



EFFECTS OF NATIONALISM IN THE WORLD BY SOCIAL MEDIA

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ABSTRACT

This research examined that nationalist spread nationalism by social media. They are keen to do their work by electronic, print and social media but this research focused on social media uses for spreading nationalism by election campaign, this thesis argued on agenda to getting nationalist's goal, also demonstrated their strategy, technique, and achievement. For data collection this research used twits, news reports and researches for measuring the facts, Nationalists put their agenda to spread nationalistic approach by many techniques, through case study research found that they used computer algorithms to achieved results. By this analysis the world now aware of nationalistic approach, the world can do more for globalization, for the peace of world the people of world can set one agenda on the globe to protect the world from the effects of nationalism. This research explained how the world scenario is changing from globalization to nationalism, social media acts strongly for this nationalistic world.

Key word: Globalization, Nationalism, Social Media, Strategy, Election.



Introduction

we are living in the world where economy is being globalize and politics is being liberalize and combination of two both will create paradise on earth but 2016 was the moment when story being changed when Brexit announced, another moment we have seen in US election when Donald Trump came in power and also we had listen to jerks in France and Germany election when nationalist got more seats before ever, this change represented that old thoughts has been changed from globalization to nationalism the right left politics has been blown up and replaced globalization.

We are seeing a new divide in world politics right and left and the truth is nationalism are gaining world grounds from 2016 in Europe, America and in France nationalist gain more seat in recent election, even in Germany Angela Merkel decrease their popularity and one nationalist party got success to reach parliament, everywhere nationalism is spreading their roots and grabbing more ground in the world.

In thoughts changing game a lot of work published on nationalism by international media, national media and social media, the question is no longer whether the media push an agenda because agenda studies are demonstrated so far decades, the question is how nationalism is conceptualize and how nationalist policies and ideas are promoted, how international media, national media and social media promote nationalism. Here we will focus on how social media is involved to spreading nationalism, how much media contributed to pursuing nationalism.

Nationalism in Politics

The idea of nationalism appeared in 18th century, Nationalism developed by Britain during 1707-1837 (McDougall, 2020). Different people of Britain made sense of Britishness depend on their differences from Europe, commitment to Protestantism give an opportunity to Britain the unit history and a permanent enemy in Catholic France, History forced to growth British trade and their faith.

In 1830 British nationalism challenged by three reform crises: the expansion of the rights of Catholic citizen, the movement for parliamentary reform, and the abolition of slavery (Colley, 1992). Struggle for crises give a chance to Britain citizen to directly involve in national politics. Britons keen to know by debates about their identity but the concept of originally bonded Britain has gone they are divided into English, Scottish and welsh.

Because of the industrial revolution there was a rise of desegrated, nation encompassing economy and national public envoriment, the british began identifying their country at large units of their provence instead of the smaller once. Initial appearnce of popular patriotics nationalism began in mid 18th cetury and actively spreaded by British govermnet, writers and intellectuals, Natonalist constantly creaed natonal sign, myth, flag, belief and anthem which were widley accepted.



Literature Review

In 21st century social media is the game changer, people and organizations are connected through various forms of social network. In digital revolution youngsters of this generation are engaged in politics by continuously use social media, it shows change in process on social and political behavior, attitude and knowledge. Researchers are interested to reveal big change in politics through social media.

Chong Oh, Seven Kumar (2017) have studied the role of social media sentiment in US political election they found that the role of social media as a medium of information dissemination and sharing must not be lightly. The demographics shows 40% of Trump's follower are generally conservatives, Christian, working class and white which shows a consistent overlap between Trump's followers and Trump's voters.

Christine B Williams 2016 evaluated Social Media Political Marketing and 2016 US Election in United States the study argued the role and impact of social media in 2016 US election focusing specifically on the prudential nominating contest. These studies demonstrate the social media are well suited to measuring audience response to candidates' messages and thus the effectiveness of their marketing.

Ugar Gunduz and Burcuc Kaya Erdem 2017 examined the concept of virtual nationalism in the digital age in Turkey the research showed serious institute are taking online network more and more seriously because reaching people have never been easier. The new communication tools are providing the individual the new values that required some changes in traditional value structures. Because of its potential for high context communication face book is undeniable extremely popular in Turkey.

