CH. 15
POLITICAL ADVERTISING
FAMOUS POLITICAL ADS FROM THE PAST

• 1952: Eisenhower vs. Stevenson: I Like Ike and Eisenhower Answers America
• 1964: Johnson vs. Goldwater: Daisy Girl
• 1984: Reagan vs. Mondale: It's Morning in America
• 1988: Bush Sr. vs. Dukakis: Willie Horton
• 2000: Bush Jr. vs. Gore: Bureaucrats
• 2004: Bush Jr. vs. Kerry: Swift Boat (1, 2)
• 2008: Obama vs. McCain: Fundamentals of Our Economy
• 2012: Obama vs. Romney: Romney's Bain Capital
1952: Eisenhower (R) vs. Stevenson (D)
1956: Eisenhower (R) vs. Stevenson (D)
1960: Kennedy (D) vs. Nixon (R)
1964: Johnson (D) vs. Goldwater (R)
1968: Nixon (R) vs. Humphreys (D)
1972: Nixon (R) vs. McGovern (D)
1976: Carter (D) vs. Ford (R)
1980: Reagan (R) vs. Carter (D)
1984: Reagan (R) vs. Mondale (D)
1988: Bush Sr. (R) vs. Dukakis (D)
1992: Clinton (D) vs. Bush Sr. (R)
1996: Clinton (D) vs. Dole (R)
2000: Bush Jr. (R) vs. Gore (D)
2004: Bush Jr. (R) vs. Kerry (D)
2008: Obama (D) vs. McCain (R)
2012: Obama (D) vs. Romney (R)
2016: Trump (R) vs. Clinton (D)
POLITICAL ADVERTISING ON SOCIAL MEDIA

MEMES OF 2012: DEMOCRATS OUT-MEME REPUBLICANS
THIS EPISODE IS BROUGHT TO YOU BY THE LETTERS F AND U
Who's unemployed now

Biotch!
DEFICIT REDUCTION
Comes at Some Expense.
Help! I'm trapped in a binder and need to get home to make dinner!
DID SOMEONE SAY BINDERS FULL OF WOMEN???
I HAD A BINDER FULL OF WOMEN
BEFORE THE SHIT WAS COOL!!!!!!!
STOP THE DEBATE.
I WANT TO HEAR MORE ABOUT THIS BINDER...
ROMNEY'S STORM TIPS

1. IF YOUR HOME IS IN THE PATH OF SANDY, EVACUATE TO YOUR SECOND OR THIRD HOME IMMEDIATELY.

2. IF YOUR HOME SUSTAINS DAMAGES FROM SANDY, ASK YOUR PARENTS FOR MONEY TO FIX IT.

3. MAKE SURE YOU'VE MOVED YOUR CARS TO THE TOP FLOOR OF YOUR GARAGE.

4. SANDY IS SO VIOLENT BECAUSE SHE WAS RAISED BY A SINGLE MOTHER.

5. DON'T WORRY ABOUT EVACUATING, IF IT'S A LEGITIMATE STORM, YOUR HOUSE HAS A WAY OF SHUTTING ITSELF DOWN TO PROTECT ITSELF FROM DAMAGE.

6. MY PRAYERS AND THOUGHTS GO OUT TO 53% OF YOU;

7. 53% OF YOU WILL BE FINE, THE OTHER 47% I COULDN'T CARE LESS ABOUT.

8. IF YOU SURVIVE, I'LL TAKE CREDIT FOR IT.

9. IF YOU MUST DRIVE IN THE STORM, USE EXTRA-STRENGTH ROPE TO SECURE YOUR DOG TO THE ROOF OF THE CAR.

10. EVERYONE CHILL OUT, SANDY WILL END EARLIER THAN MALE-NAMED STORMS. SHE HAS DINNER TO GET ON THE TABLE.

11. I ACTUALLY HAVE A BUNCH OF STORM SURVIVAL TIPS, BUT I'M NOT GOING TO TELL YOU ANY THEM UNTIL AFTER THE ELECTION.

12. EVERYONE IN THE PATH OF THE STORM: DON'T BE A VICTIM AND STOP LOOKING FOR HANDOUTS!
"Governor Romney... the 1980's are now calling to ask for their foreign policy back."

