Political Myths and the 2024 US Election

Charles L Mitchell
Grambling State University

Abstract
Political Myths and the 2024 US Election

This paper analyzes the 2024 election and the established political myths that were destroyed as the Republicans won the President, House and Senate. Three influential political myths failed in 2024. First, a myth that mainstream media was dominant in influencing election outcomes ended. Second, some significant changes occurred in how people perceived the Kennedy military idea in the Cuban Missile Crisis. This change in myth was influenced as interest in multi-target attention to various presenters on TikTok increased, and the Ukraine crisis continued. Third, a myth that Obama had awesome ability with social media's political influence failed. The coffeehouses, salons, and bars of TikTok, were filled with Republicans who were quick to dispute the Democrat's alleged social media strengths. This paper suggests the failure of these three myths affected the lenses people use to make public choice decisions at election time allowing the Republicans to succeed in 2024.

The misinformation issue in 2024 significantly favored social media. Experts in knowledge management emphasized the importance of not neglecting misinformation problems. Active involvement in political discussions on social media in 2024 reinforced refusing false information. Claims were made that social media could repair the damaging influence of misinformation even damage from decades ago.

The possibility overturning some prominent myths could produce partisan realignment was analyzed. Future elections could be influenced by the political myths that failed in 2024. Global issues were another 2024 factor the paper analyzed. Social media encouraged public choice based on self-interest and discouraged political issues that were adverse to individual interests. Global cooperation with potential personal gains won more votes than concern about government dishonesty and corruption.

In order to improve comprehension of some concepts essential to this analysis, a research design that uses qualitative methods, theoretical sampling, and narrative analysis is presented. Three samples of relevant images from internet are devised around three such concepts. The first image sample considers political myths in US politics. The second image sample focuses on the group consciousness developed by social media. The third narrative sample continues evaluating the positive side of social media analyzing conflict resolution gains thought to occur.

Political Myths and the 2024 US Election

Political myths are often reasoned as integral to political culture. Myths function to unify people in a common culture. In an ordinary organization, the socialization of new members often involves learning the organization's myths. For example, an individual who once went to unusual lengths to assure the organization's success maybe glorified with a myth. Members of the organization may be exhorted to increase their performance with reference to this legendary personality. As the culture of the organization continues to develop, the mythical personality may exert significant influence on future developments. Governments are no different, and often rely on established myths to perpetuate themselves. Throughout most of the recent past, people have assumed that governmental myths are devised by governments to maintain stability. Only recently have venerable political myths been disputed. This paper considers how the 2024 election was influenced by social media's willingness and ability to deflate some well-established US political myths.

Knowledge management has had more influence in the 2024 US election than had happened in previous years. The out of power party, the Republicans, confronted a difficult situation as the 2024 election campaign began. Social media was known to have had a major influence in previous presidential elections. How social media would influence 2024 could not be well determined on the basis of previous election years. Because the Republican candidate was perceived to be at a deficit, a substantial amount of innovative reasoning went into social media

strategies. Motivated by concern about losing badly, the Republicans unified and took on myth making realities. Republican strategy made 2024 a Republican year with the party winning White House and control of the Congress.

Determining the extent to which technological innovation influenced 2024 is important in understanding the changes taking place in American politics. Important innovations had happened in the preceding four years in the sophistication of mobile devices. Networks had become more significant as their complexity increased. Graphics had continued gaining in influence as their remarkable detail had more recognized cognitive influence. Software had become innovative and promoted inclusion of many people in social media. The distance these innovations were from technological perspectives in earlier election years was surprisingly great.

The influence of innovation was nowhere more evident than in the process of agenda formation in 2024. Elections always have issues influential in voter choice. In 2024, the US election saw social media make transformation to those issues voters used in their decisions. Government honesty and corruption almost always appears somewhere on the list of issues influencing voter choice. 2024 was no exception. What was unusual in 2024 was how social media eliminated honesty and corruption as the decisive election issue. Economics and peace won out as decisive issues with the help of social media. The prospect of the lengthy and dismal involvement with a government honesty scandal was unattractive and unhappy. Social media promoted the idea that public choice needs to follow positive economics and interest in a more peaceful world. Social media's outlook rejected the long scandal in favor of ideas about more positive future events.

Mainstream media in 2024 could not control the pragmatic public choice of the social media audience.

Analysis of 2024 needs to reason with an election different from proceeding elections. Only once before had an American president been returned to office. In 2020, a dispute about results produced a riot that seized the US capital while electoral college votes were being counted. Several criminal indictments of President Trump happened around election related issues from 2020. The electorate in 2024 essentially rejected the government dishonesty issue developed by the Democrats and returned President Trump to office. Other unusual political events occurred before 2024 including the first resolution in US history to vacate the Speaker of the House of Representatives. Kevin McCarthy of California was replaced by Mike Johnson of Louisiana as Speaker. The choice of the new speaker was influenced by intentions to improve Republican political organization before the 2024 election.

This paper's analysis of political myths is about well accepted explanations about events that influence political culture and future developments. The analysis that follows emphasizes possible mechanisms that popularized interest in the myth formation process in 2024. Many events both domestic and international influenced the return of the Republican candidate to power. This paper is concerned with only one aspect of this phenomena. Gaining an improved understanding of how myths, knowledge management, and public choice influenced this election is the objective of this paper.