Sri Hari Deep Kolagani (2016) evaluated Identifying trending sentiments in 2016 US presidential election from California State University. The study resulted that people use social media to express their positive or negative sentiments. Moreover, these sentiments may extended to the context of the general population, opinion on 2016 presidential election events, debates and controversies few election conducted on the efficiency of social media sentiments analysis and the outcome of major political election.

Pew research centre conducted research on Trump, Clinton voters divided in their main source of election news by Jeffrey Gottfried, Micheal Barthel and Amy Mitchell, the researchers examined that Fox news (nationalist channel with social media web)of main source of 40% Trump followers, whereas Clinton voters named an array of different sources, with no one source named by one in five of her supporters, the research revealed that the some Trump and Clinton supporters regularly relied on digital native outlet. The survey was conducted Nov 29, to Dec 12, 2016



Methodology

In this chapter we will discuss how we conduct the research and the process of study, research Method, research tool, hypothesis, theoretical frame work and material of the study. This chapter is based on all small details of study.

Qualitative Research

Qualitative research defines non numerical data, it is used for depth study of problems. Data obtain by interviews, audios, videos and experience. By qualitative research we can generate new ideas and thoughts for research. Qualitive data invites researcher to talk on their own words. We can use qualitative research for case study method to focus on reason, opinion and experience in-depth.

Qualitative research is the process of collecting, analyzing, and interpreting non-numerical data, such as language. Qualitative research can be used to understand how an individual subjectively perceives and gives meaning to their social reality.(McLeod, 2019)

Case Study

In Case study researches we study a contemporary unit in-depth. Case study method is conduct for investigation of an event or boundary of an event thoroughly. Case study method can find out hidden facts from events. In case study method researchers define boundaries whether it is case or not a case, without case study we cannot find direction of events that happens in society. Here we discuss the material (Data Collection) and from where we gathered data, then we explore the methods of research, research design, research tool and in the last we discuss analysis of this study. In this research we will choose UK and US official's tweets as the case study. we will gather and collect data from twitter during 2019 to 2020 UK and US official's tweets and the consequences of them, by this research tool we will collect data from 2019 to 2020 from both countries' officials and politicians.

Research Questions

- How and why is the social Media actively working to accelerate nationalism around the globe.
- How is the agenda setting working on nationalistic policies and ideas?

Research Objective

This study base on descriptive, exploratory and explanatory methods. The main objective of the research is to investigate agenda setting of social media which is leading nationalist policies and ideas throughout the world and also investigate the effects of nationalism on international society.



The scientific investigation would certainly identify agenda, conceptualization and factual information of media. Every person of society needs to understand their social and culture heritage, in past decades teachers, professors and peers teaches but in recent era media is playing active role to aware public that how they think about issues and how they react on them.

Theoretical Framework

In this research we use Framing and statistical analysis

This research is about effects of social media in society by putting an agenda from international lobbies and far-right movements. We collected data from twitter trends, political campaign and analytic views from political experts. The main objective is finding of study. We use framing and analysis to get accurate finding of the research.

Data Collection

In this research we have gathered news reports, articles researches and twits from 2016 to 2020. The data collected for Brexit consists of eight researches, five news reports and three twits. The data collected for the politics of United State of America contains seven researches, two news reports and twenty-two twits.

Material

we gathered data from social media. Research Data were collected from twitter. We gathered data from trends, collected bundle of tweets, numerous news reports and analytic views from experts and researchers.

Mindset framework by digital media

The nationalist party who supports Brexit used clear, short and simple messaging technique on social media with devastating negative assault to win digital war before EU election. The analysis agencies said that “Brexit party has won election by social media campaign with great success, the rule of achievement went out there of others expectation. (The Gurdian, 2019)

The guardian reported that,

The analysis looked at each party's impact on Facebook and Twitter, their top-performing content, and the impact of their party leaders. The analysis found the Brexit party generated more than 45 times as many shares through “simpler, stronger messaging and a deeper understanding of their audience”. The campaign was “overwhelmingly negative”, focused 39% of all ads on attacking Labour and prioritized older Facebook users in England rather than 18-24-year-olds, or residents of Scotland and Northern Ireland.(The Gurdian, 2019)



