**The Impact of Social Media on the US Electoral Process, Exemplified by the Influence of the X (Twitter) Effect.**

**Abstract:** The objective of this study is to examine the influence of the social media platform X, previously known as Twitter, on the US presidential elections. It is asserted by numerous experts that the blocking of certain tweets from Donald Trump, the 45th President of the United States, who utilized the Twitter platform effectively during his election campaign for a second presidential term, was a contributing factor in his loss of the election. It is therefore anticipated that X will prove an effective means of facilitating Trump's electoral success in November 2024.

**Keywords:** *Twitter, Tweet, Blocked, Misinformation, Social Media, Election, X, Campaign,**Electoral Process.*

In the course of the 2020 election campaign, Twitter implemented a systematic approach to identifying and categorizing Trump's tweets as misinformation. Trump's campaign was thus disrupted, and he attempted to respond, but his efforts were ineffectual. Despite his intention to utilize the Twitter platform to enhance the impact of his campaign, the challenges he faced impeded his ability to leverage the platform effectively. Conversely, the Twitter platform provided substantial assistance to Trump's opponent, Joe Biden, who was subsequently elected as the 46th President of the United States. This support constituted a pivotal factor in securing his electoral victory, as it enhanced the visibility and prominence of his tweets.

In October 2022, Elon Musk, the newly appointed proprietor of Twitter, purchased the social media platform for the sum of $44 billion. Subsequently, he has initiated a series of significant modifications to the platform.[[1]](#footnote-1) In July 2023, Twitter was renamed X in accordance with Elon Musk's long-term vision for the company. This alteration was intended to facilitate the creation of a comprehensive application.[[2]](#footnote-2) In addition to renaming the platform "X," Musk implemented a significant shift in company policy.

During the 2020 election campaign, instances were observed in which supporters of Trump published the results of opinion polls. Such content was promptly identified by Twitter as misinformation. Following the elections, Twitter maintained its negative stance towards Trump. The social media platform held Trump culpable for the post-election events, initially suspending his account and subsequently permanently blocking it.[[3]](#footnote-3) Elon Musk, the new proprietor of Twitter (X), has made public the results of a survey conducted on the potential reopening of Trump's personal account. The survey revealed that 51.8% of respondents expressed support for the reopening of Trump's personal account on the platform. Subsequently, Musk declared that Trump's personal account would be reinstated, accompanied by the Latin phrase "Vox Populi, Vox Dei," which translates to "The voice of the people is the voice of God."[[4]](#footnote-4) Following a hiatus of approximately two and a half years, Trump resumed tweeting from his personal account, @realDonaldTrump, effectively continuing his election campaign through this platform. However, in contrast to the 2020 election period, the social media platform did not intervene in the 2024 election period when Trump supporters published the results of the opinion polls. Furthermore, the dissemination and encouragement of these tweets was facilitated by the proprietor of the social media platform. In addition to supporting Trump's use of the X platform, Musk openly solicited votes for Trump and demonstrated his continued endorsement by attending the Pennsylvania rally on October 6, 2024. Additionally, he highlighted the shortcomings of Trump's opponent, Kamala Harris, by retweeting a series of criticisms directed at her.

The contrasting approaches adopted by the social media platform in question during the 2020 and 2024 election campaigns are clearly discernible. While the social media platform had previously adopted a negative stance towards Trump, following the change of ownership, it adopted a more favorable position towards him and even openly endorsed his campaign. In light of the aforementioned evidence, it is a matter of interest to ascertain whether the social media platform Twitter will affect the results of the 2020 US presidential election in a manner analogous to its purported impact on the outcome of the 2024 presidential elections. Should Trump emerge victorious in the forthcoming election, social media will undoubtedly emerge as a potent instrument in shaping the electoral outcome.

1. The Independent, “Twitter rebrands to X as Elon Musk loses iconic bird logo,” 24 July 2023. <https://www.independent.co.uk/> [↑](#footnote-ref-1)
2. DW, “Twitter: Elon Musk rebrands platform to ‘X,’” 24 July 2023. <https://www.dw.com/> [↑](#footnote-ref-2)
3. BBC ‘Twitter Trump'ın hesabını kalıcı olarak engelledi’ 9 Ocak 2021 <https://www.bbc.com/turkce/haberler-dunya-55601333> [↑](#footnote-ref-3)
4. BBC ‘Donald Trump'ın Twitter hesabı yeniden açıldı’ 20 Kasım 2022 <https://www.bbc.com/turkce/articles/c0jg0vqk5p7o> [↑](#footnote-ref-4)