from six journals dealing with the topic of political marketing for analysis. The analysis covered 10 years between 2010 and 2020. Publications that were considered relevant to this study were investigated and selected by title, content, abstract, keywords. This research has covered aspects of the impact of social media on political marketing, through primary influence in election campaigns. It was researched from which countries and from which institutions the articles that dealt with the topic came from, which authors were represented as the most frequent publishers. What are the recurring keywords, which topics and subcategories are researched the most? Topics as basic indicators of the influence of social media on modern political management have been identified as a basic recognition of influence. Basic topics are social media, political marketing, marketing, media, political advertising, image, ideology, scandals. Topics are those that determine more closely the impact that social media has on political marketing, and they are even more precisely defined. A comparison was made of the number of articles that used surveys, case studies, and experiment for methodology. How were the methodology chosen for the specific article and by which authors? Articles are classified and presented in tables, and as such analyzed and processed.

3. Results

The most relevant observations will be presented in a series of tables in the research results section. Authors choose journals to analyze and they were selected based on relevance, impact factor, recognition and above all relatedness to the topic. Basic information on the journals used for this paper is presented in [Table 1](#).

Table 1. Journals information

Journal	SSCI- Impact Factor	SSCI-2 Year Impact Factor	SCOPUS Cite Score	SCOPUS SCImago Journal Rank	Issues per year	Number of articles
Journal of Political Marketing	-	-	1.51	0.544	4	36
Journal of Marketing Management	2.329	-	2.69	0.989	18	6
Journal of Marketing	3.911	7.821	9.28	9.198	6	2
Journal of Services Marketing	2.421	3.194	3.65	1.021	7	3
Journal of Professional Services Marketing	-	-	-	SNIP 0.755	4	0
Social Marketing Quarterly	-	-	1.03	0.344	4	0
Total						47

[Table 1](#) shows the basic parameters of the journal that the researchers were interested in. In Journal of Professional Services and Marketing Social Marketing Quarterly, no article has been found that speaks to the research topic. Also shows that most articles are from the Journal of Political Marketing. It is an expected finding. Unsurprisingly, journals dealing with "basic" marketing do not write much about the topic of social media and their impact on politics, and therefore on political marketing. The emergence of social networks is not that far off, and in some ways, its study leaves room for new researchers. When analyzing party by journal, it was observed that the number of articles increased from 2010 to 2020. Sixteen articles appear before 2015,

which is representing 34 %, compared to 66 % coming in 2015–2020. Between 2018 and 2020, nineteen articles were written representing 40.42 % of all analyzed articles. All of the above data show the trend of increasing engagement with the scientific community on social media as a very powerful political marketing tool.

Table 2. Most Frequently Published Authors

Author	Publications	Author	Publications
David A. Dulio	2	Jing Ge	1
Janine Dermody	2	Joachim Scholz;	1
Nicole Koenig-Lewis	2	Joseph Ryoo	1
Stuart Hanmer-Lloyd	2	Justin B. Phillips	1
Terri L. Towner	2	Kajsa E. Darlymple	1
Dianne Bystorm	1	Karen Russell	1
Erika Franklin Fowler	1	Kate Kenski	1
Lifen Anita Zhao	1	Kevin Wallsten	1
Suzan Burton	1	Leticia Bode	1
Joseph Ben-Ur	1	Lifen Anita Zhao	1
Adrian Palmer	1	Lisa Harris	1
Aila Khan	1	Lucia Vesnic-Alujevic	1
Alena Soboleva	1	Lynda Lee Kaid	1
Alexandra K. Abney	1	Marco M. Cacciotto	1
Alisha B. Horky	1	Margaret E. Duffy	1
Anders Wien	1	Mark J. Pelletier	1
Andrew N. Smith	1	Martyn Rowling	1
Andrzej Falkowski	1	Mary Kalliny	1
Bethany A. Conway-Silva	1	Mary-Kate Lizotte;	1
Bob Stewardson	1	Michael Cornfield	1
Bruce I. Newman	1	Michael M. Franz	1
Cayce Myers;	1	Michael P. Cameron	1
Christine B. Williams	1	Michael Parsons	1
Christine R. Filer	1	Michael Parkin	1
Cristian Andrei	1	Monica C. Schneider	1
Daniel E. Bergan	1	Morris Kalliny	1
Daniela Dimitrova	1	Neil Bendle	1
Darrick L. Cogburn	1	Vamsi K. Kanuri	1
Wondwesen Tafesse	1	William J. Miller	1
Toni-Rochelle S. Ford	1	Nicole S. Dahmen	1
Edward Elder	1	Nigel Jackson	1
Fatima K. Espinoza-Vasquez	1	P.K. Kannan	1
Francesca Cabiddu	1	Paola Barbara Floredu;	1
Girijasankar (Girija) Mallik	1	Patrick Barrett	1
Greg Simons	1	Paul Harrigan	1
H. Denis Wu	1	Qunying Huo	1
Heather Meggers-Wright	1	Regina Barton	1
Hyoryung Nam	1	Samantha Pettey	1
Itai Himelboim	1	Scott J. Basinger	1
Travis N. Ridout	1	Selma Ghanem	1
Ulrike Gretzel	1	Shrihari (Hari) Sridhar	1
Janis Teruggi Page;	1	Sofie van Bauwel	1
Jared Perkins	1	Xia Liu	1
Jhieh-Syuan Lin	1	Yixing Chen	1
Wojciech Cwalina	1		

