

# The Problems Associated with Political Campaign Persuasion through Propaganda and its' Psychological Effects on National Election

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## ABSTRACT

The research article is based on the problems that are related to psychological facts in political campaigns. It explained the problems and challenges with the political campaign due to the psychological effect on the national election. National elections are not based on democratic principles as some different factors and variables could put influence on the choice of voters and due to which selection of a candidate might not according to the choice of an individual. It could also have to face different kinds of problems that are related to political campaigns. It is psychological fact that voters expect from the political bodies to give better performance and also select the leader according to the abilities but some factors influence their willingness and it could result in different problems therefore propagandas of political campaigns are also considered important to in political campaigns.

**KEYWORDS:** political campaigns, psychological effect, influence, democratic, advertisement, social media, voters

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## INTRODUCTION

Politics has considerable significance in the contemporary life of the human body. With the help of politics, people try to shape their life according to the requirements and to handle their basic needs in life. In the Democratic environment of a selection of a leader, it is considered that there would be free elections that are based on the willingness of the public to select their leader. Selection of a leader in politics is considered a basic point to achieve the goal of Democratic institutions as it indicates that the country is going towards development and everyone has a personal opinion to select a leader to deal with the matters of a country. Political activities, also called political stage and politicians are considered actors as they perform a specific character in front of the audience. They provide them with a better dream that would be supportive to gain development. Different variables are there in the society that could influence the voter's selection as it is based on the selection of the public. People have different kinds of problem that are based on psychological facts such as party influence, mistrust towards politicians, social media marketing, and family trend that also impact on national elections as people select an illegible person for a post and impact negatively on the political campaigns (Pratkanis, Pratkanis, & Aronson, 2001).

It is considered a significant element in Democratic procedures that general elections are based on the campaigns that are used to get again good reputation in the public and it provides strategies that are used to plan the campaign according to the opinion of the public. Every politician who gained power and can speak in the public gives a good image and people believe in his promises. The people who are following a politician are considered that he is an ideal politician and he would be helpful to improve the situation of the state. In the political campaign, also the personality of the leader is influence by the public, therefore it is categorized in different types and turns had the candidate is considered to incorporate with all these qualities that are required by the Public. It could lead the decision of voters in the wrong direction as different variables are influencing the mind of voters (Gerber, Gimpel, Green, & Shaw, 2011).

The political campaign also faces different kinds of problems that could impact on the mind of the human as these are based on the factors that are influencing the mind of a human. Due to these problems, national elections also impacted as wrong decisions are made and there are no changes to get back the decision. The main factor that is being used by politicians is social media that are used to influence the mind of voters. These problems are related to

political campaigns; therefore basic propaganda also could impact national elections. Increasing the use of social media to make political campaigns are also observed as basic propaganda in the digital campaign as it provides a negative impact on political campaigns in contemporary time. It would also include that it demonstrates the current negative role of social media in the political campaign as it misguides the people to select a candidate and also affect negatively on the national election.

### Theoretical framework

Political campaigns are based on different kinds of agendas that are used to provide the information for the current condition of the country and in this campaign some political use to describe the problems of a country and also make sure that if people give them authority, they will provide better opportunities for the people and will take the country towards the development. These perspectives are not easy to reliable, but there are different kinds of variables that are influencing the minds of voters. The independent variable of this research is based on psychological facts such as party influence and dependent variables are Advertisement and two campaign influence that could urge the people to elect a leader with the capabilities that they are showing to the public. Independent variables also include the integrity of the candidate and capability of trust as people have trust or not. There are research respondents are stated that the most valuable feature of a politician is honesty and credibility. These variables are used to urge to a selection of a candidate for the seat of a leader (Hill, Lo, Vavreck, & Zaller., 2013).

