

Pearson Edexcel Level 1/Level 2 GCSE (9–1)

Monday 17 June 2019

Morning (Time: 1 hour 45 minutes)

Paper Reference **1CS0/02**

Citizenship Studies

Paper 2

Sources Booklet

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Sources for use with SECTION B

Social media and elections



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.

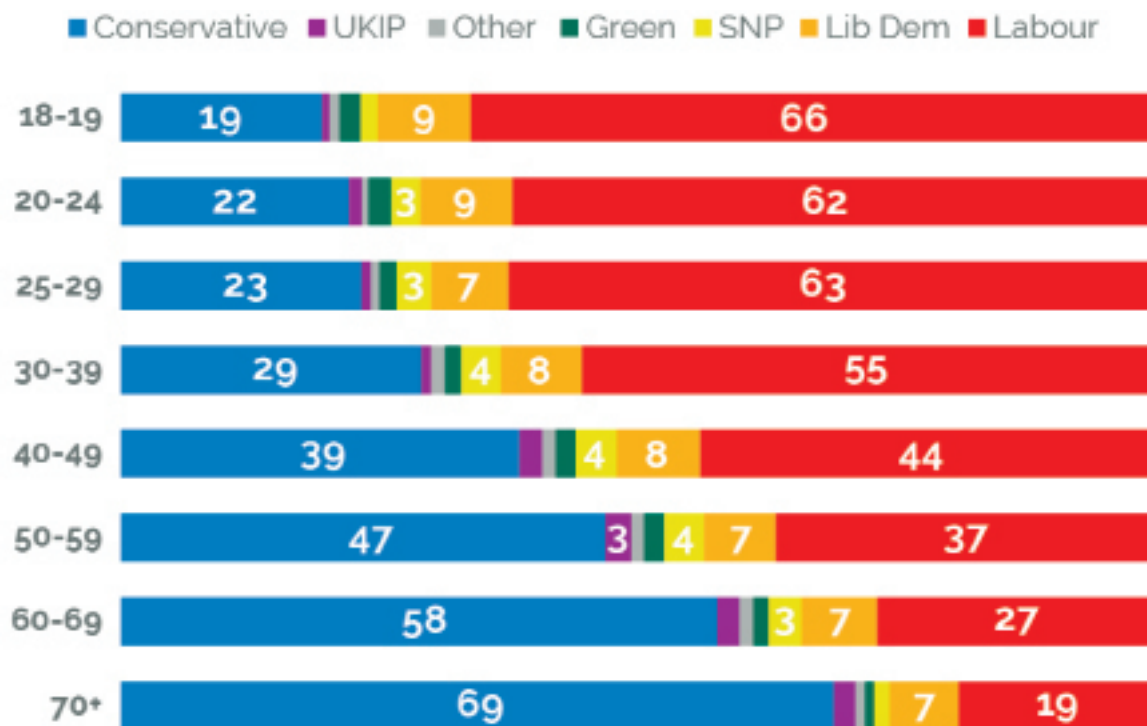
The Conservative Party hired digital experts for their social media campaign. In the week before the election, the Conservative Facebook home page had 438,544 interactions, while the Labour home page had 1.1 million. 'These are huge numbers,' said Professor Lilleker from Bournemouth University. 'However, 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.

2017 General election results

Vote by age

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



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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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