

Political Realities as Portrayed by Internet Personalities, Creative Truth or Social Control?

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Abstract

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The trends happening in Internet and their influence on politics is the research problem this paper attempts to resolve. Internet's beginnings as an idea that would improve the transaction strength of networks is reasoned. Recent developments in Internet that decrease the importance of interpersonal transactions and that increase the prominence of Internet personalities are presented. Questions about how influencers influence network's ability to assist transactions are reviewed. The transaction as a unit of both economic and psychological analysis is discussed. Psychologists are presented to think of transactions as between three ego states—parent, child, and adult. The possibility that Internet personalities upset interpersonal transaction realities on the same ego level is imagined. How political influence could be created by encouraging more transactions from one ego state to another, for example from parent to child, is mentioned. Beliefs that transactions across different ego states is tension producing is hypothesized to effect political persuasion.

Analysis of Internet personalities attempts to answer if they are likely to change Internet in the direction of more creative truth or if they will affect social control. Differences between people who think Internet is intended to make economic reasoning prevail in transactions and those who like orchestrated politics are presented. Some examples of Internet personalities are discussed. A Swedish gaming blogger, an Italian fashion influencer, a Chinese fashion personality, a wrestler turned fitness guru, a Boston to New York, New York makeup and fashion woman, and video bloggers who succeeded with a series of Snap Chat videos about California are presented. These are used to exemplify the thousands of Internet activists now shaping the Web.

An attempt is made to determine if the rise of Internet personalities is likely to create political realities that are increasingly orchestrated. Questions are raised about the effect of the often substantial income influencers are making from their sponsors. The possibility that the freedom of transaction oriented Internet influence on politics may be decreasing is discussed. Narratives are created with theoretical sampling that consider both creativity, transactions, and networks and orchestration, social control, and networks. Interpretivism is assisted by a cognitive mapping technique in analyzing this narrative data. The conclusion is reached that influencers' influence on political Internet is uncertain. Spontaneous happenings are frequent in Internet political content. How Internet personalities react to spontaneous realities is uncertain. Statal influence is another factor that makes orchestrated politics less likely. As government advocates free speech the possibility of an orchestrated virtual politics decreases. The affect of changing Internet on virtual politics cannot be determined. More research is needed to comprehend how Internet affects political choice in American politics.

Political Realities as Portrayed by Internet Personalities, Creative Truth or Social Control?

When election time happens, the political importance of Internet becomes of crucial importance. Over a decade ago, Internet and social media were recognized as possibly determinant of election outcomes. The campaign momentum sustained by social media in 2008 produced an outcome few pundits foresaw. The reasons Internet achieved substantial political influence that year are still being understood. This paper analyzes an important phenomena related to how Internet influences. As Internet has evolved, 2020 needs to acknowledge the rise of the Internet personality. Some individuals have the ability to turn the Internet viral. A successful Internet personality may have say 300K followers who reason their every post. These people are influence leaders to be reckoned with in 2020. Analyzing the extent to which they present authentically creative perspectives on politics is the objective of this paper.

Whenever any phenomena gains the political strength social networking appears to have, inevitably some critics are going to raise questions. Already our politics have become involved with deciding if foreign trolls are disproportionately influential in our political process. The thought that a hostile foreign power might disruptively influence social media for political objectives is disconcerting to many. Trolling is but one of many possible attacks to democratic politics imaginable give an Internet's increasing importance.

This paper analyzes a present day Internet phenomena with questionably much political influence. During the preceding decade, Internet has become increasingly populated with personalities originating

from several distinct, identifiable niches. Fitness, fashion, and gaming exemplify Internet niches that have produced Internet personalities. A person can claim to be an Internet personality when they have a large number of social network friends or followers. An ordinary threshold for becoming an Internet personality may well be 100k followers. Internet personalities devote themselves to their following. The personality that is developed presents a distinct perspective on current happenings. Using more traditional concepts analyzing influence, these people are clearly influence leaders with a substantial ability to frame current political issues.

