

**Pearson Edexcel Level 1 /
Level 2 GCSE (9–1)
Paper Reference 1CS0/02**

Citizenship Studies

Paper 2

Monday 17 June 2019 – Morning

**Time: 1 hour 45 minutes plus your
additional time allowance**

Sources Booklet

**Do not return this Booklet with the question
paper.**

Y53366A

Sources for use with SECTION B

Social media and elections



A screenshot of the Twitter profile page for Jeremy Corbyn. The profile picture is a circular portrait of a man with grey hair and a beard, wearing a dark suit, white shirt, and red tie. Below the picture, the name "Jeremy Corbyn" is displayed with a blue verification checkmark, followed by the handle "@jeremycorbyn". To the right of the profile information, statistics are listed: "Tweets 9,066", "Following 2,432", "Followers 1.64M", "Likes 144", and "Lists 2". Below these statistics, there are three tabs: "Tweets", "Tweets & replies" (which is highlighted in green), and "Media". Below the tabs, a tweet is visible, showing a retweet icon and the text "Jeremy Corbyn Retweeted".

Tweets	Following	Followers	Likes	Lists
9,066	2,432	1.64M	144	2

Jeremy Corbyn ✓
@jeremycorbyn

Tweets **Tweets & replies** **Media**

↻ Jeremy Corbyn Retweeted

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Luke Poults had never voted before. But before the 2017 general election, Luke became increasingly politically active on social media. ‘Social media for me played a huge part in this year’s election and my decision on who to vote for,’ said Luke, who voted for Labour.

Labour regularly used Facebook and Twitter to encourage young voters to register. This included links to where people could register. More than 1 million people aged 18–25 signed up to vote after the election was announced.

The Labour Party chose to make links with people with a large influence online, including music artists Stormzy and Jme, who have 1.5 million Twitter followers. Labour leader Jeremy Corbyn gained 90,000 followers on Twitter in June 2017.

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The Conservative Party hired digital experts for their social media campaign. In the week before the election, the Conservative Facebook home page had 438,544 interactions, while the Labour home page had 1.1 million. ‘These are huge numbers,’ said Professor Lilleker from Bournemouth University. ‘However, political parties don’t really understand the importance of social media.’

Not everyone agrees that social media has an impact on voting. Professor Gibson from Manchester University said, ‘Most evidence is that reading social media itself does not cause people to vote.’ Gibson also pointed out that the Labour Party was tweeted about far more than the Conservatives in both the 2015 and 2017 general elections, yet still did not win overall.

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2017 General election results

Vote by age

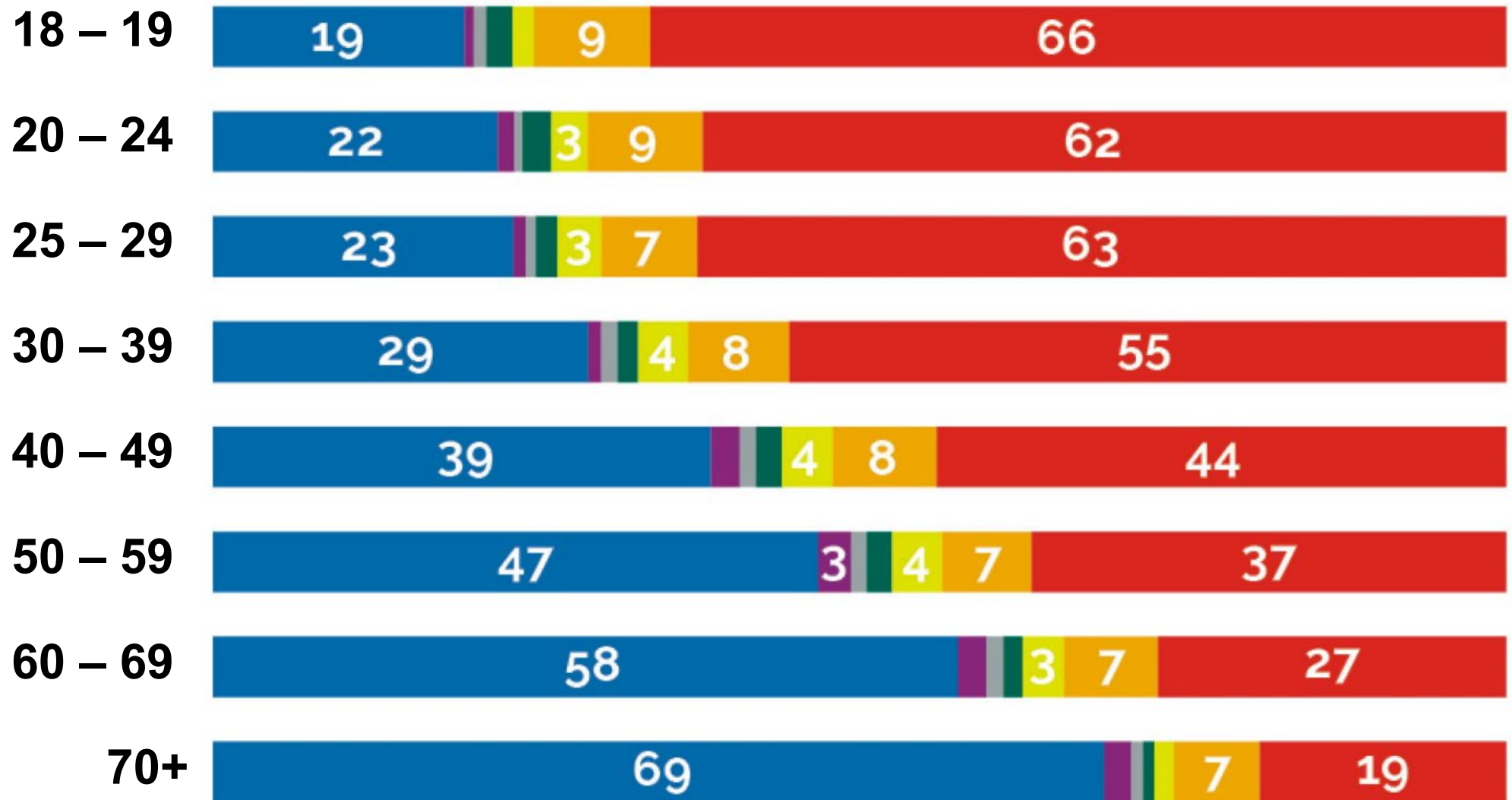
Based on a survey of 52,615 adults about their vote in the 2017 general election

Key for graph on next page

	Conservative
	UKIP
	Other
	Green
	SNP
	Lib Dem
	Labour

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Pearson Education Ltd. gratefully acknowledges all following sources used in preparation of this paper:

Social media and elections:

Adapted from

<https://www.bloomberg.com/news/articles/2017-06-11/u-k-labour-s-savvy-use-of-social-media-helped-win-young-voters>:

2017 General election results: © YouGov

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