Narrative analysis using qualitative methods techniques allows developing some useful perspectives on 2024. Any group of ideas that tells a story can be called a narrative. Narrative can include dramatic presentations such as films or soap operas. A collection of photos presented as a slideshow qualifies as narrative. Paintings and other artful expression are explained as narrative. The word "narrative" is a very inclusive expression useful in referring to various techniques people use to present their perspective on reality. Those who use qualitative narrative analysis can intend to use media to devise content with story value. Alternatively, attempts by others to create a story line can be analyzed in narrative analysis. Theoretical sampling is used by this paper to devise three samples of internet images about concepts relevant to improving analysis of the 2024 election. Qualitative methods allows that with theoretical sampling the researcher is able to devise a sample that follows ideas of most interest to him. The three internet images samples this paper presents were so devised. The narrative strength of these samples is intended to improve perceptive analysis of the 2024 election.

Political Myths and Cognitive Consciousness about Politics

How people conceptualize politics is integral to democratic politics. Popularizing political events occurs in every political campaign. The sophistication with which people comprehend political happenings has always been questioned. Imagining that all voters understand politics as rational public choice has never been true. A high percentage of people who vote are reacting to some simplified explanation about the meaning of the election. Partisanship is often the technique people use at election time to simplify electrical choice. In US politics, the rational choice process often agrees that partisanship is an acceptable approximation of rational choice useful in

analyzing candidates. While influential, partisan choice does not ultimately determine electoral outcomes.

This paper includes mention of partisan realignment; therefore, concepts are included with an ability to explain changes happening in partisan reasoning. Political myths are an explanation this paper suggests for partisan realignment. When partisan realignment happens, the convenient formula citizens use to analyze voting choices is replaced in a substantial number of cases with a new formula. This process of one formula for evaluating candidates being supplanted by a new formula is hypothesized to be connected to the influence of political myths.

Political myths according to Murray Edelman happen as "members of the public are often reluctant to engage in the intricacies of politics." Edelman continues, "That complexity at least necessitates myths and other linguistic devices which provide the illusion of simplicity and coherence." Political myths involve heroic leadership, struggle, and sacrifice and are devised by political and media personalities for specific groups in society. (Kirke, 2022, p. 911)

The function of myths is to "link private experience, ongoing reality, and public history that develop into powerful frameworks of understanding. Myths thus become "lenses" through which we make sense of contemporary political events and experiences," A unique property of myths is that the entire myth does not need be recited. Instead certain symbols, images, slogans, and phrases can recall the entire myth. (Kirke, 2022, p. 912.)

Governments tend to become actively involved in the creation of myths. There are several reasons for this. Georges Sorel saw "myths not simply as 'description of things,' but rather 'expression of a determination to act' that were critical to political change. Myths have a mobilizing aspect. Sorel continued that if we relied solely on rationality then we could not undertake great social change "because such changes were always created through imaginative means."(Kirke, 2022, p, 916)

A recent example of myth politics are the efforts by right-wing populists to fuel COVID skepticism. Some leaders tended to "reinterpret the existing political myth of struggle between an elite and the people that was already fundamental to populism." The motivation for adapting myth in such a manner was to gain as much as possible from the political reality that COVID presented to them. Kirke theorizes, "If myths are not adapted to the present, they effectively cease to be myths." In 2024, the Republicans confronted several possibilities for revising political myths. Motivated by President Trump's legal difficulties, the Republicans chose to rework some established political myths so they were more consistent with 2024 reality. This strategy significantly increased the importance of social media in revising myths to be consistent with present political conditions. (Kirke, 2022, 915-17)

Important Political Myths Influencing the 2024 Election

The 2024 election questioned several prevailing myths about how voters are influenced. The traditional voter choice model has placed significant emphasis on the ability of mainstream

media to frame election issues. For about two decades, the influence of mainstream media has been decreasing due to competition from social media. 2024 saw this trend continue with what to some was an abysmal loss of mainstream media's influence.

The Republicans in 2024 were highly motivated fearing several criminal indictments against their candidate. Influenced by concern that their party might be destroyed, the Republicans were willing to look to political myths as an answer for their plight. The obvious myth that presented itself for attack was the invulnerability of the office of US president. Former President Trump was already under attack, and some sacred truths about the office of the president had been violated. This having happened, the Republicans were willing to turn their attention to two myths about the presidency.

American politics had long guarded a cultural story about John Kennedy as a holy man in American political culture. Given the plight of the Republicans in 2024, the entire Kennedy involvement with US politics could be imagined to be about creating a mythical leader. All sorts of authoritarian decisions by government had over decades enshrined Kennedy in this mythical role. The idea of encouraging US voters to react hostilely to exhalted Kennedy appeared a practical way to encourage voters to support Trump.

In Kennedy's case, there had been a great attempt at constructionism and interpretivism. Indy Nidel and Spartacus Olson had partnered to produce a 13-hour video series inclusive of newly declassified information about the Cuban Missile Crisis. Available on YouTube, this video series

places some emphasis on concern in 1962 that Kennedy may have been planning multi-target retaliation for any Soviet misconduct in the world. The Nidel-Olson video documentary allowed the viewer to imagine the Russian purpose in Cuba to be rational with peace objectives. The US was to be dissuaded from pursuing multi-target attention in the interest of peace. With all those indictments against the Republican party candidate, political strategists were able to use the information at one's fingertips from internet to put a dent into Kennedy's mythical strength. The Nidel-Olson video series exemplifies internet content that was not altogether favorable to Kennedy.

Attempts to make President Obama revered as inventor of social media influence in elections were perceived as a second vulnerable myth. Before Obama's 2008 campaign, no one had imagined social media could influence elections. In 2008, Obama succeeded in maintaining his campaigns momentum with an active social media following. After being elected, Obama carried out several ICT initiatives to make government information policies more citizen oriented.