Internet personalities possibly are more influential than traditional influence leaders. Political reality is portrayed by Internet personalities in a manner that is not comparable to influence phenomena found in preceding decades. When a person has 100k or more followers, they are conscious of organizing their presentation of self to emphasize distinct themes. With an imagination of how their audience reasons, these personalities produce Internet content reassuring their friends and followers. Affinity is established between Internet personality and audience because they reinforce group traits. Effectively, the Internet personality dramatizes the vitality perceived to exist in affinity group norms.

The idea that has motivated this paper involves the substantial interest in explaining why Internet has become so politically powerful. Many explanations exist purporting to inform as to why the candidates who succeed best with social media win elections. From among the many possible mechanisms creating political power, this paper hypothesizes that the Internet personality need not be overlooked in analyzing why Internet influences elections. The Internet personality, a relatively recent innovation, defines political reasoning and explicates many issues. There are unresolved ideas about how sophisticated in influence the Internet personality is. Imaginable explanations includes the possibility that a stylized, trending presentation of public concerns happens via Internet personalities. This

theoretical perspective on Internet personality substantially approves of the creative and diverse perspective on politics so created. A more sinister appraisal of Internet personalities guesses that who becomes a person with a 100K or more following is accomplished manipulatively. Contemporary propaganda consciousness could be well pleased with the mass manipulation of opinions and attitudes accomplished with Internet personalities. This paper intends to improve conceptualization about this possible dichotomy in the purpose for Internet personalities. Data to improve conceptualization, data suggestions deciding the creative truth issue, and a research design will be included to elaborate an improve the comprehensibility of this paper's theoretical perspective.

Election Issues as Amplified by Internet Personalities

Analysis of elections in the years since social networking was recognized to be influential, has placed substantial emphasis on discerning differences in political content resulting from technological change. Accepting that technology's image strength and sophistication is increasing is imagined to produce more complex reaction to political content each successive election cycle. Those candidates who are most adept with graphics rich technology are perceived to have an advantage. There are many issues about the metamorphosis of technology to politics.

Election issues, in successive campaign years, analogously are becoming more the product of technology's sophistication. Each election year, three or four issues are influential with voters. Recently, health care, immigration, and the economy have led in influence on election day. As technology connects voters to information in ever more sophisticated ways, the images media presents are more cognitively complex and demanding of voters' attention. More powerful smart devices bring with them more vivid images demanding reasoning and agreement. The changes in informationalism

are awesome. Together with impressive graphics, smart devices feature Internet personalities that define just about everything. Smart devices are creating a politically relevant media where vivid graphics and popular Internet personalities are integral to the informational media.

Viral reality has acquired significant influence in how we receive politically relevant news. Present-day Internet is substantially dominated by ideas, happenings, and personalities that go viral. As one follows news and information on Internet, there is a requirement that one reason with content that has been popularized by several thousand approvals. The ordinary information seeker is all the time involved with explaining to himself why some content appears to get spontaneous approval from thousands of people. An important objective of this paper is to develop some perspective on how popular realities influence political reasoning.

To say that Internet personalities become confused with political issues and are significantly influential in electoral choice probably overstates the issue. People who intend their Internet content reach several hundred thousand people could be presented as a dominant feature of Internet in the present day. This trend has produced a substantially different media from that which existed a decade ago. The imagination about what Internet is has significantly changed. In 2000, there was prevailing belief that Internet was about transactions. Now, this media is more geared to providing entertaining human interest perspectives.

The Internet's transaction rich environment has developed out of information technology's ideas about networks. Information technology phenomena has long been analyzed as including three important elements: computers, data, and networks. Each of these three concepts have been extensively reasoned for decades. "Computers" include all the hardware that supports data analysis, manipulation, and

communication. Originally, personal computers were large machines that had little memory capability, monochromatic graphics, and slow operating speeds. Over several decades, computers became ever more sophisticated. Now, the smart device that one holds in the hand is many times more complex and larger in memory capabilities than personal computers of only a few years ago. The graphics strengths of these mobile devices allows ideas to be communicated in ever more sophisticated, vivid, and complex images.

