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DONALD TRUMP AND ELECTION MANIPULATIONS

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It is scarcely difficult to find out any similar, sharply different opinions and positions full of contradictions, such as toward Donald Trump. Donald Trump is the first president, who had not taken any political or administrative positions before he became the president. His political affairs began directly from the White House. Donald Trump is the first president among the USA presidents to whom the criminal law was started.

The USA had never been so split into two camps as it was during Donald Trump Presidential Election. The protest and noise is significantly vivid during the pre-election period of 2024. As if there is no logic in the fact that the Republic Party presented the person as a candidate officially whose amount of accusations on criminal crime reaches 91, including sexual harassment of Jin Carol for which he was charged for 3 million dollars, as a fine -65 million, and for the fraud -454.2 million dollars. (<https://www.alia.ge/thu-trampma-gaimarjva-totalitarizms-daamqharebs-amerikashi-da-evropas-moutsevs-sam-totalitarul-sakhelmtsiphosthan-pirispir-darchena-soso-tsintsadzis-politikuri-prognozebi/>).

Despite being failed at Court Trails, he won the Primerise and kokuks of the USA successfully with 100 percent. He only lost the seats in Vermont state and in the county of Washington DC where traditionally 'Democrats' 'supporters live.

Such pre-election political processes are perceivable and understandable if we take the fact into consideration that Donald Trump has got extremely loyal supporters, who are called „Mega Voters“-of low and middle educational people, mostly from provinces. They do not give up their conservative traditions which have become Anachronism in every civilised countries:

They are regretting about America of Ronald Reagan, who was ruling the world with great power and was able to devastate the USSR and made Europe under his influence. It is paradox but it is fact that even immigrant Mexicans support Trump, who built the wall and strictened the immigration law. Mexicans are trying to naturalise themselves and have been attempting to gain the rights of participating in elections and living in the USA in a legislative way of court. Consequently, according to American experts their number will have reached to be 12 millions by the end of the year.

It is also meaningful to take the fact into account that Trump's voters, 'the Republicans' has always been more active in comparable with the 'Democrats'. To make it clear and creditable we can remember 1976 year Presidential election when the present president Jim Carter and 'Republican' Ronald Reagan were taking part in.

According to the last rating Carter was advancing Reagan and he had a great chance of victory but Carter's supporters -intellectual democrats did not go to the polling station on the polling day because of bad weather. However, Reagan's voters -Conservatives were totally mobilized even in the cities where there was bad weather. Reagan won the election with the votes from the very cities and he came into power of the United States. He was an outstanding and the best president not only for the USA but in the recent world history too.

For the voters who are fanatics Trump is the centre of Republic party and the rest is moving around his orbit. They divide Republic party into two parts: the loyal to the 45th president and "RINO – Republican In Name Only". RINO's label is not invented by Trump. This term in the 1990s was referred to the conservatives who had not got strong enough views on different political issues. If a Republican obeys Trump's will and is his loyal, he is a „pure Republican“, otherwise he follows RINO's routine.

Trump's popularity among voters is due to several factors. One of the most important of them is Trump's practice of activity using social networks. Social media manipulation includes a whole series of technical actions where social media algorithms are misused to manipulate public opinion.

To illustrate the influence of the social network, it is enough to say that the number of active users of social networks in the world is about 3.43 billion people. This is about 43% of the entire population of the earth. In modern global processes, social media has turned into an area not only of free communication and information exchange, but also of struggle for political influence. Former US President Donald Trump stands out for using information technologies, in particular social media platforms. During the stages of his election period, he actively applied social media manipulation technologies, which directly affected the results of the campaign.

Trump, most actively, used social networks during the first election campaign, in 2016-2020 in order to create the desired psychological mood among the voters, the British data consulting firm „Cambridge Analytica“, which worked for Trump during this period, illegally used the data of 50 million users of the main social network „Facebook“ for Trump's benefit.

This was not the first time this company manipulated an election campaign through Facebook. Shortly before, in 2014 Facebook allowed 32-year-old Aleksander Kogan, a researcher born in the Soviet Union and a professor of psychology at the University of Cambridge, to collect the personal data of hundreds of thousands of users of the social network and use the application created by the scientist – 'This is your digital life'.

The application offered the user the so-called a personality test, in return for which the app would collect data on users' location, friends and Facebook „like“. According to Kogan, he needed this test to study the online behaviour of Facebook users.

