**Knowledge Organiser KT 4 Voting Behaviour**

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| Subject Specific Vocabulary | Short-hand definitions |
| Traditional media | Pre digital age media |
| New media | Digital technology media |
| Social media | Forms of communication that allow sharing of content/build networks |
| Fake news | Intentional creation of false information that aims to decieve |
| Open bias | Easily identifiable bias - newspapers |
| Hidden Bias | The charge made of the BBC – not really neutral |
| Filter bubble | The echo chamber on social media where users get more of the content they ‘like’ so ideas that challenge their thinking are not seen |

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| How has the media changed  Big picture: 24 hour news, internet, social media cheapening political discourse  Print Media: 21.9 m 2010, 10.4 m 2018  58% over 65 use 20% 16-24  Independent went purely online 2016  Mail and Sun best selling about 1.2m  Close link between class and choice of paper Mail and Express across classes, broadsheets AB and Sun Mirror and Star working class  Major paper moved online some paywall some donations. Papers have formed relationship with social media with symbiotic relationship re stories. Many journalists have big online presence  Declining trust in newspapers – hacking scandal/Leveson report/Millie Dowler  Print media still important: Investigative journalism, Windrush, Expenses scandal. Social media uses stories that appear in print media first |

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| Broadcast media  Broadcast media regulated by Ofcom  BBC dominates 76% use it for news, 53 ITV, 30, Sky, 23 Ch4  New player is GB News. Controversial seems not to be abiding by impartiality rules. BBC also dominates online not just TV  94% over 65 use TV as source of news 50%16-24, 16-24 and BME use internet more.  Election Campaigns  Broadcast media hugely important. Soundbites – politicians keen to get on TV – has led to celebrity politics and image being important. TV debates 2010, 2017. B  Social Media  Most social media users get news by clicking on mainstream media, Only 14% saw political ads online compared with 63% on a leaflet delivered at home. Is social media influence exaggerated?  Facebook clear leader but Instagram and X also important  16-24 BME not using Facebook.  2017 campaign to get young to vote. 1.5m under age of 35 registered  Problems: Fake News Brexit Referendum Turkey  Cambridge Analytics and AIQ harvesting data from Facebook to target voters, lack of regulation |

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| Are Opinion Polls god for democracy.  Note: Voting intention polls, policy issue polls, private polls, exit polls  Exit polls been accurate recently – 2015, 2017, 2019  IpsosMori, YouGov, ComRes  Who you ask is important Note 2015 prediction of hung parliament  Margin of error +/-3%  Parties use opinion polls to inform decision making process. 2017 Labour renationalising rail, 2019 Get Brexit Done v Incorrect polling Cameron 2015 predicting hung parliament led to Cameron including manifesto pledge of in/out referendum  Voting intention polls Can encourage political participation and inform public debate if result is close. 2010, 2015, 2017 all had higher turnout than the election before v do polls influence voting behaviour v the bandwagon effect and the underdog effect but discredited. Low turnout 2001 where landslide predicted  Polling can give a voice to the public. 2016-2019 Brexit dragged out . Polling showed completely out of step with voters in policy issue polls  Public media politicians all get access to polls. Public opinion cannot be misrepresented. Newspapers and PGs commission polls. 2012 3p rise in fuel v media obseesion on who is winning not interrogating policies v opinion polls influence facts supposed to measure. Conservative Britai Alliance mega poll Banned in France, Spain, Italy in run up. 2015 big issue. Coalition of chaos |

Evaluate the view that UK media has little influence over public opinion and voting behaviour

Broadcast media very influential given numbers who watch. Parties think they are. Cons banning Today, Kuennsberg Corbyn, 67.1 appearances Con v Lab, frame news stories – 201-15 only austerity a possible response, moved online

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Impartiality guidelines. OFCOM, online and social media challenging broadcast media

Print media: Politicians think so: Blair and Murdoch press, Sun backing every winner, leaders recruit DoCs that are ex paper men Campbell/Coulson, Milne/Cain, extensive reach with ABC1, Labour problems with Con bias, press barons, they set agenda where broadcasters follow, Mirror Cummings, MailOnline, more floating voters with partisan dealignment

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papers reflect views of readers, not changing minds, reinforcing views, declining sales, 16 mins per week at news online 2019, did not work with Corbyn in 2017

Social media: Younger generations BME, 2019 nearly half budgets spent online, 2017 Corbyn free from media bias, promote policies directly, Cons better in 2109 targeting marginal seats with tabloid ads, Labour MPs pro leave constituencies

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only 3% of users spend time on news, much comes back to BBC/print, 2019 social media less important than print media according to Corbyn, filter bubble same as newspaper readership

**Evaluate the view that pressure groups rather than the media have greater impact on politics**

Evaluate view that media enhances democracy

Print Media is free, uncontrolled, 2009 Telegraph expenses scandal, 2017 Guardian Windrush, local papers hold local councils to account

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Ownership in hands of few press barons, highly partisan vested interests right wing Brexit, Conservative media means not level playing field, dumbed down politics,

Broadcast media non partisan and balances print media bias, BBC Charter to promote understanding of political system, Live TV debates V

dumbing down to make it more popular, too many channels led to apathy, 24 hr news oversaturated, hostile questioning leading to public mistrust in politicians, some refuse to engage and appear or offer vapid answers

Social media

Social media has democratised consumption away from press barons, voice for those excluded by mainstream media, key vehicle for voter registration drives Corbyn, participation following politicians, re tweeting etc, petitions change .org

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trolling, filter bubbles, fake news, dark adverts