“Data” is all the stored information kept in digital form. Information management is substantially about how this data affects social reality. Data is independent of any specific computer equipment. Were one to contrast data, information, and knowledge, “data” would refer to the bits of idea that are stored and that are analyzed and assembled in various ways. “Information” would be something analogous to a newspaper story that organizes many bits of data. “Knowledge” refers to a more extensive perspective on an event, person, or phenomenon. (Mutch, 2008, pp. 44-57)

“Networks” refer to how computers and people are interconnected. Networks have always been seen as invaluable in creating an ability for people to accomplish the transactions that they desire. Transactions are based on the buyer's ability to acquire precisely what he is seeking. The closer the buyer comes to finding the item he is seeking, the more likely a transaction with a seller is to be completed. Networks are explained economically as having the remarkable ability to bring buyer and seller together. Increasing the size of a network has long been explained as increasing the economic value of a network. The probability that a buyer locates his exact preference improves as the size of the network becomes larger.

This paper attempts to analyze the implications of Internet moving away from the traditional transaction perspective of networks. The excitement that prevailed in preceding decades about Internet was likely based on an optimism about what was possible with an improved transaction environment. Obtaining whatever one sought if that were personal gains, merchandise, empowerment, or an improved knowledge perspective was now more possible than ever. People realized they might attain horizons previously imagined as impossible. Internet's early development happen with this profound sense of appreciating a technology that created new opportunities for success. Now, the viral phenomena has substantially remade Internet changing the emphasis to *bon mots* and leadership ideas. This paper has some suggestions about how the social scientist can assess the reasonableness of this hypothesis. Techniques for evaluating the political implications of these changes in this media are presented.

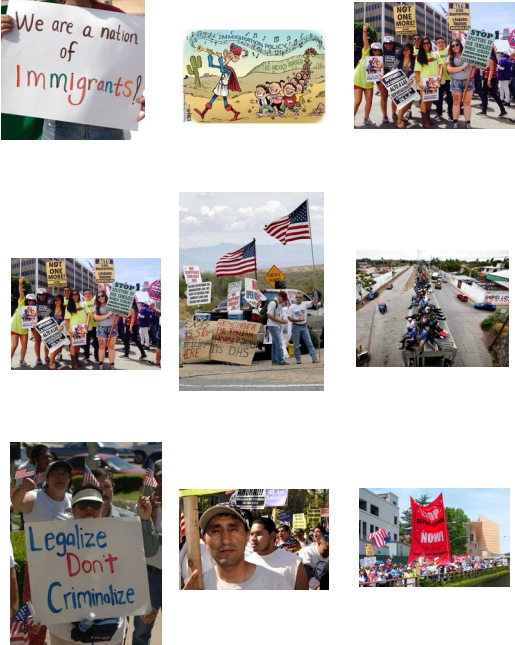
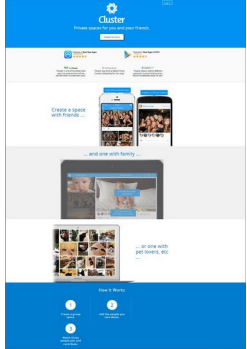
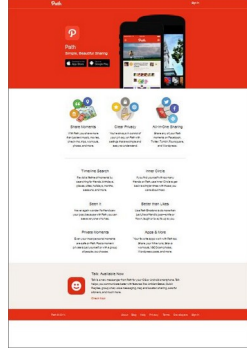

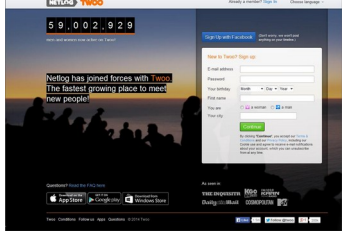
How election issues become news exemplify the cognitive transformation happening on Internet. Content about the political issues of the day arrives on smart devices together with posting made by Internet personalities for their 100K plus followings. Developing an analytic perspective on a current political issue happens together with these Internet personalities. Contrasting the political issue news environment of the 2014 and 2018 midterm U.S. elections finds some differences in only four years. Between 2014 and 2018, the importance of interpersonal transactions decreased and the omnipresence of Internet personalities became a significant reality.