There following table shows that the participation of different variables in the selection of a leader and it could be evaluated with the help of statistical analysis:

Age	Independent variable (party influence)	Dependent variable (advertisement)
18-28	30%	60%
28-38	45%	55%
38-48	57%	30%
48-above	63%	36%

The table explained that the age of voters is also matters in selecting the candidate and it could be evaluated that youth is mostly influenced by advertisement and social media impact as they are mostly engaged in such activities that are mostly related with the interaction with social media channel and they would be impacted by advertisement while selecting a candidate. The people in the age group of 38-48 are most likely to have a trend to go with party and family influence as they are mostly engaged in such activities. The independent and dependent variables also have different kinds of impact on the voters, and it is also related to the age factor. The analysis of factors of research and elections could be used to evaluate the present results and it is based on the figures that are shown in the table. The results of the interpretation of the table show that age factor is also important in influencing the independent variable, as it is a change in a variable group of age as the change happened in the age group, there is also change in influencing factor (Shen & Guo., 2013).

The other problem related to the selected candidate for the post of president or Prime Minister. It is also considered that

the candidate must have proper characteristics and kind human nature so that it could be according to the requirement of voters and it would be able to support by the public. These assumptions are assumed before selecting a candidate, but while the candidate is selected, these assumptions could not be meeting as the expectations are not according to the nature of the leader. Therefore voters could get this heart and it is considered a big problem in a political campaign as the people do not believe in the campaigns and create a bad image of a political campaign.

### Method

The research is based on quantitative research methodology as the historical data is being used to interpret the problems that could be faced by people do in political campaigns and it could also impact voters as the main variable in the research is the influence of party and Advertisement. The party influence is based on people from families as well as also due to political campaigns. Political ads include different kinds of social media channels that could provide information about the political party and they focus on rational propaganda that is being involved in the agenda of any party. The propaganda in a political campaign is provided with the help of social media channels and advertisement towards the mind of people. It is also providing help to the public to use their right to elect a leader and engage in online propaganda and online campaigns that are helpful to provide their message to the youth (Bakir & McStay., 2018).

Apart from quantitative analysis, it is also being considered that qualitative analysis is also used to get better results. The analysis is based on past and historical information of where people who are engaged in politics and if it is also considered that these people also have an issue of education as they would be elected due to biasness but it is meant to influence as political marketing is also being used to provide information to the people and it is imagined that candidates have to convey his message to the voters to achieve the votes by creating a great image among the public is helpful to get better strength of words as well as it is also developed psychologically among the voters to provide them better facilities. The public is being over influenced by the impressions, specifically appearance of a candidate, and it creates based on different influences. Social media apps that are being used to provide better information about the candidate and people believed in it. The table shows the influence of variables such as personal traits in percentage as followings:

Leader A		Leader B	
Pre-test	Post-test	Pre-test	Post-test
<b>Performance credibility (56.2%)</b>	Performance credibility (61.2%)	Performance credibility (43.7%)	Performance credibility (49.2%)
<b>Style (12.3%)</b>	Style (12.1%)	Style (10.3%)	Style (14.3%)
<b>Aggressiveness (8.9%)</b>	Aggressiveness (12.9%)	Aggressiveness (8.0%)	Aggressiveness (15.9%)

The personality examined that leaders have a different kind of personality traits that could also impact on the selection of voters as it shows different results about the behavior of leaders. First factors are calculated before test and after test. The statistical analysis shows that the correlation between the results of examination about the leader's image in post-test and the probability of voting shows that leader A was

$r=0.85(p<0.01)$  and leader B  $r=0.74$  ( $p<0.01$ ). therefore I could not be said that the personality image of both leaders is influencing the choice of voters but it is the variable discussed above that are influencing the choice of voters to select a candidate. In methodology, it is also considered that personal traits of leaders are also considerable in choosing of the candidate by the voter. People select leader according to the personal traits and their behavior therefore there could be manipulated by the leaders. There are before and after the effect of selection. The temporary information could not

be enough to interpret the ability and personal traits of a leader. Therefore it could be impacted negatively on the psychological fact of people to select a leader for their country (English, Sweetser, & Ancu., 2011).

### Results and discussions

Research shows that correlation between the results of the evaluation of different variables in influencing the voter's capability is based on quantitative methods that are based on past research and historical data of past researches.