Table 2 shows those authors who have published on the topic of the article in the past 10 years (the analyzed framework). 89 authors have written on the subject. Of course, these are only analyzed journals and published by authors in the same ones. In the table that presents data on authors who have written on the topic of social media relations and political marketing management, most authors have had one publication in the analyzed journals in the last ten years. There are a couple of authors who have published twice and as such deserve mention. They are David A. Dulio, Janine Dermody, Nicole Koenig-Lewis, Stuart Hanmer-Lloyd and Terri L. Towner. In the last 10 years, these authors have published their articles in journals twice, on topics that have analyzed the impact of social media on political marketing management.

Table 3. Most Operative Institutions

Institution	Publications	Institution	Publications
Oakland University	2	Oberlin College	1
Swansea University	2	Bentley University	1
DePaul University	2	University of Milan	1
Western University	1	University of Houston	1
Flagler College	1	California State University	1
American University	1	University of Georgia	1
Bowdoin College	1	Social Sciences and Humanities	1
Bowdoin College	1	Uppsala University	1
California Polytechnic State University	1	University of Southampton	1
Elon University	1	Augusta University	1
ESC Rennes School of Business	1	National Chengchi University	1
George Washington University	1	University of Missouri	1
Michigan State University	1	University of Iowa	1
Oxford	1	Ghent University	1
Park University	1	Massachusetts College of Liberal Arts	1
Radford University	1	University of North Texas	1
Routledge – Taylor & Francis Group	1	University Rotterdam	1
Rowan University	1	Iowa State University	1
Suffolk University	1	University of Gloucestershire	1
Suffolk University	1	University of Notre Dame	1
Syracuse University	1	UiT–The Arctic University of Norway	1
The George Washington University	1	University of Maryland	1
University of Waikato	1	Cardiff University	1
Università degli Studi di Cagliari	1	Università degli Studi di Cagliari	1
The University of Alabama at Birmingham	1	Birmingham -Southern College	1
University of Arizona	1	University of Western Australia	1

University of Auckland	1	Texas A&M University	1
University of California	1	University of Houston	1
University of South Wales	1	California State University	1
University of Southern California	1	Eastern Washington University	1
University of Western Sydney	1	University of Florida	1
Virginia Tech	1	Oxford Brookes University	1
Washington State University	1	University of Plymouth	1
Washington State University	1	Louisiana State University	1
Wesleyan University	1	Boston University	1
Wesleyan University	1	Georgetown University	1

Table 3 provides information on the institutions most frequently published by topics of social media influence on modern political marketing. There are 69 institutions with one publication about the influence of social media on modern political marketing. Specifically, the institutions where almost 100 % of the universities in which the authors work or collaborate with the authors are published. The article published directly under the Routledge – Taylor & Francis Group, stands out. Other articles were primarily signed by the Universities.