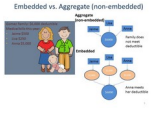


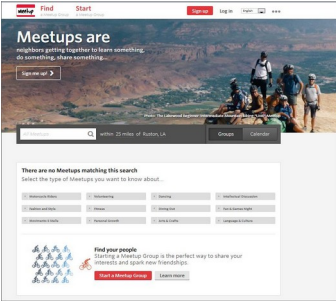


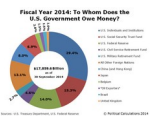

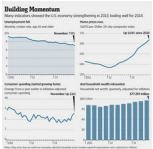

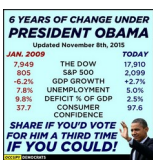

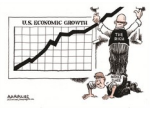
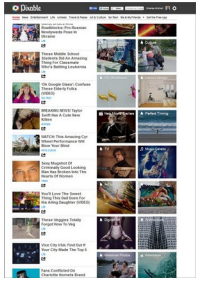








Data can be identified that allows social science observations of this phenomena. One of qualitative methods' leading strengths is an ability to identify acceptable social science data for almost any phenomenon. This analytic problem is able to use narrative data from Internet to reach some conclusions. Czarniawska explains, "The narrative mode of knowing consists in organizing experience

with the help of a scheme assuming the intentionality of human actions." (Czarniawska, p. 7) Analysis of the decreasing importance of transactions and the increasing importance of Internet personalities gains from using narrative data. As Czarniawska suggest, narrative data analysis involves reasoning with the organizing experience found in narrative. Narrative can be images instead of verbal data. Following the organizing experience behind images is not much different than deciphering the meaning in verbal data. In this instance narrative data is analyzed with the anticipation of accomplishing conceptual development.

Figure One presents a comparison between 2014 and 2018 in political issues and what is hypothesized as the leading Internet mode in both years. Analyzing the narrative data this figure presents requires that one discern slight differences. An advantage of qualitative methods is purported to be an ability to recognize these sorts of faint differences in data. The data presenting how various political issues were presented in 2014 and 2018 exemplify the problem and possibilities of researching barely discernible differences in data. Between 2014 and 2018, smart devices became much more sophisticated and their graphics became more sophisticated and vivid. The cognitive impression graphics made in 2014 was less dramatic than how 2018 graphics influenced. Differences in issue narrative between 2014 and 2018 may be authentic, and the social scientist is required to use his qualitative methods aptitudes and analytic strengths to identify them. The potential that exists in contrasts between 2014 and 2018 exemplifies the potential of narrative data. In analyzing this data, the researcher's task is to better understand the organizing experience that produced this visual data.

**Figure One
Issue Presentation in 2014 and 2018 and Leading Internet Mode**

	Issues		Leading Internet Mode
2014	immigration		 <p align="center">Cluster</p>  <p align="center">Path</p>
	health care		 <p align="center">Netlog</p>

		     	 <p>Meetups</p>
the economy		        	  <p>Pixable</p> <p>Planet Romeo</p>
2018			
	immigration	     	 <p>Pewdiepie</p>

			 <p>Chiara Ferragni</p>
	<p>health care</p>		 <p>Zhang Dayi</p>  <p>Michael Dean Johnson</p>
	<p>the economy</p>		 <p>Aaliyah Jay</p>  <p>Daniel Lara and Josh Holz</p>

Figure One's purpose is to develop the concept that how Internet moderates issues is changing. The amount of emphasis that Internet placed on interpersonal transactions in proceeding years, is decreasing. Recent popular developments have seen the rise of personalities who devote themselves to followings well exceeding 100K. This paper seeks to improve perspectives on how this change effects American politics. One idea that could be derived from Figure One is that Internet moderates how we learn about political issues differently now.

One could hypothesize that issues were formerly presented to gain approval of interpersonal transaction people, and are now presented to win favorable reasons from Internet personalities. The complexity of the smart device is only beginning to be understood. How political persuasion interacts with other content on the device may eventually be better understood. One of this paper's purposes is to improve ideas about how mobile devices influence people's political choices.