Professor Kogan shared the collected data with the consulting firm Cambridge Analytica, which, according to the New York Times and The Observer, was working for Donald Trump's election campaign at the time. By collecting user data, they were able to create a strategy of action that would somehow influence the election results. By doing this, the professor violated the company's regulations, as he was not allowed to transfer millions of personal information obtained through the application to a third party and use it outside of the application. Facebook discovered the breach and asked Cambridge Analytica to delete the data and completely cancel the accounts of Cambridge Analytica and Professor Kogan.

As The New York Times writes, Cambridge Analytica had access to this data during the 2016 US presidential election, however, Cambridge Analytica itself claims that it did not use user data in the 2016 presidential campaign.

In addition to data manipulation, „Cambridge Analytica“ used other methods in Trump's support process. The head of the company, Alexander Nix, admits in the recording of a secret meeting with the British Channel Four journalist that Cambridge Analytica helped Donald Trump's election team win. He can conduct the campaign of the election process without leaving any traces and names the means by which he can interfere in the PR campaign of the politician, specifically, the so-called creating fake news, and then distributing it to the segment that would have the highest sensitivity to the issue based on user-generated data.

„We have conducted all kinds of targeted research. We lead the digital and TV campaign, and consumer data informed that strategy,“ Nix notes in the video.

In addition, Nix also mentions the methods by which the company can catch a politician, specifically by offering bribes or using escort girls. Information about politicians „does not have to be true. It just needs to be convincing“ (Chikvadze, 2018).

In the recording, Nix admits that it is the result of such an approach that Donald Trump won the

election over Hillary Clinton. Trump, in his second term, had his Twitter, Facebook and Instagram accounts temporarily suspended early in the campaign. The company made this decision after Trump supporters broke into the Capitol building and disrupted the meeting. 5 people were killed in the clashes that took place that day.

In parallel with these events, after Trump's Twitter accounts were lifted from a 12-hour block due to the riots in the Capitol, Trump took to Twitter to passionately address the invaders in the Capitol, calling them 'great patriots' and noting: 'To the 75,000,000 American patriots who voted for me, without respect and they will not be treated unfairly in any way, in any way!!!' (Burduli, 2021).

This announcement by the president was taken by the Twitter administration as a sign that Trump did not plan to transfer power in an orderly and orderly manner, so on January 9, 2021, Donald Trump's Twitter account was permanently suspended, the former president of the United States himself, on charges of trying to illegally change the results of the presidential election for about 20 minutes held in the Fulton County jail in Atlanta, Georgia,

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Trump was fingerprinted at the jail, filled out an inmate form and assigned an inmate number of P01135809, after which Trump was released on \$200,000 bail.

The decision of social networks to block President Trump's accounts has given new impetus to discourses regarding the regulation of freedom of speech and expression.

Donald Trump Jr., President Trump's son, also tweeted on January 9: «The Ayatollah (Ayatollah Khomeini – Iran's political and spiritual leader) and many other dictatorial regimes can have a twitter despite threatening countries with genocide and killing homosexuals, etc... America's The account of the President of the United States must be suspended. Mao would be proud of you» (Burduli, 2021).

Fast forward to 2024, when Donald Trump is again running for the 27th presidency of the United States. After a 2-year suspension, Trump's Twitter account has been reinstated. In a survey conducted by the new owner of the social network, Elon Musk, where 15 million people participated, 52% supported the restoration of the former president's account (<https://on.ge/story/111972>);

However, the presidential candidate has little plans to return to the canceled social network. At this point, he prefers to stick to his social network, Truth Social, which was created in response to the January 6, 2021, suspension of Trump's account. At the same time, the ex-president said that he welcomes Musk's purchase of the company for 44 billion dollars.

The result of such dependence on Facebook and Twitter is also visible – before the account was blocked, Trump's account had more than 88 million followers, and after the restoration, this number is still equal to 100,000. However, it should also be noted that many users are no longer able to write the restored account due to a technical error.

This fact indicates that social networks and especially Facebook and Twitter. It has gained great importance in the information world, not only as the fastest and easiest way to spread information (<https://www.youtube.com/watch?v=HOLCFyLM1zQ>), but also as technological mechanisms for manipulating the electorate and creating voter sentiments.

That's why, to paraphrase Halford Mackinder's famous formula, whoever owns social networks owns and controls people's attention, and whoever owns and controls people's attention owns and controls the world.

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