- Barack Obama
3rd Presidential Debate
October 22, 2012

Interesting:

Who would have thought that 4 years later, the Clinton campaign would agree with Romney's assessment and the Republican nominee seemingly embraced Russia and Putin.
CHARACTERISTICS OF PRESIDENTIAL CAMPAIGN ADS

1. **Ads are increasingly funded by super-PACS**

2. **Ad spending has continued to go up each election…** Until 2016

3. **Negative ads are a staple of each election, but 2016 was very different**

4. **Ads use production techniques (images, music, & cinematography) to manipulate our emotions**

5. **The purchase and timing of ads have become more strategic**
   - Use both traditional and interactive sources (Twitter, Facebook, Instagram, Snapchat)
   - Emphasis on swing states (smart move by consultants? Maybe not. This year we saw a backlash to candidates who don’t pay attention to them.)
WHY DO NEGATIVE POLITICAL ADS WORK?

RESEARCH SHOWS THAT....

• **We recall negative information more than positive information because positive events are seen as the norm. (Hence, journalism focuses on the negative more)**

• **Denying negative information can give an impression of “playing defense” because you may have something to hide**

• **Negative ads can spark free media attention**

• **Misinformation that affirms your pre-existing attitudes is HARD to change in people**

• **Simple, negative narratives in ads are easier to recall than the complicated nuanced stories in the factual world**
MORE ABOUT NEGATIVE ADS

RESEARCH SHOWS THAT...

• PEOPLE LEARN ISSUE POSITIONS AND PERSONAL QUALITIES FROM ADS
• ADS ARE A DIRECT WAY TO COMMUNICATE WITH VOTERS ("CANDIDATE-CONTROLLED COMMUNICATION")
• ADS REINFORCE ATTITUDES AND BRING OUT THE BASE
• CANDIDATES TRY TO **PRIME** VOTERS WITH ADS
• CANDIDATES TRY TO **AGENDA-SET** MEDIA WITH ADS
• ADS CAN **FRAME** A CANDIDATE BEFORE THE PUBLIC REALLY KNOWS ABOUT THE CANDIDATE
PROS AND CONS OF NEGATIVE ADS

IN DEFENSE OF NEGATIVE ADS

• Negative ads don’t depress voter turnout
• Negative ads encourage active processing of politics
• Negative ads focus more on issues than positive ads do
• Negative ads bolster participation in partisan politics
• Negative ads are a check on the system

CRITICISMS OF NEGATIVE ADS

• Negative ads clutter airwaves with uncivil attacks on people who want to lead us
• Negative ads can reduce trust in government and depress political efficacy
• Negative ads reward opposition research, take quotes out of context, misrepresent policy positions and personalities
1. What did you think about negative ads before reading the chapter and hearing lecture?

2. Have your views about negative ads changed at all? If yes, then how? If no, then why?
Fact-checking and correcting misinformation

- **FactCheck.org and Politifact.com** are two examples.
- But fact-checks can bolster attention to the misinformation and provide free media space for the ad.
- **Selective Perception Problem:** The people who need to see the fact-checks the most likely won’t see it or won’t believe it.
- However, fact-checks can correct misinformation if they are clearly labeled and receive widespread news coverage.
WHAT CAN I DO TO STAY AHEAD OF THE GAME?

- Actively SEEK OUT fact-checks, even if it’s uncomfortable
- Seek out DIVERSE news, even if it’s uncomfortable
- You should be getting your news from a wide variety of sources
  - Traditional
  - Partisan – BOTH SIDES!
  - Satirical
  - And try out some academic news sources: The Conversation
FAKE NEWS & THE ELECTION

• **Viral Fake Election News Outperformed Real News On Facebook In Final Months Of The US Election**

• **Facebook fake news creator claims he put Trump in White House**
BE MEDIA LITERATE!

**Be on the lookout for FAKE NEWS!: How to Spot Fake News**

- **Look at the domain name:** ".com.co" are often fake
- **Triple check the story with mainstream news sources**
- **Look for author attribution**
- **Check the “about us” tab**
- **Check Snopes.com for the story, FactCheck.org, or PolitiFact.com**
- **Watch out for “clickbait” headlines that make you emotional (typically angry) and cause you to want to share the article (that’s how these places make money)**
- **When you Google something, look at where it's coming from**
## Examples of Some Fake News, Hyper-Partisan News, and Satirical News

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<tr>
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<td>LMR/LibertyMovementRadio.com</td>
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<td>CollectiveEvolution (3)</td>
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<td>The Reporterz</td>
</tr>
<tr>
<td>ConsciousLifeNews.com (2)</td>
<td>MegynKelly.us (1)</td>
<td>The Stately Harold</td>
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THE 13 KEYS TO THE WHITE HOUSE

- **Election Forecasting Guru Allan Lichtman Predicts Donald Trump Will Win 2016 Election**

- Elections are more about assessing and evaluating the current party in the White House