Is Creative Truth about Politics Found on Internet?

Creative truth is possible with Internet because the media has such a substantial emphasis on the social creation of knowledge. Since Internet's beginnings in the 1970's, the *raison d'etre* of improved cooperation among people has led the media's development. The concept of a transaction appears useful in comprehending how creative truth happens online. What is deemed truth in politics happens as knowledge is socially created. Transactions around improved political knowledge are common on Internet.

The word "transaction" is used by psychologists, as well as economists. Transactions, to psychologists, can be astoundingly varied. The transaction concept focuses upon how people are motivated to interact

because of anticipated personal gains. Politics involve a substantial amount of people reasoning with each other and estimating how cooperation could produce gains. Often these transactions are forays exploring and imagining about what could possibly happen. When technology introduced the e-network, the possibilities for transactions that gainfully improved knowledge about possible social cooperation multiplied astoundingly. This cooperation, in many instances, led to gains in political understanding, knowledge, and empowerment.

Transaction analysis is theoretically useful in imagining how networks acquire the political influence that they appear to have. When psychologists discuss transaction analysis, they first introduce ego states. Three ego states are theorized to exist--parent, adult, and child. These ego states moderate how we relate to ourselves and others. In the parent ego state, "We think, feel and behave as real parents or caregivers did when we were children." The adult is the only ego state not connected to the past. The adult ego state is an important processing center that "deals with the here and now reality." Those fears and experiences that people have had as children make up the child ego state. When the child ego state is active, "Thoughts feelings and behaviors that were experienced as a child are played back." When used in psychotherapy, "transaction analysis attempts to update the adult ego state with new information." Often the therapist assists the client in recognizing that ideas originating in the parent or child ego states have become mistakenly associated with the adult ego state. (Tomlinson, 2013) This relearning process can use diverse techniques, but always the ego-state model acts as an organizing principle. (Stewart and Joines, 1987, p. 277) Belief that one can accomplish positive personality developments motivates Internet transactions.

Transaction analysis of 2014 could be recognized as sometimes communicating from one ego state to another. Replies to a communication, similarly, are imagined to occasionally follow from one ego state

to another. However, people ordinarily communicate between the same ego states. When people begin tracking across different ego states, communications are usually disrupted. Somehow messages between people must return talking on the same level for interaction to continue. Occasionally, there are what transaction analysis term as "ulterior transactions." This occurs when the social message is between one set of ego states while a "psychological message" is communicated between another set of ego states. (Tomlinson, 2013) Political content is delivered in an informational environment where this complex communication reality is ordinary.

The social network's emphasis on images to create social reality producing transactions is purposeful intending to cause more complex transactions. A transaction to gain political knowledge likes the possibilities in sophisticated graphics. Smart devices are always improving in their graphics capability and improvements in what was possible even a few years ago in image strength are evident. Image oriented virtual reality has political implications as vivid images emotionally involve the accessor with political content. Contrasting imagery in politically active networks from several years ago reveals meaningful differences from the present. Technology can, thus, be appreciated as a major influence determining evolution of politics. When one emphasizes networks and virtual graphics reality, the importance ascribed social networking in present political deliberation appears reasonable.

Analyzing efforts people make to acquire a sound perspective on politics is of major importance in present analysis of Internet. The interpersonal transactions of former Internet may have created more confidence in acquired political knowledge. The ability to ascertain that one's political perceptions are similar can be assisted by the interpersonal social network transactions. The interpersonal questioning and cooperative developing of ideas was a major reality feature of the socially interactive Internet. For some reason, however, Internet has moved on from this stage of development. The preceding few

years have seen an increase in the importance of Internet personalities who mediate social construction of knowledge about politics. In order to evaluate how Internet personalities affect political choice, this phenomena needs more analysis.