Pro Brexit party used dozens of bots social media accounts, analysis mentioned key of success of Brexit supporters by social media, the guardian stated that,

The accounts were all created relatively recently, had Brexit party profile pictures, tweeted dozens to hundreds of times a day, and posted almost exclusively about Brexit. (The Gurdian, 2019)

Politico

During Brexit there was some questions about how the political parties have reached to online voters. Online messaging, Twitter, Facebook, viral nationalistic content, Digital ads, all are used by Brexit supporter to win election. Politico team gathered with researchers of New York University and explain UK digital election campaign, they analyzed,

Third Parties outspend political parties

POLITICO also crunched its own figures, based on Facebook's transparency reports and Crowd Tangle, a social networking analysis tool, to figure out how much each British political party had paid for each of its ads, as well as how successful both some anti- and pro-Brexit Facebook pages had been since early September at reaching would-be voters online. (Scot & Francesco , 2019)

Manipulated debate on twitter

Cyber security firm F-Secure reported that 24 million tweets were published from December 2018 to February 2019.

According to F-secure many bots and fake account found they involved in excessive retweeting, "Leave" and "Remain" both sides received excessive number of tweets but 'Leave' got more than 'Remain'. It was led to be believed that twitter accounts were linked with the far-right when they published tweets concerning the far-right news sources or when they articulated back up for individuals, a fine example of this was the anti-Islamic activist known as Tommy Robinson.

F-secure tweeted and published special report. (Global Security Mag., 2019)



(F-Secure, 2019)

BBC reported about F-Secure Report that,

Concluding whether handling the UK based accounts was tricky – but in many circumstances' researchers proved, for instance, that an account would be fully functioning during the night-time hours of UK. Or else, US cities would be considered as the account's public location (BBC UK, 2019)

Tweets

Trump 2020

Donald Trump twitted on the favor of white nationalism, in tweet he acknowledged to the boundless people of communities mentioned to the retirement communal north west of Orlando where the gathering seized place, he stated that,

“the radicals left do nothing democrats will fall in the fall. corrupt Joe is shot see you soon!!!



resident Donald Trump retweeted a video Sunday that included a rally supporter at The Villages yelling "white power."

(Cutter, 2020)

People of village protested against Trump's policies during protest Trump supporter reached there rising his hand in fist and shouting "white power" the 10 minutes video tweeted by Trump showed that Trump works for normalize deep old roots of white nationalism.

The Guardian Highlighted

Leaked emails reveal Trump aide Stephen Miller's white nationalist views

(The Guardian, 2019)

Stephen Miller a 'white nationalist.'



The White Nationalist Websites Cited by Stephen Miller

Newly released emails show President Trump's chief immigration adviser was a young Senate aide who promoted his anti-immigrant views by referring to the sites.

(Rogers & Deparle, 2019)

Boost of Extremist

U.S. President Donald Trump's recent outburst of tweets daring four Democratic members of Congress to "go back" to their countries of origin have been roundly condemned as racist by the Democrats and even some members of his own party.

Trump attacked the lawmakers by charging that they "hate our country," and should leave if they are unhappy. Three of the women were born in the U.S. The fourth — Congresswoman Ilhan Omar of Minnesota — was born in Somalia but immigrated to the U.S. as a child and became a U.S. citizen. All four are among Trump's fiercest critics and have called for his impeachment.(McIntire & Confessore, 2019)

Radicalizing Men Online

White supremacy got famous by individual, white power supporter spread white nationalism by posting tweets, sharing photos and videos, they proudly posted "I am white Nationalist". Heidi Beirich, director of the Southern Poverty Law Center's Intelligence Project, have been searching extremist white supremacy on digital media and stated that white supremacy is like a global interconnected movement.