As the 2024 election cycle began, the Democrats were imagined to have a decisive edge in social media reminiscent of 2008. One major innovation in social networking broke the Democrat's ability to cause momentum in social media. TikTok allowed Republicans to conversationally analyze political conditions in America. Group consensus from TikTok refused to accept that national self-interest supported a lengthy series of prosecutions of the Republican candidate. TikTok was invaluable in establishing the reasonableness of returning President Trump to office.

Destroying myths about the dominance of mainstream media, the mythical rationalism of Kennedy, and the social media invincibility of Obama proved key to the Republican strategy to reelect President Trump. These three myths initially appeared certain to make vice president Harris victorious in 2024. The Trump campaign, however, had the motivation and ability to demolish all three of these myths and to win another term as president for Donald Trump.

Misinformation Reduces the Electorate's Reasoning Powers

Concern about misinformation had become a political factor in 2024. With so much content searchable on internet, issues about the veracity of everything available online increased. Among the vast amounts of truthful information, attempts to influence with false facts became more numerous. People were encouraged to fact check everything influential that they learned of on internet. Emergent knowledge from internet could not be accepted unless an adequate basis for facts checking existed.

The possibilities of using misinformation to affect decision making outcomes were sometimes calculated. Understanding people's awareness of misinformation problems in 2024 is important in gaining a sense of what this election year was like. The public discussion about misinformation had improved consciousness about this potential glitch in rational public choice. The awareness that was developing among the public is exemplified by the cautions about misinformation provided by Katherine and Randolph Pherson. The following situations were identified by the Phersons as most likely tempting misinformation. According to the Phersons, those who evaluate emergent knowledge "should be most concerned about the possibility of

11

deception or disinformation in the following situations:"

- The analysis hinges on a single key piece of information.

- The potential receiver has a history of being deceptive or misleading.

- Data are received at a critical time when those involved have a great deal to gain or to lose.

- Accepting the new information would require the policymaker or decision maker to expend or divert significant resources.

- Accepting the new information would cause the analyst to alter a key assumption or key judgment.

- The adversary or the competitor would track its adversaries behavior and decision-making process through an established feedback channel. (Pherson and Pherson, 2021, p.138)

Bowles *et al*., in a recently published *APSR* article write, "interventions to limit the potential impact of misinformation most frequently engaged in debunking or pre-bunking. Debunking facilitates learning through retroactively correcting specific pieces of misinformation, often by explaining why it is false and providing an alternative explanation. Pre-bunking, which is closely connected to inoculation theory, entails warning individuals about the threat of misinformation through examples and preemptively providing knowledge to help them identify and resist it." Facts checking is recommended by these authors because, this practice, "potentially limits the harmful consequences of misinformation both by shaping citizen's discernment and verification of missing information upon exposure and also by shaping media consumption choices, which

affect the extent of exposure in the first place." (Bowles, 2025, p. 1)

Social Networking Vitally Rebuilds Political Consciousness Damaged by Misinformation

The role of social networking in diminishing the damaging consequences of misinformation is better understood following the 2024 election. The vast amount of information that the social media person has at his fingertips is a relevant variable. Somehow the social networking environment manages to successfully synthesize a considerable amount of diverse information. Remarkable achievements in accepting emergent knowledge and representing that information for future use appear as undeniable accomplishments of social networking.

Metanoia is another theme connected with internet and cognitive process. The term "metanoia" is a Greek term that denotes a change of mind, a reorientation, or a fundamental transformation of outlook. Various infographics emphasizing metanoia mention the cognitive process that happens with social networking as a sudden discovery of new realities and truths. As a result of social networking individuals experience sudden realization of new truth and a connectedness to a kind of cosmic environment where there is enlightenment.

Purportedly others maintain that mechanistic transformations in cognitive process can be accomplished by social networking. These cognitive theories are process oriented. When new digital technology enters the picture, brain exercises are sure to follow. The process of developing advanced media literacy promotes development and cognitive accomplishments. The brain itself is stimulated and encouraged in new directions to achieve heretofore unknown

potential. These infographics believe digital technologies have remarkable capabilities.

Public perception of an election maybe control by whoever has mastered the technique of communicating large amounts of information within the limitations of prevailing cognitive biases. Social networking people inevitably seek orthodoxy that improve the reliability of their messaging to one another. Excellent interpersonal communications on internet may rely upon an ability to put one's ideas together in modular form. Achieving this objective likely requires the successful social media person's ability to use prevailing myths to connect with others. In social communications, cognitive biases may function like prevailing winds that carry words of importance to their intended recipients.

Does the 2024 Renovation of US Political Myths Spell Partisan Realignment?

Estimating the implications of social media's extensive renovation of US political myths is a profound question. Connecting technology with cognitive development is only weakly understood. Some features of innovation have been somewhat studied including the influence of increasingly sophisticated graphics. The ever higher resolution graphics that populate IT are known to have a significant influence on cognitive process. Other features of social media including highly interactive features of TikTok have influence that can only be estimated. The overall influence of social media on parties and elections is still somewhat of a mystery.

When partisan stability is the issue, the political myth perspective is not reassuring. Myths exist in political culture because they are advantageous to rational public choice. Voters are more

capable of comprehending the crucial issues of the day because political myths simplify their decision making. The assumption, of course, is that political myths have been rationally formulated. Similar to US political parties, myths offer voters a lens with which to analyze relevant issues. While US voters are familiar with ups and downs in the fortunes of political parties, political myths are assumed to have enduring stability. When myths themselves erode, how that could influence partisan stability is uncertain.