Internet Personalities and Knowledge Empowerment

However *avant* Internet personalities are or how advanced and sophisticated the supporting virtual technologies, the phenomenon is still supported by network and transaction principles. The economic truth that large networks can connect those who seek something with those who provide what is sought is at the base of Internet's reasoning. Imagine the marriage broker of the past doing business in an Internet environment. Instead of trepidation in matches, the marriage broker would have great confidence in his remarkable ability to bring like-minded people together. Other social realities, including gaining knowledge about politics, follow from this analogy. Friendship, social cooperation, and politics all can be imagine to begin as people seek out the most advantageous transactions. Internet can be explained to significantly improve people's ability to so craft their own social reality. The amount of choice in approving of the Internet personalities that reach our smart devices has an influence determining our social reality.

Transaction analysis assumptions may be more integral to networks and social cooperation than had been imagined. Connecting to networks at different ego levels may be a meaningful variable affecting Internet and social reality. Internet personalities cannot be imagined without accepting that some of their appeal maybe based on creating transactions between the ego adult and the ego child. The manipulation that exploits personality tensions caused by transactions between persons of different ego states introduces an idea about social control through networks. Theoretically, a transaction between an

ego adult and an ego child is inherently tension producing. Motivation of all sorts are, thus, possible. Sophisticated manipulation of these ego state mismatches in transactions may create abilities to influence political consciousness.

Internet and social networks have now accepted Internet personalities. The Internet personality or micro-celebrity has been defined as, "A person famous within a niche group of users of a social media platform. Micro celebrities present themselves as public persona to be consumed by others."

(Wikipedia, 2019) Blogging is one possibility for attaining Internet personality status. Millions of people post content analogous to web blogs without achieving much recognition or fame. Some authors, however, develop a distinctive personality and rise to fame derived on the basis of their personality as much as from the content of any blog they devise. (Rich, 2009) In other cases, people rise to fame when a single event or video goes viral. "The Internet allows videos, news articles, and jokes to spread very quickly." When content is substantially shared, that content may be considered an "Internet meme." Those associated with posting really intelligent content may gain exposure. (Spink, 2004) Various types of online celebrities make money in different ways, but "most make money from endorsements." The online celebrity can "use their fame to promote products or experiences to their fan base." Marketing products is successful sometimes because celebrities "give credibility" to the product. (Juntiwarakij, 2018, pp. 550-555)

Thousands of Internet personalities of all sorts and descriptions exist. The YouTube channel with the most subscribers is famously the product of Swedish personality Felix Kjellberg, more famously known online as PewDiePie. From December 29, 2014 to February 14, 2017, Kjellberg's channel was the most viewed YouTube channel. As of April 2019, the Kjellberg Channel could claim over 95

million subscribers and 2 billion video views. PewDiePie's Channel now ranks as YouTube's second most subscribed and eleventh most viewed. (Wikipedia, 2019) PewDiePie's commentaries on horror games were his best-known content during his channel's early development. He eventually expanded out of this niche although his channel has mostly maintained a gaming identity. (Hernandez, 2014)

Chiara Ferragni is an Italian fashion blogger, influencer, and designer who collaborates with fashion and beauty brands. In 2017, she was able to claim 10 million followers on Instagram. This broad following allowed Ferragni to earn about \$12,000 for sponsored posts on Instagram. (Chiara Ferragni, Wikipedia, 2020)

Zhang Dayi is a fashion entrepreneur and designer and a successful Internet celebrity on Sina Weibo and other sites in China. She chats on her site, Sina Weibo, and has seven million followers on the Chinese equivalent of Twitter. Zhang's annual salary is reported to be \$46 million which is higher than the top Chinese actresses report. (Zhang Dayi, Wikipedia, 2020)

Michael Dean Johnson was formerly a prep wrestling personality from Knoxville, Tennessee. Now, Johnson identifies himself online as a New York City area personal trainer, model, and motivator. He is possibly more exemplary of the majority of internet personalities than the more famous, influential and economically successful influencers mentioned. Dean's content on Instagram has a distribution of 450K. Work as a fitness trainer, model, product endorser, and occasional reality show contestant likely produces Dean's income. Dean is questionably politically influential as Knoxville elected a former professional wrestler mayor.

Aaliyah Jay is a fashion influencer who has succeeded with paid partnerships with beauty and fashion giants. Jay is originally from Boston and is now a New York, New York personality. Her following is derived from her posts on YouTube.