Table 4. Distribution of Published Articles Based on Location

Country	N	Continent
USA	15	North America
New Zealand	2	Australia
UK	2	Europe
Romania	1	Europe
Sweden	1	Europe
Poland	1	Europe
Canada	1	North America
Italy	1	Europe
Australia	1	Australia
France	1	Europe
Norway	1	Europe

Table 4 reveals the locations of published articles and their national, geographical distribution. From the data presented in **Table 4**, most of the topic was written in the USA and European countries. We can say that through the analysis of the articles, this is where the first use of social media for political purposes emerges. Of particular note is the sharp rise in writing on the subject over the last 3 years on US soil. The Obama presidential campaign gives us the first use of social media for political purposes, for political marketing. US President Trump has been completing one complete communication with the world through social networks, especially Twitter ([Cornfield, 2017](#)). As social networks began to apply to political marketing, so did the number of articles published in journals analyzing that influence. The beginnings of research into this phenomenon are in 2010. Back in 2010 authors H.D. Wu, N.S. Dahmen research about political campaigning on social media ([Wu, Dahmen, 2010](#)). Given the rapid development of social media, based on the analyzed time frame and the number of articles, we can say that this part of the phenomenon is very little represented in scientific circles and that only in some future period we can expect real progress in this field.

Table 4 also shows the location where the article was published. That is, the location of the continent on which the institution where or for which the authors of the article work are located. There is a noticeable interest in the part of the US and European institutions in analyzing the emergence and impact of social media on political marketing, and we can consider them as such.

Table 5. Number of keywords in articles

Keywords	N
Social Media	18
Elections	6
Political Marketing	5
Twitter	5
Facebook	4
New Media	4
Political Advertising	4
Campaigns	4
YouTube	3
Advertising	2
US Presidential Elections	2
Voters	2
Political Participation	2
Web Sites	2
Youth Electoral Engagement	2

The analysis involved extracting the number of keywords used in the articles. Table 5 shows the number of keyword repetitions in articles. The keywords that are most often repeated in the article tell us how much importance is attached to social media and the other keywords listed in the order. The words "elections", "campaigns", "Twitter", "Facebook", "political advertising" and "advertising" dominate. Based on this, we can conclude that social media is used extensively in election campaigns through platforms like Twitter, Facebook, etc., through paid sponsored content on the same. The article named: "Understanding the Social Media Strategies of U.S. Primary Candidates" authors H. Jun, N. Bendle from 2017 article is one of the best examples to support the information given in Table 5. Keywords used in the article: Facebook, political campaigns, primaries, social media, topic modelling, Twitter. This is one example of an article talking about social media (Facebook, Twitter) used in a campaign in the USA.

Table 6. Most Frequently Used Methodology

Methodology	Number of articles
Survey	41
Case study	4
Experiment	2

Table 6 shows the information on commonly used methodology in articles in the articles. The survey method is most used, but the use of both case and experiment studies are noticeable. The surveys were mostly determined by the political campaign, are the effects of social media during the campaign. The survey was used as a method in 87.23 % of the analyzed articles. Of course, this leads to the conclusion that most of the post-event analysis is done and that predictions can be made on this basis. The survey conducted in the articles was designed to describe developments in political marketing, all related to social media marketing. Through surveys, it is also possible to track the development of the application of social media in political marketing, while the case studies point to the most significant developments covered by social media.

Table 7. Categorization of Topics in the Research

Topic Classification	N	Subcategories	N
Social Media	35	Twitter	6
Political Marketing	5	Advertising	5
Marketing	2	Elections	3
Media	1	Political Marketing	3
Political Advertising	1	Social Media	3
Image	1	Websites	3
Ideology	1	Campaign	2
Scandals	1	Political Market	2
-	-	Blogs	1
-	-	Branding	1
-	-	Communication	1
-	-	Consulting	1
-	-	E-Mail	1
-	-	Facebook	1
-	-	Impact	1
-	-	Gender	1
-	-	Influence	1
-	-	Internet	1
-	-	Political Brand	1
-	-	Political Influence	1
-	-	Political Slogan	1
-	-	Social Tags	1
-	-	Strategy	1
-	-	Trust	1
-	-	YouTube	1