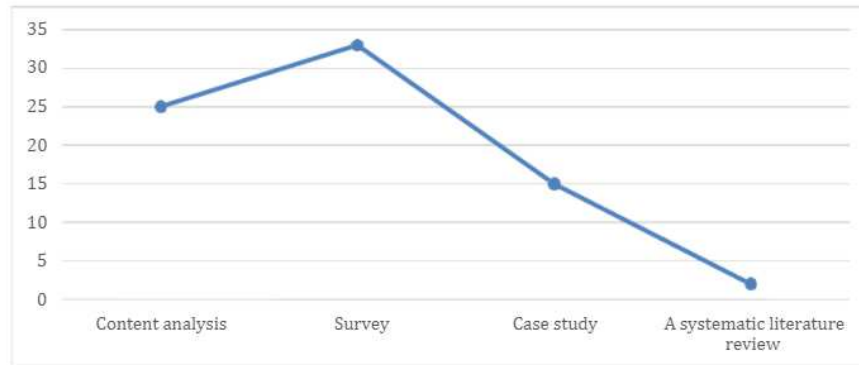


Figure 3. Methods adopted by prior studies on the use of social media in political campaigns.

### Figure Methods Adopted by Prior Studies on the use of Social Media in Political Campaigns

#### Link:

[https://www.researchgate.net/publication/328505241\\_THE\\_ROLE\\_OF\\_SOCIAL\\_MEDIA\\_AND\\_COMPUTATIONAL\\_PROPAGANDA\\_IN\\_POLITICAL\\_CAMPAIGN\\_COMMUNICATION](https://www.researchgate.net/publication/328505241_THE_ROLE_OF_SOCIAL_MEDIA_AND_COMPUTATIONAL_PROPAGANDA_IN_POLITICAL_CAMPAIGN_COMMUNICATION)

Social media channels are being used for influencing political perspectives in the minds of people. It is also provides perception that is conducted according to the elections and people select the candidate who is more influencers. Political campaigns also impacting the voting choice of people as it is considered basic element in a Democratic situation as well as the psychological fact is also mattered as people are required to implement the psychological fact while selecting a candidate. It could be assumed that to every voter perceives differently from different channels and support to get a different perspective of political candidate would be helpful to get these variables that are characterized according to different voting power (Bronstein., 2013).

Results of the research are based on the fact that people select candidate according to the personal abilities as well as due to the influencing factor such as social media and family influence. The selection of a leader is most likely based on these influencing factors. Despite of selecting a leader due to his ability and your willingness these kinds of psychological effects interpret the national voting in the wrong way and also impact negatively on national voting. The result shows that effective and specific part of psychological campaigns of politicians is considered effective as it is a considerable number of studies that are involved around the countries such as the United States, Germany, and United Kingdom etc as they are influencing the mind of voters with the help of social media and providing them a platform for broadcasting the political opinions that are involved in the influencing the mind of people to select a particular candidate. It is observed that studies indicate the focus of benefits of advertisement towards the political campaign as it is observed that these advertisement campaigns could be helpful to select a good leader for the country (Allcott & Gentzkow., 2017).

#### Conclusion

It is concluded that the psychological facts are influencing the mind of voters and they would be able to select the political candidate according to their psychological facts. This perspective of voters could be perceived as they have influenced by political parties and manipulate the ideas of select a leader according to his personality but the propaganda impact on the voter's choice as there is a heavy influence on young people with the source of advertisement. Propaganda is used to provide information about the political party, but these propaganda in the political campaigns are used to manipulate the youth and also evaluated that people are feeling good to select a candidate who has strong propaganda. Studies show that people also influenced by advertisement methods, and it is negatively influencing the capacity of selecting a candidate in a Democratic country.

The problems are not only based on psychological effect but also influencing factors that perform a basic role while selecting a candidate as it impact more on the people to select a candidate. These problems could relate with the different kinds of problems and also affect the national elections. Political marketing specialists use psychological composition to influence the voters and it is commonly used by the many politicians. This perspective of voters could perceive a crowd around a political person and it also based on the helpless face of politicians to manipulate the people and it could have resulted in false selection of candidate. The study shows that the subject is very severe and it must be based on the criticism of the undesired selection of candidate that is not eligible to work as our leader in a country but it is being selected on the wrong grounds. These kinds of psychological effect could also impact on national elections and could lead to worlds for the development of people as well as the country (Jack., 2017).

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