Daniel Lara and Josh Holz are famous for producing a series of Snap Chat video featuring the California life style that attracted millions. While still in high school they produced their famous videos. Their fame led to their appearance on mainstream television talk shows.

Internet personalities are a gigantic question mark in the development and political significance of Internet. Inherent conflict during the decades of Internet's development has happened between those who imagine improved transaction capabilities and those who would like Internet to effectively mediate dispersion of information about politics. Internet's possible ability to orchestrate social development could be described as a social control perspective on future developments. The range of social possibilities that could become reality has alternatively motivated those who imagine improved transactions. Asking if Internet personalities improve transactions or orchestrate politics has many implications. Those who attempt to predict how social networking and other ICT phenomena are likely to affect future elections need to resolve which outcome Internet personalities most likely affect.

A Research Design about Creative Truth or Social Control

There is a temptation to connect Internet where interpersonal transactions are the popular mode with creative truth. On the other hand, when the Internet emphasis is on influencers, the social control theme appears to increase in importance. This paper hypothesizes that somehow both those who emphasize transactions and those who like the influencers determine politics. This political influence

phenomenon is complex, and an exploratory research design possibly could improve conceptualization significantly.

There are many thousands of these Internet personalities presently prominent on Internet. Emerging from identifiable niches on the network including the gaming, fitness, or fashion niche these personalities are reasoned to be gaining significantly in political influence. The issue that is assumed but that is uncertain is if these personalities dependably deliver political content with more social control. In other words, do the influencers interpret politics for people in a predictable way? Possibly, these people might break with established perspectives on politics and develop creative political interpretations. Better understanding of this phenomenon can be appropriately accomplished with qualitative methods.

The research design presented to improve concepts suggests using theoretical sampling to create a narrative about the two important concepts of concern. A first group of images were put together around the theme of images, creativity, and networks. A second group of images were sampled that present orchestration, social control, and networks. To exemplify how theoretical sampling could work with this problem, Table Three and Table Four have been created. Each narrative is comprised of 16 images chosen by theoretical sampling so as to accomplish the research design's objective. The themes for these tables follow the major concerns about how Internet influences politics that have been presented in this paper.

