

A Follow-up to a 61 Million Person Experiment in Social Influence and Political Mobilization

A previous large scale experiment showed that a single message posted on social media could directly influence real world voting behavior, and that the indirect effect of the message on friends accounted for most of its total effect on increased voter turnout. Here, we analyze a follow-up experiment conducted in the 2012 US Presidential Election. The results show that messaging had both direct and indirect effects on voting behavior in that election as well, suggesting that social media can be an effective tool for mobilizing political participation in high stakes elections.

James H. Fowler
Professor
University of California, San Diego
<http://fowler.ucsd.edu>