Facebook Ban on "White Extremism" Mark Zuckerberg said that nobody can post "I am White Nationalist" but they can post "I am Black Nationalism"

He also said the ban is not on free speech but for safety of people of America, international norms apply on Facebook to prevent people of America. (Lam, 2019)



(Lam, 2019)

Trump tweets encourage civil war

When trump posted on a twitter post that “cause a civil war like fracture” if he will remove from office in USA. after this tweet hashtag “#CivilWar2” trended, (Harte, 2019) Dispute started when white supremacist demanded Robert E. Lee and Stonewall Jackson statue removal they said ”it was raised against a backdrop of white supremacy and that it is against public policy to keep it up” (Wamsley, 2020)

Very next day militia of right wing posted Trump’s tweet in her post “This is the truth. This is where we are. We are on the verge of civil war. Like in 1859.” (Harte, 2019)

In august 2019 Reuter reported that a alleged white power activist killed twenty two individuals at a Walmart store in El Paso, Texas, afterward placement an anti-Hispanic platform on digital media. Analyst observed there is no radical, right or left group which organizing a military campaign but there are many attacks in few years which showed surge in political violence (Harte, 2019)



Georgetown University's Institute of Politics and Public Service this month released a poll that found a majority of Americans think political, racial, and class divisions are worsening, and that the average voter believes the United States is two-thirds of the way to the edge of a civil war(Harte, 2019)

Face Detecting Algorithm to Promote White Supremacy

Picture taken by Camera has a feature of “picture cropping algorithm” posted on twitter. Twitter post show a ‘headless’ picture of a black American noticed social media activist and expert said that twitter promotes white supremacy by the use of picture cropping algorithm. Picture cropping algorithm feeds by a feature that removes black color. When they noticed headless picture, they changed background or lighting of camera to fix it but change doesn't work we attach tweet with picture where cropping algorithm used.





(Colinmadland, 2020)

Picture Cropping Algorithm

Twitter users noticed that twitter uses picture cropping algorithm. Algorithm crops black face and show only white face on mobile when two pictures posted in a same post on twitter. Twitter Users claims that is racial bias act from twitter. Twitter refuse user's claim said "we are trying to fix this problem" but many users posted Bias algorithm feature. Frist picture of this page is uploaded by user and second pictures is image of twitter shows bias algorithm feature work to promote white nationalism or white power.

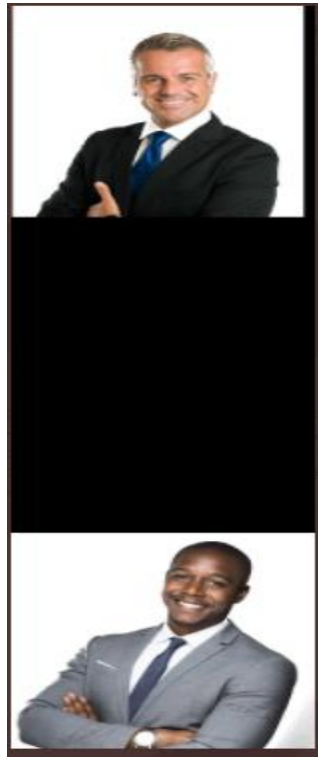


Fig-1

(Christensen, 2020)

Picture Cropping Algorithm

Here twitter shows biasness as two different white and black men's posted pictures in a same post showed only white man face. Many twitter users demand to fix it from twitter, to stop spread nationalism and stop to support white supremacy.



Fig-2

(Christensen, 2020)

Picture Cropping Algorithm used on politician

There is another tweet shows that white American senate majority leader Mitch McConnell's face has posted but we didn't see Black American US former president Barak Obama face in the same post. Picture cropping algorithm picked white face instead of Black face. (BBC, 2020)

Real Picture Fig-1 posted on twitter but fig-2 show the result of algorithm cropping feature.



Fig-1

(Arcieri, 2020)

Picture Cropping Algorithm used on politician



Here are two same pictures of white American posted on twitter instead of original post which posted a white American Mitch McConnell and a black American Barack Obama faces. These types of post confirmed that twitter support nationalism in USA and actively play a role to promote white supremacy.



Fig-2

(Arcieri, 2020)

Twitter debate on Picture Cropping Algorithm used on politician

Here we attached debate on this algorithm between twitter user which show evidence of twitter biasness and favor with white power, people are talking about picture cropping and face detecting algorithm have been using through twitter.