Figure Two
Images of Creativity, Transactions, and Networks

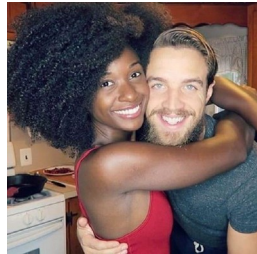

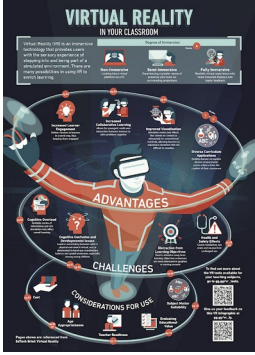



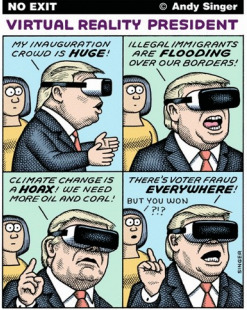












Figure Three Images of Orchestration, Social Control and Networks

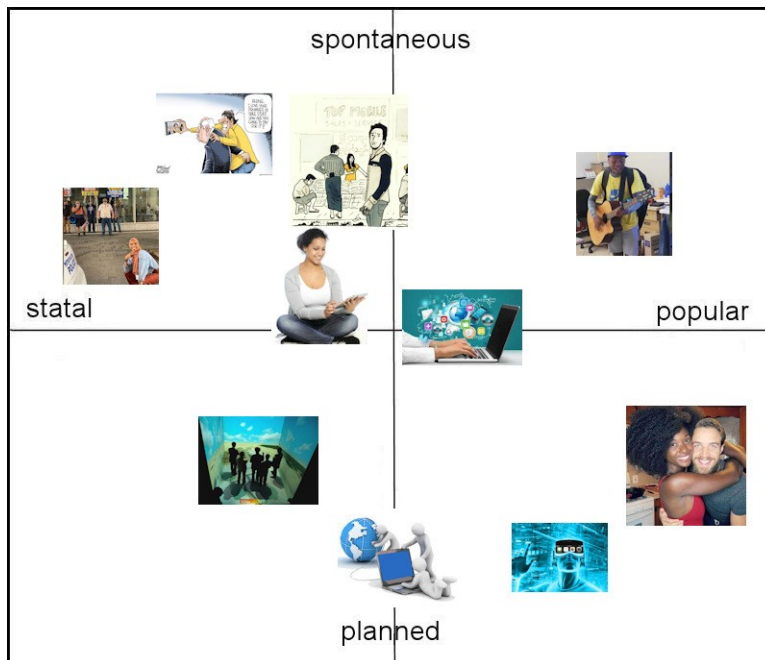
			
	 <p style="text-align: center;">Virtual Reality President</p>		
			
			

The sample created by theoretical sampling could be of any size. Table Two and Three are intended to be exemplary of the samples that would be devised. When one uses theoretical sampling the idea is to choose a sample that is imagined to be useful in accomplishing the research objective. The theoretical sampling that created Table Two and Table Three chose Internet images that the author thought useful in improving concepts about the phenomena being researched in this paper. Reasonably, one could imagine that a narrative about the themes of these two tables has been so created.

This sampling plan believes that Internet's evolving influence in politics can be made more comprehensible. Interpretivism is often used to analyze this type of data. Successful interpretivism depends on the unique abilities and perceptions of the researcher. The initial theoretical rationalism that precedes data collection assists analysis of qualitative data. Theoretical sampling is an important beginning in connecting the research question with research results.

Sometimes analytic techniques are devised that increase confidence in interpretivism. Figure Four presents a cognitive map believed useful in improving the interpretive process that occurs in analyzing Table Two and Three. Two axis are created in Figure Four. The horizontal x axis is a continuum from statal to popular. The idea is that each image is positioned on this axis on the basis of the degree of statal or popular content the image represents. The vertical axis in this cognitive map is a continuum from spontaneous to planned. Images are placed on the cognitive map presenting if the image is about a happening that occurred without much or any intentional design. These two dimensions are thought of as useful in anticipating how voters are likely to react to prospective Internet political strategies.

Figure Four
A Cognitive Map Useful in Analyzing Images about Changing Internet



cognitive mapping such as in Figure Four is a powerful analytic technique capable of improving on a researcher's aptitude for interpretivism. With the assistance of this graphical approach to analysis, the research question that has been presented in this paper can more effectively be reasoned. The methods to this point in the paper have all been directed at analyzing how the recent changes in Internet's emphasis are likely to affect political choice.

As data was analyzed, the question that concerned the paper was reformulated somewhat. Internet personalities could be understood to represent some change from the interpersonal transaction led Internet of a few years ago. Then the question became are these influencers inevitably working to reinforce an orchestrated political viewpoint. In other words, are influencers dependable forces

supporting the political choices of their sponsors? When the narrative about creativity, transactions, and networks is analyzed along side the second narrative about orchestration, social control, and networks, conclusions about the political effect of the changes in Internet can be reached. While the sometimes lucrative arrangements influencers have with sponsors could result in a more orchestrated politics from Internet, there are other factors at work. Internet's influence is substantially affected by spontaneous happenings. How Internet personalities use their influence in these situations is uncertain. A second factor that creates some unpredictability as to the effect of Internet personalities on politics is the statal reality often present in Internet images. The governmental side of things does sometimes encourage free speech and the open expression of ideas.

The changes that have been happening toward more importance for Internet personalities does not necessarily imply that Internet is becoming subjected to more social control. While some orchestrated presentation of political ideas could happen with influencers, the cumulative effect of recent developments is anything but certain. Internet personalities could reasonably react to spontaneous situations and to statal encouragement of free speech so as to create a more fluid politics than had happen before their gain in importance. The process of political influence that occur because of Internet are complex. Recent changes have only complicated political formula that Internet produces. While the concepts and methods presented in this paper may be useful in better comprehending what is happening in political Internet, more research is required to adequately explain virtual politics.

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