

Influence on people

The use of media:

1. Companies can influence us 10 hours a day with media
2. Influence through advertisements/target advertising, influencer...
3. Ads are everywhere and influence our perception

How advertisements work:

1. Showing us products of companies and make us feel that we need them
2. Telling us, our life would be more complicated without the product of that company
3. It's all about manipulation to make more profit and show us how cool our life is with those goods

Target advertising:

1. Your PC sends information about previous websites you visited before to a third party
2. The information gets used to show you similar or the same product you did not buy on other websites
3. Companies sell more products because we have more than one opportunity to think about and buy it
4. Often we buy things we don't need but in the end we think they are useful

Influencer:

1. Person of the public life
2. Share products of companies with their followers
3. Companies use the influencer to create sympathy for their products/business

The positive side:

1. Easy shopping: we get tons of offers that we need without searching for it

The negative side:

1. Companies have our data and use it for their interests
2. We buy lots of unnecessary stuff
3. That leads to overconsumption
4. That leads to trash, environmental pollution etc.

Influence on Politics:

Definition of Lobbying:

1. Lobbying stands for any attempts to influence the legislators or the government by individuals or private interest groups such as big companies.
2. The term of lobbying references to the representatives of the just mentioned interest groups generally waiting in the lobby outside of the legislative chamber.
3. Besides of influencing politicians lobbying has a few more effects. One of them is that lobbyists inform and brief politicians about their issues which allows them to be well prepared in meetings without wasting time on acribic research.
4. Therefor in theory politicians can work more effectivly.

Lobbying in Germany:

1. Even though mostly disliked and unaccepted by society, germany has huge amounts of lobbyists.
2. In Berlin alone there are a little over 6000 lobbyists according to Lobbycontrol.
3. Concerns anually pay millions of euros for it

How does lobbying work?

1. Usually lobbying works much more subtile then we see it in films and TV.
2. It's not about buying votes and politicians with a stack of money
3. It´s more like:
4. sponsoring election campaigns
5. giving the politicians food for thought in the wished direction

Pro's and Con's:

1. So as you see lobbying is indeed a mighty weapon when fighting for your political will. Here are some of the reasons one can like or dislike lobbying:

Pro lobbying:	Contra lobbying:
Part of democracy	Money decides how important your vote is
Helps politicians at being more efficient	Provocates political apathy
Protects the requirements for a working economy	Undermines democratic processes
Legal and very professionell	The lower your income the less will you be heard