(Sols, 2020)



(Davis, 2020)

Discussion

We discuss before that in the world nationalist spread nationalism and put their agenda by social media. In the society nationalistic approach aims to poisoned world through biased behaviour. They want power of government to get influence their nationalistic views. They use most active and most effective media that is social media. They put agenda to spread nationalistic approach by many techniques we discuss here some of them.

Bots VS human

Bot is an automated technique of social media generated written content automatically. It is a computer algorithm uses to produced thousands of posts/tweets in a few minutes get thousand and thousand shares and likes in merely a minute people talk about content which shows on their timeline frequently.

We find out that the Bot once is greater than the attempts of human to shield themselves from bots. Bot traffic is more affective and cheaper than humans. Supporter of bot content get strength through production of automated content largely in short time and the people who oppose bot content get weak effects of bot. so here is evidence that bots are playing a greater role to shaping human opinion.



During USA election campaigns 2016 and 2020 nationalistic approach influenced in American society. Obama was the first black American president of USA in American history. White supremist consider Obama's presidency as a challenge or threat for white power. In the next election 2016 they started struggle to raise white power they use slogan "Make America Great Again" for spread nationalistic views.

Trump agenda is rising to spread nationalistic approach

Donald Trump had aim to come in power that was strengthen white supremacy views in America. Many times, he tweeted in favor of supremacy in his presidential term nationalist come to street to fulfill their demands. This study has shown by many tweets from Trump where he praised white nationalism.(Cutter, 2020) Study proved that trump have strategy to spreading nationalism in America.

After succeeding for his term of presidential race he faced claim to get support from Russia to win US election. This study shown that Trump's policy adviser Stephen Miller is a nationalistic supporter. In 2019 the Guardian, New York Times and top newspaper published a report on leaked email which send with aim of praise nationalism is America. Stephan Millar have full support of Donald Trump, newspapers reported.(The Guardian, 2019)

Algorithm

This study proved number of evidences to use algorithm during Brexit and USA election this study explored three types of algorithm that used in political campaigns. Bots, face detecting algorithm and picture cropping algorithm. We have discussed Bots in detail but adding more detail Bots that also used in USA political process though that was less than from Brexit but they have used by nationalistic movements to put or raise their agenda.

Face detecting algorithm have used in recent campaign of USA election 2020. From September 2020 this algorithm has been using to praised white strength. Face detecting algorithm has a special feature where it used to detect black skin as a background. Twitter posted some headless picture of black American. Study explained that face detecting algorithm used in political campaign people of USA claim that is twitter biasness to introduced FDA. They demanded that twitter should stop behaving like nationalists. Twitter should remove FDA from twitter. (colinmadland, 2020)

Picture cropping algorithm is another nationalism supporter algorithm introduced by twitter. This feature is that when two same pictures posted on a same tweet but twitter shows only a white man face. Study proved with many common pictures this special events was happened with Barak Obama and McCollin face when twitter shoe only white face McCollin face. Study explored this



algorithm effects on public. They debate on this feature but many of them give justification few of them demanded inquiry from twitter and few are neutral(Devis, 2020). The algorithm used by political power and twitter support them. Nationalistic approach spread by these algorithms specially in USA.

CONCLUSION

Social media is a key changer itself but the algorithm is the booster of social media impact on public views. By the invention of print media literacy rate was increase, after radio and tv people became more educated more aware literacy rate of public was high but the inception of social media made it higher. The world shrinks as a globe, nation brain is on the social media activist's finger tips so they do work hard to change political view of nation by bots or by algorithm, their work and effects speed increase 100 time more than human efforts without algorithm or bots.

Fake accounts and paid advertisement techniques are also work on social media to spread political agenda of nationalistic parties. Both techniques have been using to strengthen parties' agenda or promote their theory of nationalism in the stablish era of globalization. Bots promote their views very fast in short time with little efforts and the algorithm of social media spread nationalistic approach faster and more quickly then another technique.

Before the inception of social media, we live in globe in the era of globalization. Nationalist raised nationalistic agenda but in slow mode. Sine inception of social media supremacist came on social media make their efforts to put and raise nationalistic agenda in the world. They divided world as the Brexit happened and as the slogan make sound "Make America Great Again". By social media nationalist actively work over the globe to make their struggle succeed through social media they put nationalistic agenda to make strong their voice to get succeed.



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