Believing in a political myth requires a certain emotional commitment. The dissolution that could follow from witnessing a political myth demolished could, however, become a powerful force in American politics. This paper began by identifying three examples of political myths that were damaged in accomplishing the 2024 election - 1. The dominance of mainstream media, 2. Kennedy's Cuban missile crisis role and military multi-target attention, and 3. The power of Obama in social media. Because of the unusual legal issues Trump had in 2024, the Republicans did not hesitate to demolish these three myths.

Popular US realignment around each of these myths was instrumental to the Republicans securing victory in 2024. One could theorize that the Republicans experienced gains with the electorate as people blamed the Democrats for the false ideas found in these myths. Party realignments of the past have involved demographic groups changing sides. The Roosevelt Coalition of 1932 had famously brought together blue collar groups, Negroes, white Southerners, religious minorities, and others. Identifying groups that left the Democratic party in 2024 is

initially impressed with how young voters and ethnic minorities analyzed public choice. These groups appear to have been most affected as political myths shattered in the 2024 election.

Global Stability Following the Myth Warfare of 2024

A great issue of the present is estimating the conflict resolution strength of social media. Voters in 2024 were voting for conflict resolution because the international situation appeared difficult because of developments in the Ukraine, Europe, and Asia. Those involved with social media gained ideas about having proximity to processes that could be thought of as conflict resolution. Possibly this connection to conflict resolution was only symbolic. Theorist about social media have attempted to identify reasons that social media is believed to be high in conflict resolution potential. There is a strong popular imagination that social media is influential in conflict resolution. Cognitive mechanisms have been identified that improve social media's conflict resolution potential. In 2024, the Republicans realized elections gains because voters identified social media and the conflict resolution strengths of social media with their political party.

Social networking's ability with framing politically relevant information is another conflict resolution property of social media that needs be mentioned. Both the choice of which news and how information appears has authentic significance for news framing. Those who rely most extensively on social media for news and information about politics are the youngest groups. Questionably, younger consumers of news are more susceptible to manipulation. When one realizes how news is presented with social networks, one accepts that this is an unprecedentedly

personal approach to delivering news content.

The manipulative possibilities are yet another feature of the social networking phenomenon that could affect global stability.   Two techniques for managing networks can be described that are, theoretically, suggestive of how unwanted manipulation could happen. First several artificial intelligence issues bear upon manipulation of social networking. Emergent knowledge, knowledge representation, (Sowa, 2000, ppxi-xii) and fuzzy set logic (Luger, 2005, pp. 353-354) are but a few AI abilities that bear upon conflict resolution.

Yet another artificial intelligence term that needs be explained is "basin of attraction." An "attractor" begins a basin of attraction. The definition of an attractor focuses upon the relationship between the attractor and regions near the attractor whose information states are evolving toward the attractor. One could imagine the attractor as one internet personality presented in photos. All kinds of personal photos, merchandise, news items, and whatever could be understood as the network states evolving towards the attractor. Basins of attraction are conceptually useful in understanding social networking.(Luger, 2005, P. 425) The image search techniques, now increasing in importance, exemplify some of the ideas from basins of attraction theory relevant to conflict resolution.

Empowering algorithms that seek out the most advantageous social transactions similarly influence conflict resolution by affecting friendship, social cooperation, and global politics. internet and social networking together with these algorithms could be explained to significantly

17

improve people's ability to successfully craft their own social reality. Possible manipulation of this phenomenon is still a serious concern, however. The mathematical value assigned the attractor could theretically be changed manipulatively affecting the basin of attraction. (Luger, 2005, p. 425) As the basin of attraction changed, the social network content discovered on internet would change. The possible implications of manipulating social networks with artificial intelligence appears significant. Manipulation that increases or decreases successful social transactions in social networking has implications for conflict resolution. Withheld information and manipulation of social network successes could possibly increase conflict instead of resolving conflict.

internet influencers are now a knowledge management practice with profound conflict resolution implications that was unknown two decades ago. By 2020, internet influencers had become prominent online and were globally significant. The internet personality or celebrity is defined by Wikipedia as, "An individual who has acquired or developed their fame and notability on the internet." The internet celebrity gains from the growing popularity of social media which allows "a means for people to reach a large, global audience." Large online platforms such as YouTube, Instagram, and TikTok, all of which rely on user-generated content, are where internet celebrities are found. (Wikipedia, 2024)

"Certain internet celebrities may function as lifestyle gurus promoting a particular lifestyle or attitude. In this capacity they act as key amplifiers of trends across various genres including fashion, cooking, technology, travel, video games, movies, esports, politics, music, sports, and

entertainment." (Wikipedia, 2024)   Millions of people, however, post content analogous to web blogs without achieving much recognition or fame. Successful internet personalities develop a distinctive personality and rise to fame because of their personality and the content they regularly blog. The online celebrity can "use their fame to promote products or experiences to their fan base." Marketing products is sometimes successful because celebrities "give credibility" to the product. (Juntiwasarakij, 2018, pp. 550-555)

Determining the conflict resolution significance of present day information empowerment requires analyzing the success social networking has with adding vital information to conflict resolution. While those devoted to social networking are usually reasoned as younger, recent

Figure One
News Platform Preferences

News platform preferences
*% of U.S. adults who **prefer** ____ for getting news*

Digital devices: 52% (2020), 50 (2021), 53 (2022), 58 (2023)
Television: 35% (2020), 36 (2021), 33 (2022), 27 (2023)
Radio: 7% (2020), 7 (2021), 7 (2022), 6 (2023)
Print publications: 5% (2020), 5 (2021), 5 (2022), 5 (2023)

Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.
PEW RESEARCH CENTER
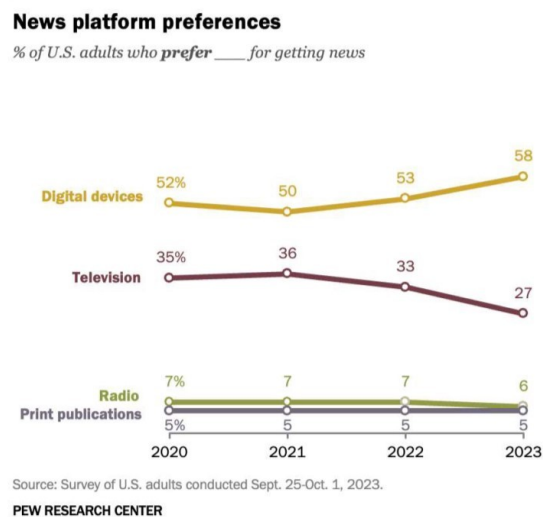
(source, Liedke and Wang, 2023)

research finds that digital devices are becoming the US major news source. (Liedke and Wang,

November 2023) Now, news and information is only one step removed from social networking for all the US population. Possible misinformation and opportunities for manipulation may be increasing as a result of this trend**.**

If one accepts that social networking is like a 24-hour brainstorming session, issues about clearances, accesses, and classified information likely will intensify. Gains that are usually not possible because of traditional state secrecy become questionable. International arrangements for managing secrets such as the UN Security Council are ordinarily another inhibitor. The conflict possibilities from withholding information that the social network people deem vital could gain influence. The future may well be dominated by revelations from information now officially secret. Difficult questions exist about how this reality would affect conflict resolution.

A Research Design to Improve Political Myth Concepts Important in Comprehending 2024
The theoretical perspective this paper has presented suggests that the Republican party motivated by concern about losing an election was motivated to use social media to demolish some troublesome political myths. Campaigning from what at first appeared a significant deficit, the Republicans captured the presidency and both houses of Congress. With the extra motivation Republican rationalism appealed to the pragmatic side of the electorate who agreed with the possible costliness of some worthless myths.

This analysis of 2024 would like to see three concepts relevant to these hypotheses strengthened. Possibly using qualitative methods and narrative analysis does allow better definition of crucial

ideas that explain how the 2024 Republican victory was possible. This paper uses theoretical

sampling and creates a narrative of internet images about political myths, images about social

medias' group consciousness, and images about the belief that social media promotes conflict

resolution. If greater conceptual agility could be attained in comprehending these three concepts,

future research about 2024 would have a sturdier beginning point. Improved understanding of

why the electorate chose to return President Trump to office in 2024 more likely would be

achieved with improved definition of these concepts.

Figure Two – Myths of US Political Culture
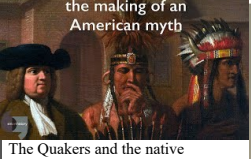
The images in Figure Two support that US politics does use numerous myths that connect to

complex ideas about political reality. All of the myths in Figure Two are in common use

throughout the US electorate. From the perspective of this paper, Figure Two could be

understood as a narrative that encourages belief in the importance of myth making and

evaluating public choice on the basis of these myths. In many instances difficult political realities

become comprehensible through the lenses provided by these political myths.

This paper has theorized that the 2024 US election can effectively be analyzed as influenced by

social media's attack on three myths influential in present-day public choice. Ordinarily, myths

are not the main focus of political campaigns; however, in 2024 the Republicans were well

motivated by unpleasant legal realities affecting their candidate. This extra motivation

encouraged the 2024 campaign to better understand how myths are used in evaluating politics.

Eventually these three myths prominent in political reasoning were demolished by the

Republicans. First, a myth about the dominant influence of mainstream media in framing political happenings was destroyed. Second, a myth about John Kennedy's heroic involvement in the Cuban missile crisis was replaced with ideas about Kennedy's trouble with multi-target attention. Third, a belief that Barack Obama had invented and still dominated social media's important role in campaigns disappeared.

TikTok was the influential social media of 2024. Thoroughly irreverent to mainstream media, TikTok provided followers a continual stream of political banter that was oblivious to anything happening on mainstream media. The nature of TikTok took the idea of multi-target attention out of the Cuban missile crisis and into the 2024 political fray. Followers of TikTok ordinarily have a multi-target attention that follows among several live online presenters. This social media effectively introduces a concept hopelessly useful in evaluating the actions of various political figures in the 1962 missile crisis. Finally, the Obama's style of politics was inconsistent with TikTok. Those whose connection to 2024 political reality was social media oriented could not deny the internet coffee houses, salons, and bars were filled with Republican oriented people who effectively dispelled the myth of social media being an Obama phenomena.

Figure Two
Myths of US Political Culture
Narrative Images Devised with Theoretical Sampling

Columbus discovers America	Pilgrims at Plymouth Rock	The first Thanksgiving	Salem witchcraft trials	George Washington chops down a cherry tree
The Quakers and the native Americans	The Boston Tea Party	Betsy Ross sews the first American flag	Molly Pitcher and the Revolution	George Washington crosses the Delaware River
Lewis and Clark explore the American west	Manifest destiny	Settlers travel west	The spiritual connection of the American Indians	Community and strength among Negros
Billy the Kid	Geronimo and the Apaches	The luck of the Irish	Cheerleaders	Donald Trump

Destroying these three prominent US political myths went a long way to cause revulsion of some

Democratic party tactics. People understodd they had been manipulated by mainstream media

basically supportive of democratic causes. Imagination of the past role of political parties was

substantially changed. The amount of questionable manipulation done by Democrats in the past created suspicion about the legal maneuvering that had preceded 2024. Without the idea of invincibility that the Democrats had claimed because of their social media strengths in the past, the party was left without a clear perspective on the future. All of these changes in political myths worked in favor of the Republicans.