Table 7 shows which are the most researched topic and subcategories in the analyzed articles. The study identified the topic that best describes social media and political marketing, and their relationship. The topic "social media" is the most used, as expected because this topic includes all other subcategories that more closely define what is discussed and explored in the article. "Social media" topic is used in 74,46 % articles, "political marketing" in 10,63 %. Table 7 shows the most used subcategories. As mentioned earlier, the topic defines the context of an article more closely, and they usually tell which social media has influenced political marketing in that article in that scenario. Twitter, Facebook, and YouTube are used as subcategories in 17 % of all articles. Twitter is leading with 12,67 %, for one simple reason, which with the advent of US President Trump has become his tool for communicating with the world (Cornfield, 2017). Thus, dictating the pace to other politicians and analysts in the world to adapt and embrace this tool as the No. 1 social media tool in political times today.

4. Discussion

In the analyzed 47 articles, from six journals in the last 10 years, at 72 institutions, most universities, 89 authors wrote about the topic of social media influence on modern political marketing management. The survey method is mostly used as a method in articles, the topic "social media" is the most researched topic, that most of the topic was written in the USA and Europe. The oldest article analyzed in this paper is the one from 2010 from the authors' H.D. Wu, N.S. Dahmen which discusses the impact of sponsored web content on a political campaign. After that, campaigns for the President of the United States began to follow, and it became clear that social media would play an increasing role. During this, elections are being analyzed in parallel on European soil. Specifically, in the article, the authors Vesnic-Alujevic & Bauwel of 2014 analyze the European Parliamentary elections and the impact of YouTube as one of the most powerful social

media (Vesnic-Alujevic, Bauwel, 2014). The emergence of Barack Obama's presidential campaigns also brings the emergence of the use of social media to political campaigns (Cogburn, Espinoza-Vasquez, 2011). Following this debut, comes the age of Twitter and US President Trump, who gives everything an extra dimension (Williams, 2017). One more observation that is a matter for social media marketing is building a picture of a certain politician. Authors noticed in the example of Russian President Vladimir Putin, which is the very carefully created image of him. When you read a paper named: "Putin's International Political Image" author G. Simons from 2019, you can see a real political image created in a political marketing way. This review paper may reveal many facts about the development of social media and their treatment in the scientific circles from year to year, it can be said that the interest of the scientific community to investigate the phenomenon of social media influence on modern political marketing, and thus the impact which social media has more. One can speak of the increasing use of social media as a tool in the hands of politicians in their campaigns, but increasingly as a relevant tool for communicating with voters and citizens daily. After analysis and data obtained on the beginnings of the impact of social media on political marketing. After the presentation, the result of research determined by the US epicentre and their leaders over the past decade, we can safely say that Western politicians were the first to embrace the social media and start using them as a tool in their campaigns and their daily communication with their voters.

5. Conclusion

After analyzing 47 articles, from six journals in the last 10 years, discussing them, it is important to translate the findings into a useful conclusion. It is also important to point out that there is an increasing influence of social media on political marketing. The turning point is the emergence of social media in Obama's (Barack Obama) presidential campaign and the way US President Trump uses social media to communicate with the rest of the world. It can be concluded that the increasing impact of social media is happening in the USA and Europe, and this domino effect on the rest of the world is noticeable. The most used keyword is social media. The most used social media tools are Facebook, Twitter, YouTube, and websites. Most articles were published in the USA and Western Europe. The time when social media marketing was most used was political campaigns at election time. Research authors have most often used surveys to prove claims about how social media influences modern political management. The authors cope with the lack of articles discussing the topic, which gives enough space for other researchers to write on the topic, and to analyze the written. And if in 10 years, there are too few 47 articles in six journals talking about social media and their impact on modern political marketing management, there is a noticeable increase in the number written after 2017, and it is possible to expect a further increase after the publication of this article, following the forthcoming technological trends and the direction the world is headed. Taking statistical clues about the dispersion and emergence of articles in this review is a significant increase in the coming years, which certainly opens the door for some new researchers to work on this field.

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