Freedom for
Politics

freedom *f*™ SOCIAL TECHNOLOGY

*The best and most important tool that a politician has always had is the power of his voice and the amplification of it.*

Advancement in communication has been an advancement for the political field and the grasp that a single politician has to his/her political following. From basic technological leaps like writing, postal services, printing press, radio, television, and lately social media, the political sphere has had to adapt and embrace it to their advantage.

However, these advancements have never been in the sole purpose to empower the politicians and their constituents; they have brought with them massive downsides that the established leadership could not adapt to. Nothing was clearer to the imagination when Nixon and Kennedy debated. One was an established insider of the American leadership, the other a young handsome upstart with an eye on the power of television.

Nixon unprepared and uncaring looked like a fool on live television, his sweaty upper lip, and blocky demeanor during the debate was "unpresidential" to Kennedy's combed and polished look, which Americans nationwide regarded as a rising star. While those tuning in on radio listening to the debate overwhelmingly sided for Nixon, the majority of television owning Americans sided for Kennedy.



So, the new rolled over the old and those savvy to the technologies of the day have a leg up over the unwilling or unknowing. Don't be fooled by thinking that this has not happened in more recent times as well, Obama's 2008 campaign for the presidency was the first to harness the power of social media and its massive platform. Applications like Twitter and Facebook propelled his messages

to millions of Americans, especially the younger demographic, by far the hardest to get to turn out at the polls. With an aged opponent like McCain, he was able to leverage that same fundamental emotion of change and hope to an audience of millions in a second. So what problems are occurring today, what revolutions are lying beyond the horizon, or what limits are present in the current systems.

## Confusion and Isolation.

With the abundance and personalization of social media platforms, party members are creating hyper radical bubbles within their groups. While a massive amount of new ideas, information, and at times just lies are being fed to them in millions of posts a second. We can see a small bit of the fractionalization now within the Democratic party, a growing minority of liberal-leaning Democrats are feeling more and more distant from their party and are beginning to look at third-party alternatives. It occurred during the 2016 elections, where a

significant minority of members didn't vote due to differences in party goals or leadership. It seems that more and more the minority of the parties are radicalizing and becoming distant from its leadership base, which is aging rapidly with both 2020 presidential candidates being the oldest Presidential runners in history.

confusion, which can be monitored and controlled by the party itself. An area that encourages free speech, but with common goals that seek to redesign and relink the ties that seem to be coming apart. So that the party can move forward as a unit, together with their mission. That is Freedom.

It is the logical next step in the process of communication; it is the solution to what the new broke with the integration of hyper-connectivity. A step forward in not just media applications, but communications. To identify with the party and feel not just that your voice matters but is heard and for the leadership to listen to the minority yet keep the missions at heart.



This is not a problem faced only by American parties; however, leadership in nations like Germany, the U.K, and more are facing radical changes within their organizations, and the only way to repair relationships within is t create a personal space. A space free of misinformation and

## *Free from Misinformation*

## *Free from Tribalism*

## *Free from Confusion*

## *Free to Reunite and Reinvent*

Free for the new generation of politicians and party members to embrace the ideas of the previous generations and create their own.



To redefine the political career and involvement as not a crooked profession or one ruled by elites, but to be worked and improved by the whole population.

It is what needed if our constantly developing and growing society are to be governed properly and sustainably.

_freedom_ **f**™ SOCIAL TECHNOLOGY

_www.freedom.technology_