Figure Three – Social Media's Group Consciousness Strategy

Figure Three could be reasoned as a narrative that discusses how social media powerfully influenced evaluating 2024 political reality. The images in Figure Three convince that substantial interest has already focused on the group consciousness strategy social media utilizes for influence. Conformity to group values is approximately as presented in Figured Three Disagreements among social media followers tend to be described as "bad vibes." A substantial amount of conformity can be found among those who regularly access social media platforms. As the images in Figure Three present, the conformity produced by social media has been termed "brainwashing" by some.

Another phrase that is sometimes used by critics of social media is "cancel culture." This term refers to the common practice in social media of blocking or deleting those followers who disagree with the group consensus. Opponents of social media's influence claim that cancel culture results in rejection of many people. These critics believe the pressures to conformity from social media deprive those with different ideas of an opportunity to gain from social media innovation.

Figure Three
Social Media's Group Consciousness Strategy
Narrative Images Devised with Theoretical Sampling

As the images in Figure Three present, cancel culture is not a predominant explanation of social

media. Most of the images in Figure Three suggest that the group consciousness phenomena

found on TikTok is a pleasant, cooperative experience. These images present social media followers as a diverse group who gain from the social involvement the media produces. These images cause one to imagine that social media is powerful as people are connected with a range of ideas possibly novel to them but useful in their own perception of political reality and public choice.

Figure Four – Social Media as Conflict Resolution

Figure Four's narrative importantly presents a reason social media has a strong appeal among followers that now exists. Social media tends to be future oriented. To some extent, all ICT is future oriented as innovations are happening continually. A truism in ICT analysis is that predicting where technology will be in as little as five years is difficult, if not impossible. Being ready for future innovations has always been an important theme among those who follow ICT for purpose. Social media in 2024 is no exception to this basic observation about the future orientation of technology.

Believing in conflict resolution is influential futurism. This paper's analysis of failed political myths has suggested that voters in 2024 questioned if Democrats had done some woeful things manipulating voters. Having encouraged a belief in the failure of the Democratic party, social media also presented optimistic ideas about the future from a Republican perspective. Conflict resolution strengths is another reason social media has gained influence. The images in Figure Four convince that many people are now impressed with the conflict resolution skills that could result from the use of social media technology.

Social media accessors in 2024 took away a prospective emphasizing the positive possibilities attainable in the next many years. People tend to believe the world is likely to be a safer and more secure place as conflict resolution is influential. Social media's authentic role in promoting conflict resolution in all sorts of situations including international conflict assists social media personalities with having positive perception of themselves. The images found in Figure Four do support this conclusion. Clearly, the ability social media may have to produce conflict resolution consistent with belief in technology is a recognized idea among many who seek to explain how social media influences.

More than a distal perspective on conflict resolution, social media also promotes proximal developments in conflict resolution. Those who regularly access social media gain a belief in their own ability to reason with personal situations successfully. Social media involvement could be claimed to have bolstered their ability to reason effectively and successfully resolve personal conflicts. Undeniably from the images in Figure Four present a belief that people can develop skills for emphasizing and cooperating with others with the social media. These behavioral skills are thought of as a meaningful addition to a social media person's repertoire of productive skills.. Anticipation of success in future situations where conflict resolution skills are critical value can be imagined.

When you include this conflict resolution perspective on social media, the claim can be made that platforms like TikTok both damaged ideas about the Democratic party and offered people alternative ideas. Lost ideas were replaced with a new optimism about the conflict resolution potential of a Republican vote. Political parties tend to be about selling a positive vision of future

political reality. Analyzing social media's influence in 2024, suggests that social media did some rather orthodox influence in creating a negative impression of the party in power while causing belief that the Republicans offered some meaningfully constructive alternatives for the years ahead.

Figure Four
Social Media as Conflict Resolution
Narrative Images Devised with Theoretical Sampling

This paper leaves questions about how lasting social media's influence in 2024 is likely to be. Partisan realignment as a result of 2024 is uncertain but not impossible. The motivation the Republicans had in lead the party to attack myths significantly influencing how people make public choice decisions. Possibly loss of these myths will cause some demographic groups to have difficult accepting their traditional political party. If 2024 affects party identification enough, voting in subsequent elections will be affected.

Conclusion

This paper has been about how political myths influence US politics with specific reference to 2024 politics. Knowledge management, political myths, and public choice have been analyzed. Innovations in software and graphics have been identified that have influenced 2024 political reality. The 2024 election has been discussed as unique because of the profound influence of developing technologies on electoral choice.

The agenda formation significance of social media has been recognized. Conflict between mainstream media and social media has been analyzed as influential in 2024. Mainstream media focused on the honesty and government corruption issue. Social media had a more rational public choice orientation emphasizing self-interested decision making. People were better able to perceive pragmatic gains for themselves from social media. Involvement with honesty and government corruption issues was not seen as consistent with individual self-interest. Social media interested voters in the election with an emphasis on possibilities for positive personal

gains.

