

SOCIAL MEDIA IMPACT ON POLITICS

Formulation of the problem. Nowadays, social media affects every aspect of our lives as well as politics. Therefore, we consider it to be relevant to explore what exact influence worldwidedeb has on modern politics all over the World and how much it changed politics.

Goal. To analyze the effects of social media on nowadays politics throughout the World. To achieve our goal, weseet the following **tasks**:

- To discover how exactly social media influences modern politics;
- To analyze how politics changed with internet taking over the World;

Presentation of the material. Recent couple of decades gave the political landscape all over the world a huge change due to creation of world wide web. In particular, social media is an enormous factor in political campaigns and also the way people think about anything. Here we are going to state some of the main ways that social media affects politics nowadays.

Firstly, there is now a huge possibility for people to directly interact with politicians. That is actually a positive effect of social media, because voters now have an opportunity to communicate with candidates and elected officials online to now them better, whereas, if one wanted to meet a politician, he would have to attend a live event and very little people were able to do so. Nowadays it is possible to attend virtual events while being at your place.

Secondly, there is also a big impact of polls, that are an important part of every campaign. Nevertheless, it is possible to see multiple polls with contradictory results posted at the very same time. As with other types of political news, the internet has greatly increased the number of polls results we see each day. Social media has accelerated this even more. Not only do social media sites report the results of polls, you can actually participate in Facebook polls. Such polls have a huge impact on elections even if they are inaccurate, because if people see a poll in which one candidate is way ahead of other, they will probably vote for the first one. Moreover, when candidates see such polls during their campaigns, they know who they have to overcome in votes by doing better campaigns or even propaganda.

Thirdly, the news are now easier to access. One can see what happens with politics and vote statuses anywhere by simply looking into their phone, when before social media, there were people that didn't know about wars and their elected officials, so today it takes nearly no time for people to react and do some actions, if needed.

On the other hand, it is now very simple for political powers to spread fake news, conspiracy theories and rumors through citizens on social media. As everyone may know, political campaigns are influenced by every story, even the tiniest one, whether they are true or not. Nowadays it only gets harder to separate fake news from real ones online and social media only makes it more confusing due to a possibility to create news and so called «memes» for anyone.

In addition, one of the hidden forces that operates on social media is confirmation bias. This is especially powerful when it comes to controversial topics, including politics. It's natural for people to surround themselves with others of like mind. This is true both online and offline. On social media sites, this can create the illusion that «everybody» thinks the same way. For this reason, social media may reinforce our opinions and make it more difficult to entertain alternative points of view. In politics, it can help to make people more opinionated and less tolerant of others.

Furthermore, social media plays a significant role in conflicts by allowing news to sharply go viral and possibly lead to misinterpretations that can cause conflict, creating technological advancements in communication that is increasing the power of inducement leading to scandals, corruption and violence on social media platforms, changing leaders focus from administrative dynamics to new media technologies. Due to the fact that internet can't have enough monitored system, that it is easily accessible and has cheap interface, social media can lead to both political and economic conflict. Nevertheless, it generally leads to a social one.

Conclusions. After social media taking over people's interest, politics nearly went upside down, it changed gradually, but became closer to ordinary people. Nowadays even a schoolchild is able to have an influence on modern politics by simply posting anything tangent to it and making it go viral. Moreover, today everyone has to be more conscious and «filter»the information he is reading online, because in modern world it is tough to separate fake news from the real ones.

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