Election Security

Dena Chen, Simon Corpuz, and Samuel Shin

Introduction

This poster explores the relationship between using scare message in political campaigns as a leverage to target the issue of election security. Election security is an alarming issue as it can lead to many terrible problems for the country as a whole. When people start to distrust the election results due to misinformation and disinformation, how can we convince the public audience through effective leverage methods from other campaigns ? We decided to approach this question in three different ways and one strategy is using the scare message.

Methods

Method 3 : Scared Based Messages

Target Audience :
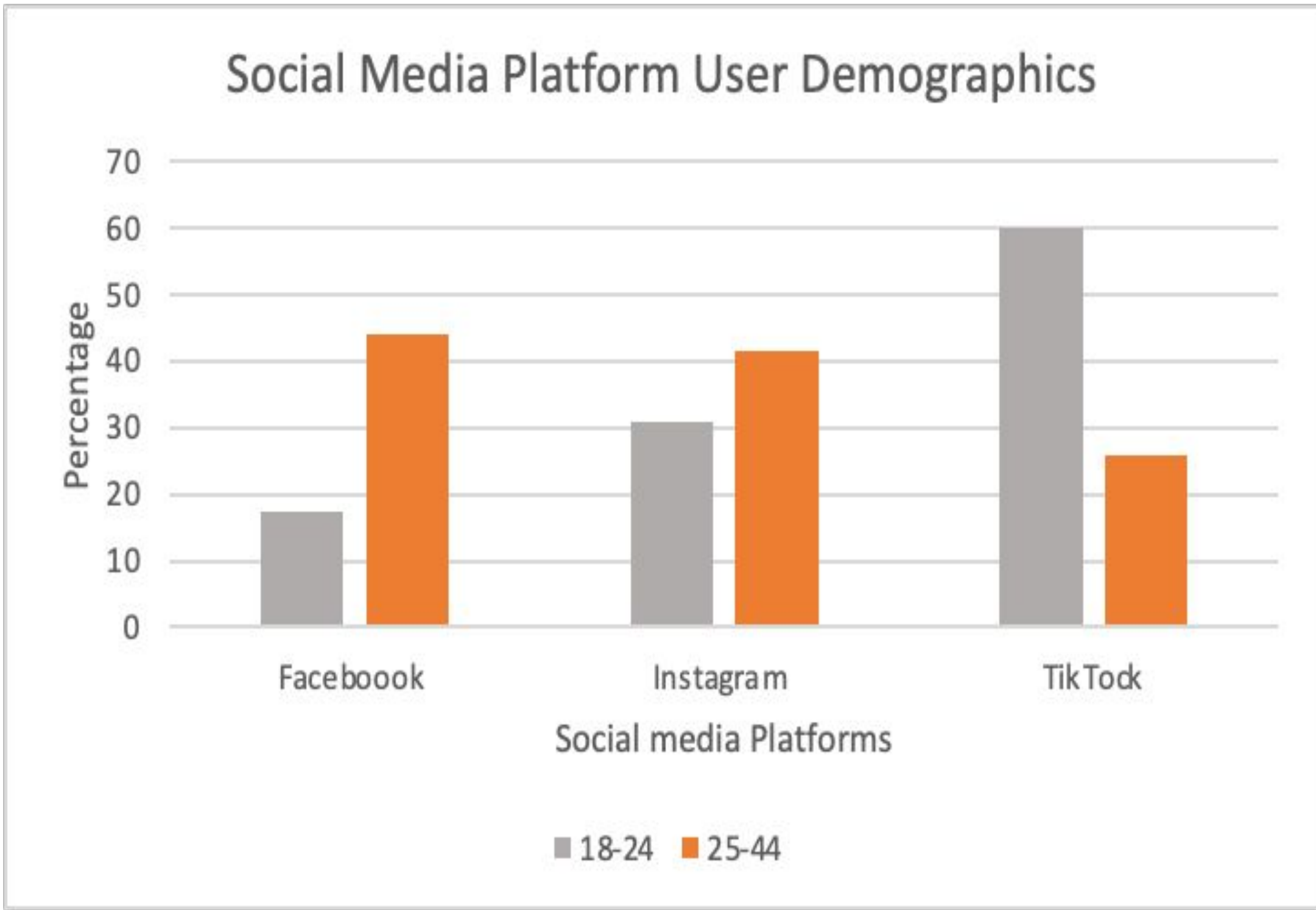Age 24-54 (older age people with family)

Target Message :
Reminding people of the terrible consequences that will come with distrust in election security and that those consequences can impact their life along with their family.

Message Distribution Method:
Through social media platforms, mainly focusing on Facebook due to their large amount of active users. Estimated 44 % of these users fall in the age range of 25 to 44 which is our target audience.

Results

IS THIS THE **FUTURE** YOU WANT ?

Stand up against misinformation by making sure your sources of information are credible

Jan 6 Riot is the *result* of the spread of distrust in election security due to misinformation

· Sample Scare Message Graphic

Social Media Platform User Demographics

· Looking at the graph to the left, there are differences in the user demographics based on age ranges. As seen from the graphs, a significant proportion of TikTock's users are young people within the ages 22 to 24. *In contrast, a significant proportion of Facebook's users are older with ages from 25 - 44.*

Discussion

Conclusions: From research, we find that scare message is less effective with teens and specifically through the issue of preventing substance misuse. This is why our target audience are adults from 24 -54. Through research, we find that scared based messages were "more effective among individuals with a 'chronic prevention focus'" rather than 'chronic promotion focus.' Research allows us to believe that using the scare message is an effective leverage in campaigns regarding election security.

Limitations: The limitations present in the research comes from the lack of diversity presented in research regarding using scare message in campaigns. Most studies done on the effect of using the scare message were based on campaigns that focused on health problems such as tobacco and substance abuse. Effects of this limitation could raise inquiries on whether scare messages are just effective across different campaigns or is it only restricted to health related problems.