2024 was unlike proceeding elections because the Republicans were concerned the election could be an awesome defeat for their party. More than usually happens in a political campaign happened in 2024. The Republicans took on destroying three influential myths. The myth of mainstream media's influence was destroyed in 2024. Popular concern about an unpleasant war in the Ukraine and the war's implications for Europe contributed to revising ideas about Kennedy's crisis involvement in 1962. Since TikTok prominently featured multi-target attention among live presenters, reasoning that Kennedy had got in trouble with the Russians for his military multi-target attention became possible. Instead of a heroic opinion of Kennedy and the Cuban Missile Crisis, social media assisted people accept the Russians had discouraged US multi-target military strategies in the 1962 crisis. This myth change may allow Republicans to offer voters a more positive perspective on international realities in the years ahead. Obama supposed strength in social media influence was a third myth that failed in 2024. The Republicans dominated the social media side of the election with TikTok coffeehouses, salons, and bars full of Republican identifying voters.

The knowledge management emphasis of the election made misinformation an important subject in 2024. The group consciousness social media produces appeared to strengthen the electorate's ability to resist misinformation. Any imagination that voters would follow ideas intended to mesmerize their political choice failed miserably in 2024. Supposed facts that were dubious had little political currency. Possibly past presidential elections have been excessively influenced by misinformation that sensationalized the electorate. This was not, however, the case in 2024.

Social media meaningfully reinforced skepticism and encouraged rejecting unsubstantiated information.

Some analyst of 2024 go a step further and crediting social media with limiting the damaging psychological influence of misinformation. Social media is thought to be effective at rebuilding the cognitive damage misinformation causes. Past political misinformation's damage may also be repaired by social media. Manipulation accomplished with misinformation even decades ago, some contend, is healed by social media. The psychologically significant event of 2024 may have been social media's ability to repair damage caused by decades of misinformation.

The possibilities of 2024 being a realigning election have been analyzed. The paper suggested that future analysis needs to be attentive to how extensively people's beliefs about politics have been realigned as motivated Republicans removed three important myths from US political culture. Possibly, some demographic groups can no longer identify with their traditional party.

Global realities had a major influence in 2024 thanks to social media. Cooperation based in social media were international which produced an optimism about the future. Voters rejected pessimism and chose beliefs that conflict resolution strengths could resolve the present crisis. The pessimism that had controlled voter choice in the past became suspicious. Introduction of more AI was another factor producing optimism. As AI is better understood, possibilities of personally advantageous social media transactions influenced. These developments caused voters to reject years of dismal dishonesty scandals in favor of opportunities ahead. If these developments will affect future electoral politics is possible, but uncertain.

Finally, to improve definition of some concepts used in this analysis, the paper has suggested a research design to strengthen concepts useful in analyzing social media. Using theoretical sampling and images available on internet, three narrative samples were devised about concepts useful in analyzing 2024. A first sample was constructed from images about US political myths. The narrative produced by these images is presented in Figure Two. The sample persuades the myths are pervasive in US politics. Myths are presented as lenses useful in evaluating public choice decisions.

Figure Three analyzes how social media has substantial influence. Images about social medias group consciousness strategy are presented. The second sample reveals that a substantial amount of reasoning about social media group consciousness is already influential. Critics of social media have called this brainwashing or cancel culture. Most opinions; however, emphasize that social media is a pleasant group experience that connects people with new ideas and useful in analyzing politics.

Figure Four also analyzes reasons for social media's influence. Images in this sample suggest that social media is recognized as being able to improve conflict resolution skills. Social media can be explained as popular because these skills are useful and transfer to other situations. Conflict resolution gains from social media influence everything from ideas about international politics to personal situations involving success and attainment. The perspective this paper presents on conflict resolution and social media suggests that attainments in this area of reasoning significantly strengthens social media as a meaningful tool of public choice.

Bibliography

Anderson, Janna and Rainie, Lee (2021). "1. A Sampling of Some of the Key Overarching Views." Pew Research Center, November 22, 2021. https://www.pewresearch.org/internet/2021/11/22/a-sampling-of-some-of-the-key-overarching-views/ accessed April 9, 2025.

Bajic, Miljan (2020). "Collective Sensemaking: The Game Has Evolved," https://miljanbajic.medium.com/collective-sensemaking-for-wicked-problems-de1291561026 , accessed April 9, 2025.

Baloglu, Ugurcan (2020). Relationship between 'Managing Knowledge' and 'Information Systems, Organizations and Strategy." LinkedIn, August 4, 2020) https://www.linkedin.com/pulse/relationship-between-managing-knowledge-information-systems-balo%C4%9Flu, accessed April 9, 2025.

Bernhard, Uli and Dohle. Marco (2015). "Corrective or Confirmative Actions? Political Participation as a Consequence of Presumed Media Influences in Election Campaigns." *Journal of Information Technology & Politics.* Vol. 12. No. 3 (June 2015) pp. 285-302.

Bowles, Jeremy, Croke, Kevin, Larreguy, Horacio, Liu, Shelley, and Marshall, John. (2025) "Sustaining Exposure to Facts-Checks: Misinformation Discernment, Media Consumption, and Its Political Implications." *American Political Science Review.* 2025, pp. 1-24.

Cherry, Kendra, (2022) "What Is Cognitive Bias?" VeryWellMind, https://www.verywellmind.com/what-is-a-cognitive-bias-2794963 accessed April 9, 2025.

Colberg, Jorg M. (2010). "A New Focus: Adjusting to Viewers' Increasing Sophistication about Images," *Nieman Reports,* March 30, 2010. https://niemanreports.org/articles/a-new-focus-adjusting-to-viewers-increasing-sophistication-about-images/ accessed April 9, 2025.

Consciousness Vibe. (2022) "How Does Social Media Affect our Consciousness." March 24, 2022. https://theconsciousvibe.com/how-does-social-media-affect-our-consciousness/ accessed April 6,2025.

