Why would someone blow up a building for their beliefs? Nobody wakes up in the morning expecting to blow up a building as if it were their job. We follow this line of reasoning like the Olympic scenario that was portrayed today. Just like when Isaac was denied from the participation of his native team, Isaac was pushed to a certain extremity to take action and exact revenge. There is a certain point where people just “snap” when so much wrongdoing is going on in their lives. This point can be reached by people with certain characteristics when the situation is just right. The reactions of people around social networks can have an impact.

In all cases, there is either a “push” or a “pull” factor to influence people. It all depends on the situation for one of the factors to have an influence. If there are some negatives, then there is a “push” factor, or motivation, to do better so that there are less or no more negatives. Usually, in America, the push factor for people is to go to college, get a degree, find a job, buy a house, get married, have a family, and live happily ever after. Without that push, there is no motivation to do anything.

“Pull” factors operate a little differently. When frequent negative events occur that would harm an individual, their push factor diminishes and they are very vulnerable. Then comes along another individual who will try to “pull” them into a certain direction for their own benefit. Unbeknownst to the one that’s being pulled, the puller is trying to get them to do something the puller wants. The puller is being pushed by their own motivation, which pulls in the one that is being pulled. The puller is a certain “rock” that the one that is being pulled to latch on to them to pull them out of their vulnerable state.

There are characteristics that go with each factor. The push factors in people are usually self-motivation, pride, and greed. They have self-motivation so that they have something to work for, pride to keep up their motivation from faltering, and greed to drive their motivation because of the reward factor. If someone is vulnerable enough to be pulled by someone else then they might be experiencing depression and abandonment. They are experiencing these things because the negatives have left them feeling down and they feel abandoned because of the people who they considered their friend is now pushing them away. Each factor has its own distinct characteristics.

The power of influence is extraordinarily valuable, being the aim of ambitious people since the beginning of time. With a comprehension of social networks, maximizing the benefit from this influence becomes a possibility. Discussed above are the practical examples of how the power of influence manifests itself. The future of politics and business will likely rely on a thorough understanding of social networks- personal, professional, and media- and its correlation with the power of influence.