Abstract

While the relationship between the press, the public, and the U.S. president has been ever-evolving over the course of the country’s history, significant changes in technology in the early 21st century (particularly in terms of the introduction of social media) have changed the dynamics of the relationship altogether. This has brought about a new political reality, one where presidents can use social media to bypass traditional media completely and focus on their relationships with the public and other political figures. Analysis of the evolution of the press-presidency-public relationship, along with an examination of the nature of social media in the greater political context, gives an idea of the power the president in particular can have by way of social media. Further analyses of the way recent presidents Barack Obama and Donald Trump have used certain social media platforms aim to shed light on ways in which future presidents could use and take advantage of this technology.

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