Cropf, Robert A. (2017) E-Government for Public Managers, Administering the Virtual Public Sphere. Lanham, Maryland: Rowman and Littlefield.

Czarniawska, Barbara (2004), *Narratives in Social Science Research*, London: Sage, 2004.

Larkin, Bob. (2018) "The 40 Most Enduring Myths in American History." Best Life, July 3,

2018. https://bestlifeonline.com/americas-biggest-lies / accessed April 6,2025.

Daft, Richard L and Lengel. Robert H. (1986). "A Proposed Integration Among Organizational Information Requirements, Media Richness, and Structural Design." *Management Science*, vol. 32, no. 5, pp. 191-233.

Eddy, Kristen (2024). "Republicans, Young Adults Now Nearly as Likely to Trust Info from Social Media as from National News Outlets." Pew Research Center, October 16, 2024. https://www.pewresearch.org/short-reads/2024/10/16/republicans-young-adults-now-nearly-as-likely-to-trust-info-from-social-media-as-from-national-news-outlets/ accessed April 9, 2025.

Hersh, E., & Krupnikov, Y (2023). Introduction to Freedom of Expression in an Age of Social Media, Misinformation, and Political Polarization. *PS: Political Science & Politics, 56*(2), 219-221.

Hill, Kim Quaile and Matsubayashi. Tetsuya (2017) "Civic Engagement and Mass-Elite Policy Agenda Agreement in American Communities." *American Political Science Review*. Vol. 99. No. 2 (February 2017), pp. 215-224.

Holstein, James A. and Gubrium, Jaber F. (2012). *Varieties of Narrative Analysis*. Los Angeles: Sage.

"internet Celebrity." (2024). Wikipedia. https://en.wikipedia.org/wiki/internet_celebrity Accessed April 9, 2025

Juntiwasarakij, Suwan (2018). "Framing emerging behaviors influenced by internet celebrity". *Kasetsart Journal of Social Sciences*. 39 (3), pp. 550–555.

Khalid, Ahmad Firas and Grimshaw, Jeremy M. and Parakh, Nandana D. and Charide, Rana and Rab, Faiza and Sohani, Salim (2023). "Decision-Makers' Experiences with Rapid Evidence Summaries to Support Real-Time Evidence Informed Decision-Making in Crises: A Mixed Methods Study." Available at SSRN: https://ssrn.com/abstract=4238638 or http://dx.doi.org/10.2139/ssrn.4238638 accessed April 9, 2025.

Kirke, Xander and Steele, Brent J. (2023). "Ontological Security, Myth, and Existentialism." Review of International Studies. 49:5, pp. 905-923.

Liedke, Jacob and Wang, Luxuan, (2023) "News Platform Fact Sheet," Pew Research, November 15, 2023. https://www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/ accessed April 9, 2025.

Luger, George F. (2005). *Artificial Intelligence, Structures and Strategies for Complex Problem Solving*. Harlow: Addison Wesley.

Matsa, Katerina Eva (2022). "More Americans Are Getting New on TikTok, Bucking the Trend on Other Social Media Sites." Pew Research Center, October 21, 2022. https://www.pewresearch.org/fact-tank/2022/10/21/more-americans-are-getting-news-on-tiktok-bucking-the-trend-on-other-social-media-sites/ accessed April 9, 2025.

Morrison, Sara (2020), "Why Are You Seeing the Digital Political Ad? No One Knows," Vox, September 29, 2020, https://www.vox.com/recode/2020/9/29/21439824/online-digital-political-ads-facebook-google accessed April 9, 2025.

Mutch, Alistair (2008). Managing Information and Knowledge in Organizations, A Literacy Approach, New York: Routledge.

Opoku, David Osei and Tetteh, Harry and DeCardi-Nelson, Agnes, The Analysis of Infographic Design Issues in the internet Era (2021). Journal of Emerging Technologies and Innovative Research 2021, Available at SSRN: https://ssrn.com/abstract=3890251 accessed April 9, 2025.

Pherson, Katherine Hibbs and Pherson,Randolph H. (2021) *Critical Thinking for Strategic Intelligence*. Thousand Oaks, California: Sage, 2021.

Schaeffer, Katherine (2021). "7 Facts about Americans and Instagram." Pew Research Center, October 7, 2021. https://www.pewresearch.org/fact-tank/2021/10/07/7-facts-about-americans-and-instagram/ accessed April 9, 2025.

Siena, S., & Roman, T. (2022). Fighting Fake News: Using Peer Discussion Groups to Build News Media Literacy. *PS: Political Science & Politics, 55*(4), 821-827.

Silver, Laura and Clancy, Laura (2022). "In Advanced and Emerging Economies, Similar Views on How Social Media Affects Democracy and Society." Pew Research Center, December 9, 2022. https://www.pewresearch.org/fact-tank/2022/12/06/in-advanced-and-emerging-economies-similar-views-on-how-social-media-affects-democracy-and-society/ accessed April 9, 2025.

Ternullo, Stephanie (2022) "I'm Not Sure What to Believe': Media Distrust and Opinion Formation during the COVID-19 Pandemic," *American Political Science Review*, February 4, 2022.

Wike, Richard; Silver, Laura; Fetterolf, Janell; Huang, Christine; Austin, Sarah; Clancy, Laura; and Gubbala, Sneha (2022). "Social Media Seen as Mostly Good for Democracy Across Many Nations, But U.S. is a Major Outlier." Pew Research Center, December 6, 2022. https://www.pewresearch.org/global/2022/12/06/social-media-seen-as-mostly-good-for-democracy-across-many-nations-but-u-s-is-a-major-outlier/ accessed April 9, 2025.