Exploring the Effects of Socio-Political Stances Marketed Through Social Media

As the author of the thesis, "What are the effects of socio-political stances marketed through social media?", I find myself immersed in a journey of discovery, navigating the complex terrain where consumer behavior, political ideology, and brand activism converge in the digital age. This reflection paper aims to delve into the key insights, surprises, and challenges encountered throughout the research process. One of the most fascinating aspects of the thesis revolves around the intersectionality of socio-political views and social media behavior.

Unraveling the layers of consumer engagement with content on platforms like Instagram, Snapchat, and TikTok revealed a nuanced landscape. The qualitative research shed light on the diverse social media routines of participants, emphasizing the significance of humor, interest, and entertainment in shaping brand activism activities. This, in turn, provided a deeper understanding of how individuals navigate and contribute to the socio-political discourse within the digital realm.

The process of defining brand activism emerged as a challenging yet insightful aspect of the research. The interviews highlighted the varying perspectives individuals hold on important social and political issues. Witnessing participants grapple with the meaning of brand activism underscored the subjective nature of this concept. The contrasting responses, ranging from uncertainty to associations with prominent brands like Nike and Ben and Jerry's, exemplified the complexity of interpreting and conceptualizing brand activism in the minds of consumers. The qualitative findings resonated with the secondary research, revealing a congruence of insights and trends. The alignment between primary and secondary research highlighted the robust foundation built for understanding the multifaceted impacts of socio-political stances on individuals and society. Notably, the acknowledgment of the dual impact of brand activism on
consumer attitudes and its potential role as a catalyst for political change reaffirmed the interconnectedness of marketing and societal dynamics.

However, the research journey also brought forth surprises, notably the extent to which social media algorithms and echo chambers reinforce existing beliefs. The participants' acknowledgment of these mechanisms influencing their social media experiences was an eye-opener. The discovery that users are less likely to encounter opposing viewpoints due to algorithmic reinforcement added a layer of concern regarding the potential polarization and echo-chamber effects within digital spaces. The implications derived from the thesis findings resonate not only within academic circles but also carry practical significance for marketing professionals and brands. The emphasis on authenticity, transparency, and strategic alignment with brand values in engaging with socio-political issues on social media offers actionable insights for navigating the contemporary marketing landscape.

In conclusion, the thesis exploration into the effects of socio-political stances on social media has been a thought-provoking and enlightening endeavor. It has broadened my understanding of the intricate dynamics between consumer behavior and brand activism, encouraging a more critical and reflective perspective on the role of social media in shaping societal values and political engagement. As I conclude this reflective journey, I look forward to the ongoing dialogue and discourse that this research may inspire in the dynamic intersection of marketing, politics, and digital communication, contributing to a deeper understanding of the evolving landscape where consumer influence, ethical considerations, and brand communication intersect.