

# The Title \*

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This is a test abstract

*Keywords:* keywords

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## Introduction

If you were to Google the words “Taylor Swift” and “Political” you would find an influx of articles from the most well respected and reliable news sources across the globe reporting about how one celebrity made an incredible difference in the 2018 Congressional election. However, Swift’s endorsement fell short and her candidate lost the election despite the attention the media paid to her public support. In fact, many of the politicians that celebrities supported in this most recent election cycle did not actually get elected. Why then, do celebrities publicly endorse elected officials when the intended impact is far from guaranteed? When one looks closer, one begins to question the real impact that celebrities have on voting behavior. Warren G. Harding is often credited as the first American president to utilize a celebrity endorsement in the 1920 election (Garthwaite, 2013), thus beginning a consistent trend in politics to pursue endorsements outside of traditional means of support (other politicians, unions, etc). The most salient example of modern celebrity endorsement can be seen in the 2008 presidential election primary, in which Oprah Winfrey’s endorsement of Barrack Obama can be correlated with his Democratic party nomination and eventual win (Garthwaite, 2013). The “Oprah Effect” or ability for democracy to be strengthened among low-awareness voters through the consumption of soft news media (Baum, 2006) was taken a step further after the 2008 election and shown that Oprah’s preferences explicated in her soft news media was responsible for increased campaign donations and an eventual 1 million extra votes from her fans.

At the time of 2008 election, social media was relatively new, Facebook and Twitter were accessible globally to Internet users in 2006 and Instagram would not be created for another two years. Today, Instagram users make up 1 billion people, worldwide, with celebrities boasting tens of millions of followers. Currently there is very little research on the effects of modern social media apps on voting behavior. However if we follow news sites, one could reasonably assume that social media, specifically the social media behavior of celebrities makes a huge impact. For example, when Googling “Taylor Swift Political”, nearly 43 million results are available; the first dozen pages are stories from actual news sites arguing that Taylor Swift did or did not have an impact. I argue however that social media is part of a larger social schema in which many characteristics affect behavior. Further, I believe that voters rely on interpersonal relations and social connections that eventually influence voting behavior. While research does indicate that attitudes can be shaped by media influence, attitudes and actual behavior are very different. Within the scope of this paper, I believe that social media can have an effect on voter registration through extensive celebrity mobilization and endorsement, however this does not translate to an effect on the behavior value laden actions like voting. This paper will explore the debates of media effect

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\*Thanks to people and stuff

and endorsement in political voting behavior through the lens of the 2018 Congressional election.

## **Data and Methods**

## **Results**

## **Conclusions**

## **References**

Baum, M. A., & Jamison, A. S. (2006). The Oprah effect: How soft news helps inattentive citizens vote consistently. *The Journal of Politics*, 68(4), 946-959.

Garthwaite, C., & Moore, T. J. (2012). Can celebrity endorsements affect political outcomes? Evidence from the 2008 US democratic presidential primary. *The journal of law, economics, & organization*, 29(2), 355-384.